Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 跨媒體服務

Title	Master animation creation concept
Code	106358L5
Range	Animation is divided into traditional animation and digital 3D animation technologies. Cel animation is the major traditional animation technique, mainly use for cartoon production. Digital 3D animation is the current technology which can be used for wide types of films.
Level	5
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Understand the two main streams of animation creation. 2. Master the themes and creation elements of animation creation. - Master the elements of animation creation, such as design of characters, animals, personification of plants, animals, objects and even supernatural characters. - Master the use of perspective, colour and motion transition in cel animation. Master the use of 3D modelling, material, texture, and rendering quality in 3D animation, and in particular in the treatment of primary and secondary motions. - Know how to analyze and estimate market response, establish production budget, and a minimum matching promotional budget. - Understand the scrupulous care and attention to details required for story boarding for animation creation. Animation creation should go beyond personification.Its characters should win the heart and affection of the audience more than human characters. Just like comic, characters can stay young forever if so wished. - Riding on the above competency, master the creation of basic animation. 3. Know how to increase the efficiency and quality of animation creation by use of digital technology. Be able to master the calculation and evaluation on overall return on investment with associated risk.
Assessment Criteria	The integrated outcome requirements of this unit of competency are: - Be able to create stories and characters that can attract audiences. - Be able to master the creation of basic animation.
Remark	