

**NATIONAL EDUCATION POLICY-2020**  
**Common Minimum Syllabus for all Uttarakhand**  
**State Universities and Colleges**



**Syllabus Proposed**

**2023-24**

**Sri Dev Suman Uttarakhand University**  
**Badshahithol, Tehri (Garhwal)**

# पाठ्यक्रम निर्माण समिति, उत्तराखण्ड

## Curriculum Design Committee, Uttarakhand

क्र० सं०	नाम एवं पद	
1	प्रो० एन० के० जोशी कुलपति, श्रीदेव सुमन उत्तराखण्ड विश्वविद्यालय, टिहरी	अध्यक्ष
2	कुलपति, कुमाऊँ विश्वविद्यालय, नैनीताल	सदस्य
3	प्रो० जगत सिंह बिष्ट कुलपति, सोबन सिंह जीना विश्वविद्यालय, अल्मोड़ा	सदस्य
4	प्रो० सुरेखा डंगवाल कुलपति, दून विश्वविद्यालय, देहरादून	सदस्य
5	प्रो० ओ० पी० एस० नेगी कुलपति, उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी	सदस्य
6	प्रो. एम० एस० एम० रावत सलाहकार—रुसा, रुसा निदेशालय, देहरादून	सदस्य
7	प्रो० के० डी० पुरोहित सलाहकार—रुसा, रुसा निदेशालय, देहरादून	सदस्य

**INTEGRATED FIVE YEAR COURSE STRUCTURE (ANIMATION & DESIGN)**

**CERTIFICATE IN ANIMATION & DESIGN**

Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
First Year	I	Major	I	AD523101	Introduction to Animation	Theory	100 (25+75)	4
			II	AD523102	Drawing and Sketching	Theory	100 (25+75)	4
			III	AD523103	Drawing & Sketching – I	Practical	100 (25+75)	4
			IV	AD523104	Introduction to 2D animation – I	Practical	100 (25+75)	4
			V	AD523105	Computer Graphics – I	Practical	100 (25+75)	4
		Minor/Elective	VI	AD523106	Fundamentals of Computers	Theory	100 (25+75)	4**
		Co-Curricular	Co-C-1		Communication Skills	Theory	100 (25+75)	Qlfy.
	II	Major	I	AD523201	History & Material Method – I	Theory	100 (25+75)	4
			II	AD523202	Computer Graphics (Illustrator)	Theory	100 (25+75)	4
			III	AD523203	Drawing & Sketching – II	Practical	100 (25+75)	4
			IV	AD523204	Introduction to 2D animation – II	Practical	100 (25+75)	4
			V	AD523205	Computer Graphics - II	Practical	100 (25+75)	4
		Minor/Elective	VI	AD523206	Fundamentals of Computers	Theory I	100 (25+75)	4**
Co-Curricular		Co-C-2		Environment Studies And Value Education	Theory	100 (25+75)	Qlfy.	
						<b>TOTAL</b>	<b>44</b>	

**COURSE STRUCTURE**

**DIPLOMA IN ANIMATION & DESIGN**

Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
Second Year	III	Major	I	AD523301	History & Material Method – II	Theory	100 (25+75)	4
			II	AD523302	Multimedia and Computer Graphics	Theory	100 (25+75)	4
			III	AD523303	Drawing & Sketching – III	Practical	100 (25+75)	4
			IV	AD523304	Introduction to 2D animation – III	Practical	100 (25+75)	4
			V	AD523305	Introduction to MAYA & Game Design (3D) – I	Practical	100 (25+75)	4
		Minor/Elective	VI	AD523306	Introduction to Coral Draw	Practical	100 (25+75)	4**
		Co-Curricular	Co-C-3		Management Paradigms From Bhagavad Gita	Theory	100 (25+75)	Qlfy.
		Foundation Course			Foundation Course Part I			
	IV	Major	I	AD523401	History & Material Method – III	Theory	100 (25+75)	4
			II	AD523402	Photography	Practical	100 (25+75)	4
			III	AD523403	MAYA & Game Design (3D) – II	Practical	100 (25+75)	4
			IV	AD523404	Introduction to 3DS Max-I	Practical	100 (25+75)	4
			V	AD523405	Basics of Dynamics	Practical	100 (25+75)	4
		Minor/Elective	VI	AD523406	Introduction to Coral Draw	Practical	100 (25+75)	4**
	Co-Curricular	Co-C-4		Vedic Studies/Vedic Mathematics	Theory		Qlfy.	
		Foundation Course			Foundation Course Part II			
						<b>TOTAL</b>	<b>44</b>	

**COURSE STRUCTURE**

**BACHELOR IN ANIMATION & DESIGN**

Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Third Year	V	Major	I	AD523501	History & Material Method – IV	Theory	100 (25+75)	4	
			II	AD523502	Project Management	Theory	100 (25+75)	4	
			III	AD523503	Introduction to Adobe Premier Pro – I	Practical	100 (25+75)	4	
			IV	AD523504	Introduction – After Effects	Practical	100 (25+75)	4	
			V	AD523505	Introduction to 3DS Max (3D) - II	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523506	Introduction to Advertising	Theory	100 (25+75)	4**	
		Co-Curricular	Co-C-5		Meditation/Personality Development through Applied Philosophy of Ramcharitra Manas	Theory	100 (25+75)	Qlfy.	
		Industrial	Ind-1	AD523507	Project	Ind.Training	100 (25+75)	Qlfy.	
		Foundation Course			Foundation Course Part I				
		VI	Major	I	AD523601	History & Material Method – V	Theory	100 (25+75)	4
	II			AD523602	Publication Design	Theory	100 (25+75)	4	
	III			AD523603	Introduction to Blender-(3D)-I	Practical	100 (25+75)	4	
	IV			AD523604	VFX – After Effects	Practical	100 (25+75)	4	
V	AD523605			VFX – Nuke	Practical	100 (25+75)	4		
Minor/Elective	VI		AD523606	Introduction to Advertising	Theory	100 (25+75)	4**		
Co-Curricular	Co-C-6			Indian Traditional Knowledge System/Vivekananda Studies	Theory	100 (25+75)	Qlfy.		
	Industrial	Ind-2	AD523607	Internship	Internship	100 (25+75)	Qlfy.		
	Foundation Course			Foundation Course Part II					
						<b>TOTAL</b>	<b>44</b>		

**COURSE STRUCTURE**

**BACHELOR (RESEARCH) IN ANIMATION & DESIGN**

Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Fourth Year	VII	Major	I	AD523701	History & Material Method -VI	Theory	100 (25+75)	4	
			II	AD523702	Media Ethics & Copyright Law	Theory	100 (25+75)	4	
			III	AD523703	VFX – Fusion	Practical	100 (25+75)	4	
			IV	AD523704	3D (Blender)	Practical	100 (25+75)	4	
			V	AD523705	Computer Graphics – III	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523706	Script Writing & Story Board Designing	Practical	100 (25+75)	4**	
		Industrial	Ind-1	AD523707	Project/ dissertation	Ind.Training	100 (25+75)	4	
		Foundation Course			Foundation Course Part I				
		VIII	Major	I	AD523801	Animation Process & Visual Form	Theory	100 (25+75)	4
	II			AD523802	Marketing for Animation	Theory	100 (25+75)	4	
	III			AD523803	Advanced Animation in Maya	Practical	100 (25+75)	4	
	IV			AD523804	MAYA & Game Design (3D) –III	Practical	100 (25+75)	4	
	V			AD523805	Advanced Photography	Practical	100 (25+75)	4	
Minor/Elective	VI		AD523806	Script Writing & Story Board Designing	Practical	100 (25+75)	4**		
Industrial	Ind-2		AD523807	Project/ dissertation	Project	100 (25+75)	4		
	Foundation Course			Foundation Course Part II					
						<b>TOTAL</b>	<b>52</b>		

**COURSE STRUCTURE**

**MASTER IN ANIMATION & DESIGN**

Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Fifth Year	IX	Major	I	AD523901	Research Aptitude	Theory	100 (25+75)	4	
			II	AD523902	Design Theory and Process	Theory	100 (25+75)	4	
			III	AD523903	Fundamentals of 3D Character Animation - I	Practical	100 (25+75)	4	
			IV	AD523904	VFX for Film Making – I	Practical	100 (25+75)	4	
			V	AD523905	Design Software – I (Adobe XD)	Practical	100 (25+75)	4	
		Industrial	Ind-3	AD523906	Internship	Ind.Training	100 (25+75)	4	
	X			I	AD5231001	Animation Studies & Contemporary Trends	Theory	100 (25+75)	4
				II	AD5231002	Art of Film Making	Theory	100 (25+75)	4
				III	AD5231003	Fundamentals of 3D Character Animation - II	Practical	100 (25+75)	4
				IV	AD5231004	VFX for Film Making – II	Practical	100 (25+75)	4
V				AD5231005	Design Software –II (Adobe XD)	Practical	100 (25+75)	4	
	Industrial	Ind-4	AD5231006	Project/ dissertation	Project	100 (25+75)	4		
						<b>TOTAL</b>	<b>48</b>		

# Detailed Curriculum

## CERTIFICATE IN ANIMATION & DESIGN

**Programme Outcomes (POs):** Students will learn about the basics of animation, fundamentals of animation & design, application of design Softwares.

**Programme Specific Outcomes (PSOs):** The candidate will understand the use of drawing, sketching, 2D animation & computer graphics to initiate a career in the field of animation.

COURSE STRUCTURE (ANIMATION & DESIGN)									
CERTIFICATE IN ANIMATION & DESIGN									
Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
First Year	I	Major	I	AD523101	Introduction to Animation	Theory	100 (25+75)	4	
			II	AD523102	Drawing and Sketching	Theory	100 (25+75)	4	
			III	AD523103	Drawing & Sketching – I	Practical	100 (25+75)	4	
			IV	AD523104	Introduction to 2D animation – I	Practical	100 (25+75)	4	
			V	AD523105	Computer Graphics – I	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523106	Fundamentals of Computers	Theory	100 (25+75)	4**	
		Co-Curricular	Co-C-1		Communication Skills	Theory	100 (25+75)	Qlfy.	
		II	Major	I	AD523201	History & Material Method – I	Theory	100 (25+75)	4
	II			AD523202	Computer Graphics (Illustrator)	Theory	100 (25+75)	4	
	III			AD523203	Drawing & Sketching – II	Practical	100 (25+75)	4	
	IV			AD523204	Introduction to 2D animation – II	Practical	100 (25+75)	4	
	V			AD523205	Computer Graphics - II	Practical	100 (25+75)	4	
	Minor/Elective		VI	AD523206	Fundamentals of Computers	Theory I	100 (25+75)	4**	
	Co-Curricular	Co-C-2		Environment Studies And Value Education	Theory	100 (25+75)	Qlfy.		
						<b>TOTAL</b>	<b>44</b>		

# First Semester

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: First</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523101</b>		<b>Course Title: Introduction to Animation</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to: understand the Elements & Principles of animation, history of Animation, introduction to multimedia, types of Animation etc. To develop competencies and skills needed for becoming an effective Animator.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing Marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Animation: Most common uses of animation: Cartoons, simulations, scientific visualization, analysis, understanding, teaching. The Past: Cave Paintings, Egyptian murals, the magic lanterns, flipbooks, History of animation: Victorian parlor toys, Techniques of animation, other animation styles, Analyzing Animated Cartoons and their Evolution: History, Silent era, Feature films, commercial animation,		10
<b>II</b>	Editorial cartoons: History and origin, Computer animation: Its history and animation methods, Computer animation in Film and TV, Limited animation: History and techniques, Motion capture: Advantages and disadvantages, Introduction to Multimedia and Animation, Introduction to Computer graphics and animation,		15
<b>III</b>	Different types of animation: 2D animation, 3D animation, Stop Motion animation, sand animation, pixilation, paint on glass animation, clay animation, puppet animation, object animation, Cut out animation, Time lapse animation, Kinestasis and collage.		20
<b>IV</b>	Studies on the films of: Walt Disney, MGM cartoon studios, Warner Bros Studios, Pixar Studio, Studio ghibli		15
<b>Suggested Readings: Book –</b>			
1. Dr. Jiang Tan, Aspects of animation, steps to learn animated cartoon, Serials Publications Pvt. Ltd, 2016			
2. Richard Williams, Animation Survival Kit revised edition, Faber; Main - Revised edition 2009			
3. Kit Laybourne and John Canemaker, The Animation book: A complete guide to animated film making, Three Rivers Press, 1998			
4. Charles Solomon, Enchanted Drawings: The history of animation, 1994			
5. Bob Thomas, The Art of Animation, 195			
<b>Suggested Digital PDF :</b>			
<a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a>			
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> 10+2 with any subject			

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: First</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523102</b>		<b>Course Title: Drawing and Sketching (Theory)</b>	
<b>Course outcomes:</b> The Student at the completion of the course will be able to:			
➤ Learn the art of pencil drawing, toning and shading of different grade of professional sketching pencils.			

