Bachelor of Arts in
Animation

USIU-Africa is accredited in Kenya by the Commission for University Education (CUE) & the United States of America by WASC Senior College and University Commission respectively.

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Education to take you places

PROGRAM DESCRIPTION

The Bachelor of Arts in Animation program is designed for students with a passion for visual arts, drawing, game design, 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 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.

LEARNING OUTCOMES

Upon successful completion of the program, 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 a variety of software to develop characters capable of acting and speaking in the animation production process.

DEGREE REQUIREMENTS 126 UNITS

GENERAL EDUCATION 39 UNITS

SIGNATURE COURSES 15 UNITS

STRATEGIES FOR UNIVERSITY SUCCESS 3 UNITS

SUS 1010 Strategies for University Success

RESEARCH METHODS 3 UNITS

GRM 2000 Introduction to Research Methods

COMMUNITY SERVICE OR COMMUNITY PROJECT 3 UNITS

CMS 3700 Community Service

THE SENIOR EXPERIENCE 3 UNITS

SEN 4800 Integrated Senior Seminar

FUNDAMENTALS OF INFORMATION LITERACY 3 UNITS

FIL 1010 Fundamentals of Information Literacy

LANGUAGE STUDIES 12 UNITS

ENGLISH LANGUAGE 6 UNITS

ENG 1106 Composition I (WI)
ENG 2206 Composition II (WI)

FOREIGN LANGUAGE 6 UNITS

Students must have credit for a foreign language or must take a two-course foreign language sequence of one language.
USIU-Africa offers courses in Arabic (ARB1000), French (FRN1000), Japanese (JPN1000), Spanish (SPN1000), Swahili (SWA1000), Chinese (CHI1000) and Kenya Sign Language (KSL1000).

DISCIPLINARY GENERAL EDUCATION ELECTIVES 6 UNITS

IST 1010 Introduction to Information Systems
MTH 1109 College Algebra

SCHOOL-BASED GENERAL EDUCATION ELECTIVES 6 UNITS

Students are required to pick 2 electives from School of Humanities and Social Sciences and Chandaria School of Business (one lower-level course and one upper-level course). The electives are as follows:

CHANDARIA SCHOOL OF BUSINESS LIST OF LOWER LEVEL ELECTIVES

BUS 1010 Introduction to Business Organizations

ENT	1010	Introduction to Entrepreneurship
ECO	1010	Principles of Mircroeconomics
HRT	1010	Introduction to Hospitality & Tourism

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF LOWER LEVEL ELECTIVES

GNS	2000	Introduction to Gender Studies
COM	1500	Intercultural Communication

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF UPPER LEVEL ELECTIVES

GEO	3000	Geography and the Environment
LIT	4785	African Authors Seminar
PHL	3310	Ethics and Value Theory
PSY	3135	Psychology of Communication

CHANDARIA SCHOOL OF BUSINESS LIST OF UPPER LEVEL ELECTIVES

MKT	3010	Principles of Marketing
MGT	3010	Overview of Management Practices

CORE COURSES — 87 UNITS

LOWER LEVEL CORE COURSES — 45 UNITS

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

UPPER LEVEL CORE COURSES — 27 UNITS

ANM	3000	Fundamentals of Compositing	3 Units
ANM	3010	Storyboarding and the Script	3 Units
ANM	3015	Character Rigging	3 Units
ANM	3040	Law & Ethics in the Animation Business	3 Units
ANM	3060	The Business of Animation Content	3 Units
ANM	4015	Aesthetics of the African Story	3 Units
ANM	4050	Advanced Scripting for Animation and Production	3 Units

ANM 4060	Senior Project and Portfolio Development	3 Units
ANM 4910	Internship	3 Units

CONCENTRATION COURSES

FILM ANIMATION CONCENTRATION — 15 UNITS

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

GAMING CONCENTRATION — 15 UNITS

ANM 4080	Interactive Design	3 Units
ANM 4082	Virtual and Augmented Design	3 Units
ANM 4085	Gaming Environment Design	3 Units
ANM 4090	Artificial Intelligence in Gaming	3 Units
ANM 4092	Game Programming	3 Units

CAREER OPPORTUNITIES

A Bachelor of Arts in Animation opens up a wide range of career opportunities:

1. 2D Animation for TV and Film
2. 3D Animation for TV and Film
3. 3D Architectural Artist
4. Game developer
5. Game Designer
6. AR/VR Designer
7. AR/VR Developer
8. Environment Artist
9. Visual Effects Artist
10. Motion Graphics Designer
11. Storyboard Artist
12. Concept Artist
13. Ad Agency Creative
14. Character designer
15. Technical Director

ADMISSION REQUIREMENT

Kenya Certificate of Secondary Education (KCSE) or its equivalent with a minimum aggregate of C+ (Plus).

CONTACTS

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