



COURSE SYLLABUS

Introduction to CGI (Computer Generated Imagery), 6 credits

CGI - introduktion, 6 högskolepoäng

Course Code:	TCGG13	Education Cycle:	First-cycle level
Confirmed by:	Dean Apr 10, 2013	Disciplinary domain:	Technology (95%) and social sciences (5%)
Revised by:	Director of Education Apr 7, 2015	Subject group:	TE9
Valid From:	Aug 1, 2015	Specialised in:	G1N
Version:	3		
Reg number:	JTH 2015/1347-313		

Intended Learning Outcomes (ILO)

On completion of the course, the student should

Knowledge and understanding

- have knowledge of central concepts in CGI productions.
- demonstrate knowledge of basic concepts and principles in Entrepreneurship and Marketing
- demonstrate knowledge of how different ideas can be developed into a business.
- demonstrate knowledge of the various factors that influence the process for starting new businesses

Skills and abilities

- demonstrate an ability to apply the basic techniques of the latest applications in the field of CGI
- demonstrate an ability to establish and develop a business idea and business plan
- demonstrate the ability to apply the models and principles of marketing to understand a company's capabilities and limitations of the market

Contents

The course provides a basic orientation in the field of CGI current working arrangements, professional role description, production processes and profile-specific software. Basic terms and concepts in CGI are used to provide a broad knowledge base from the start. The course covers basic knowledge in entrepreneurship.

The course contains the following elements:

- Industry introduction and professional roles
- Basics of digital production for film and advertising
- Techniques, software and applications
- Entrepreneurship and entrepreneur
- Business opportunities, business plan, strategy, marketing and resources

Type of instruction

Lectures

Workshops

Supervision

The teaching is conducted in English.

Prerequisites

General entry requirements (or the equivalent).

Examination and grades

The course is graded Fail (U) or Pass (G).

The final grade for the course is based upon a balanced set of assessments.

Registration of examination:

Name of the Test	Value	Grading
Examination	6 credits	U/G

Course literature

The literature is preliminary until one month before the course starts.

Compendium handed out by the teacher and digital resources.