



UNIVERSITI TEKNOLOGI MARA

ADE570: ANIMATION AND ART PRODUCTION

Course Name (English)	ANIMATION AND ART PRODUCTION APPROVED
Course Code	ADE570
MQF Credit	3
Course Description	This course is designed to introduce students to basic methods and practices in animation production that involves animation concepts, principles, characters and storyboard. This course provides overview of hand-drawn frame-by-frame animation technique, to object animation and pixilation that emphasizes creating movement and expression utilizing traditionally or digitally generated image sequences. It also involves basic training in understanding basic animation concept, methods, principles of animation, production process including creative research and documentation. Students are also exploring the basic concepts in AR, the trending AR market and producing a simple project of AR by merging the animation as the AR will provide students with real-time, contextual information in producing their project better.
Transferable Skills	Technology and artistic skills
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Practical Classes, Problem Based Learning (PBL), Discussion, Presentation, Computer Aided Learning, Supervision, Project-based Learning
CLO	CLO1 1. Demonstrate character generation skills; communicate conceptual ideas through storyboards; execute animation sequences; and develop artwork using traditional or digital tools. (C3) CLO2 2. Apply the knowledge of animation concept, methods of producing animation and animation principles in production of animation. (A2) CLO3 3. Produce and deliver ideas in form of hands-on by creating simple Android Augmented Reality (AR) applications with animation. (P7)
Pre-Requisite Courses	No course recommendations
Topics	
1. Basic of Animation 1.1) What is animation	
2. Animation Principles and History 2.1) The history of animation	
3. Introduction to the development and evolution of animation 3.1) The process of animation	
4. Understanding Types of Animation 4.1) The animation process	
5. Character Modelling and Animation 5.1) Character development, creating storyline and storyboard	
6. Animation Process and Visual Form 6.1) Step by Step process of animation development	
7. What is AR? 7.1) • How does AR work? 7.2) • AR and VR 7.3) • Future of AR 7.4) • Current and potential applications for AR	
8. Experiencing AR 8.1) The use of AR apps according to date	
9. Developing AR applications 9.1) Attaching the video to the AR apps	
10. Implementing Mobile AR for Android 10.1) The process of viewing and experiencing the animation via apps	

Assessment Breakdown		%	
Continuous Assessment		60.00%	
Competency Assessment		40.00%	

Details of Continuous Assessment			
Assessment Type	Assessment Description	% of Total Mark	CLO
Assignment	Students will practice the provided activities related to the subject in the classroom.	30%	CLO2
Portfolio/Log Book	To understand and create the process of each steps of the class activity provided until final project.	30%	CLO1

Reading List	
Recommended Text	<ul style="list-style-type: none"> • Cawood, S. & Fiala, M. 2007, <i>Augmented Reality: A Practical Guide.</i>, The Pragmatic Programmers. USA
Reference Book Resources	<ul style="list-style-type: none"> • Priebe, Ken. 2006, <i>The Art of Stop-Motion Animation.</i>, Thomson Course Technology PTR USA • Williams, R. 2012, <i>The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators</i>, Farrar, Straus and Giroux, New York USA • Mattesi, M. 2006, <i>Dynamic Life Drawing for Animators (Force Drawing Series)</i>, Focal Press USA • Purves, B. J.C. 2014, <i>Stop-motion Animation. Frame by Frame Film-making With Puppets and Models.</i>, Fairchild Books USA • Gasek, T. 2011, <i>Frame-By-Frame Stop Motion: The Guide to Non- Traditional Animation Techniques.</i>, Focal Press USA • Williams, R. 2012, <i>The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators</i>, Thomson Course Technology PTR USA • Kangdon, L. 2012, <i>Augmented Reality in Education and Training.</i>, Springer, US. USA • Horton, W. & Horton, K. 2003, <i>E-Learning tools and Technologies: A Consumer's guide for trainers, teachers, educators and instructional designers</i>, 1 Ed., John Wiley & Sons USA

Article/Paper List	
Recommended Article/Paper Resources	<ul style="list-style-type: none"> • Meroz, M. 2014, A Step By Step Guide to Animatoon Filmmaking. Making an Animated Short, 1 https://www.bloopanimation.com/wp-content/uploads/2014/12/Making-an-Animated-Short.pdf

Other References	
This Course does not have any other resources	