SAE INSTITUTE

BACHELOR OF ARTS IN MOTION DESIGN AND ANIMATION

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

ANIMATION

OVERVIEW

The Bachelor of Arts in Motion Design and Animation 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. Skills that are directly transferrable 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.

ADMISSION REQUIREMENTS

- National Senior Certificate with a Bachelor entry or equivalent
- Art experience is recommended

DURATION

3 Years, Full-Time

INTAKES PER YEAR

March

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
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- Drawing for animation
- Screenwriting: telling compelling stories
- Visual Effects and Motions Graphics
- Understanding the origins of animation
- Business fundamentals of animation

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