<ul style="list-style-type: none"> <li>➤ Study method of using different grade of pencil to do sketching, shading and toning.</li> <li>➤ Learn the techniques of fine pencil drawing to explore different fine art subjects such as animals, birds, flowers, insect, still life, etc.</li> <li>➤ Explore the use of pencil and various tools to create textures for different subjects</li> </ul>		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>		
Unit	Topics	No. of Lectures
I	Introduction to Drawing and sketching, History of drawing and sketching, Various categories of drawing and sketching History of pencil, types of a Pencil, Instruments used in Drawing .	15
II	Visual and creative development of an artist, How to draw gestures, Basic Proportions , Heads ,Rotation in Arcs ,Key Lines ,Perspective and its types , Introduction of Calligraphy, types of calligraphy, History of logo and how to design a Logo	15
III	Mannequin ,Volume Construction ,Balance ,Muscles ,Light & shade ,Shape and Action Hands & Legs ,Foreshortening ,Facial expressions .Introduction to pose to pose sketching (Action analysis).	15
IV	Introduction to Acting, Modeling, Sketching from Acting, Sketching from live models , Introduction to Rapid Sketching Techniques, Sketching from Memory, live action	15
<b>Suggested Readings: Book –</b> <ol style="list-style-type: none"> <li>1. Social History Of Art : Arnold Hauser</li> <li>2. Encyclopaedia Of World Art (Vol.I&amp;II): Mcgraw Hill Publication</li> <li>3. The Art Of Pictorial Composition : Wolehonok</li> <li>4. Exploring The Elements Of Design : Mark A. Thomas, Poppy Evans</li> <li>5. The Art Of Composition : Michael Jacobs</li> <li>6. The Art Of Pictorial Composition : Wolehonok</li> <li>7. Complete Books Of Artist Techniques : Dr. Kurt Herbers</li> <li>8. Drawing For The Absolute And Utter Beginner: Claire Watson Garcia</li> </ol>		
<b>Suggested Digital PDF :</b> <a href="https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf">https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf</a>		
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> 10+2 with any subject		

<b>Programme/Class:</b> <b>(Certificate in Animation &amp; Design)</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523103</b>	<b>Course Title: Drawing &amp; Sketching-I (Practical)</b>	
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will be able to develop eye to hand coordination, development of vision and motor skills. To develop expertise in life-drawing and related techniques.</li> <li>➤ Each student will improve observational skills through drawing and sketchbook practice. They will effectively describe figures, objects, and environment using line, value and pattern. They will understand how to render objects in light and shadow.</li> </ul>		
<b>Credits: 4</b>	<b>Core Compulsory (Major-Own/Other Faculty)</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
Unit	Topics	No. of Lectures
I	Nature Study	10
II	Basic Perspective	12
III	Life Sketching	12
IV	Basic Still Life	12
V	Landscape or Cityscape	14



<p><b>Suggested Readings: Book –</b></p> <ol style="list-style-type: none"> <li>1. The Urban Sketching Handbook Understanding Perspective: Easy Techniques for Mastering Perspective Drawing Author - Stephanie Bower, Publisher – Quarry Books</li> <li>2. Encyclopaedia Of World Art (Vol.I&amp;II): Mcgraw Hill Publication</li> <li>3. The Art Of Pictorial Composition : Wolehonok</li> <li>4. Exploring The Elements Of Design : Mark A. Thomas, Poppy Evans</li> <li>5. The Art Of Composition : Michael Jacobs</li> <li>6. The Art Of Pictorial Composition : Wolehonok</li> <li>7. Complete Books Of Artist Techniques : Dr. Kurt Herbers</li> <li>8. Drawing For The Absolute And Utter Beginner: Claire Watson Garcia</li> </ol> <p><b>Suggested Digital PDF :</b>  <a href="https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf">https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf</a></p> <p><b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation &amp; Design Course.</p> <p><b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short &amp; long questions, attendance and participation in the class.</p> <p><b>Course pre requisites:</b> 10+2 with any subject</p>
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Programme/Class: (Certificate in Animation & Design)	Year: First	Semester: First
<b>Animation &amp; Design</b>		
<b>Course Code: AD523104</b>	<b>Course Title: Introduction to 2D Animation – I (Practical)</b>	
<b>Course outcome:</b>		
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will be able to develop a basic 2D animation, designing a character, storyboarding, and stop motion according to the principles of animation. You'll learn about storyboarding, character development, scriptwriting and cinematography, as well as industry-standard processes and specialist skills.</li> </ul>		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
Unit	Topics	No. of Lectures
I	12 Principles of Animation - Squash and stretch, Anticipation, Staging, Straight-ahead action and pose-to-pose, Follow through and overlapping action, Slow in and slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing, Appeal	12
II	Basics of Story Boarding - Framing, Camera angles, camera movement, animation flow	12
III	Character Design	12
IV	Flip Book Animation	12
V	Stop Motion	12
<p><b>Suggested Readings: Book –</b></p> <ol style="list-style-type: none"> <li>1. Animation Unleashed: 100 Principles Every Animator, Comic Book Writer, Filmmaker, Video Artist 2008 , Author - Bryce Hallett Publisher – Michael Wiese Productions</li> </ol> <p><b>Suggested Digital PDF :</b>  <a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a></p> <p><b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation &amp; Design Course.</p> <p><b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short &amp; long questions, attendance and participation in the class.</p> <p><b>Course pre requisites:</b> 10+2 with any subject</p>		

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: First</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523105</b>		<b>Course Title: Computer Graphics - I (Practical)</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will learn about Photoshop as design software. Software interface, tools, matte painting, digital &amp; print media graphics and photo editing. Demonstrate critical thinking and problem-solving skills for project planning, design, and creation. Communicate clearly in visual, verbal, and written forms.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Photoshop: Basics of Photoshop Interface		12
II	Introduction to Tools		12
III	Raster Art Composition – Matte painting		12
IV	RGB & CMYK Components – Digital & print media graphics		12
V	Colour Correction – Photo editing		12
<b>Suggested Readings: Book –</b>			
1. Adobe Photoshop Classroom in a Book 2023 1st Edition, Author - Conrad Chavez, Publisher – Adobe Press			
<b>Suggested Digital PDF :</b>			
<a href="https://helpx.adobe.com/photoshop/user-guide.html">https://helpx.adobe.com/photoshop/user-guide.html</a>			
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> 10+2 with any subject			

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: First</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523106</b>		<b>Course Title : Fundamentals of computers (Theory)</b>	
<b>Course Outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ Understanding the concept of input and output devices of Computers.</li> <li>➤ Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices.</li> <li>➤ Understand an operating system and its working, and solve common problems related to operating systems</li> <li>➤ Learn basic word processing, Spreadsheet and Presentation Graphics Software skills</li> </ul>			
<b>Credits:4</b>		<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	<b>Introduction to Computer</b> Brief History of Computer, Classification of computer, Definitions and characteristics of Computer – Hardware and Software, Relationship between Hardware and Software, Categorization of Software		12
II	<b>Components of Computer</b> Input & Output Devices: Meaning and Purpose, Uses of Various Input Devices Uses of Various Output Devices, Storage Devices, Processing Device		12
III	<b>Operating System</b> Introduction to Operating System, Difference between Single user & Multi User Operating System, Brief Introduction of DOS and Windows, Difference between GUI and CUI, Function of Control Panel, Finding Files and Folders		12
IV	<b>Unit-IV Introduction to M.S. Excel and M.S. Power Point</b>		12

	An overview of M.S. Excel and M.S. Power Point, Creating Charts, Graphs Formatting and Sorting, Tools and Menus of MS Excel and Power Point Designing and Effective presentation, Using of Animation in Power Point	
<b>V</b>	<b>Internet</b> Brief History of Internet, Services on Internet, Search Engine, Web pages, Websites, Web portals, Advantages and Disadvantages of Internet	12
<p><b>Suggested Readings:</b></p> <p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st edt.)</li> <li>• Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)</li> <li>• Harimohan 2002: Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxila Prakashan (1st edt.)</li> <li>• Sharma, GK, Sharma, Hemant 2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.)</li> <li>• Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication</li> <li>• Harimohan 2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxila Prakashan</li> <li>• Kumar, Suresh 2004: Internet Patrkari, New Delhi, Taxila Prakashan (1st ed)</li> <li>• Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication</li> <li>• Sinha, P.K. 2009: Computer Fundamentals, New Delhi, BPB Publications</li> <li>• Rajaraman, V., &amp; Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd..</li> <li>• Sinha, P. K., &amp; Sinha, P. (2010). Computer fundamentals. BPB publications.</li> <li>• Tannenbaum, L. (2019). Computer Applications and Networks. TMH.</li> </ul>		
<p><b>Note:</b> This Minor Elective (course paper) is compulsory for all students of Certificate in Animation &amp; Design Course.</p>		
<p><b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/test with MCQs/short &amp; long questions, attendance and participation in the class.</p>		
<p>Course pre requisite: 10+2 with any subject</p>		

**Co-Curricular: 1**  
**Communication Skills**  
**(Syllabus as prescribed by University)**

## Second Semester

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: Second</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523201</b>		<b>Course Title: History &amp; Material Method - I (Theory)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will be able to learn the basic theory about the principles of Design, Brief history of classic animation, Animators and their techniques, Adobe Illustrator. Student will learn about 2D animation as the art of creating movement in a two-dimensional space. This includes characters, creatures, FX, and backgrounds. The illusion of movement is created when individual drawings are sequenced together over time. One second of time is usually divided into 24 frames.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Principles of Design - emphasis, alignment and balance, contrast, repetition, proportion, movement, and white space.		15
<b>II</b>	Brief History of classic animation – II - Origins and developments of animation internationally to the present, focusing on aesthetic, technical, political, and economic aspects of the medium.		15
<b>III</b>	Animators and their techniques - 3D Animation. 3D Animation brings digital objects to life, creating the illusion that they are moving in three-dimensional space. 2D Animation,		15
<b>IV</b>	Whiteboard Animation, Typography Animation, Claymation, Stop Motion Animation, Traditional Cel Animation, Rotoscope Animation.		15
<b>Suggested Readings: Book –</b>			
<ol style="list-style-type: none"> <li>1. Animation Unleashed: 100 Principles Every Animator, Comic Book Writer, Filmmaker, Video Artist 2008, Author - Bryce Hallett, Publisher – Michael Wiese Productions</li> <li>2. The ultimate guide to Adobe Illustrator, Author - Mohandes Kahraba, Publisher – Adobe</li> <li>3. Color Theory: A critical introduction, Author – Aaron Fine, Publisher – Bloomsbury Visual Arts</li> <li>4. Elements &amp; Principles of Design, <b>Author – Na Paperback, Publisher – Crystal Productions</b></li> </ol>			
<b>Suggested Digital PDF :</b>			
<a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a>			
<a href="https://helpx.adobe.com/illustrator/user-guide.html">https://helpx.adobe.com/illustrator/user-guide.html</a>			
<a href="https://www.teacheroz.com/apah-elements.pdf">https://www.teacheroz.com/apah-elements.pdf</a>			
<a href="https://beinspired.online/wp-content/uploads/2019/08/Colour-Theory-E-Book-SMALL-pdf.pdf">https://beinspired.online/wp-content/uploads/2019/08/Colour-Theory-E-Book-SMALL-pdf.pdf</a>			
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> 10+2 with any subject			

