

MODULE DESCRIPTIONS

3D ANIMATION 1

This module equips the student with knowledge and skills on a variety of key 3D CG (computer graphics) and animation aspects organised under four broad themes: rendering and texturing, rigging and enveloping, non-linear animation, as well as applied post-production, which are inter-related and inter-dependent. Attention is paid to other relevant topics such as mixing, layering, editing, blending animation clips, appropriate controllers and required marking sets (non-linear animation), as well as modifying the various animation components.

3D ANIMATION 2

This module equips the student with knowledge and skills about digital character animation. In particular, attention is paid to relevant theories and principles of basic digital character animation, the underlying processes applicable to basic character animation in the digital mode, and evaluation of the product.

3D ANIMATION 3

This module will equip students with a working knowledge of advanced post-production in the 3D animation environment. Specific aspects explored are post-production concepts with an emphasis on creativity and imagination; functional visual images in animation context; editing applicable to animation footage; appropriate techniques and processes in the animation post-production environment, and quality standards.

3D COMPUTER GRAPHICS 1

This module establishes a foundation for 3D design and digital animation. The student will be equipped with relevant knowledge and skills concerning 3D theory and principles, creative applications of 3D CG design such as graphic types (raster/vector), vectors, the notion of representing 3D space, Cartesian mathematics, viewport, co-ordinate systems, modeling types, the common tools available in the 3D CG environment, and common practical communication aspects such as the story idea, scriptwriting, storyboarding, animatics, and character design.

3D COMPUTER GRAPHICS 2

This module builds on the foundational knowledge gained in 3D Computer Graphics 1. It equips the student with knowledge and skills about detailed modeling processes. Realistic lighting for photorealism. Colour management in rendering for a film. Particular, attention is paid to relevant theories and principles of basic digital character animation, the underlying processes applicable to basic character animation in the digital mode, and evaluation of the product.

3D COMPUTER GRAPHICS 3

This module deals with the final demonstration of knowledge and skills acquired about 3D animation practice. Students are given the opportunity to integrate and apply knowledge across all relevant programme modules. The student must plan, generate, compile and submit a comprehensive portfolio of practical work in electronic mode to demonstrate the ability to apply knowledge within a certain area of specialisation of own choice, depending on individual skills and interest. Options include character animation short films, computer game cinematic trailers, or interactive multimedia design.

CONTEXTUAL INFO DESIGN 1

This module explores the principles and concepts of contextual visual communication design. In particular, it focuses on the key features and elements of communication, models of technical communication, theories of communication signs, and the layers of meaning in mediated messages.

CONTEXTUAL INFO DESIGN 2

This module will equip you with knowledge on the foundations of systems thinking, which applies to all areas of media and communication practice, including visual communication and information design, photography, 3D animation, and web development where a variety of interrelated components of a complex system have to be taken into account at all times. Against the background of systems thinking you will explore the principles and concepts of ensuring that visual information design is fit for purpose.

CONTEXTUAL INFO DESIGN 3

This module explores strategies and approaches to addressing the unique information needs of special target groups in society, such as those who are illiterate, the semi-literates, disabled persons, learners with different levels of cognitive development, and hard-to-reach audiences, as well as the implications for visual information design.

CREATIVE THINKING

This module introduces students to aspects of creativity. It establishes foundational knowledge and understanding of creativity which is central to any studies in the visual arts, applied arts and performing arts. In particular, attention is paid to the fundamentals of creativity, common manifestations of creativity, the process of creating and developing products using creativity, the evaluation of creativity, and a career as well as a historical perspective.

DRAWING AND DESIGN IN CONTEXT

After completion of this module, the student will be able to apply the principles and techniques to draw realistic figures and shapes. The student will be exploring traditional and trial techniques in drawing. There is solid accentuation on establishment aptitudes, form, value, composition, and perspective. It equips students with knowledge about theories of form and composition. Attention is paid specifically to the principles of design; common compositional techniques; forms and shapes, as well as the design process.

