



Bachelor of Arts in Animation

PROGRAM DESCRIPTION

The Bachelor of Arts in Animation program is targeted at students with a passion for visual arts, drawing, game designing, storytelling and the general creative acumen. The main aim is to encourage the student to innovate, experiment and imagine, with the goal of creating animation work and designing games that stand out in the global digital creative arts industry.

The program's curriculum incorporates a theoretical, multi-cultural, ethical and critical approaches to the development and research of digital art forms, as well as creation of original content for TV, film, advertising and other media.



PROGRAM LEARNING OUTCOMES

Students will be able to:

1. Analyze animation theory, tradition and practice in global context
2. Develop creative animated stories for different genres and platforms
3. Apply legal ethics in the management of animation business
4. Use variety of software to develop characters capable of acting and speaking in the animation production process



DEGREE REQUIREMENTS123 UNITS

GENERAL EDUCATION39 UNITS

SIGNATURE COURSES12 UNITS

STRATEGIES FOR UNIVERSITY SUCCESS3 UNITS

SUS 1010Strategies for University Success

RESEARCH METHODS3 UNITS

GRM 2000Introduction to Research Methods

COMMUNITY SERVICE OR COMMUNITY PROJECT3 UNITS

CMS 3700Community Service

THE SENIOR EXPERIENCE3 UNITS

SEN 4800Integrated Senior Seminar

LANGUAGE STUDIES12 UNITS

ENGLISH6 UNITS

ENG 1106Composition I

ENG 2206Composition II

FOREIGN LANGUAGE6 UNITS

Students must have credit for a foreign language or must take up a two-course foreign language sequence of one language. USIU-Africa offers courses in Arabic, Chinese, French, Japanese, Spanish, and Swahili.

Foreign Language I

Foreign Language II



DISCIPLINARY GENERAL EDUCATION ELECTIVES 15 UNITS

MTH 1109	College Algebra	3 UNITS
IST 1010	Introduction to Information Systems	3 UNITS

SCHOOL-BASED GENERAL EDUCATION ELECTIVES 9 UNITS

*Students are required to pick 3 electives from the other schools
(At least one of the courses should be an upper level course).*

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES - LOWER LEVEL ELECTIVES

COM 1500	Intercultural Communication
GNS 2000	Introduction to Gender Studies

CHANDARIA SCHOOL OF BUSINESS – LOWER LEVEL ELECTIVES

BUS 1010	Introduction to Business Organizations
ECO 1010	Principles of Microeconomics
ENT 1010	Introduction to Entrepreneurship
HRT 1010	Introduction to Hospitality & Tourism

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES - UPPER LEVEL ELECTIVES

GEO 3000	Geography and the Environment
IRL 3015	Introduction to Peace & Conflict Studies
LIT 4785	African Authors Seminar
PHL 3310	Ethics and Value Theory
PSY 3135	Psychology of Communication

CHANDARIA SCHOOL OF BUSINESS ELECTIVES - UPPER LEVEL ELECTIVES

MGT 3010	Overview of Management Practice
MKT 3010	Principles of Marketing



MAJOR

87 UNITS

LOWER DIVISION CORE COURSES

45 UNITS

ANM 1010	History of Film Animation
ANM 1020	Fundamentals of Animation
ANM 1030	Introduction to Drawing
ANM 1040	Character Design
ANM 1050	Cinema and Television Equipment Workshop
ANM 1060	Illustration and Environment Design
ANM 1070	The Art of the Storyboard and Animatic Design
ANM 2010	Fundamentals of Scripting for Animation
ANM 2020	Introduction to 2D and 3D Animation
ANM 2040	Acting for Animators
ANM 2050	Camera Language and Cinematography
ANM 2055	Introduction to Coding
ANM 2070	Theoretical Perspectives in Film and Animation
ANM 2080	Composition and Sound Design for Animation
ANM 2090	Theories of Popular Media and Art

UPPER DIVISION CORE COURSES

27 UNITS

ANM 3000	Fundamentals of Compositing
ANM 3010	Storyboarding and the Script
ANM 3015	Character Rigging
ANM 3040	Law & Ethics in the Animation Business
ANM 3060	The Business of Animation Content
ANM 4015	Aesthetics of the African Story
ANM 4050	Advanced Scripting for Animation and Production
ANM 4060	Senior Project and Portfolio Development
ANM 4070	Internship

FILM ANIMATION CONCENTRATION

15 UNITS

ANM 4020	3D Environment and Effects
ANM 4030	Advanced 3D Animation
ANM 4035	Advanced 2D Computer Animation
ANM 4045	3D Modeling & Design Methods
ANM 4055	Digital Effects for Film and Television

GAMING CONCENTRATION

15 UNITS

ANM 4080	Interactive Design
ANM 4082	Virtual and Augmented Design
ANM 4085	Gaming Environment Design
ANM 4090	Artificial Intelligence in Gaming
ANM 4092	Game Programming

ADMISSION REQUIREMENTS

The minimum University entrance qualifications are:

- Kenya Certificate of Secondary Education (KCSE) grade of C+
- Five credits in any five subjects at KCE or EACE or
- Five (5) upper level passes at the O level and/or A-Level passes of C for GCE or
- Kenya National Examinations Council (KNEC) Diploma or its equivalent;
- 5 Upper Level Passes for IGCSE/IB students



CAREER OPTIONS

- Animation for film and television
- Gaming
- Mobile devices animation
- Gaming animation.
- Screenwriting



CONTACTS

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Accredited in Kenya & the United States of America by the Commission for University Education (CUE) and WASC Senior College and University Commission respectively.