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: Second</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523202</b>		<b>Course Title: Computer Graphics (Illustrator) (Theory)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ Navigate Illustrator and where to find all the tools and features.</li> <li>➤ Study the landscapes such as buildings and houses with ease using perspective</li> <li>➤ Learn the drawings, business cards, brochures, or anything you want using Adobe Illustrator</li> <li>➤ Learn the basics of working with Illustrator CC through a combination of instructor led demonstration.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	<b>Interface</b> Workspace basics ,Customizing the workspace, Tools ,Tool galleries, Improved user interface, Art board overview, Rulers, grids, guides, and crop marks, Using multiple art boards Viewing artwork, Drawing basics, About Perspective Grid, Perspective drawing		15
<b>II</b>	<b>Color &amp; Painting</b> About color , Selecting colors, Using and creating swatches ,Color groups, Adjusting colors, About painting, Painting with fills and strokes, Live Paint groups, Brushes, Transparency and blending modes ,Gradient panel and Gradient tool overview, Meshes, Patterns ,Selecting objects, Grouping and expanding objects, Moving, aligning, and distributing objects, Rotating and reflecting objects		15
<b>III</b>	<b>Layers</b> About layers, Locking, hiding, and deleting objects, Duplicating objects, Transforming objects, Scaling, shearing, and distorting objects, Reshape using envelopes, Combining objects ,Cutting and dividing objects, Clipping masks ,Blending objects		15
<b>IV</b>	<b>Effects &amp; output</b> Creating special effects, Appearance attributes, working with effects, Create a drop shadow, Drop shadows, glows, and feathering, Creating sketches and mosaics, Graphic styles, Creating animations Setting up documents for printing, Change the page size and orientation, Printing with color management, Print presets		15
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. The ultimate guide to Adobe Illustrator, Author - Mohandes Kahraba, Publisher – Adobe</li> <li>2. Adobe Illustrator Classroom in a Book (2023 Release), Author - Brian Wood , Publisher – Adobe Press</li> </ol>			
<b>Suggested Digital PDF :</b> <a href="https://helpx.adobe.com/illustrator/user-guide.html">https://helpx.adobe.com/illustrator/user-guide.html</a>			
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> 10+2 with any subject			

<b>Programme/Class:</b> (Certificate in Animation & Design)		<b>Year: First</b>	<b>Semester: Second</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523203</b>		<b>Course Title: Drawing &amp; Sketching - II (Practical)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will be able to develop eye to hand coordination, development of vision and motor skills.</li> <li>➤ Each student will improve observational skills through drawing and sketchbook practice.</li> <li>➤ They will effectively describe figures, objects, and environment using line, value and pattern.</li> </ul>			

➤ They will understand how to render objects in light and shadow.		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Nature Study in colour	12
<b>II</b>	2, 3 point Perspective, Non linear perspective	12
<b>III</b>	Life Sketching- Human Anatomy	12
<b>IV</b>	Still Life in colour	12
<b>V</b>	Character Design	12
<b>Suggested Readings: Book –</b>		
1. The Urban Sketching Handbook Understanding Perspective: Easy Techniques for Mastering Perspective Drawing, Author - Stephanie Bower, Publisher – Quarry Books		
2. Drawing: A Complete Guide (Art of Drawing), Author - Giovanni Civardi , Publisher – Search Press		
<b>Suggested Digital PDF :</b>		
<a href="https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf">https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf</a>		
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> 10+2 with any subject		

<b>Programme/Class:</b> <b>(Certificate in Animation &amp; Design)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523204</b>	<b>Course Title: Introduction to 2D Animation - II (Practical)</b>	
<b>Course outcomes:</b>		
➤ In this course the student will advance his/her technique and follow through the course on a digital platform using 2D software. Student will learn about 2D animation as the art of creating movement in a two-dimensional space. This includes characters, creatures, FX, and backgrounds. The illusion of movement is created when individual drawings are sequenced together over time. One second of time is usually divided into 24 frames.		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Application of the Principles of Animation - Squash and Stretch, Anticipation, Staging, Straight Ahead Action and Pose-to-Pose, Follow Through and Overlapping Action, Ease In, Ease Out, Arcs, Secondary Action, Timing, Exaggeration, Solid Drawing, and Appeal.	12
<b>II</b>	Advanced Story Boarding – inclusion of camera movement (Animation Storyboards, Action Storyboards, Vintage Storyboards, Blockbuster Storyboards, Sci-fi & Fantasy, Storyboards and Scary Storyboards.	12
<b>III</b>	Character Movement - walking, falling, swimming, and flying.	12
<b>IV</b>	Pose to pose animation	12
<b>V</b>	Frame by frame animation	12

<p><b>Suggested Readings: Book –</b></p> <p>1. Animation Unleashed: 100 Principles Every Animator, Comic Book Writer, Filmmaker, Video Artist 2008, Author - Bryce Hallett Publisher – Michael Wiese Productions</p> <p>2. The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators , Author - Richard Williams, Publisher – Farrar, Straus and Giroux</p> <p><b>Suggested Digital PDF :</b>  <a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a>  <a href="https://www.pdfdrive.com/the-animators-survival-kit-expanded-edition-a-manual-of-methods-principles-and-formulas-for-classical-computer-games-stop-motion-and-internet-animators-e156654527.html">https://www.pdfdrive.com/the-animators-survival-kit-expanded-edition-a-manual-of-methods-principles-and-formulas-for-classical-computer-games-stop-motion-and-internet-animators-e156654527.html</a></p>
<p><b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation &amp; Design Course..</p>
<p><b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short &amp; long questions, attendance and participation in the class.</p>
<p><b>Course pre requisites:</b> 10+2 with any subject</p>

<b>Programme/Class:</b> <b>(Certificate in Animation &amp; Design)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523205</b>	<b>Course Title: Computer Graphics - II (Practical)</b>	
<b>Course outcome:</b>		
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will learn about Illustrator as design software. Software interface, tools, vector graphics, Clipping, Masking and creating 3D object. You will be able to produce logos, detailed illustrations, leaflets, web page designs and many more.</li> </ul>		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Illustrator:</b> Basics of Illustrator Interface	12
<b>II</b>	Introduction to Tools	12
<b>III</b>	Vector Art Composition	12
<b>IV</b>	RGB & CMYK Components	12
<b>V</b>	Alignments	12
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. The ultimate guide to Adobe Illustrator, Author - Mohandes Kahraba, Publisher – Adobe</li> <li>2. Adobe Illustrator Classroom in a Book (2023 Release), Author - Brian Wood , Publisher – Adobe Press</li> </ol>		
<b>Suggested Digital PDF :</b> <a href="https://helpx.adobe.com/illustrator/user-guide.html">https://helpx.adobe.com/illustrator/user-guide.html</a>		
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> 10+2 with any subject		

<b>Programme/Class:</b> <b>(Certificate in Animation &amp; Design)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523206</b>	<b>Course Title : Fundamentals of computers (Theory)</b>	
<b>Course Outcomes:</b>		

<ul style="list-style-type: none"> <li>➤ Understanding the concept of input and output devices of Computers.</li> <li>➤ Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices.</li> <li>➤ Understand an operating system and its working, and solve common problems related to operating systems</li> <li>➤ Learn basic word processing, Spreadsheet and Presentation Graphics Software skills</li> </ul>		
<b>Credits:4</b>		<b>Minor/Elective</b>
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
Unit	Topics	No. of Lectures
<b>I</b>	<b>Introduction to Computer</b> Brief History of Computer, Classification of computer, Definitions and characteristics of Computer – Hardware and Software, Relationship between Hardware and Software, Categorization of Software	12
<b>II</b>	<b>Components of Computer</b> Input & Output Devices: Meaning and Purpose, Uses of Various Input Devices Uses of Various Output Devices, Storage Devices, Processing Device	12
<b>III</b>	<b>Operating System</b> Introduction to Operating System, Difference between Single user & Multi User Operating System, Brief Introduction of DOS and Windows, Difference between GUI and CUI, Function of Control Panel, Finding Files and Folders	12
<b>IV</b>	<b>Unit-IV Introduction to M.S. Excel and M.S. Power Point</b> An overview of M.S. Excel and M.S. Power Point, Creating Charts, Graphs Formatting and Sorting, Tools and Menus of MS Excel and Power Point Designing and Effective presentation, Using of Animation in Power Point	12
<b>V</b>	<b>Internet</b> Brief History of Internet, Services on Internet, Search Engine, Web pages, Websites, Web portals, Advantages and Disadvantages of Internet	12
<p><b>Suggested Readings:</b></p> <p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Singh, Ravindra Pratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication (1st edt.)</li> <li>• Gupta, Om,Jasra,Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)</li> <li>• Harimohan 2002: Suchna Prodhyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st edt.)</li> <li>• Sharma, GK, Sharma, Hemant 2002, Suchna Prodhyogiki New Delhi, Atlantic Pub. (1st ed.)</li> <li>• Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication</li> <li>• Harimohan 2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan</li> <li>• Kumar, Suresh 2004: Internet Patrkarita,New Delhi, Taxsila Prakashan (1st ed)</li> <li>• Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication</li> <li>• Sinha,P.K. 2009:Computer Fundamentals,New Delhi,BPB Publications</li> <li>• Rajaraman, V., &amp; Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd..</li> <li>• Sinha, P. K., &amp; Sinha, P. (2010). Computer fundamentals. BPB publications.</li> <li>• Tannenbaum,L. (2019). Computer Applications and Networks. TMH.</li> </ul>		
<b>Note:</b> This Major (course paper) is compulsory for all students of Certificate in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+2 with any subject		



**Co-Curricular:2**  
**Environment Studies And Value Education**  
**(Syllabus as prescribed by University)**  
**Detailed Curriculum**  
**DIPLOMA IN ANIMATION & DESIGN**

**Programme Outcomes (POs):** In this semester we will progress from two dimension to the basics of three dimension.

**Programme Specific Outcomes (PSOs):** The candidate will understand the use of Perspective in framing, staging a character, advanced 2d animation, modeling of a character in three dimensions.

