



**UNIVERSITI TEKNOLOGI MARA**

**GDM635: CONCEPT AND STORYBOARD**

<b>Course Name (English)</b>	CONCEPT AND STORYBOARD <b>APPROVED</b>
<b>Course Code</b>	GDM635
<b>MQF Credit</b>	2
<b>Course Description</b>	The aim of this course is to introduce students various aspects of concepts and storyboarding techniques for animated and other related multimedia production. storyboard plays an important role in making multimedia presentations either interactive or non-interactive. students will learn tacit knowledge, critical thinking, and creativity in developing the storyline and animatics. students will be exposed with the good samples of storyline, storytelling and animatics also they have to do the research of the important element to create the animatic storyline. at the end of this course students will be able to produce storyboards.
<b>Transferable Skills</b>	-Demonstrate the ability to dream, imagine and visualize
<b>Teaching Methodologies</b>	Lectures, Demonstrations, Presentation, Supervision
<b>CLO</b>	CLO1 Understand General Knowledge, and development concepts of storyboarding CLO2 Develop basic requirements needed to create higher quality concepts, storyboard and storytelling
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Overview of Storyboarding</b> 1.1) • Course overview and introduction to course	
<b>2. Basic Visual &amp; Element of Story</b> 2.1) • Overview of basic storytelling 2.2) • Discussion of element of story and how to present in visual form	
<b>3. The origin of Storyboard</b> 3.1) • Discussion of the origins and historical background of storyboards 3.2) • Storyboard purpose and applications	
<b>4. Fundamental of Shots</b> 4.1) • Discussions and demonstrations of camera framing, camera angle and camera movements	
<b>5. Understanding of Composition</b> 5.1) • A discussions and demonstration of elements and principles of design including the rules of third	
<b>6. Understanding of Perspectives</b> 6.1) • Discussions and Demonstrations of perspectives, point-of-view in shots and the development of storyboard	
<b>7. Lighting</b> 7.1) • Discussions and demonstrations of types of lighting (high-key, low-key) and camera angles	
<b>8. Continuity</b> 8.1) • Discussion and demonstrations of continuity in storyboard development	
<b>9. Animatics</b> 9.1) • Various types of animatics 9.2) • Demostration of animatics as a tool of evaluation of storytelling	
<b>10. Editing</b> 10.1) • Editing techniques for storytelling improvements	

**11. Development of animatics**

11.1) • Animatics finalization for animation production

**12. Consultation**

12.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research existing productions that involves storyboarding. Collect data from available sources, compile and present how the industry uses storyboard as a pre-production step, and how it affects the whole production.	40%	CLO1
	Assignment	Develop a storyboard based on a proposed storyline. The storyline should be drafted from the students own idea. Influence and synthesis from current trends in existing production is welcomed. however, by the end of the project, students should be able to develop their own storyboards based on their own ideas.	60%	CLO2

Reading List	Recommended Text		
		<ul style="list-style-type: none"> <li>• Hart, J 1999, <i>The Art of the Storyboard: Storyboarding for film, tv and animation</i>, Focal Boston</li> <li>• Hart, J 2008, <i>The art of the storyboard: A filmmaker's introduction</i>, Focal Boston</li> <li>• Paez, S., Jew, A., 2013, <i>Professional Storyboarding Rules of Thumb</i>, 1 Ed., 14, Focal Press UK [ISBN: 978-0-240-817]</li> <li>• Pallant, C., Price, S.,, <i>Storyboarding A Critical History</i>, 1 Ed., 7, PALGRAVE MACMILLAN Hampshire, England [ISBN: 978-1-137-027]</li> </ul>	
	Reference Book Resources	<ul style="list-style-type: none"> <li>• S. Sherri 2004, <i>Developing Short Films.</i>, New Riders, NY. New York</li> <li>• C. Shamus 1998, <i>Animation from Script to Screen</i>, . St. Martin's Press, NY. New York</li> <li>• Cristiano, G. 2007, <i>The storyboard design course: the ultimate guide for artists, directors, producers and scriptwriters</i>, Thames &amp; Hudson London</li> </ul>	
Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		