UNIVERSITI TEKNOLOGI MARA

BRO655: ANIMATION TECHNIQUES

Course Name (English)	ANIMATION TECHNIQUES `APPROVED`
Course Code	BRO655

MQF Credit	3

Course Description	This course explores the techniques in art of animation, primarily of traditional, experimental and also the digital medium of 2D and 3D animation. The course will also take a look at contemporary animation techniques and genres. It will focus on various visual styles and techniques in animation, time-based media, digital video and digital compositing. This exploration will also cover basics from pre-production to post-production. History of animation will also be taught to students in order to understand how motion was developed early on and how it has changed today with the rise of digital medium. This course is design to familiarize the students with the current issues in the animation industry in Malaysia, as well as around the globe. Students will be exposed more on the theoretical aspects, as well as hands on practices in class

Transferable Skills	Using Software such as: 1. Crazy Talk Animator 3 2. iClone 7 3. Adobe Flash 4. Adobe After Effect 5. Adobe Photoshop 6. Adobe Illustrator

Teaching Methodologies	Lectures, Lab Work, Demonstrations, Case Study, Practical Classes, Tutorial, Web Based Learning, Simulation Activity, Discussion, Presentation, Debates, Small Group Sessions , Computer Aided Learning, Supervision

CLO		
	CLO1	Describe the different types of animation techniques and the basic idea of how an animated content is created
	CLO2	Perform the knowledge of different techniques in animation within the broadcasting industry
	CLO3	Demonstrate teamwork skills related to animation production project

Pre-Requisite Courses	No course recommendations

Topics

1. COURSE INTRODUCTION AND REQUIREMENTS BRIEFING
1.1) I. Definition and uses of Animation
1.2) II. Origins of Animation
1.3) III. Techniques in Animation
1.4) IV. Major players in the animation industry
1.5) V. Animation: The Next Dimension

2. HISTORY OF ANIMATION IN WESTERN AND ASIAN PERSPECTIVES
2.1) I. The World History of Animation
2.2) II. European History of Animation
2.3) III. Asia History of Animation
2.4) IV. Malaysia History of Animation

3. PRINCIPLES OF ANIMATION
3.1) I. 12 old Men of Disney
3.2) II. Character Animation
3.3) III. The 12 Principles of Animation

4. ANIMATION PRE-PRODUCTION PROCESS I
4.1) I. Pre-Production Process in Animation
4.2) II. The 10 steps in Pre-Production

5. ANIMATION PRE-PRODUCTION PROCESS II
5.1) I. Character Development and Design
5.2) II. Set and background Design

6. PRODUCTION OF ANIMATION I
6.1) I. Introduction to iClone User Interface
6.2) II. Timeline, Props and Characters
6.3) III. Object Movement and Manipulation
6.4) IV. Characters in iClone
6.5) V. Character Content

7. PRODUCTION OF ANIMATION II
7.1) I. Character Customization and Types
7.2) II. Facial Animation
7.3) III. Motions in iClone
7.4) IV. Motion Puppet
7.5) V. Using Paths

8. PRODUCTION OF ANIMATION III
8.1) I. Introduction to Props and Environment
8.2) II. Prop Movement and Manipulation
8.3) III. Prop Content
8.4) IV. Camera Navigation
8.5) V. Introduction to Substance Materials
8.6) VI. Basics of Rigid Body Physics

9. PRODUCTION FOR ANIMATION IV
9.1) I. Render and Output
9.2) II. Types of Shot
9.3) III. Continuity
9.4) IV. Shot Design

10. POST-PRODUCTION FOR ANIMATION I
10.1) I. Visual Editing for Animation
10.2) II. Editing Animation: Theory and Practice

11. POST-PRODUCTION FOR ANIMATION II
11.1) I. Sound in Production and Post-Production
11.2) II. Sound Design
11.3) III. Foley
11.4) IV. Sound Editing
11.5) V. The Mix

12. POST-PRODUCTION FOR ANIMATION III
12.1) I. Compositing for Animation
12.2) II. Compositing CGI
12.3) III. Visual Effects

13. POST-PRODUCTION FOR ANIMATION IV
13.1) I. Promotion and Marketing Creative Product
13.2) II. Selling your Animation
13.3) III. Grants and Funding

14. Animation Event (Screening)
14.1) I. Animation Screening and Creative Talk

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	You are to produce a flipbook animation for about 15 to 20 seconds in showing a sequence of drawings put together to create a simple motion or movement, using the traditional technique of animation on paper, which is flipbook animation. It should be displayed in sequence putting a sense of motion or movement into it. Your are to produce class exercises in the form of animated content showcasing 4 different production element; 1. Environment, 2. Camerawork, 3. Lighting and 4. Animation with also sketching model sheet in every class.	50%	CLO2
	Final Project	This animated short project is a chance for you to make a finished work. This project will be done based on theme given by the lecturer in class. This animated short project is your chance to realize an idea to completion. The work is managed in groups (as decided in class), so the responsibilities of production and collaboration are all yours but under guidance and supervision. The project will be done in iClone 7 with an output of a 3D animated short. Each group may have a different approach towards the project.	30%	CLO3
	Test	Test is to measure the students on their understanding of the subject and application of their understanding with skills.	20%	CLO1

Reading List	Recommended Text	• Andy Wyatt 2010, *The Complete Digital Animation Course*, Barrons Educational Series Incorporated [ISBN: 0764144243]
		• Chris Patmore 2013, *The Complete Animation Course*, Hauppauge, NY: Barron's [ISBN: 0500284377]
	Reference Book Resources	• Walt Stanchfield 2009, *Drawn to Life*, Focal Press/Elsevier. Amsterdam [ISBN: 0240810961]
		• Maureen Furniss 2008, *The Animation Bible*, Harry N. Abrams New York [ISBN: 081099545X]
		• Ed Ghertner 2010, *Layout and Composition for Animation*, Taylor & Francis Burlington [ISBN: 024081441X]
		• Harold Whitaker,John Halas,Tom Sito 2009, *Timing for Animation*, Focal Press Burlington [ISBN: 0240521609]
		• Sherri Sheridan 2004, *Developing Digital Short Films*, New Riders Publishing Boston [ISBN: 073571231X]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	