COURSE STRUCTURE									
DIPLOMA IN ANIMATION & DESIGN									
Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Second Year	III	Major	I	AD523301	History & Material Method – II	Theory	100 (25+75)	4	
			II	AD523302	Multimedia and Computer Graphics	Theory	100 (25+75)	4	
			III	AD523303	Drawing & Sketching – III	Practical	100 (25+75)	4	
			IV	AD523304	Introduction to 2D animation – III	Practical	100 (25+75)	4	
			V	AD523305	Introduction to MAYA & Game Design (3D) – I	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523306	Introduction to Coral Draw	Practical	100 (25+75)	4**	
		Co-Curricular	Co-C-3		Management Paradigms From Bhagavad Gita	Theory	100 (25+75)	Qlfy.	
			Foundation Course			Foundation Course Part I			
	IV	Major	I	AD523401	History & Material Method – III	Theory	100 (25+75)	4	
			II	AD523402	Photography	Practical	100 (25+75)	4	
			III	AD523403	MAYA & Game Design (3D) – II	Practical	100 (25+75)	4	
			IV	AD523404	Introduction to 3DS Max-I	Practical	100 (25+75)	4	
			V	AD523405	Basics of Dynamics	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523406	Introduction to Coral Draw	Practical	100 (25+75)	4**	
		Co-Curricular	Co-C-4		Vedic Studies/Vedic Mathematics	Theory		Qlfy.	
		Foundation Course			Foundation Course Part II				
							<b>TOTAL</b>	<b>44</b>	

# Third Semester

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523301</b>		<b>Course Title: History &amp; Material Method - II (Theory)</b>	
<b>Course outcomes:</b>			
➤ Students will gain knowledge about Aspects of perspective, History and evolution of photography, Animation theory, about Maya software and tools. It will help in developing the ability to focus on important visual information and filter out unimportant background information.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Aspects of Perspective- 1 point, 2 point and 3 point.		12
<b>II</b>	<b>What is Animation</b> - Early examples of Animation - Stop Motion Photo Animation - Zoetrope – Thaumatrope – Cell and Paper Animation - Types of Animation - Facial expressions - Flash Overview – About Adobe Animate Interface - Menu Bar, Tools – Layers-Property Inspector – Timeline – Stage - Scene - File Formats: .fla, .swf – Library - Import to the stage - Import to Library - Color Swatches - Grid, Guide & Rulers - Creating New Document - Working on Stage.		12
<b>III</b>	<b>Use of 2d Flash, Animation Theory.</b> - Using Layers: About Layers - Create - Delete Layers, Rename Layers - Lock & Unlock Layers - Type of Frames: Key frame - Blank Frame - Onion Skin – FPS – Symbols – Graphics - Movie Clip & Button – Tweening - Types of Tweens - Object & Merge Drawings-Gradient Color - Color Effects		12
<b>IV</b>	Filters, Shape Tween, Shape Hint Tween, About Mask, Layer Mask, Ease in and Ease out Animation, Working Frame - by - Frame Animations, Working on Tween Animation, Character creation - Animation - Creating Storyboard, Creating any Cartoon Character, Creating Background Scenes, Using Bone Setup Tool, Lip Movements, Adding Audio to Scene, Publish Movie, Publish Setting.		12
<b>V</b>	<b>Workspace Areas of Maya &amp; Use of common tools.</b> Introduction to the interface of Maya, Menu set, Main Menu Bar, Panel Menu, The Channel Box and Layer Editor, Shelf, Hotkeys, Viewport, Attribute Editor, Hot Box, Setting and Preferences, New, Set Project, About Polygons, Creating Polygon primitives, Cameras, Edit Selections: Selection, Move, Scale, Rotate, Lasso tools - Creating New Shelf, Duplicating objects, Pivot points, Snapping, Outline		12
<b>Suggested Readings :</b>			
1.The Urban Sketching Handbook Understanding Perspective: Easy Techniques for Mastering Perspective Drawing, Author: Stephanie Bower,Publisher – Quarry Books			
2.Adobe Flash Professional CC 2015: A Tutorial Approach, 3rd Edition, Author: Prof. Sham Tickoo Purdue Univ. & CAD/CIM Technologies Publisher: Adobe4.An			
3.Introduction to 3D Modeling. Author: 3dExtrude Tutorials, Publisher: Autodesk			
<b>Suggested Digital PDF :</b>			
<a href="https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf">https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf</a>			
<a href="https://www.threelittlewishes.co.nz/site/threelittlewishes/files/ISO_Shutter%20Speed_%20Aperture_.pdf">https://www.threelittlewishes.co.nz/site/threelittlewishes/files/ISO_Shutter%20Speed_%20Aperture_.pdf</a>			
<a href="https://en.wikipedia.org/wiki/Adobe_Flash">https://en.wikipedia.org/wiki/Adobe_Flash</a>			
<a href="http://images.autodesk.com/apac_sapac_main/files/Getting_Started_with_Maya.pdf">http://images.autodesk.com/apac_sapac_main/files/Getting_Started_with_Maya.pdf</a>			
<a href="https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf">https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Certificate Course.			

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523302</b>		<b>Course Title: Multimedia and Computer Graphics (Theory)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ Understand the History of computer graphics, graphics architectures and software, imaging : pinhole camera, human vision, synthetic camera.</li> <li>➤ Learn and master the necessary skills in order to apply the most advanced technologies in computer graphics and multimedia systems</li> <li>➤ Study OpenGL: architecture, displaying simple two-dimensional geometric objects, positioning systems, working in a windowed environment.</li> <li>➤ Study Geometric transformations, affine transformations (translation, rotation, scaling, shear), homogeneous coordinates, concatenation, current transformation and matrix stacks.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	<b>Multimedia Communications:</b> Introduction, Multimedia information representation Multimedia networks, Application and networking terminology Multimedia information representation: Digitization, Principles , Text and Images, Audio and video.		15
<b>II</b>	<b>Text and image compression:</b> Introduction, Compression principles, Text compression, Image compression Various methods of text and image compression.		15
<b>III</b>	<b>Introduction to Computer Graphics:</b> Definition, Application, Pixel and Frame Buffer, Raster and Random Scan display Display devices-CRT, Color CRT Monitors Scan, Conversion of line- DDA algorithm of line drawing, Scan conversion of circle- Bresenham's circle generating algorithm Polygon Filling- Scan line polygon filling algorithm.		15
<b>IV</b>	<b>(2D and 3D):</b> 2-Dimensional transformation, Translation, Rotation, Scaling, Homogeneous Coordinates, Reflection, Shear. 3-dimensional transformation, Translation, Rotation Scaling, Reflection, Shear.		15
<b>Suggested Readings :</b>			
<ol style="list-style-type: none"> <li>1. Multimedia Communications- Applications, Networks, Protocols &amp; Standards By Fred. Halsall., Pearson Publications</li> <li>2. Computer Graphics – By Zhigang Xiang and Roy Plasock, Tata McGraw Hill</li> <li>3. Multimedia Communication Systems - By K.R. Rao, Zoran S.B. &amp; Dragorad A.M. – PHI Publications</li> <li>4. Computer Graphics By- Rajesh Maurya – Wiley Publications</li> <li>5. Computer Graphics – By- Donald D. Hearn &amp; M. Pauline Baker PEARSON PUBLICATION</li> </ol>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Certificate Course.			

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523303</b>		<b>Course Title: Drawing and Sketching – III (Practical)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ To gain the knowledge and practice of Interior 1, 2, 3 point perspective, Human Anatomy with expression &amp; muscles. The study of human anatomy, for artists, can be as simple and straightforward as learning about proportions and working from life, or as involved and complex as mastering an understanding of the skeletal, muscular, and surface structure of the human body.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>

I	Interior 1 point Perspective	10
II	Interior 2 point Perspective	10
III	Interior 3 point Perspective	10
IV	Human Anatomy with expression	15
V	Human Anatomy with Muscles	15
<b>Suggested Readings: Book –</b>		
1. The Urban Sketching Handbook Understanding Perspective: Easy Techniques for Mastering Perspective Drawing Author - Stephanie Bower, Publisher – Quarry Books		
2. Drawing: A Complete Guide (Art of Drawing) , Author - Giovanni Civardi , Publisher – Search Press		
<b>Suggested Digital PDF :</b> <a href="https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf">https://anatomiaartistica.files.wordpress.com/2014/09/sarah-simblet_sketch-book-for-the-artist.pdf</a>		
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Certificate Course.		

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523304</b>		<b>Course Title: Introduction to 2D Animation - III (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to understand about Flash Interface, Tools & timeline panel, layers & animation panel, understanding movie clip, masking in adobe Flash software. 2D animation as the art of creating movement in a two-dimensional space. This includes characters, creatures, FX, and backgrounds. The illusion of movement is created when individual drawings are sequenced together over time. One second of time is usually divided into 24 frames.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Flash Interface		10
II	Tools & Timeline Panel		10
III	Layers & Animation Panel		10
IV	Understanding Movie clip		15
V	Masking		15
<b>Suggested Readings:</b>			
1. Adobe Flash Professional CC 2015: A Tutorial Approach, 3rd Edition, Author: Prof. Sham Tickoo Purdue Univ. & CADCIM Technologies , Publisher: Adobe			
2. The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators , Author - Richard Williams, Publisher – Farrar, Straus and Giroux			
<b>Suggested Digital PDF:</b> <a href="https://en.wikipedia.org/wiki/Adobe_Flash">https://en.wikipedia.org/wiki/Adobe_Flash</a> <a href="https://www.pdfdrive.com/the-animators-survival-kit-expanded-edition-a-manual-of-methods-principles-and-formulas-for-classical-computer-games-stop-motion-and-internet-animators-e156654527.html">https://www.pdfdrive.com/the-animators-survival-kit-expanded-edition-a-manual-of-methods-principles-and-formulas-for-classical-computer-games-stop-motion-and-internet-animators-e156654527.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Certificate Course.			

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523305</b>		<b>Course Title : Introduction to Maya &amp; Game Design (3D) - I (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to understand about basics of Maya In-organic & organic Modeling, Game design modeling, graph editor & Walk cycle in 3D Maya. You'll learn modeling, UV mapping, lighting, texturing, shading, rigging, and animating objects, characters, and entire scenes. Because Maya is a cyclopean program, you can manipulate any object or character to do just about everything.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Maya In-organic Modeling		10
II	Maya Organic Modeling		10
III	Game Design Modeling		10
IV	Graph Editor		15
V	Walk Cycle		15
<b>Suggested Readings: Autodesk Maya –</b>			
An Introduction to 3D Modeling. Author: 3dExtrude Tutorials, Publisher: Autodesk			
<b>Suggested Digital PDF:</b>			
<a href="http://images.autodesk.com/apac_sapac_main/files/Getting_Started_with_Maya.pdf">http://images.autodesk.com/apac_sapac_main/files/Getting_Started_with_Maya.pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Certificate Course.			

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523306</b>		<b>Course Title: Introduction to Coral Draw-I (Practical)</b>	
<b>Course outcome:</b>			
➤ The Student at the completion of the course will learn about Coral Draw as design software. Software interface, tools, poster design, flyer design, banner design. You will be able to produce logos, detailed illustrations, leaflets, web page designs and many more.			
<b>Credits: 4</b>		<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Introduction to Interface & tools		10
II	Poster, flyer, banner Design- Composition of a poster, flyer, banner, framing		12
III	Advertisement design		12
IV	Application of Colour Theory		12
V	Typography- Selections of fonts - I		14
<b>Suggested Readings:</b>			
Essential Computers: CorelDraw: An Introduction, <b>Author</b> - Chris de la Nougerede, <b>Publisher</b> – DK			
<b>Suggested Digital PDF :</b>			
<a href="https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf">https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf</a>			
<b>Note:</b> This Minor Elective Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisite:</b> Student must have qualified Certificate Course.			

