UNIVERSITI TEKNOLOGI MARA

NMC611: CREATIVE CONTENT DEVELOPMENT II

Course Name (English)	CREATIVE CONTENT DEVELOPMENT II `APPROVED`
Course Code	NMC611

MQF Credit	4

Course Description	Creative content development II gives students an opportunity to complete the production process of digital content creation, a continuation of the pre-production completed during creative content development I. This will give students an essential experience and knowledge in animation production and gamification, as well as contributing to the development of a portfolio and also developing a career within the animation, gaming and digital content creation industry. Students will take up creative roles in their whole digital content creation. By doing this, it will improve and deepen the students understanding the nature of the selection medium and production method associated with the creative work chosen.

Transferable Skills	Animation Character Designing Gamification Designing Virtual Environment Producing Animation Gaming Animation Production Character Animation

Teaching Methodologies	Lectures, Studio, Inquiry-based Learning, Microteaching, Demonstrations, Field Trip, Case Study, Practical Classes, Tutorial, Web Based Learning, Simulation Activity, Problem Based Learning (PBL), Discussion, Presentation, Small Group Sessions , Self-directed Learning, Computer Aided Learning, Supervision, Industrial Talk, Peer Practice, Collaborative Learning, Project-based Learning, Problem-based Learning

CLO		
	CLO1	Demonstrate and apply the theories that portray the element of the chosen medium into the production and post-production phase of the production
	CLO2	Reproduce their work from pre-production into production and post-production in creating a final product of digital content
	CLO3	Justify the plan to organise and manage the production and post-production from concept to screen

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	• **Richard Williams 2017**, *The Animator's Survival Kit*, **Macmillan [ISBN: 9780571238347]**
	Reference Book Resources	• **Frank Thomas,Ollie Johnston 1995**, *The illusion of life*, **Disney Editions [ISBN: 0786860707]**
		• **Maureen Furniss 2008**, *The Animation Bible*, **Harry N. Abrams [ISBN: 9780810995451]**
		• **Chris Patmore 2003**, *The Complete Animation Course*, **Barron's Educational Series [ISBN: 9780764123993]**
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources