



UNIVERSITI TEKNOLOGI MARA

FET280: TIME BASED MEDIA AND TECHNIQUE

Course Name (English)	TIME BASED MEDIA AND TECHNIQUE APPROVED
Course Code	FET280
MQF Credit	2
Course Description	In this course students will be introduced to the basic making of 3D digital objects. Students will learn on how to create and modify 3D objects by using different fundamental methods and techniques. Students will also be exposed to different types of materials and lighting to stimulate realism. All the digital artwork is done by using 3D software commonly used in 3D creative industries. Exercises will be conducted hands-on and in the form of a problem based approach. The students will also be guided in identifying their research problems, conducting literature, visual search, discussing theoretical and visual concepts. The soft wares recommended to be used in this course is Auto-desk 3ds Max 2012 or its equivalent.
Transferable Skills	Analitical and Critical Thinking, Problem Solving, Communication Skills, Computer Skills - Time-Based Media
Teaching Methodologies	Lectures, Lab Work, Demonstrations, Problem Based Learning (PBL), Discussion, Presentation, Computer Aided Learning, Journal/Article Critique
CLO	CLO1 Outline the objective of the problems. CLO2 Distinguish the element and principles of art in the literature review. CLO3 Choose the method to compose the visual images of form and light. CLO4 Compare and organise the visual images of form and light. (Analyze, evaluate & create) CLO5 Prepare a studio proposal and portfolio of artwork
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. RESEARCH AND THEORY: Concept, Software, and Std Primitive Object, 1.1) Concept of Time-Based Media and Techniques: Form 1.2) Hardware and Software Requirement 1.3) Introduction to Software 1.4) Concept of Digital 3D 1.5) Standard Primitive Object	
2. 2: VISUAL RESEARCH: Reference, Idea, Proposal, Editable Mesh & Poly, 2.1) Artwork Reference and Studies 2.2) Idea Development Studies 2.3) Artwork Proposal 2.4) Standard Primitive Objects 2.5) Edible Mesh and Poly	
3. 3. MATERIALS AND TECHNIQUES: Modifying, Extruding, Beveling, Lathe 3.1) Modifying Form 3.2) Extruding and Beveling 3.3) Lathe and Boolean 3.4) Loft and Shape Extruding 3.5) Deformation 3.6) Materials and Lighting	

4. 4. FINAL EXECUTION: Plotting, Materials, Lighting, Refining, Rendering

- 4.1) Plotting and Constructing
- 4.2) Applying Materials and Lighting
- 4.3) Reviewing and Refining
- 4.4) Rendering
- 4.5) Format File and Printing
- 4.6) Presentation

5. 5. PRESENTATION: Oral and Visual

- 5.1) Visual Presentation
- 5.2) Oral Presentation

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Project 2	30%	CLO4
	Individual Project	Project 2	30%	CLO3
	Portfolio/Log Book	Report & Presentation	10%	CLO5
	Visual Assessment	Visual Research Proposal	10%	CLO2
	Written Report	History of Techniques & Artworks Reference	20%	CLO1

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Murdock, Kelly L 2009, <i>3DS Max 2010 Bible</i>.Wiley Publishing Inc, Canada • Cusson, Roger 2009, <i>Learning Autodesk 3ds Max Design 2010 Essentials</i>.Autodesk Inc, USA 	<ul style="list-style-type: none"> • Noble, Ian and Bestley,R. 2005, <i>Visual Research: An Introduction To Research Methodologies in Graphic Design.</i>, AVA Publishing SA Switzerland • Murdock, Kelly L. 2004, <i>3DS Max 6 Bible</i>, Wiley Publishing Inc Canada • Rusli Ab Ghani & Wan Rohazlinda 2004, <i>Panduan Intensif 3D Studio Max Versi 6.0.</i>, Venton Publishing Selangor • Fineberg, Jonathan 1995, <i>ART SINCE 1940 (Strategies Of Being)</i>, Prentice Hall N.J. • Zelanski, Paul. Pat Fisher, Mary 1994, <i>THE ART OF SEEING</i>, Prentice Hall N.J. • Feldman, Edmund Burke 1992, <i>VARIETIES OF VISUAL EXPERIENCE</i>, Prentice Hall N.J. • Collins, Judith. Welchman, John. Chandler, David and A. Anfam, David. 1988, <i>TECHNIQUES OF MODERN ART</i>, Chartwell Books, Inc • G.Wilkins, David. Schultz, Bernard and M.Linduff, Kathryn 1994, <i>ART PAST ART PRESENT</i>, Prentice Hall N.J. • J.Sporre, Dennis 1994, <i>REALITY THROUGH THE ARTS</i>, Prentice Hall N.J • D.Kurtz, Bruce 992, <i>CONTEMPORARY ART 1965-1990</i>, Prentice Hall N.J.1 • Betti, Claudia and Sale, Teel 1997, <i>DRAWING (A Contemporary Approach)</i>, Holt, Rinehart and Winston, Inc. USA. • Ferrier, Jean-Louis and Le Pichon, Yann 1999, <i>ART OF THE 20TH CENTURY</i>, CheneHachette France.

Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> • n/a Grosenick, Uta 2005, <i>ART NOW</i>, Taschen, Koln, London, L.A, Madrid, Paris, Tokyo. • n/a Lucie-Smith, Edward 1995, <i>ARTODAY</i>, Phaidon Press Limited, London. • n/a Heartney, Eleanor 200, <i>ART & TODAY</i>, Phaidon Press Limited, London. • n/a Hertz, Richard 1993, <i>THEORIES OF CONTEMPORARY ART</i>, Prentice Hall,, N.J. • n/a L.Anderson, Richard 1989, <i>ART IN SMALL-SCALE SOCIETIES</i>, Prentice Hall,, N.J. • n/a Cahoone, Lawrence 1996, <i>FROM MODERNISM TO POSTMODERNISM (An Anthology)</i>. , Black Well Pub., USA.

- n/a Smagula, Howard. 1989, *CURRENTS (Contemporary Directions In The Visual Arts)*. , Prentice Hall., N.J.
- n/a Hyde Minor, Vernon 1994, *ART HISTORY'S HISTORY*, Prentice Hall. ., N.J