**Co-Curricular:3**  
**Management Paradigms from Bhagavad Gita**  
**(Syllabus as prescribed by University)**

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Animation &amp; Design</b>			
<b>Course Title: Foundation Course Part-1</b>			
<b>Unit</b>	<b>Topics</b>		
<b>I</b>	<b>Principles of Animation:</b> 12 basic principles of animation; Squash and Stretch, Anticipation, Staging, Straight Ahead, Flow through and overlapping action, Slow in and Slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing, Appeal.		
<b>II</b>	<b>Character Development:</b> Drawing & Sketching, Human Anatomy Study, Animal Anatomy Study		
<b>III</b>	<b>Basics of animation:</b> Story boarding, Flip book, Stop Motion, Armature, Rigs		
<b>IV</b>	<b>Studies on the films of:</b> Walt Disney, MGM cartoon studios, Warner Bros Studios, Pixar Studio, Studio ghibli		
<b>Suggested Readings: Book –</b>			
<ol style="list-style-type: none"> <li>1. Dr. Jiang Tan, Aspects of animation, steps to learn animated cartoon, Serials Publications Pvt. Ltd, 2016</li> <li>2. Richard Williams, Animation Survival Kit revised edition, Faber; Main - Revised edition 2009</li> <li>3. Kit Laybourne and John Canemaker, The Animation book: A complete guide to animated film making, Three Rivers Press, 1998</li> <li>4. Charles Solomon, Enchanted Drawings: The history of animation, 1994</li> <li>5. Bob Thomas, The Art of Animation, 195</li> </ol>			
<b>Suggested Digital PDF :</b>			
<a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a>			
<b>Note:</b> This Foundation Course is compulsory for all the students those are directly taking admission in Diploma in Animation & Design Course			
<b>Suggested Continuous Evaluation Method:</b> Internal Examinations for checking the knowledge of Students.			
<b>Course pre requisites:</b> Student must have qualified Certificate course in any stream			

# Fourth Semester

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523401</b>		<b>Course Title : History &amp; Material Method – III (Theory)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to understand the use of Autodesk Maya, 3ds Max, 3d dynamics, adobe premiere pro, fundamental of computers.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Autodesk Maya - Lighting & Texturing in Maya, Tracing in Maya, Game Design Lighting Texturing, Graph Editor -II, Walk Cycle (Animation)		10
<b>II</b>	3ds Max - Workspace Areas of 3ds max & Use of common tools.		15
<b>III</b>	Basics of dynamics - Animation, Physical simulation, Ground interaction, Terrain, Sand, Mud, Snow.		15
<b>IV</b>	Introduction to Photography: The history and evolution of photography, The basic elements of a photograph, The exposure triangle: aperture, shutter speed, and ISO Camera Operations: Camera types and features, Camera modes: auto, manual, aperture priority, shutter priority, Focusing techniques Lighting Techniques: Types of lighting: natural, artificial, Controlling light: exposure compensation, white balance, flash, Light sources: direct, diffused, reflected Composition: The rule of thirds, Leading lines, Symmetry and asymmetry, Framing Post-Processing, Introduction to post-processing tools, Basic adjustments: exposure, contrast, saturation, Advanced adjustments: selective adjustments, noise reduction, sharpening Portrait Photography, The fundamentals of portrait photography, Posing and directing subjects, Lighting techniques for portraits		20
<b>Suggested Readings :</b>			
<ol style="list-style-type: none"> <li>1. Autodesk Maya 2022 Basics Guide, Author: Kelly L. Murdock</li> <li>2. Autodesk 3Ds Max 2019: A Beginners Guide, Author: Prof. Sham Tickoo</li> <li>3. Fundamentals of Dynamics and Analysis of Motion (Dover Books on Engineering), Author: Marcelo R. M. Crespo da Silva</li> <li>4. Photography, the art of composition: Bert Krages</li> <li>5. Photographic lighting Simplified: Susan McCartney</li> <li>6. Creative composition: Harold Davis</li> <li>7. The 3d photography book: Jeffrey L. Cooper</li> <li>8. Focal Encyclopaedia of Photography: Focal Press Team</li> <li>9. 3D Storytelling: How Stereoscopic 3D Works and How to Use It : Bruce Block</li> </ol>			
<b>Suggested Digital PDF :</b>			
<a href="https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf">https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf</a> <a href="https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html">https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html</a> <a href="https://www.academia.edu/157050/Access_PDF_file">https://www.academia.edu/157050/Access_PDF_file</a> <a href="https://helpx.adobe.com/premiere-pro/user-guide.html">https://helpx.adobe.com/premiere-pro/user-guide.html</a> <a href="https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf">https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Certificate Course.			

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>		<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523402</b>		<b>Course Title: Photography (Practical)</b>	
<b>Course outcomes:</b> The Student at the completion of the course will be able to:			
<ul style="list-style-type: none"> <li>➤ Demonstrate an understanding of camera operations and basic photographic principles.</li> <li>➤ Apply basic and advanced lighting techniques in different photographic situations.</li> <li>➤ Analyze and critique photographic compositions.</li> <li>➤ Utilize post-processing tools to enhance their photographs.</li> <li>➤ Develop an understanding of specialized areas of photography such as portrait photography, landscape photography, and night photography.</li> <li>➤ Create a portfolio of high-quality photographs that demonstrate their understanding of the course material.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Introduction to Photography * The history and evolution of photography * The basic elements of a photograph * The exposure triangle: aperture, shutter speed, and ISO		10
<b>II</b>	Camera Operations * Camera types and features * Camera modes: auto, manual, aperture priority, shutter priority * Focusing techniques		10
<b>III</b>	Lighting Techniques * Types of lighting: natural, artificial * Controlling light: exposure compensation, white balance, flash * Light sources: direct, diffused, reflected		10
<b>IV</b>	Composition * The rule of thirds * Leading lines * Symmetry and asymmetry * Framing * Post-Processing * Introduction to post-processing tools * Basic adjustments: exposure, contrast, saturation * Advanced adjustments: selective adjustments, noise reduction, sharpening Portrait Photography * The fundamentals of portrait photography * Posing and directing subjects * Lighting techniques for portraits		15
<b>V</b>	Landscape Photography * The fundamentals of landscape photography * Choosing a location and time of day * Composing landscape photographs * Post-processing techniques for landscapes		15



<b>Suggested Readings:</b>
1. Mastering Aperture, Shutter Speed, ISO and Exposure, (Author) Al Judge
2. The Photographer's Eye" by Michael Freeman
<b>Suggested Digital PDF :</b>
<a href="https://www.threelittlewishes.co.nz/site/threelittlewishes/files/ISO_Shutter%20Speed_%20Aperture_.pdf">https://www.threelittlewishes.co.nz/site/threelittlewishes/files/ISO_Shutter%20Speed_%20Aperture_.pdf</a>
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.
<b>Course pre requisites:</b> Student must have qualified Certificate Course.

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523403</b>	<b>Course Title : Maya &amp; Game Design (3D) - II (Practical)</b>	
<b>Course outcomes:</b>		
In this course the candidate will learn about lighting, texturing, tracing, graph and advanced walk cycle in Auto desk Maya.		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	Lighting & Texturing in Maya	10
II	Tracing in Maya	10
III	Game Design Lighting Texturing	10
IV	Graph Editor -II	15
V	Walk Cycle (Animation)	15
<b>Suggested Readings:</b> Autodesk Maya 2022 Basics Guide by Kelly L. Murdock		
<b>Suggested Digital PDF :</b> <a href="https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf">https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf</a>		
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Certificate Course.		

<b>Programme/Class:</b> <b>(Diploma in Animation &amp; Design)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523404</b>	<b>Course Title : Introduction to 3DS Max (3D) - I (Practical)</b>	
<b>Course outcomes:</b>		
➤ Students will learn about 3d modelling, lighting and texturing. Props modeling, lighting and texturing. Graph editor and walk cycle.		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	3DS Max In-Organic Modeling	10
II	3DS Max In-Organic Lighting & Texturing	10
III	Props Modeling & Lighting & Texturing	10
IV	Graph Editor	15
V	Walk Cycle	15

<b>Suggested Reading:</b> Autodesk 3Ds Max 2019: A Beginners Guide by Prof. Sham Tickoo
<b>Suggested Digital PDF:</b> <a href="https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html">https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html</a>
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.
<b>Course pre requisites:</b> Student must have qualified Certificate Course.

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523405</b>		<b>Course Title : Basics of Dynamics (Practical)</b>	
<b>Course outcomes:</b>			
➤ Students will learn about Maya morphing, cycling and posing. Graph editor and time configuration, particles, fluid effect and emitter. Soft and rigid body. Fur and hair, and dynamics.			
<b>Credits: 4</b>		<b>Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	MAYA (Animation & Dynamics)- Morphing, Cycling and posing		12
II	Graph Editor & Time Configuration		12
III	Particles, Fluid Effect & Emitter		12
IV	Field, Soft Body & Rigid Body		12
V	Fur & hair, N-Cloth & n-Dynamics		12
<b>Suggested Readings:</b>			
Fundamentals of Dynamics and Analysis of Motion (Dover Books on Engineering), <b>Author:</b> Marcelo R. M. Crespo da Silva			
<b>Suggested Digital PDF:</b> <a href="https://www.academia.edu/157050/Access_PDF_file">https://www.academia.edu/157050/Access_PDF_file</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Certificate Course.			

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523406</b>		<b>Course Title: Introduction to Coral Draw (Practical)</b>	
<b>Course outcome:</b>			
➤ The Student at the completion of the course will learn about Coral Draw as design software. Software interface, tools, poster design, flyer design, banner design.			
<b>Credits: 4</b>		<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Introduction to Interface & tools		15
II	Poster, flyer, banner Design- Composition of a poster, flyer, banner, framing		15
III	Advertisement design		15
IV	Application of Colour Theory		15
V	Typography- Selections of fonts - I		15

<p><b>Suggested Readings: Book</b> – Essential Computers: CorelDraw: An Introduction, <b>Author</b> - Chris de la Nougerede, <b>Publisher</b> – DK</p> <p><b>Suggested Digital PDF :</b>  <a href="https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf">https://www.akronlibrary.org/images/ComputerTraining/SpecialTopics/CorelDraw_Basics_2019.pdf</a></p>
<p>Note: This Minor Elective Course Paper is compulsory for all students of Diploma in Animation &amp; Design Course</p>
<p><b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/test with MCQs/short &amp; long questions, attendance and participation in the class.</p>
<p>Course pre requisite: Student must have qualified Certificate Course.</p>

**Co-Curricular:4**  
**Vedic Studies/Vedic Mathematics**  
**(Syllabus as prescribed by University)**

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Animation &amp; Design</b>			
<b>Course Title: Foundation Course Part-2</b>			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>	
I	Photoshop: Basics of Photoshop Interface	15	
II	Introduction to Tools	15	
III	Raster Art Composition – Matte painting	15	
IV	RGB & CMYK Components – Digital & print media graphics	15	
V	Colour Correction – Photo editing	15	
<p><b>Suggested Readings: Book</b> –</p> <p>1. Adobe Photoshop Classroom in a Book 2023 1st Edition, Author - <u>Conrad Chavez</u>, Publisher – Adobe Press</p> <p><b>Suggested Digital PDF :</b>  <a href="https://helpx.adobe.com/photoshop/user-guide.html">https://helpx.adobe.com/photoshop/user-guide.html</a></p>			
<p><b>Note:</b> This Foundation Course is compulsory for all the students those are directly taking admission in Diploma in Animation &amp; Design Course</p>			
<p><b>Suggested Continuous Evaluation Method:</b> Internal Examinations for checking the knowledge of Students.</p>			
<p><b>Course pre requisites:</b> Student must have qualified Certificate course in any stream</p>			

# Detailed Curriculum

## BACHELOR IN ANIMATION & DESIGN

**Programme Outcomes (POs):** Advancement in the course of 3D animation.

**Programme Specific Outcomes (PSOs):** In this Course we will explore the student will learn visual effects using After Effects, Advanced 3ds Max and introduction to Blender.

