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| | **UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA**<br>**FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE**<br>**BACHELOR PROGRAMME OF COMMUNICATION SCIENCE** | **DOCUMENT CODE**<br>CUD/COMMUNICATION SCIENCE/S1/15308323/2023 |

**COURSE UNIT DESCRIPTION (CUD)**

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| **COURSE UNIT (CU) & CODE:**<br>Animation and Multi Media Production 1530832 | **COURSE UNIT CLUSTER (CUC):**<br>Communication | **ECTS CREDITS ALLOCATED:**<br>T= 3.2 P= 0 | **SEMESTER:**<br>5th |
| **LANGUAGE OF INSTRUCTION:**<br>Bahasa Indonesia | **COURSE UNIT TYPE:**<br>concentration compulsory courses | **DATE CREATED:**<br>10/01/2022 | **Level of course unit (according to EQF):**<br>Level 6 First Cycle Bachelor |

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| **AUTHORIZED** | **LECTURER OF CUD CREATOR:**<br>Arika Bagus Perdana, M.A. | **CUC COORDINATOR:**<br>Panji Dwi A, M.I.Kom. | **COORDINATOR STUDY PROGRAM:**<br>Arif Wibawa, M.Si. |

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| **Learning Outcome (LO)** | **Program Learning Outcome in Course Unit (PLO-CU)** | |
| | A2 | Act as a citizen who has social sensitivity; a sense of nationalism and responsibility to the state, nation, and profession; as well as a sense of respect for cultural and religious diversity in improving the quality of life based on Pancasila; |
| | K3 | Students can explain the influence of socio-cultural, ecological, political, economic, legal, and technological developments to solve problems in the field of communication. |
| | GS4 | Able to utilize information and communication technology to solve communication problems; |

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| | SS2 | Able to analyze messages using communication concepts and theories to solve communication problems |

**Course Description**

This course introduces students to the fundamentals of animation multimedia production. Students will learn the principles of animation, multimedia design, and the technical skills required to create engaging and interactive multimedia content. Through hands-on projects and assignments, students will develop their creativity, critical thinking, and problem-solving skills in the context of animation production.

**Course Objectives**

By the end of the course, students will be able to:

1. Understand the principles and theories behind animation multimedia production.
2. Demonstrate proficiency in using animation software tools and techniques.
3. Apply design principles to create visually appealing multimedia content.
4. Analyze and critique animation multimedia productions.
5. Collaborate effectively in a team to develop multimedia projects.
6. Develop critical thinking and problem-solving skills in the context of animation production.

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

1. Apply the principles of animation to create dynamic and expressive animations.
2. Design and create interactive multimedia content using industry-standard software.
3. Analyze and critique animation multimedia productions using appropriate terminology and concepts.
4. Collaborate effectively in a team to develop multimedia projects from concept to completion.

5. Apply critical thinking and problem-solving skills to overcome challenges in animation production.

**Course Schedule**

| Week | Topic | Readings |
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| 1 | Introduction to Animation Multimedia Production | - Introduction to Animation Multimedia Production |
| 2 | Principles of Animation | - The Illusion of Life: Disney Animation |
| 3 | Multimedia Design Principles | - The Non-Designer's Design Book |
| 4 | Animation Software Tools and Techniques | - The Animator's Survival Kit |
| 5 | Storyboarding and Scripting | - The Art of Pixar: 25th Anniversary Book |
| 6 | Character Design and Development | - Character Animation Crash Course |

| Week | Topic | Readings |
|---|---|---|
| 7 | Motion Graphics and Visual Effects | - Motion Graphic Design: Applied History and Aesthetics |
| 8 | Mid Semester Exam | Mid Semester Exam |
| 9 | Interactive Multimedia Design | - Multimedia: Making It Work |
| 10 | Project Planning and Management | - Project Management for the Creation of Organisational Value |
| 11 | Team Collaboration in Animation Production | - The Animator's Survival Kit |
| 12 | Critiquing Animation Multimedia Productions | - The Art of Watching Films |
| 13 | Animation and Multimedia in Advertising | - Animation: The Whole Story |
| 14 | Emerging Trends in Animation Multimedia Production | - Animation Now! |

| Week | Topic | Readings |
|---|---|---|
| 15 | Final Project Presentations | - Various academic articles and journals (provided by instructor) |
| 16 | Final Review and Semester Exam | - all course material |

**Course Expectations**

1. Attendance: As an online course, attendance will be measured by active participation in the course activities, discussions, and submission of assignments.
2. Participation: Students are expected to actively engage in discussions, ask questions, and provide constructive feedback to their peers.
3. Timeliness: All assignments and projects are expected to be submitted on time. Late submissions will be subject to a grade deduction.
4. Academic Integrity: Students must adhere to the university's academic integrity policy. Plagiarism or any form of cheating will not be tolerated and will result in disciplinary action.
5. Communication: Students are encouraged to communicate with the instructor via email or during office hours for any questions or concerns related to the course.

**Assignments and Assessments**

1. Weekly Quizzes (10%)
2. Animation Project (30%)
3. Multimedia Design Project (20%)
4. Group Project (20%)
5. Final Project Presentation (10%)

6. Class Participation (10%)

**Course Policies**

1. Late Submissions: Late submissions will be accepted within 48 hours after the original deadline, with a penalty of 10% per day.
2. Incomplete Grades: Incomplete grades will only be given in exceptional circumstances and must be approved by the department.
3. Academic Accommodations: Students with documented disabilities are encouraged to contact the instructor to discuss any necessary accommodations.
4. Course Modifications: The instructor reserves the right to modify the course schedule, assignments, or policies if necessary. Any changes will be communicated in advance.

**Resources and Materials**

1. Required Readings (Available in the University Library):

- The Illusion of Life: Disney Animation by Frank Thomas and Ollie Johnston
- The Non-Designer's Design Book by Robin Williams
- The Animator's Survival Kit by Richard Williams
- The Art of Pixar: 25th Anniversary Book by Amid Amidi
- Character Animation Crash Course by Eric Goldberg
- Motion Graphic Design: Applied History and Aesthetics by Jon Krasner
- Sound for Animation by Robin Beauchamp
- Multimedia: Making It Work by Tay Vaughan
- Project Management for the Creation of Organisational Value by Edivandro Conforto and Carlos Sato
- The Art of Watching Films by Dennis Petrie and Joe Boggs
- Animation: The Whole Story by Howard Beckerman
- Animation Now! by Julius Wiedemann

2. Animation Software:

- Adobe Animate
- Toon Boom Harmony
- Autodesk Maya
- Blender

3. Multimedia Design Software:

- Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects)

4. Online Resources:

- Animation Mentor (www.animationmentor.com)
- 3DTotal (www.3dtotal.com)
- Animation World Network (www.awn.com)
- Motionographer (www.motionographer.com)

5. Additional Readings and Materials:

- Various academic articles and journals related to animation and multimedia production (provided by the instructor)