DRAWING FOR ANIMATION

This module builds on the modules, Foundations of Drawing (DF11), Drawing and Design in Context (DA14) to establish a basis for character animation drawing. In particular, attention is paid to drawing of the human figure, basic anatomy, drawing techniques to express body movement, utilising the center of gravity and weight distribution, as well as spatial relationships. The emphasis is not on studying anatomy as a life sciences module.

END-USER COMPUTING

Students entering Higher Education come from a variety of backgrounds, and some may have had limited opportunities to develop the computer literacy skills they will need to cope with tertiary studies. End User Computing includes an online training component which allows student to practice simulated MS Office tasks at their own pace, supported by integrated feedback which helps them to identify and remedy their mistakes; and an assessment component which will count towards their overall module result. Students will also complete several assignments in which they will be expected to apply the MS Office tools that they have practiced in the online environment.

FOUNDATIONS OF DRAWING

After completion of this module, you will be able to apply the principles and techniques to draw realistic figures and shapes. This knowledge will be gained by learning about Life drawing; observational drawing technique; visual construction; foreshortening and spatial relationships. Key concepts such as the human form, proportions and volume; anatomy of the human figure and using geometric shapes for figure drawing is also covered.

INTRODUCTION TO DIGITAL MARKETING

This module is designed to equip students with foundational knowledge in the rapidly evolving field of digital marketing. The module covers vital issues in the digital marketing environment such as the evolution of the internet and websites, current digital marketing trends, and the transformation of marketing through a variety of digital marketing channels such as search engine optimisation, online advertising, mobile marketing, email marketing and social media marketing. The module prepares students for the transition to Digital Marketing Theory which is an intermediate study of the digital marketing channels.

INTRODUCTION TO MARKETING

The aim of this module is to provide students with an overview of marketing including the fundamental concepts and principles that underpin marketing in the 21st century. The module examines the role and practice of marketing within the changing business environment. Students are exposed to basic marketing theory including the marketing mix, segmentation, target audience selection, knowing your competitor, and channel selection.

PHILOSOPHY AND HISTORY OF ANIMATION

This is an introductory module to the world of animation involving a comparative study of certain visual arts in different time periods and cultures. This includes the chronological progression of animation techniques and the evolving styles of artistic expression in this particular field. The focus is mainly on the history of American film animation from 1900 to the present. Students are introduced to significant artists who have influenced the process and direction of film animation.

PRESENTATION SKILLS

This module explores presentation skills which are vital for any visual communication designer working with clients. The primary focus is on public speaking. More specifically, attention is paid to the purpose of presentations in customer relations, the different modes of communication, and techniques for ensuring a dynamic presentation, proper planning of a presentation, and using suitable presentation media.

RESEARCH METHODOLOGY

This module serves as foundation to research activities at postgraduate level, with the emphasis on fundamental knowledge and conceptual understanding. In particular, the student will acquire knowledge of the principles, concepts and processes pertaining to scientific research, types of research, as well as common aspects in the execution of a research assignment. Attention is given to problem identification, motivation of the study, research objectives, selecting suitable methods, planning, and preparing the research action, and interpretation of results leading to a research report.

SCRIPT WRITING FOR ANIMATION

This module will equip students with knowledge of scriptwriting for animation. In particular, attention is paid to the goals and practice of writing for television and film, storytelling through cinematic techniques, creative writing for animation, effective narrative scripts, including character development, story, tension, and suspense in the proper script format, and the suitability of scripts for animation.

WORK INTEGRATED LEARNING

WIL offers a student a holistic approach to education by applying all module content by integrating tasks being performed. The student develops the skills required from the industry. WIL is for students studying towards a degree. It will be expected of the student to perform on higher order thinking levels e.g. evaluation, analysis and synthesis in the industry. It is expected of the student to make recommendations on improvements in departments of the host company. WIL is not restricted to practical application of knowledge but could include work-simulated assignments.