COURSE STRUCTURE									
BACHELOR IN ANIMATION & DESIGN									
Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Third Year	V	Major	I	AD523501	History & Material Method – IV	Theory	100 (25+75)	4	
			II	AD523502	Project Management	Theory	100 (25+75)	4	
			III	AD523503	Introduction to Adobe Premier Pro – I	Practical	100 (25+75)	4	
			IV	AD523504	Introduction – After Effects	Practical	100 (25+75)	4	
			V	AD523505	Introduction to 3DS Max (3D) - II	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523506	Introduction to Advertising	Theory	100 (25+75)	4**	
		Co-Curricular	Co-C-5		Meditation/Personality Development through Applied Philosophy of Ramcharitra Manas	Theory	100 (25+75)	Qlfy.	
		Industrial	Ind-1	AD523507	Project	Ind.Training	100 (25+75)	Qlfy.	
		Foundation Course			Foundation Course Part I				
		VI	Major	I	AD523601	History & Material Method – V	Theory	100 (25+75)	4
	II			AD523602	Publication Design	Theory	100 (25+75)	4	
	III			AD523603	Introduction to Blender-(3D)-I	Practical	100 (25+75)	4	
	IV			AD523604	VFX – After Effects	Practical	100 (25+75)	4	
V	AD523605			VFX – Nuke	Practical	100 (25+75)	4		
Minor/Elective	VI		AD523606	Introduction to Advertising	Theory	100 (25+75)	4**		
Co-Curricular	Co-C-6			Indian Traditional Knowledge System/Vivekananda Studies	Theory	100 (25+75)	Qlfy.		
	Industrial	Ind-2	AD523607	Internship	Internship	100 (25+75)	Qlfy.		
	Foundation Course			Foundation Course Part II					
							<b>TOTAL</b>	<b>44</b>	

# Semester Fifth

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523501</b>		<b>Course Title: History &amp; Material Method – IV (Theory)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to how to use motion graphic, visual effects in After effects, how you might tackle rigging your 3d character for animation, basics of blender and know about Introduction to Advertising – Brief introduction.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Introduction to After effects - Introduction to video compositing- Introduction to Motion graphics- video formats and its uses introduction to Adobe After Effects – Understanding the workspace- Importing footages- Preparing footages for compositing- Basic 2D and 3D compositing. 2D Compositing Animating images and Text- Logo Animation –Painting- Rotoscopy Masking- Filters.		15
<b>II</b>	Keying- Details of Green screen and blue screen footage compositing and their set up – Color correction– 2D Tracking – Image Stabilization- Morphing- Use of lights and Camera- Null objects. 3D Compositing-Importing camera and Tracking information-3D post filters- Apply various types of effects on a HD footage Using Expressions - Rendering Attributes- Codec’s- Video Standards- Batch rendering.		15
<b>III</b>	3DS Max Rigging, Animation - Bone setup, Joint Tool, IK/FK, Constraints , Nodes for Rigging, Leg Setup, Hand Setup, Spine Setup with Head Stretchy, Facial Rigging, Skinning, Muscle Rigging History Of Animation, Timeline, Graph Editor, Product Animation with Modifiers Basic Principles of Animation, Bouncing Ball, Pendulum, Walk Cycle, Jump		15
<b>IV</b>	Introduction to Video Editing, Introduction to Sound Editing, Footage Nesting, Footage Sampling, NTSC & PAL Frame Rate Conversion		15
<b>Suggested Readings:</b>			
1. Adobe after Effects CC Classroom in a Book, Author: Adobe Creative Team, Publisher: Adobe			
2. Autodesk 3Ds Max 2019: A Beginners Guide, Author: Prof. Sham Tickoo			
<b>Suggested Digital PDF:</b>			
1. <a href="https://libribook.com/view1/16426/?bookid=45368">https://libribook.com/view1/16426/?bookid=45368</a>			
2. <a href="https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html">https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html</a> <a href="https://www.scribd.com/document/85849443/3D-Total-s-Introduction-to-Rigging-3ds-Max">https://www.scribd.com/document/85849443/3D-Total-s-Introduction-to-Rigging-3ds-Max</a>			
3. <a href="https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html">https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Diploma Course.			

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523502</b>		<b>Course Title: Project Management (Theory)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will gain the theoretical knowledge about VFX, 3D Blender, Vfx Nuke and User experience design student will know about News paper, Magazine, Banners and Visiting cards.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	

<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Introduction to Project Management, What is a project?, Project vs. operation, Brief history of project management	12
<b>II</b>	Role of a Project Manager, What are the benefits of project management?, Project lifecycle, Beginning a project	12
<b>III</b>	Project Selection, Defining criteria, Project selection methods, Sacred Cow,	12
<b>IV</b>	Comparative Benefit Model (CBM), Quality functional deployment (QFD), Scope Definition, Project Charter development \	12
<b>V</b>	Risk Management o Risk identification, Qualitative risk analysis, Quantitative risk analysis, Risk planning o Risk control	12
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. A Guide to the Project Management Body of Knowledge (PMBOK® Guide) –Fifth Edition 5th Edition <b>by Project Management Institute</b></li> <li>2. <u>Project Management for Non-Project Managers</u> by Jack</li> </ol>		
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Diploma Course.		

<b>Programme/Class:</b> <b>(Bachelor in Animation &amp; Design)</b>	<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523503</b>	<b>Course Title: Introduction to Adobe Premiere Pro (Practical)</b>	
<b>Course outcomes:</b>		
<b>The Student at the completion of the course will be able to:</b>		
<ul style="list-style-type: none"> <li>➤ Understand terminology used in video editing</li> <li>➤ Create, edit, and combine sequences</li> <li>➤ Edit and combine audio, video, and still images</li> <li>➤ Create titles and credits for videos</li> <li>➤ Publish a video to a format suitable for web use</li> </ul>		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Introduction to Video Editing	10
<b>II</b>	Introduction to Sound Editing	10
<b>III</b>	Footage Nesting	10
<b>IV</b>	Footage Sampling	15
<b>V</b>	NTSC & PAL Frame Rate Conversion	15
Suggested Readings: Adobe Premiere Pro: A Complete Course and Compendium of Features, Author: Ben Goldsmith, Publisher: Rocky Nook		
<b>Suggested Digital web Link:</b> <a href="https://helpx.adobe.com/premiere-pro/user-guide.html">https://helpx.adobe.com/premiere-pro/user-guide.html</a>		
<b>Note:</b> This Major Course Paper is compulsory for all students of Diploma in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Certificate Course.		

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: fifth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523504</b>		<b>Course Title: Introduction - After Effect (Practical)</b>	
<b>Course outcomes:</b> <b>The Student at the completion of the course will be able to:</b>			
<ul style="list-style-type: none"> <li>➤ Understand the Concepts behind Visual Effects in After Effects</li> <li>➤ Work and Animate the Perspective Visual Effects Group</li> <li>➤ Create full Projects Using Various Effects, Videos and Graphics</li> <li>➤ With The Complete Guide to for every Effect will be master and create awesome Visual Effects Animations</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	AFTER EFFECTS- Introduction to Broadcasting, Introduction to User Interface and a basic compositing.		12
<b>II</b>	Basic Animation, Spatial Interpolation, Temporal interpolation, Pre-compositing, Time remapping, Expression.		12
<b>III</b>	Masking on Image, Rotoscope, Color Correction, Keying, 3D Layers- Camera + Lighting, Text Animation.		12
<b>IV</b>	Tracking and Stabilizing, Cleanup, Simulation, particles.		12
<b>V</b>	Motion Graphic		12
<b>Suggested Readings:</b> Adobe after Effects CC Classroom in a Book, Author: Adobe Creative Team, Publisher: Adobe			
<b>Suggested Digital PDF:</b> <a href="https://libribook.com/view1/16426/?bookid=45368">https://libribook.com/view1/16426/?bookid=45368</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Diploma Course.			

<b>Programme/Class:</b> (Diploma in Animation & Design)		<b>Year: Second</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523505</b>		<b>Course Title : Introduction to 3DS Max (3D) - II (Practical)</b>	
<b>Course outcomes:</b> The Student at the completion of the course will be able to how to tackle rigging character animation in 3ds Max, make character design and weapons.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Character Design		12
<b>II</b>	Prop Design		12
<b>III</b>	3DS Max Rigging		12
<b>IV</b>	3DS Max Animation		12
<b>V</b>	Game Design Rigging & Animation		12

<b>Suggested Reading:</b> Autodesk 3Ds Max 2019: A Beginners Guide, Author: Prof. Sham Tickoo
<b>Suggested Digital PDF:</b> <a href="https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html">https://www.pdfdrive.com/3ds-max-speed-modeling-for-3d-artists-e28351653.html</a> <a href="https://www.scribd.com/document/85849443/3D-Total-s-Introduction-to-Rigging-3ds-Max">https://www.scribd.com/document/85849443/3D-Total-s-Introduction-to-Rigging-3ds-Max</a>
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.
<b>Course pre requisites:</b> Student must have qualified Diploma Course.

<b>Programme/Class:</b> <b>(Bachelor in Animation &amp; Design)</b>	<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523506</b>	<b>Course Title : Introduction to Advertising (Theory)</b>	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"> <li>➤ The course aims at imparting knowledge on Marketing Management from the perspective of Marketing Communications. It explains the fundamentals of Marketing and emphasizes on Consumer Behaviour and the elements of Marketing Mix: Product, Price, Place and Promotion, their nature, characteristics, scope and strategies and advertising in the perspective of Indian society, art and culture. The concepts of Segmenting, Targeting and Positioning are also described along with the ethical and social responsibility issues that marketing must address. The course helps to develop an understanding on the various aspects Advertising which includes its objectives, classification, creative aspect, role in the economy and society, functions of the advertising agency and department, media strategies. Personal Selling, Sales Promotion, Public Relations, Sales Force Management and Integrated Marketing Communication has considerable detailing in the course.</li> </ul>		
<b>Credits:4</b>	<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.	15
<b>II</b>	Advertising Agency - Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.	15
<b>III</b>	Public Relations: Evolution, Definitions, concept, scope, Publicity, Propaganda, advertising. Public Opinion, Lobbying, PR Campaign, Promotion. PR and social responsibility.	15
<b>IV</b>	Corporate communication - definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management. Scheduling and handling of press Conference, Press get - together, Press Meet, Press kit, PR and Media Relations. Event Management, PR code of ethics.	15
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Agarwal C.D., Media and Advertising, Mohit publication,2008</li> <li>2. Robert R. Ulmer, Timothy L. Sellnow, Effective Crisis Communication, Sage publication, 2011</li> <li>3. Rajiv Batra: Advertising Management, Prentice publication, 1996</li> <li>4. Paul A Argenti: Corporate Communication, Irwin Publication, 2015</li> <li>5. Al Ries &amp; Laora Ries: The Fall of Advertising and the Rise of PR, Harper Business Publication, 2002</li> <li>6. Clow and Baack: Integrated Advertising Promotion and Marketing communication, 2004</li> </ol>		
<b>Note:</b> This Minor Elective Course Paper is compulsory for all students of Bachelor in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Diploma Course.		



**Co-Curricular: 5**  
**Meditation/Personality Development through Applied Philosophy of Ramcharitra**  
**Manas**  
**(Syllabus as prescribed by University)**

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523507</b>		<b>Course Title: Project –I</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to produce there learning about the curriculum in form of a show reel.			
<b>Credits: Qualifying</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 36</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Show Reel of computer graphic		
II	Show Reel of Video Editing & vfx		
III	Show Reel of 3D Props/Object Modeling		
<b>Note:</b> This Project Paper (Qualifying) is compulsory for all students of Bachelor in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Diploma Course.			

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Animation &amp; Design</b>			
		<b>Course Title: Foundation Course Part-1</b>	
<b>Unit</b>	<b>Topics</b>		
I	<b>Principles of Animation:</b> 12 basic principles of animation; Squash and Stretch, Anticipation, Staging, Straight Ahead, Flow through and overlapping action, Slow in and Slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing, Appeal.		
II	<b>Character Development:</b> Drawing & Sketching, Human Anatomy Study, Animal Anatomy Study		
III	<b>Basics of animation:</b> Story boarding, Flip book, Stop Motion, Armature, Rigs		
IV	<b>Studies on the films of:</b> Walt Disney, MGM cartoon studios, Warner Bros Studios, Pixar Studio, Studio ghibli		
<b>Suggested Readings: Book –</b>			
1. Dr. Jiang Tan, Aspects of animation, steps to learn animated cartoon, Serials Publications Pvt. Ltd, 2016			
2. Richard Williams, Animation Survival Kit revised edition, Faber; Main - Revised edition 2009			
3. Kit Laybourne and John Canemaker, The Animation book: A complete guide to animated film making, Three Rivers Press, 1998			
4. Charles Solomon, Enchanted Drawings: The history of animation, 1994			
5. Bob Thomas, The Art of Animation, 195			
<b>Suggested Digital PDF :</b>			
<a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a>			
<b>Note:</b> This Foundation Course is compulsory for all the students those are directly taking admission in Bachelor in Animation & Design Course			
<b>Suggested Continuous Evaluation Method:</b> Internal Examinations for checking the knowledge of Students.			
<b>Course pre requisites:</b> Student must have qualified Diploma course in any stream			

# Sixth Semester

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523601</b>		<b>Course Title: History &amp; Material Method – V (Theory)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will gain the theoretical knowledge about VFX, 3D Blender, Vfx Nuke and User experience design student will know about News paper, Magazine, Banners and Visiting cards.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	VFX After effects - Logo Animation, Slide Show Animation, Chroma Key Cutting, Compositing, Motion Poster. One can get a clear understanding of how graphics work in different video projects, Tracking, White Board Animation and Text Animation.		15
<b>II</b>	3D Blender - 3D Modeling, 3D Texturing, Character Modeling,		15
<b>III</b>	3D Blender - 3D Environment Modeling, 3D Sculpting and 3D Rigging.		15
<b>IV</b>	VFX Nuke - Compositing and visual effects, Camera Tracker, Workspace, Model Builder and 3D Particle System.		15
<b>Suggested Readings:</b>			
1. Adobe after Effects CC Classroom in a Book, Author: Adobe Creative Team, Publisher: Adobe			
2. Blender 3D Basics Beginner's Guide: A quick and easy-to-use guide to create 3D modeling and animation using Blender 2.7, Author: Gordon Fisher, Publisher: Packt Publishing Limited			
3. Nuke 101: Professional Compositing and Visual Effects (Digital Video & Audio Editing Courses) Author: Ron Ganbar, Publisher: Peachpit Press			
4. Adobe XD Classroom in a Book, Author: Brian Wood, Publisher: Adobe Press,			
<b>Suggested Digital PDF:</b>			
1. <a href="https://libribook.com/view1/16426/?bookid=45368">https://libribook.com/view1/16426/?bookid=45368</a>			
2. <a href="https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html">https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html</a>			
3. <a href="https://www.pdfdrive.com/digital-compositing-with-nuke-101-d34416145.html">https://www.pdfdrive.com/digital-compositing-with-nuke-101-d34416145.html</a>			
4. <a href="https://pdfcoffee.com/qdownload/adobe-xd-cc-classroom-in-a-book-2019-release-pdfdrivecom-pdf-pdf-free.html">https://pdfcoffee.com/qdownload/adobe-xd-cc-classroom-in-a-book-2019-release-pdfdrivecom-pdf-pdf-free.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Diploma Course.			

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523602</b>		<b>Course Title: Publication Design (Theory)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will gain the theoretical knowledge about VFX, 3D Blender, Vfx Nuke and User experience design student will know about News paper, Magazine, Banners and Visiting cards.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Layout design: Directing the eye, Backwards movement, Application of design principles in lay out, Free style lay out, Grid design, Formats, margins, Columns and Gutters, Page depth, Working with Imagery, Borders and rules.		12

II	Magazine Design: creating a suitable grid, Title and cover policies, Visualization in Magazine Design, Basic magazine terminology, Redesigning a magazine, Essentials of Page Design	12
III	News Paper Design: The main elements of print layout, Formats and Grids, Selecting and Using Type, White Space, Colour, Headlines, The masthead, Laying out Pages, The Modular and Mini column formats, Designing front page and inner pages.	12
IV	Book Design: Effective Grid design for the book, Typography, Margins in page design, Laying out text and images.	12
V	Consistency in design: Creating style guides and printing instructions. Practical training in print production.	12

**Suggested Readings:**

1. The Big Book of Layouts:David E. Carter
2. Layout Essentials: 100 :Beth Tondreau Design Principles for Using Grids
3. Best of Newspaper Design:Society of News Design
4. Designing for Newspapers and :Chris Frost Magazines
5. Layout Workbook:Kristin Cullen
6. Designing Books: Practice and Theory:Jost Hochuli and Robin Kinross

**Note:** This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.

**Suggested Continuous Evaluation Method:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

**Course pre requisites:** Student must have qualified Diploma Course.

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523603</b>		<b>Course Title: Introduction to Blender (3D) – I (Practical)</b>	
<b>Course outcomes:</b>			
<b>The Student at the completion of the course will be able to:</b>			
<ul style="list-style-type: none"> <li>➤ Master the fundamentals of 3D software specially using Blender</li> <li>➤ Create any type of 3D models they can imagine from simple to complex ones using different kind of methods</li> <li>➤ Learn the fundamentals of digital sculpting in Blender</li> <li>➤ Able to create material, texture and understand in-depth UV mapping techniques</li> <li>➤ Basic of Animation</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Introduction		12
II	Blender Interface		12
III	Tools		12
IV	Nodes		12
V	3D Objects		12
<b>Suggested Readings:</b>			
Blender 3D Basics Beginner's Guide: A quick and easy-to-use guide to create 3D modeling and animation using Blender 2.7 Author: Gordon Fisher, Publisher: Packt Publishing Limited			
<b>Suggested Digital PDF:</b> <a href="https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html">https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Diploma Course.			

<b>Programme/Class:</b> (Bachelor in Animation & Design)	<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523604</b>	<b>Course Title: VFX After Effects (Practical)</b>	
<b>Course outcomes:</b>		
<b>The Student at the completion of the course will be able to:</b>		
<ul style="list-style-type: none"> <li>➤ Understand the Concepts behind Visual Effects in After After Effects</li> <li>➤ Work and Animate the Perspective Visual Effects Group</li> <li>➤ Create full Projects Using Various Effects, Videos and Graphics</li> <li>➤ With The Complete Guide to for every Effect will be master and create awesome Visual Effects Animations</li> </ul>		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	AFTER EFFECTS	15
II	Animation, Spatial Interpolation, Temporal interpolation, Pre-compositing, Time remapping, Expression.	15
III	Masking on Image, Rotoscope, Color Correction, Keying, 3D Layers- Camera + Lighting, Text Animation.	15
IV	Tracking and Stabilizing, Cleanup, Simulation, particles.	15
<b>Suggested Readings:</b>		
Adobe after Effects CC Classroom in a Book, Author: Adobe Creative Team, Publisher: Adobe		
<b>Suggested Digital PDF:</b>		
<a href="https://libribook.com/view1/16426/?bookid=45368">https://libribook.com/view1/16426/?bookid=45368</a>		
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Diploma Course.		

<b>Programme/Class:</b> (Bachelor in Animation & Design)	<b>Year: Fourth</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523605</b>	<b>Course Title: VFX Nuke (Practical)</b>	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"> <li>➤ Students can learn about special effects that are applied to Music Videos, YouTube Videos, Advertisements, Games and Movies post-production to make them more presentable. Students can learn a perfect creation of many scenes, which could not have been possible in reality. In other words, it makes things look real in a convenient way and at a lesser cost.</li> </ul>		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	Introduction of Nuke, Nuke workflow, Merge tools with basic composition	15
II	Transformation & animation, Rotoscope, shuffle & Shuffle copy Colour management, Compose render passes, Keying, Tracking, Stablize, Cleanup, Introduction to 3D	22
III	Assignment	23
<b>Suggested Readings:</b> Nuke 101: Professional Compositing and Visual Effects (Digital Video & Audio Editing Courses) Author: Ron Ganbar, Publisher: Peachpit Press		
<b>Suggested Digital PDF:</b>		
<a href="https://www.pdfdrive.com/digital-compositing-with-nuke-101-d34416145.html">https://www.pdfdrive.com/digital-compositing-with-nuke-101-d34416145.html</a>		

<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor in Animation & Design Course.
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.
<b>Course pre requisites:</b> Student must have qualified Diploma Course.

<b>Programme/Class:</b> (Bachelor in Animation & Design)	<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523606</b>	<b>Course Title : Introduction to Advertising (Theory)</b>	
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>➤ The course aims at imparting knowledge on Marketing Management from the perspective of Marketing Communications. It explains the fundamentals of Marketing and emphasizes on Consumer Behaviour and the elements of Marketing Mix: Product, Price, Place and Promotion, their nature, characteristics, scope and strategies and advertising in the perspective of Indian society, art and culture. The concepts of Segmenting, Targeting and Positioning are also described along with the ethical and social responsibility issues that marketing must address. The course helps to develop an understanding on the various aspects Advertising which includes its objectives, classification, creative aspect, role in the economy and society, functions of the advertising agency and department, media strategies. Personal Selling, Sales Promotion, Public Relations, Sales Force Management and Integrated Marketing Communication has considerable detailing in the course.</li> </ul>		
<b>Credits:4</b>	<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.	15
<b>II</b>	Advertising Agency - Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.	15
<b>III</b>	Public Relations: Evolution, Definitions, concept, scope, Publicity, Propaganda, advertising. Public Opinion, Lobbying, PR Campaign, Promotion. PR and social responsibility.	15
<b>IV</b>	Corporate communication - definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management. Scheduling and handling of press Conference, Press get - together, Press Meet, Press kit, PR and Media Relations. Event Management, PR code of ethics.	15
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Agarwal C.D., Media and Advertising, Mohit publication,2008</li> <li>2. Robert R. Ulmer, Timothy L. Sellnow, Effective Crisis Communication, Sage publication, 2011</li> <li>3. Rajiv Batra: Advertising Management, Prentice publication, 1996</li> <li>4. Paul A Argenti: Corporate Communication, Irwin Publication, 2015</li> <li>5. Al Ries &amp; Laora Ries: The Fall of Advertising and the Rise of PR, Harper Business Publication, 2002</li> <li>6. Clow and Baack: Integrated Advertising Promotion and Marketing communication, 2004</li> </ol>		
<b>Note:</b> This Minor Elective Course Paper is compulsory for all students of Bachelor in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Diploma Course.		

**Co-Curricular: 6**  
**Indian Traditional Knowledge System/Vivekananda Studies**  
**(Syllabus as prescribed by University)**

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523607</b>		<b>Course Title: Internship (Industrial)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ Gain first hand exposure of working in the real world.</li> <li>➤ Allow harnessing skills, knowledge and theoretical practice learnt during the course.</li> <li>➤ Develop and refine skills to suit the industry demands and build a strong network with professionals in the field.</li> <li>➤ Gain confidence and improve chances as a job applicant.</li> </ul>			
<b>Credits: 4</b>		<b>Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	25-30 days Internship will be undertaken with any reputed organization/NGO and will be evaluated by an Internal/external examiner.		
<b>Note:</b> This Internship is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Internship Report/Project/Attendance.			
<b>Course pre requisites:</b> Student must have qualified Bachelor in Animation & Design Course.			

