SAE INSTITUTE

ONLINE

BACHELOR OF ARTS IN MOTION DESIGN AND ANIMATION

OVERVIEW

The Bachelor of Arts in Motion Design and Animation degree teaches all predominant aspects of Animation. Ranging from digital 3D and 2D animation skills to tradigital Animation practices, motion graphics, VFX and stop-motion. Though animation functions within a primarily digital environment these days, within the BA programme there is a strong focus on developing traditional skills such as drawing, painting and sculpture to support original thinking and creative problem-solving.

Learn skills that are directly transferable to the digital realm, since a greater understanding of aesthetics within the world of animation will lead to a more adaptable animator. All of which can be applied to a character, asset creation, story or any of the processes of production for animation development. Theory modules include the history of art, history of animated media, media studies and academic research skills. The final year of study includes a practical project that forms the centerpiece of the student's portfolio.

PROGRAMME CONTENT INCLUDES

- Foundational Principles of Animation
- Motion Design through Tradigital Animation Techniques
- Storyboarding: Composing Animated Stories
- Digital 2D & 3D Animation
- Stop-Motion Animation
- Concept Art: Character, Asset and Environment Design
- Drawing for Animation
- Screenwriting: Telling Compelling Stories
- Visual Effects and Motions Graphics

Qualification
Bachelor of Arts in
Motion Design and Animation
(SAQA ID No: 94949, NQF Level 7)

Admission Requirements
National Senior Certificate with a Bachelor entry or equivalent.
Art experience is recommended.

Duration
4 Years
5-10 Hours Per Week

Intakes Per Year
March, May, July, October

Delivery
Online Learning (blended with practical studio work)

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- Understanding the Origins of Animation
- Business Fundamentals of Animation
- Research Methodologies: Critical Engagement with Animated Media

HOW THE PROGRAMME WILL RUN

- The theory part of the programme is online learning (done by yourself from the comfort of home).
- When a module requires a practical component, you can book studio time at a campus nearest to you or, alternatively, make use of your own studio or a private industry studio.
- The Campuses are open in the evenings Tuesday – Thursday 16h30-20h00, and Saturday from 09h00-15h00.
- The practical modules require applied studio time of 2.5-3 hours per week.

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