

Course Syllabus

1. **Program of Study** Bachelor of Arts (Animation Production)
Faculty/Institute/College Mahidol University International College
2. **Course Code** ICAM 351 **Course Title** Animation Production Management
3. **Number of Credits** 4 (Lecture/Lab) (4-0)
4. **Prerequisite (s)** None
5. **Type of Course** Elective for Animation Production
6. **Trimester / Academic Year** First Trimester / Year IV
7. **Course Description**
Aspects of managing a production: economics of the animation business; supply and demand of the global animation industry; production process and pipeline from development to postproduction.
8. **Course Objective(s)**
After completing this course, students will be able to create a budget for an independent or studio project that demonstrates an understanding of:
 1. the economics of the animation business;
 2. the financing and management of a studio.
9. **Course Outline**

Week	Topic		Instructor
	Lecture	Hour	
1	The economics of the animation industry	4	
2	The animation supply chain	4	
3	Marketing strategies	4	
4	Buying and selling animation	4	
5	Challenges of managing a studio	4	
6	The 2D pipeline	4	
7	The 3D pipeline	4	
8	Managing pre-production	4	
9	Managing production	4	
10	Managing post-production	4	
11	Budgeting for studios and independents	4	
12	Final project presentation and evaluation	4	

	Total	48	
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10. **Teaching Method(s)**
Lectures and discussion
11. **Teaching Media**
Handouts and PowerPoint presentations
12. **Measurement and evaluation of student achievement**
Assessment is made from the criteria of A, B+, B, C+, C, D+ and D
13. **Course evaluation**

Assignments	50%
Final assignment	50%
14. **Reference(s)**
Dowlatabadi, Z., and Winder, C. (2001). *Producing Animation (Focal Press Visual Effect and Animation)*. Focal Press
15. **Instructor(s)**
TBA
16. **Course Coordinator**
Prof. Charles Harpole