



UNIVERSITI TEKNOLOGI MARA

CTW553: ANIMATION WRITING AND STORYTELLING

Course Name (English)	ANIMATION WRITING AND STORYTELLING APPROVED
Course Code	CTW553
MQF Credit	3
Course Description	This course will guide students to step by step process of writing for short animation production. Students are exposed to the process of generating, developing and translating story ideas into a storyboard. The first part of the course will expose students to the key concepts of storytelling such as story structure, theme, premise, characters and dialogue. Students are also introduced to the key concepts of camera movements and storyboarding. The second part of the course emphasizes on the practical aspects where students are to pitch story ideas. Upon approval of the story idea, students required, then proceed to prepare a storyboard. During the story boarding process, students are encouraged to consult the course tutor for guidance and assistance.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize.
Teaching Methodologies	Lectures, Demonstrations, Case Study, Tutorial, Presentation, Workshop, Supervision
CLO	CLO1 Identify the important components, process, terminology, and formatting of writing scripts as well as storyboard CLO2 Recognize and apply storytelling's concept, themes and techniques CLO3 Demonstrate the relationship between scriptwriting and storyboarding
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) Brainstorm Exercise Brief	
2. What is Animation Writing and Storytelling? 2.1) Lecture and notes	
3. Story Ideas, Characters for Animation 3.1) Exercise: Find an idea for Presentation A	
4. Drafting the Concept, Model and Theme that Suitable 4.1) Exercise: Decide a concept and theme for Presentation A	
5. What is Storyline? Writing the Script for Animation 5.1) Exercise: Preparation for Scripting Workshop	
6. Workshop 6.1) Writing and Storytelling for Animation	
7. Presentation Group (40%) 7.1) Submission: Paperwork	
8. Writing the Audio for Animation 8.1) Lecture and notes	
9. Storyboarding Script Reading for Storyboard 9.1) Lecture and notes	
10. Storytelling through Animation 10.1) Lecture and notes	
11. Test (20%) 11.1) Discussion: preparation for Presentation Final Project	

12. Presentation Final Project 1 12.1) Carry marks (60%) revealed
13. Presentation Final Project 2 13.1) Discussion
14. Submission Final Project 14.1) Course Evaluation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	40%	CLO3
	Group Project	Brainstorming Exercise Pitching Story Idea and the story will be exchange with another group to continue the story until The Ending of the story	30%	CLO1
	Group Project	A Group Short Animation Pitch. The Group will present a story idea, character, concept and storyboard.	30%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Begleiter, M 2012, <i>From word to image: Storyboarding and the filmmaking process.</i>, 2nd Ed., Michael Wiese CA,USA • Caputo, T.C 2013, <i>Visual storytelling: the art and technique</i>, 2nd, Watson-Guptill publications NY: USA. • Scott, J. 2012,). <i>How to write for animation</i>, 2nd Ed., The overlook press NY : USA • Webber, M. 2013, <i>Animation scriptwriting: The writer's road map</i>, Gardner's Guide VA : USA • Wells, Paul. 2007, <i>Basics Animation: Scriptwriting</i>, AVA Publishing Switzerland • Wright, J. A 2013, <i>Animation writing and development: From script development to pitch</i>, Taylor & Francis • Herhuth, E 2017, <i>Pixar and the Aesthetic Imagination: Animation, Storytelling, and Digital Culture</i>, Univ of California Press
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources