

Module code	AX-2310		
Module Title	Introduction to Animation		
Degree/Diploma	Bachelor of Arts (Design and Creative Industries)		
Type of Module			
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims To develop students’ the ability to produce animation project from concept to the process and stages of animation production in both creative and technical aspects.			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order:	30%	- Describe theories of communication and visual communication. - Identify basic elements and principles of animation.	
Middle order:	30%	- Interpret animation in multimedia projects such as video montage, instructional manual and advertising. - Interpret visual exploration, design experimentation, collaboration and innovation. - Identify and research relevant areas such as visualisation aspects, character and scene designs, script interpretation, interactive design, digital and moving image.	
Higher order:	40%	- Appraise animation technology to create short animation assignments - Appraise design concepts through series of visual research on imaging. - Justify traditional and digital techniques in the framework of the animation industry. - Discover the opportunities in animation art.	
Module Contents - The theory, principles and practices of animation production and to explore various methods of production. - Visual interpretation of script. - Character and scene designs. - Art direction in animation. - The process and stages of animation production from pre-production to production and post-production. - Appreciation of 2D and 3D animation.			
Assessment	Formative assessment	Biweekly assessment and feedback	
	Summative assessment	Examination: 0% Coursework: 100% 2 individual assignments (50%) 1 group project (40%) 1 individual portfolio (10%)	