

MCA 3113 Cinematic Art Design Project 1 (FYP 1)

Amir Shahlan Amiruddin
E-mail: shahlan.amiruddin@mmu.edu.my

Course Overview

This class will combine knowledge and skills gained from previous semesters with a overall goal to create the first part of the final year project. The module covers story and script development, visualization conception of the final film, and pre-production process such as location scouting, budgeting and casting. The students will develop into confident professionals in the field of creative filmmaking. In weekly consultations the lecturers will act as Advisors rather than Instructors.

Learning Outcomes

On completion of the class, students should be able to:

- Devise a final year project based on their accumulated knowledge of cinematic arts, film language and critical thinking.
- Prepare all the necessary steps in the pre-production of a final year project.
- Propose their final year project idea through professional presentations.

Attendance

Students must attend all online lectures and discussion. To attend a class means to be on time, prepared and attentive. Please take special note that in order to avoid being penalised for absence, students with **valid reasons** should give notice in writing ahead of time to the class coordinator. This also applies to submission of assignments.

Assignments

The overall course grade will be based on the following assignments:

Assignment	Marks	Due
Project 1 (Individual Pitch , Self-Discovery Project)	30%	Week 4
Project 2 (Script , Storyboard , Animatic , Production Book)	30%	Week 17
Final Project (Final Pitch , Teaser / Trailer)	40%	Week 16

Assignments will either be handed out in class or posted online. Students are expected to properly research subjects, write coherently as well as grammatically correct. Unless otherwise stated, papers should be typed out using a font size not smaller than 12, with 1.5 line spacing.

Assignment Submission

All written assignments have to be printed out. You will have to fill in an assignment submission form and submit the assignment before 5pm on the due date to the Admin Office. Please make sure to collect a signed proof of submission.

Submission after deadline	20% deduction
Submission more than 3 days after deadline	30% deduction
Submission more than 1 week after deadline	50% deduction
Submission more than 2 weeks after deadline	No mark will be given

Late Submissions

Any extension has to be granted by the lecturer **before** the assignment deadline. It is the student's responsibility to submit assignments on time.

Marks for assignments that are submitted late will be penalized as follows:

Grading Scheme

Marks	Grade	Notes
75-100	A	Work is novel, synthesizes information, shows originality. Excellent work.
60-74	B	Work shows application of knowledge and/or skills. Good work.
50-59	C	Works shows an understanding of the subject. Average work.
0-49	F	Fail

Plagiarism.

When a student submits work for assessment, that work is expected to be the independent work of that student, written by that student, and written in their own words. Any student found submitting any other than their own work will be given an F grade for that piece of work, or given an F for that whole semester as per rules of Multimedia University.

Schedule

WEEK	DATE	TOPICS	MODE
1	6 July	Braintrust : ideation / Self Discovery brief	online
2	13 July	Braintrust : ideation II / Self Discovery / Practice Pitch I	online
3	20 July	Self-Discovery presentation / Practice Pitch II	online
4	27 July	Individual Pitch / Story selection / Group selection	online
5	3 August	Braintrust : Story development	online
6	10 August	Submission Draft 2	online
7	17 August	Submission Draft 3 / Presentation Art Direction	on campus
8	24 August	Submission Draft 4 / Script reading	on campus
9	31 August	Submission Draft 5 / Presentation Production Design	on campus
10	7 September	Submission Draft 6 / TV PRODUCTION	on campus
11	14 September	Submission Draft 7 / TV PRODUCTION	on campus
12	21 September	Submission Draft 8 / Presentation: Animatic / Teaser Shoot	on campus
13	28 September	Teaser shoot	on campus
14	5 October	Practice Pitch	online
15	12 October	FACULTY PITCH (Live)	online
16	19 October	INDUSTRY PITCH (Live) / Teaser Premiere (Live)	online
17	26 October	SUBMISSION (online) – Google Drive	online

Note: Mode of classes are subject to changes depending on the advice from MOE (Ministry of Education) and MOH (Ministry of Health) ALL students are required to follow SOP (Standard Operating Procedure) set by the authorities including the university's.

Other Classes in Trimester 2010/2020		
Professional Practice	Every Tuesday 2:00 pm (Coordinated by Mr. Furqaan Mohamed)	online
Cinematic Research	Every Wednesday 2:00 pm (Coordinated by Dr. Azlan Razif)	online
TV Production	Block Teaching: Sept 7 – Sept 20, 2020 (Coordinated by Mr. Saufee Muhammad)	on campus

Further Reading

Ascher, S., & Pincus, E. (2008). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age*. New York: Plume.