



# 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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**United States  
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University-Africa**

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 one (1) elective from Chandaria School of Business and School of Humanities and Social Sciences.

### CHANDARIA SCHOOL OF BUSINESS LIST OF LOWER LEVEL ELECTIVES

ENT 1010 Introduction to Entrepreneurship

ECO 1010 Principles of Microeconomics

## SCHOOL OF HUMANITIES & SOCIAL SCIENCES ELECTIVE

PSY 3135 Psychology of Communication

### CORE COURSES

87 UNITS

#### LOWER LEVEL CORE COURSES

45 UNITS

ANM 1015	Animation History and Fundamentals	3 Units
FLA 1010	Fundamentals of Photography & Cinematography	3 Units
ANM 1030	Introduction to Drawing	3 Units
ANM 1035	Digital Illustration and 2D Asset Design	3 Units
ANM 1040	Character Design	3 Units
ANM 1060	Illustration and Environment Design	3 Units
ANM 1070	The Art of the Storyboard and Animatic Design	3 Units
ANM 2005	Creative Writing and Fundamentals of Scripting	3 Units
ANM 2016	Compositing Fundamentals	3 Units
ANM 2025	Introduction to 2D Animation	3 Units
ANM 2035	Introduction to 3D Animation	3 Units
FLA 2032	Entertainment Law and Ethics	3 Units
ANM 2040	Acting for Animators	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 3060	The Business of Animation Content	3 Units
ANM 3070	Concept Art for Animation and Games	3 Units
ANM 4055	Digital Effects for Film and Television	3 Units
ANM 4060	Senior Project and Portfolio Development	3 Units
ANM 4910	Internship	3 Units

#### ELECTIVES (CHOOSE 4 ELECTIVES)

12 UNITS

ANM 3005	Advanced Scripting for Animation and Production	3 Units
ANM 3010	Storyboarding and the Script	3 Units
ANM 3011	3D Modeling & Design Techniques	3 Units
ANM 3012	Exploring Digital Play & Real-Time Technologies	3 Units
ANM 3014	2D Character Animation	3 Units
ANM 3015	Character Rigging	3 Units
ANM 3016	Colour and Lighting in 2D Animation	3 Units

#### CONCENTRATION COURSES

15 UNITS

##### 2D ANIMATION

ANM 4031	Visual Effects for 2D Animation	3 Units
ANM 4032	2D Cut-out Animation	3 Units
ANM 4033	Frame by Frame Animation Techniques	3 Units
ANM 4034	Experimental 2D Animation	3 Units
ANM 4035	Advanced 2D Computer Animation	3 Units

## 3D ANIMATION

ANM 4010	3D Lighting Techniques	3 Units
ANM 4020	3D Environment and Effects	3 Units
ANM 4025	Advanced Character Rigging	3 Units
ANM 4030	Advanced 3D Animation	3 Units
ANM 4040	3D Texturing and UV Mapping	3 Units

## GAME ART

ANM 4071	Game Art Fundamentals	3 Units
ANM 4072	Lighting for Games	3 Units
ANM 4073	Character Design and Animation for Games	3 Units
ANM 4085	Gaming Environment Design	3 Units
ANM 4086	Advanced Game Art and VFX	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

P.O. Box 14634 - 00800,  
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