



UNIVERSITI TEKNOLOGI MARA

FFA242: PRODUCTION DEVELOPMENT

Course Name (English)	PRODUCTION DEVELOPMENT APPROVED
Course Code	FFA242
MQF Credit	4
Course Description	This course focuses on the development of the animation process from the pre-production to the production and the post production. It helps the student to further enhance their creativity and problem solving in animation. The course is a support to better realize their short animated animation project.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize.
Teaching Methodologies	Lectures, Studio, Practical Classes, Workshop
CLO	<p>CLO1 Choose solid pre-production process towards the development of the short animation.</p> <p>CLO2 Organize the potential setbacks during the development process for better execution on the production and the post-production process.</p> <p>CLO3 Maintain the art of storytelling and the animation skills to produce a substantial level of animation.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing and Introduction 1.1) Exercise: Study of problem. Creating and generating themes and ideas.	
2. Concept/Ideas 2.1) Exercise: Study of problem. Creating and generating themes and ideas.	
3. Brainstorming: Storytelling 3.1) (External/Internal Examiner)	
4. Production Development 1 4.1) Character Development	
5. Production Development 1 5.1) Character Development	
6. Production Development 2 6.1) Props and Environments	
7. Production Development 2 7.1) Props and Environments	
8. Production Development 2 8.1) Technical Direction (Mise-en scene, Lighting, Timing)	
9. Production 3 9.1) Animation	
10. Production 3 10.1) Animation	
11. Post Production 1 11.1) Exercise: Recording of voice and sound effects	
12. Post Production 2 12.1) Exercise: Final Editing and Compositing and Preparing credits.	
13. Final Portfolio Presentation & Assessment 1 13.1) (External/Internal Examiner)	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Ongoing Assessment - Project supervision	20%	CLO1
	Assignment	Ongoing Assessment - Project development presentation	40%	CLO2
	Assignment	Final Assessment - Final Project - Presentation	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Tim Jones; Barry Kelly; Allan Rosson; David Wolfe 2007, <i>Foundation Flash Cartoon Animation</i>, Apress USA
	Reference Book Resources	<ul style="list-style-type: none"> • Mark A. Simon 2003, <i>Producing Independent 2D Character Animation.</i>, Focal Press UK • Sandro Corsaro & Clifford J. Parrott 2004, <i>Hollywood 2D Digital Animation: The New Flash Production Revolution.</i>, Cengage Learning USA • Jeremy Robinson & Tom Mungovan 2003, <i>The Screenplay Workbook: The Writing before the Writing.</i>, Watson-Guption Publications USA:New York • Preston J. Blair 2003, <i>Animation 1: Learn to Animate Cartoons Step by Step (Cartooning Book)</i>, Walter Foster Publishing Inc. USA/California
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	