



UNIVERSITI TEKNOLOGI MARA

BRO654: ANIMATION TECHNIQUES

Course Name (English)	ANIMATION TECHNIQUES APPROVED
Course Code	BRO654
MQF Credit	4
Course Description	<p>This course explores the art of animation, primarily of traditional, experimental and also the digital medium of 2D and 3D animation. The course will also take a look at contemporary animation techniques and genres. It will focus on various visual styles and techniques in animation, time-based media, digital video and digital compositing. This exploration will also cover basics from pre-production to post-production. History of animation will also be taught to students in order to understand how motion was developed early on and how it has changed today with the rise of digital medium. This course is design to familiarize the students with the current issues in the animation industry in Malaysia, as well as around the globe. Students will be exposed more on the theoretical aspects, as well as hands on practices in class. Student's assignments consist of a final animated short, which will be done in groups, where they will apply the knowledge acquired through the first half of semester into creating a short animation in groups. Individually, students will produce a flipbook animation early on in the semester as to understand how motion works and is created through ideas developed. In lab, students will get hands on experience into learning flash to create animation from basics apart from having to sketch model sheets in class every week and also other different mediums of animation techniques in creating and producing an animated short.</p>
Transferable Skills	Using Software such as: 1. Adobe Flash 2. Adobe After Effect 3. iClone 6 4. Soundtrack Pro 5. Final Cut Pro 6. Premier Pro
Teaching Methodologies	Lectures, Lab Work, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation, Workshop, Small Group Sessions , Computer Aided Learning
CLO	CLO1 Describe the different types of animation techniques and the basic idea of how an animated content is created CLO2 Perform the knowledge of different techniques in animation within the broadcasting industry CLO3 Demonstrate teamwork skills related to animation production project
Pre-Requisite Courses	No course recommendations
Topics	
1. Course introduction and requirements briefing 1.1) 1.1 Introduction to Animation 1.2) 1.2 Different types of Animation Techniques 1.3) 1.3 Viewing examples of different techniques in animation 1.4) 1.4 Understanding the Digital Equipment	
2. History of Animation in Western and Asian perspectives 2.1) 2.1 Origin of the Art 2.2) 2.2 North America Animation History 2.3) 2.3 Western Europe Animation History 2.4) 2.4 Eastern Europe Animation History 2.5) 2.5 Asia Animation History 2.6) 2.6 Malaysian Animation History	

3. Principles of Animation 3.1) 3.1 Squash & Stretch 3.2) 3.2 Anticipation 3.3) 3.3 Staging 3.4) 3.4 Straight Ahead & Pose to Pose 3.5) 3.5 Follow Through & Overlapping Action 3.6) 3.6 Slow In & Slow Out 3.7) 3.7 Arcs 3.8) 3.8 Secondary Action 3.9) 3.9 Timing 3.10) 3.10 Exaggeration 3.11) 3.11 Solid Drawing 3.12) 3.12 Appeal
4. Animation Pre-Production Process I 4.1) 4.1 Pre-production Basics 4.2) 4.2 Ideas & Concepts 4.3) 4.3 Story & Visual Research 4.4) 4.4 Scriptwriting 4.5) 4.5 Storyboard 4.6) 4.6 Character Design 4.7) 4.7 Production Artwork and Layout 4.8) 4.8 Animation 4.9) 4.9 The Pitch
5. Animation Pre-Production Process II 5.1) 5.1 Character Design 5.2) 5.2 Environment Design 5.3) 5.3 Film Language
6. Production of Animation I 6.1) 6.1 Organization 6.2) 6.2 Digital Character Library 6.3) 6.3 Staging
7. Production of Animation II 7.1) 7.1 Motion Theory 7.2) 7.2 Understanding Motion 7.3) 7.3 Timing
8. Production of Animation III 8.1) 8.1 Animation Method 8.2) 8.2 Straight Ahead 8.3) 8.3 Pose to Pose 8.4) 8.4 Key & Keyframes 8.5) 8.5 Breakdown 8.6) 8.6 In-betweens 8.7) 8.7 Extremes
9. Production of Animation IV 9.1) 9.1 Types of Shots 9.2) 9.2 Continuity 9.3) 9.3 Shot Design 9.4) 9.4 Movements in Shot Design
10. Post Production for Animation I 10.1) 10.1 Editing Animation 10.2) 10.2 Theory of Editing Animation 10.3) 10.3 Practice of Editing Animation 10.4) 10.4 Visual Editing for Animation
11. Post Production for Animation II 11.1) 11.1 Sound for Animation Production 11.2) 11.2 Sound for Animation Post-Production
12. Post Production for Animation III 12.1) 12.1 Compositing for Animation 12.2) 12.2 Compositing CGI 12.3) 12.3 Visual Effects in Animation 12.4) 12.4 Softwares for Effects in Animation
13. Post Production for Animation IV 13.1) 13.1 Promotion 13.2) 13.2 Selling yourself 13.3) 13.3 Grants & Funding
14. Animation Screening & Event 14.1) 14.1 Animation Screening 14.2) 14.2 Animation Talk

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment	50%	CLO2
	Final Project	Final Project	30%	CLO3
	Test	Test	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Wyatt, Andy 2010, <i>The Complete Digital Animation Course: The Pr</i>, Thames & Hudson London • Patmore, Chris 2007, <i>The Complete Animation Course: the Principles</i>, Barron's Hauppauge, NY
	Reference Book Resources	<ul style="list-style-type: none"> • Whitaker, Harold, and John Halas 2007, <i>Timing for Animation</i>, Focal • Stanchfield, Walt, and Don Hahn 2009, <i>Drawn to Life. 20 Golden Years of Disney Mast</i>, 8 Ed., Elsevier/Focal • Ghertner, Ed 2010, <i>Layout and Composition for Animation</i>, Focal/Elsevier • Furniss, Maureen 2008, <i>The Animation Bible: a Practical Guide to the</i>, Abrams • Sheridan, Sherri 2004, <i>Developing Digital Short Films</i>, New Riders

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