UNIVERSITI TEKNOLOGI MARA

FAA422: IDEA AND CONCEPT FOR ANIMATION

Course Name (English)	IDEA AND CONCEPT FOR ANIMATION APPROVED
Course Code	FAA422

MQF Credit	2

Course Description	This course allows students to develop the idea and concept through skills, knowledge, and create visual concepts that capture the emotional core of their short animation story. Exploring the pre-production process by compelling early sketches, characters and environment of the storytelling. Students will explore how to be inspired by the world and media around you, and apply it to a full design package filled with exciting characters, mind-blowing props and environment, and worlds no one has ever imagined by digital platforms. Student will create a personal or grouping and completely original high-quality pitch package that will form the backbone of their pre-production portfolio.

Transferable Skills	Demonstrate the ability to dream, imagine and visualize.

Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation

CLO		
	CLO1	Present the idea and concept of animation development process as to develop the animation pre-production stages.
	CLO2	Calibrate the new approaches of knowledge and resolving conflict in developing student creative ideas project for concept art assessment.
	CLO3	Combine digital software and hardware in delivering student's pre-production final project.

Pre-Requisite Courses	No course recommendations

Topics
1. Course Briefing and Introduction 1.1) Course outline explanation, topic weekly.
2. What is story? 2.1) i) Synopsis 2.2) ii) Narrative Structure
3. Visual Communication and Illustration 3.1) How to Communicate Through Visual
4. Storyboard 4.1) i) What, Why and How to Develop Storyboard 4.2) ii) Storyboard Format 4.3) iii) Storyboard Language 4.4) iv) Script
5. Idea Development (Research, Sketch & Develop) 5.1) i) Subject Research 5.2) ii) Mood Board 5.3) iii) Character, Environment, Props and etc
6. Pitching Idea and Concepts 6.1) Presentation Idea Development
7. Concept Art Development (Poster) 7.1) i) Focal Point 7.2) ii) Visual Story 7.3) iii) Layout 7.4) iv) Colouring

8. Idea Development 8.1) Character, Environment, Props and etc.
9. Concept Art Development 9.1) Progress
10. Creating Animatic 10.1) Developing Basic Animatic
11. Rendering 11.1) Progress
12. Polishing Animatic and Concept Art 12.1) Progress
13. Final Edit 13.1) Progress
14. Final Project, Presentation and Assessment 14.1) Execution

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 2 – Group Project (30%)	30%	CLO2
	Final Project	Final Project (40%)	40%	CLO3
	Presentation	Assignment 1 - Presentation (30%)	30%	CLO1

Reading List	Recommended Text	• Haitao Su, Vincent Zhao 2011, *Alive Character Design: For Games, Animation and Film*, Gingko Press [ISBN: 10: 095628807]
		• Andrew Selby 2013, *Animation (Portfolio)*, Laurence King Publishing [ISBN: 10: 178067097]
		• Karen Sullivan 2013, *Ideas for the Animated Short: Finding and Building Stories*, 2 Ed., Focal Press [ISBN: 10: 024081872]
		• Jessica Julius 2014, *The Art of Big Hero 6*, Chronicle Books [ISBN: 10: 145212221]
		• Kevin Hedgpeth 2018, *Exploring Drawing for Animation (Design Concepts)* , 1 Ed., Course Technology [ISBN: 10: 140182419]
Article/Paper List	This Course does not have any article/paper resources	
Other References	• n/a Ameir Hamzah & Art Saad 2019, *Nota Asas & Ringkas Storyboard Animasi* , **Sri Ayu Publishers & Distributors**	