| Course Name (English) | 2D ANIMATION PRODUCTION INDUSTRIAL PROJECT APPROVED |
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| Course Code | FAA661 |

| MQF Credit | 17 |
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| Course Description | This course provides students with the opportunity to engage and learn directly from the creative industries. Students are introduced and inducted by industrial practitioners (such as mentors, etc.) of the field. Also known as work-based learning or apprenticeship, the course is designed to allow students to prepare for the work environment especially in areas that require immediate and skilled talent. Students are attached to the workplace for the duration of a semester and are expected to gain as much knowledge and experience to allow them to perform within a daily work setting. This notion of experiential learning allows students to develop much needed skills for the 21st century workforce. Throughout the duration of the term, students are under the patronage of respective mentors. Emphasis of the course is on the students' ability to adapt to the working environment and contribute to their respective employers in a professional manner as they learn the trade. Students are expected to perform and contribute whole-heartedly to the companies or organizations they are attached to ensure that the full engagement is experienced. This experience allows students to develop their portfolios and rapport with the industry |
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| Transferable Skills | Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks |
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| Teaching Methodologies | Studio, Demonstrations, Discussion, Presentation, Workshop, Supervision, Peer Practice, Project-based Learning |
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| CLO | |
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| | CLO1  Practice good values and behavior in completing assigned tasks |
| | CLO2  Demonstrate effective communication, leadership and teamwork skills in completing assigned tasks |
| | CLO3  Identify basic problems and solutions regarding given tasks |
| | CLO4  Demonstrate efforts in competently retrieving information and self-learning |
| | CLO5  Manage to understand the data and technology used for any given task. |

| Pre-Requisite Courses | No course recommendations |
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| Topics |
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| **1. Introduction to the creative industries and the workplace**<br>1.1) Discussion and introduction to the creative industries and the workplace. This session will allow students to understand the creative industries. |
| **2. Introduction to the company / firm / organization**<br>2.1) Discussion and introduction to the creative industries and the workplace. This session will allow students to understand the organization. |
| **3. Introduction to communication**<br>3.1) This session will develop student's communication skill, especially with the co-worker, supervisor and clients. |
| **4. Role and responsibilities**<br>4.1) Briefing session on role and responsibilities. |
| **5. Understanding the workplace (working hours, rest breaks, holidays, etc.)**<br>5.1) Briefing and discussion on company procedure and related matter. |
| **6. Health and safety requirements**<br>6.1) Briefing and implementation of the health and safety requirements. |

**7. Understanding work contracts**
7.1) This session will allow the student to understand the work contracts and related matter such as copyright, P&C works/documents and others.

**8. Developing curriculum vitae and portfolios**
8.1) Students need to develop their curriculum vitae and portfolio related/according to their task at the company.

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Industrial Supervision/Mentoring Values, attitudes and professionalism | 10% | CLO1 |
| | Assignment | Industrial Supervision/Mentoring Communication, leadership and teamwork | 10% | CLO2 |
| | Assignment | Industrial Supervision/Mentoring Problem-solving skills and scientific skills | 20% | CLO3 |
| | Assignment | Industrial Supervision/Mentoring Problem-solving skills and scientific skills Overall workplace involvement and engagement | 20% | CLO5 |
| | Assignment | Industrial-based Academic Guidance Career development report Reflective journal writing | 40% | CLO4 |

| Reading List | Reference Book Resources | |
|---|---|---|
| | | **Dawson, P. & Andriopoulos, C 2017,** *Managing change, creativity and innovation,* **Harvard Business School Publishing Corporation USA** |
| | | **Khaire, M. 2017,** *Culture and commerce: The value of entreprenurship in creative industries,* **Stanford Business Books Stanford** |
| | | **Schwab, K. 2017,** *The fourth industrial revolution,* **Crown Business. USA** |
| | | **Ross, A. 2016,** *The industries of the future.,* **Simon & Schuster USA** |
| | | **Jones, C. & Lorenzen, M 2015,** *The Oxford handbook of creative industries.,* **Oxford University Press USA** |
| | | **DeFillippi, R. & Wikstrom, P. 2014,** *International perspectives on business innovation and disruption in the creative industries: Film, video and photography. Cheltenham,* **Edward Elgar Pub. UK** |
| | | **Guffey, M.E. & Loewy, D. 2012,** *Essentials of business communication.,* **Cengage Learning Mason** |
| | | **Masters, A. & Wallace, H.R. 2010,** *Personal development for life and work.,* **South-Western Educational Pub. Mason** |
| | | **Hattersley, M.E. & McJannet, L.M. 2007,** *Management communication: Principles and practice.,* **McGraw-Hill Education.** |

| Article/Paper List | This Course does not have any article/paper resources |
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| Other References | • **Website Malaysian Communications and Multimedia Commission** *Guidelines* **https://www.mcmc.gov.my/resources/guidel ines**<br>• **Website Jabatan Kebudayaan & Kesenian Negara** *Information* **http://www.jkkn.gov.my/**<br>• **Website Health and Safety Executive, UK** *Information* **http://www.hse.gov.uk/entertainment/thea tre-tv/index.htm**<br>• **Website Department of Occupational Safety and Health, Ministry of Human Resources** *Information* **http://www.dosh.gov.my/index.php/en/**<br>• **Website National Film Development Corporation (FINAS)** *Information* **http://www.finas.gov.my/en/** |