



UNIVERSITI TEKNOLOGI MARA

CTA613: ANIMATION PRODUCTION

Course Name (English)	ANIMATION PRODUCTION APPROVED
Course Code	CTA613
MQF Credit	3
Course Description	In this project-based course, students work as a team and will be guided to produce a short animated in preparation of the final year project. The final product should be composed of appropriate story, music, dialogue, special effects and etc. The students will be supervised throughout the planning and process of the animation production of any chosen techniques and styles which it should be documented in a report. A series of seminar, workshop, presentation and critiques session will be conducted to enhance the understanding of production from pre-production, production and post-production.
Transferable Skills	1. Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability 2. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. 3. Demonstrate analytical skills using technology
Teaching Methodologies	Lectures, Studio, Practical Classes
CLO	CLO1 Develop the understanding of animation process from pre-production, production and post-production under supervision CLO2 Pitch and defend the process of pre-production and animatic for critical evaluation CLO3 Design a complete pre-production project from developing ideas to producing animatic
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing & Introduction : Pre Production 1.1) Developing story, idea and concept	
2. Pre Production 2.1) Script and treatments	
3. Pre Production 3.1) Character and background design	
4. Presentation of proposal 4.1) Presentation of story line and required format.	
5. Pre Production 5.1) Conceptualization and Storyboards	
6. Production 6.1) Tools and equipment and Rostrum camerawork	
7. Presentation 7.1) Overall presentation of character design, background design and post-production planning.	
8. Production 8.1) Drawn Animation Process and Computer Animation Process	

9. Production 9.1) Model Animation Process
10. Presentation 10.1) Presentation of Storyboarding
11. Post Production 11.1) Editing, Sound and Music
12. Post Production 12.1) Budgets
13. Post Production 13.1) Marketing & Distribution
14. Final Presentation & Evaluation 14.1) Overall evaluation and critiques.

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Progress and Content	15%	CLO1
	Assignment	Pitching/defend idea, design and animatic	65%	CLO2
	Final Project	Journal/Artbook	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Karen Sullivan, Kate Alexander, Aubry Mintz, Ellen Besen 2013, <i>Ideas for the Animated Short: Finding and Building Stories</i>, Focal Press [ISBN: 978-024081872] • Kit Laybourne and John Canemaker 1998, <i>The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation</i>, Three Rivers Press [ISBN: 978-051788602] • Francis Glebas 2012, <i>The Animator's Eye: Adding Life to Animation with Timing, Layout, Design, Color and Sound</i>, Focal Press [ISBN: 978-024081724]
	Reference Book Resources	<ul style="list-style-type: none"> • Catherine Winder, Zahra Dowlatabadi, Tracey Miller-Zarneke 2011, <i>Producing Animation</i>, 2 Ed., Focal Press [ISBN: 978-024081535] • Vanessa Theme Ament 2014, <i>The Foley Grail: The Art of Performing Sound for Film, Games, and Animation</i>, Focal Press [ISBN: 978-041584085] • John Halas, Harold Whitaker, Tom Sito 2009, <i>Timing for Animation</i>, 2 Ed., Focal Press [ISBN: 978-02405216]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	