Module Code	:	AR-3304		
Module Title	:	3D Animation & Digital Illustration		
Programme	:	Bachelor of Arts		
Type of Module	:	Core / Breadth		
Modular Credits	:	4	**Student Workload:** **Contact Hours for timetabling:**	8 – 10 hours per week 2 hours per week
Prerequisite	:	Drawing skills, Basic Computer Skills, AR-3201 Introduction to 3D Animation or AR-2203 Motion Graphic or Computer Art Technology (AR-1204)???		
Anti-requisite	:	None		

Aims :

The aim of this module is to introduce 3D visualization in producing 3D animation for the purpose of projecting ideas on character design from sketches to computer in three major animation process comprises of art direction, production and post-production. The student will be exposed to the methods of creating and producing 3D animation by incorporating their creativity based on their storyline. The student will design a character and storyboard and produce a small scale featured movie on a particular topic based on the students' area of interest.

Module Content :

This module focuses on method of planning and designing a small scale featured movie based on their storyline to establish necessary steps in organizing the scenes. The students will be exposed to the method of script writing, designing the character, environment design, staging, and clean-Ups. The students will also be introduced in depth on 3D animation techniques such IK, rotoscoping, camera moves and special effect. Based on the storyboard the student will develop a 3D animation such as short 3D featured movie.

Assessment :	**Examination :**	**0%**	**Coursework :** **Group Project** Storyboard design – 30% End Product – 30% Oral presentation – 10% **Individual portfolio** Character design – 10% Scenario design – 10% Environment design – 10%	**100%** 70% 30%

Textbook(s)/References :

Glebas, F. (2009). *Directing the Story*. Burlington, MA: Focal Press.

Krasner, J. (2008). *Motion Graphic Design and Fine Art Animation: Principles and Practice* (2nd ed.). Oxford, UK: Focal Press.

Price, D. A. (2009). *The Pixar Touch: The Making of a company*. NY: Vintage Books.

Simon, M. (2000). *Storyboards Motion in Art*. Burlington, MA: Focal Press.

Staff:	Dr Zahari Hamidon