



UNIVERSITI TEKNOLOGI MARA

CTA452: ANIMATION CONCEPT AND IDEA

Course Name (English)	ANIMATION CONCEPT AND IDEA APPROVED
Course Code	CTA452
MQF Credit	2
Course Description	This course allows students to develop creative ideas through illustration and conceptual narrative drawings with aesthetic sensibilities and artistic expression. It exposes students to the introduction to the art in history, which also sees the influence of social and cultural contexts, as well as style in the composition of the artwork. Students will explore drawing and painting skills by emphasizing the importance of colors and image composition of figure, landscape and still life through various medium and techniques including watercolor, oil painting, acrylic and mix-media.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize.
Teaching Methodologies	Lectures, Practical Classes
CLO	CLO1 Recognize the art period and techniques to develop an artwork. CLO2 Calibrate the relationship of art history and period to develop creative ideas for illustration assessment. CLO3 Demonstrate the history era, techniques and tools through observation and references of every medium available for presentation.
Pre-Requisite Courses	No course recommendations
Topics	
1. Art in Context: Course Briefing & Introduction 1.1) The Context of Images, Image and Narrative, Abstract	
2. Brief History of Art 2.1) Art Period and Styles 2.2) Genres 2.3) Painting Material and Techniques	
3. Media and Techniques 1 3.1) The Understanding of Colours	
4. Media and Techniques 2 4.1) The Understanding of Colours	
5. Media and Techniques 3 5.1) Shape, Value and Form	
6. Media and Techniques 4 6.1) Shape, Value and Form	
7. Media and Techniques 5 7.1) Tones and Texture	
8. Media and Techniques 6 8.1) Tone and Texture	
9. Project Review 9.1) Mid Semester	
10. Media and Techniques 7 10.1) Shadow and Light	
11. Media and Techniques 8 11.1) Shadow and Light	

12. Media and Techniques 9

- 12.1) Depth, spatial relationships in painting
- 12.2) Framing and Composition

13. Media and Techniques 10

- 13.1) Depth, spatial relationships in painting
- 13.2) Framing and Composition

14. Final Portfolio Presentation & Assessment

- 14.1) Final Project Exhibition

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 2	25%	CLO2
	Assignment	Assignment 1	55%	CLO1
	Final Project	Final Project	20%	CLO3

Reading List	Recommended Text	• Andrew Loomis 2012, <i>Creative Illustration</i> , 1 Ed., Titan Book [ISBN: 978-18457692]
	Reference Book Resources	<ul style="list-style-type: none"> • Cherril Doty 2014, <i>101 Mixed Media Techniques: Master the fundamental concepts of mixed media art</i>, 1 Ed., Walter Foster Publishing [ISBN: 978-160058366] • Thomas Wildgruber 2012, <i>Painting and Drawing in Waldorf Schools: Classes 1-8</i> [ISBN: 978-086315878] • Marilyn Stokstad, Michael Cothren 2013, <i>Art History Volume 1</i>, 5 Ed., Pearson [ISBN: 978-020574420] • Mary Warner Marien, William Fleming 2004, <i>Fleming's Arts and Ideas</i> [ISBN: 978-053461371]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources