

SEA-Creative Camp 2018
"Future Careers for Youth"
6-12 May 2018, Mataram City, West Nusa Tenggara, Indonesia
Back to back with Indonesian Students Skills Competition (LKS SMK 2018)

Hosted & Organized by:

Online Workshop Info & Registration:
creativecamp.seameo.org/workshop
Open until 25 January 2018



Online Workshop Details
**Development of 2D
Digital Animation Content**
Online Workshop Schedule: 12 February – 15 March 2018
Every Monday and Thursday 14.00-16.00 hrs
(Bangkok Time, GMT +7)

<http://creativecamp.seameo.org/>
Email: creativecamp@seameo.org

I. Details of main coordinator/focal person

Name: Mr Dermawan Syamsuddin
Position/Title: Head Animation Program
Organisation: BINUS UNIVERSITY
Email: dsyamsudin@binus.edu / deddy.syam02@gmail.com
Mobile: +6281905484

II. Partners

KUMATA ANIMATION STUDIO INDONESIA
Name: Mr Daryl Wilson
Position: CEO / animation director
Email: daryl@kumata-studio.com

SWEATBOX ANIMATION STUDIO INDONESIA
Name: Moh.Rifan
Position: CEO
Email: rifan.moh@gmail.com

III. Introduction

In this course you will learn about why character design is very important, why you need to put storytelling behind the character, why you need to see the market trend, and why you have to learn about character animation gesture. This training will provide the knowledge, ability and business thinking to create 2D character merchant in animation product

IV. Objectives

To instruct teachers and students across Southeast Asia on 2D Animation and Animation Product Development; to adapt to the 21st century. To help the schools in Southeast Asia create Animation Product with 2D techniques by involving both teachers and students in the project.

V. Contents

1. BUSINESS STRATEGY IN ANIMATION

- Business model canvas in animation content
- Business strategy in market validation

2. CREATIVITY IN ANIMATION
 - Production design development
 - Story development
3. PRODUCTIVITY IN ANIMATION
 - 2D Animation Pipeline
 - 2D Animation technique
 - 2D Animation Technology

VI. At the end of online workshop, what skills/knowledge participants will learn

After the training, students will learn:

- 1 Business Development in animation content
- 2 Product Development in animation content
- 3 Produces animation pipeline

VII. Schedule of online workshop

- 1 How many hours in total: **32 hrs**
- 2 Regular training schedule: **Monday and Thursday, 14.00 – 16.00 Bangkok Time (GMT +7)**
- 3 Training schedule is from **12 February 2018 to 15 March 2018**

VIII. Expected outputs (At the end of the workshop, what participants will produce for competition?)

The team (1 Teacher & 3 Students) must design, develop and publish animation content as the final project.

IX. Online workshop schedule

The course will be announced by 15 January 2018 and registration of interested participants/schools shall commence on 16 January 2018 until 6 February 2018. The online sessions and other ensuing activities are as follows:

| Session | Training Schedule (Date & Time) | Content | Instructor | Webex Meeting Rooms |
|---------|--|--|--|---|
| | Thursday 9- Friday 10 February 2018 | Webex tutorial for participants who are not | | The meeting link and password was sent to the individual email. |
| 1 | Mon, 12 February 2018 14.00 – 16.00 hrs Bangkok Time | Orientation: Introduction & Project Overview | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 2 | Thurs, 15 February 2018 14.00 – 16.00 hrs Bangkok Time | Understanding about Animation Product and IP business strategy | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 3 | Mon, 19 February 2018 14.00 – 16.00 hrs Bangkok Time | Creates business model canvas | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 4 | Thurs, 22 February 2018 14.00 – 16.00 hrs Bangkok Time | Production Design Development | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 5 | Mon, 26 February 2018 14.00 – 16.00 hrs Bangkok Time | Story development | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |

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|----|---|--|--|---|
| 6 | Thurs, 1 March 2018 14.00 – 16.00 hrs Bangkok Time | 2D Animation Pipeline | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 7 | Mon, 5 March 2018 14.00 – 16.00 hrs Bangkok Time | 2D Animation Technologies | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 8 | Thurs, 8 March 2018 14.00 – 16.00 hrs Bangkok Time | 2D Animation Technique (Principle of animation) | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 9 | Mon, 12 March 2018 14.00 – 16.00 hrs Bangkok Time | 2D Animation Technique (Layouting & Colouring) | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| 10 | Thurs, 15 March 2018 14.00 – 16.00 hrs Bangkok Time | Conclusion | Mr Dermawan Syamsuddin Binus Univetsity | Link to the meeting room: https://goo.gl/5Ua3CK Meeting Room Number: 574 397 633 Meeting Room Password: 1234 |
| | 10 April 2018 | Submission of Assignments | | |

X. Brief profile of targeted participants

All high/secondary school students or high school vocational students, equivalent to Grade/Year 7 to 12 from 11 Southeast Asian countries, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Vietnam.

XI. Prerequisites (e.g. Basic knowledge and skills, programming knowledge, English ability)

- Ability in basic drawing (perspective & figure drawing)
- Not Color blind
- Ability in using digital drawing tools
 - Tablet/pen mouse/etc
 - Adobe/toon boom/etc

XII. What participants need to bring along to join the online training

The following software programmes to be used during the training.

- Adobe (Photoshop/Animate/After FX/Premier/etc)
- Toon Bomm (Animated/harmoni/etc)

XIII. Maximum number of participants to be accepted for the online training (e.g. 100 participants)

No maximum number of participants,

XIV. Details of Instructors/Facilitators

- Mr Dermawan Syamsuddin, Head Of Animation Program
Binus University (Indonesian)
- Mr Daryl Wilson Current position CEO /Animation Director, KUMATA ANIMATION STUDIO
- Mr Moh. Rifan, CEO
SWEATBOX ANIMATION STUDIO JOGJAKARTA

XV. Evaluation Criteria/Mechanism for Completion

The team considered to complete the online training and join the competition if they submit:

- Business Model Canvas
- Design Bible (Workbook)
- Animation product

XVI. Judging Criteria for Competitions

- Business aspect: Value proposition (20 %)
- Creativity: Unique design (30%)
- Technical Aspect: Drawing & animation skill (30%)
- Product Aspect: Quality of Production result (20%)

XVII. Tentative Judging Committee Members

Experts from Professional in Animation Industry

XVIII. Timeline of Multimedia: 2D Digital Animation Online Workshop

| Phase | Date |
|---|---|
| 1. Event announcement | Start from January 2018 |
| 2. Online registration | 15 January – 6 February 2018 |
| 3. Announcement of participants and webex online meeting room number | 7 February 2018 |
| 4. Webex tutorial for schools and participants who are not familiar to use the Webex online platform (Optional) | 9 February 2018: 10.00 -12.00 hrs and 15.00-16.00 hrs (To be announced to all participants by email: The online tutorial session will be conducted by SEAMEO IT staff and it will take only 10-15 minutes. Participants can access to the system anytime during the provided period) |
| 5. Online Training Orientation | 12 February 2018 |
| 6. Online Training Sessions (10 sessions) | 12 February – 15 March 2018 |
| 7. Assignment Period | 15-10 April 2018 |
| 8. Deadline for Submission of Assignment | 10 April 2018 |
| 9. Evaluation by judging committee | 11-16 April 2018 |
| 10. Announcement of winners | 17 April 2018 |

XIX. Coordinators

For, general inquiry, please contact:

SEAMEO Secretariat, Bangkok

Email: creativecamp@seameo.org; secretariat@seameo.org

Website: www.seameo.org; <http://creativecamp.seameo.org/>

- Ms Piyapa Su-angavation, Project Coordinator: piyapa@seameo.org
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