Course Name (English)	3D ANIMATION PRODUCTION INDUSTRIAL PROJECT APPROVED
Course Code	FAB661

MQF Credit	20

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.

Transferable Skills	Ethically and Socially Sensitive

Teaching Methodologies	Industrial Training, Supervision

CLO	CLO1	Assess to levels of responsibility, ethics and integrity at the work place. (C6)
	CLO2	Comply to specific tasks as instructed or assigned by the industry/employer/mentor. (A2)
	CLO3	Support the process and procedures of an actual work environment. (A5)
	CLO4	Adapt to autonomous learning (through self-learning) in various fields/projects of the creative industries. (A4)
	CLO5	Serve managerial and entrepreneurial skills (A5).

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to the creative industries and the workplace 1.1) n/a
2. Introduction to the company / firm / organization 2.1) n/a
3. Understanding the workplace (working hours, rest breaks, holidays, etc.) 3.1) n/a
4. Introduction to communication 4.1) n/a
5. Role and responsibilities 5.1) n/a
6. Health and safety requirements 6.1) n/a
7. Understanding work contracts 7.1) n/a
8. Developing curriculum vitae and portfolios 8.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Animation Portfolio Weekly Log (google site) (10%)	10%	CLO1
	Internship Report	Animation Portfolio Reflective Journal (Report) (10%)	10%	CLO3
	Portfolio/Log Book	Animation Portfolio 1 : Continuous Progress (20%)	20%	CLO2
	Portfolio/Log Book	Animation Portfolio 2 : Final portfolio (20%)	20%	CLO5
	Practical	ii. Employer's Assessment Report (Internship Report) 40%	40%	CLO4

Reading List	Recommended Text	• http://www.kkmm.gov.my/pdf/dikn.pdf 2012, *Dasar Industri Kreatif Negara*
Article/Paper List	This Course does not have any article/paper resources	
Other References	• Book Dawson, P. & Andriopoulos, C. 2017, *Managing change, creativity and innovation* , Harvard Business School Publishing Corporation, USA	
	• Book Khaire, M. 2017, *Culture and commerce: The value of entreprenurship in creative industries* , Stanford Business Books, Stanford	
	• Book Ross, A. 2016, *The industries of the future*, Simon & Schuster, NY, USA	
	• Book Jones, C. & Lorenzen, M. 2015, *The Oxford handbook of creative industries* , Oxford University Press, Oxford	
	• Book DeFillippi, R. & Wikstrom, P. 2014, *International perspectives on business innovation and disruption in the creative industries: Film, video and photography* , Edward Elgar Pub, Cheltenham, UK	
	• Book Guffey, M.E. & Loewy, D. 2012, *Essentials of business communication*, Cengage Learning, Mason, OH	
	• Book Masters, A. & Wallace, H.R. 2010, *Personal development for life and work*, South-Western Educational Pub, Mason, OH	
	• Book Hattersley, M.E. & McJannet, L.M. 2007, *Management communication: Principles and practice* , McGraw-Hill Education	
	• Website *Malaysian Communications and Multimedia Commission* https://www.mcmc.gov.my/resources/guidel ines	
	• Website *Jabatan Kebudayaan & Kesenian Negara* http://www.jkkn.gov.my/	
	• Website *Department of Occupational Safety and Health, Ministry of Human Resources* http://www.dosh.gov.my/index.php/en/	
	• Website *National Film Development Corporation (FINAS)* http://www.finas.gov.my/en/	