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Animation &amp; Design</b>			
<b>Course Title: Foundation Course Part-2</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Photoshop: Basics of Photoshop Interface		15
II	Introduction to Tools		15
III	Raster Art Composition – Matte painting		15
IV	RGB & CMYK Components – Digital & print media graphics		15
V	Colour Correction – Photo editing		15
<b>Suggested Readings: Book –</b>			
1. Adobe Photoshop Classroom in a Book 2023 1st Edition, Author - <u>Conrad</u> Chavez, Publisher – Adobe Press			
<b>Suggested Digital PDF :</b>			
<a href="https://helpx.adobe.com/photoshop/user-guide.html">https://helpx.adobe.com/photoshop/user-guide.html</a>			
<b>Note:</b> This Foundation Course is compulsory for all the students those are directly taking admission in Bachelor in Animation & Design Course			
<b>Suggested Continuous Evaluation Method:</b> Internal Examinations for checking the knowledge of Students.			
<b>Course pre requisites:</b> Student must have qualified Diploma course in any stream			

# Detailed Curriculum

## BACHELOR (RESEARCH) IN ANIMATION & DESIGN

**Programme Outcomes (POs):** To be able to deliver final show reels of the chosen topics from the curriculum.

**Programme Specific Outcomes (PSOs):** The student will finalize and learn the finishing details of the animation course.

COURSE STRUCTURE									
BACHELOR (RESEARCH) IN ANIMATION & DESIGN									
Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Fourth Year	VII	Major	I	AD523701	History & Material Method -VI	Theory	100 (25+75)	4	
			II	AD523702	Media Ethics & Copyright Law	Theory	100 (25+75)	4	
			III	AD523703	VFX – Fusion	Practical	100 (25+75)	4	
			IV	AD523704	3D (Blender)	Practical	100 (25+75)	4	
			V	AD523705	Computer Graphics – III	Practical	100 (25+75)	4	
		Minor/Elective	VI	AD523706	Script Writing & Story Board Designing	Practical	100 (25+75)	4**	
		Industrial	Ind-1	AD523707	Project/ dissertation	Ind.Training	100 (25+75)	4	
			Foundation Course			Foundation Course Part I			
	VIII			I	AD523801	Animation Process & Visual Form	Theory	100 (25+75)	4
				II	AD523802	Marketing for Animation	Theory	100 (25+75)	4
				III	AD523803	Advanced Animation in Maya	Practical	100 (25+75)	4
				IV	AD523804	MAYA & Game Design (3D) –III	Practical	100 (25+75)	4
				V	AD523805	Advanced Photography	Practical	100 (25+75)	4
				Minor/Elective	VI	AD523806	Script Writing & Story Board Designing	Practical	100 (25+75)
Industrial				Ind-2	AD523807	Project/ dissertation	Project	100 (25+75)	4
		Foundation Course			Foundation Course Part II				
							<b>TOTAL</b>	<b>52</b>	

# Seventh Semester

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523701</b>		<b>Course Title: History &amp; Material Method-VI (Theory)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will be able to know about node based compositing, tools, menu, rotoscoping, colour correction, camera/object/animation of Maya/ Max into Fusion stereo tool, advance particle.</li> <li>➤ Create any type of 3D models they can imagine from simple to complex ones using different kind of methods</li> <li>➤ Learn the fundamentals of digital sculpting in Blender</li> <li>➤ Able to create material, texture and understand in-depth UV mapping techniques</li> <li>➤ The Student at the completion of the course will be able to understand the basics of the book designing software adobe indesign.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	<b>Fusion</b> – What is node based compositing? Interface overview & Bins workingt with tools & menu. Timeline and rotoscoping, colour correction, keying, tracking and stablize.		15
<b>II</b>	<b>Fusion</b> – Rotoscope using tracking technique, use camera/object/animation of Maya/ Max into Fusion stereo tool, advance particle. Paint tool and clean up/Wire-rig remove.		15
<b>III</b>	<b>Indesign:</b> Basics of Indesign Interface, Introduction to Tools, menu, Basics of grids, guide lines, borders, margins, RGB & CMYK Components, Alignments		15
<b>IV</b>	<b>3D Blender</b> - 3D Modeling, 3D Texturing, Character Modeling, 3D Environment Modeling, 3D Sculpting and 3D Rigging		15
<b>Suggested Readings:</b>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523702</b>		<b>Course Title: Media Ethics &amp; Copyright Law (Theory)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ The student will learn about the ethics of media, copyright laws and the knowledge backup required for the industry.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Press Laws: History of Press Laws in India – National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Press council guidelines; Press Council code on Communal writing; Editor’s Responsibilities.		15
<b>II</b>	The Contempt of Courts Act 1971; Official Secrets Act, 1923; Trade related Aspects of Intellectual Property Rights (TRIPS) & TRIMs; International Intellectual propriety of rights;		15



	The India Telegraph Act , The design Act, 1911, The Patents Act, 1957.Law of defamation; Libel and Slander; Prasar Bharti Act; The Broadcast Bill; Cable television act 1995, Broadcasting Services Regulation Bill, 2006, Cinematograph Act 2006.	
<b>III</b>	Right to Information (Information Bill; Laws of Human Rights- Child labour Acts Indecent Representation of woman (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.	15
<b>IV</b>	Cyber Laws-Information Technology Act, 2000; Hackers, Cyber Terrorism, Cyber Stalking, spamming, cryptography and digital signature, computer viruses, child pornography, privacy and cyber crime, electronic governance; Copy right Act 1957.	15
<b>Suggested Readings:</b>		
1. Neelamalar. M, Media Laws and Ethics, PHI Learning Pvt. Ltd, November 2009.		
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.		
3. Philip Patterson, Media Ethics: Issues and Cases, Mcgraw Hill, 2013		
4. Don Pember, Clay Calvert, Mass Media Law, 2012		
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.		

<b>Programme/Class:</b> <b>(Research in Animation &amp; Design)</b>	<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523703</b>	<b>Course Title: VFX Fusion (Practical)</b>	
<b>Course outcomes:</b>		
➤ The Student at the completion of the course will be able to know about node based compositing, tools, menu, rotoscoping, colour correction, camera/object/animation of Maya/ Max into Fusion stereo tool, advance particle.		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Fusion – What is node based compositing? Interface overview & Bins workingt with tools & menu.	<b>15</b>
<b>II</b>	Timeline and rotoscoping, colour correction, keying, tracking and stablize.	<b>15</b>
<b>III</b>	Rotoscope using tracking technique, use camera/object/animation of Maya/ Max into Fusion stereo tool, advance particle.	<b>15</b>
<b>IV</b>	Paint tool and clean up/Wire-rig remove.	<b>15</b>
<b>Suggested Readings:</b> Digital Compositing with Blackmagic Fusion: Essential Techniques Author: Lee Lanier , Publisher: Routledge		
<b>Suggested Digital PDF:</b> <a href="https://documents.blackmagicdesign.com/UserManuals/Fusion17_Manual.pdf">https://documents.blackmagicdesign.com/UserManuals/Fusion17_Manual.pdf</a>		
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.		

<b>Programme/Class:</b> (Bachelor in Animation & Design)		<b>Year: Third</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523704</b>		<b>Course Title: 3D Blender (Practical)</b>	
<b>Course outcomes:</b>			
<b>The Student at the completion of the course will be able to:</b>			
<ul style="list-style-type: none"> <li>➤ Master the fundamentals of 3D software specially using Blender</li> <li>➤ Create any type of 3D models they can imagine from simple to complex ones using different kind of methods</li> <li>➤ Learn the fundamentals of digital sculpting in Blender</li> <li>➤ Able to create material, texture and understand in-depth UV mapping techniques</li> <li>➤ Basic of Animation</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	3D Blender - 3D Modeling.		12
<b>II</b>	3D Texturing.		12
<b>III</b>	Character Modeling.		12
<b>IV</b>	3D Environment Modeling.		12
<b>V</b>	3D Sculpting and 3D Rigging.		12
<b>Suggested Readings:</b>			
Blender 3D Basics Beginner's Guide: A quick and easy-to-use guide to create 3D modeling and animation using Blender 2.7 Author: Gordon Fisher, Publisher: Packt Publishing Limited			
<b>Suggested Digital PDF:</b>			
<a href="https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html">https://www.pdfdrive.com/the-complete-guide-to-blender-graphics-computer-modeling-animation-d169062797.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523705</b>		<b>Course Title : Computer Graphics– III (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to understand the basics of the book designing software adobe indesign.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	<b>Indesign:</b> Basics of Indesign Interface		12
<b>II</b>	Introduction to Tools, menu		12
<b>III</b>	Basics of grids, guide lines, borders, margins.		12
<b>IV</b>	RGB & CMYK Components		12
<b>V</b>	Alignments		12
<b>Suggested Readings:</b> Adobe InDesign Classroom in a Book , Author: Kelly Anton, Publisher: Adobe Press			
<b>Suggested Digital PDF:</b> <a href="https://ptgmedia.pearsoncmg.com/images/9780137622962/samplepages/9780137622962_Sample.pdf">https://ptgmedia.pearsoncmg.com/images/9780137622962/samplepages/9780137622962_Sample.pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523706</b>		<b>Course Title : Course Title : Script Writing &amp; Story Board Designing (Theory)</b>	
<b>Course outcomes:</b> ➤ students will learn the art of scripting and story boarding			
<b>Credits:4</b>		<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Basics of story: Exploring ideas, Concept, Plot, Structure, Character Theme, Conflicts, Storytelling outline, Building a character, delivering a precise message through the story, Story pacing. Animation story for Children, Adults, Basics of story and Basics of Script writing Action, Scene Headings, Character Name, Screenplay, Titles and End Credits.		15
<b>II</b>	Scriptwriting terminology: Action, Angle, BG close up, Exterior, Fade in fade out, Pan, Parenthetical, POV, Scene Heading, Slug line, SFX, Sotto voce, Track with, Voice over, Character name, Cast List, Dialogue, Script Length, Action Description, Extension, Dual-Column Dialogue, Act numbers, Scene Numbers, short lines, dialogue paragraphs, Character		15
<b>III</b>	Story boarding: Introduction to storyboards, Steps of creating a storyboard, Beat board, Story boarding overview, Contents, Pose, Scenes, Camera, colour scheme, Sound, Lighting, Special fx, Applications, Focus the story and the timing in several key frames, Animatics-Lica reel.		15
<b>IV</b>	Techniques to produce fast script, Advantage of script writing with softwares. Script writing for 2D Films, Animations, writing for new media – internet and mobile media.		15
<b>Suggested Readings</b>			
1. Christy Marx, <i>Writing for Animation Comics &amp; Games</i> , Elsevier India Pvt. Ltd, 2007.			
2. Stephanie Torta, <i>Storyboarding: Turning Script to Motion</i> , Mercury Learning & Information, 2011.			
3. Prajapati A K, <i>Computer Graphics &amp; Animation</i> , Pragati Prakashan, 2005.			
4. Harold Whitaker / John Halas, <i>Timing for Animation</i> , Focal Press, 2009.			
5. Mark Whitehead, <i>Animation</i> , Pocket Essentials, 2004.			
6. Chris Neuhahn, <i>Character Animation and Film Production</i> Projects 3DS Max w/cd, Wiley India Pvt. Ltd, 2006			
<b>Note:</b> This Minor Elective Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523707</b>		<b>Course Title: Project/Dissertation</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will write a dissertation and submit a project on any chosen topic from the curriculum.			
<b>Credits: Qualifying</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 36</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Final Show reel of any chosen topic from the curriculum.		
II	Final dissertation of any chosen topic from the curriculum.		
<b>Note:</b> This Project Paper (Qualifying) is compulsory for all students of Bachelor in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Evaluation of Project/Dissertation by Internal/External examiners.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>			
<b>Course Title: Foundation Course Part-1</b>			
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to: understand the Elements & Principles of animation, history of Animation, introduction to multimedia, types of Animation etc. To develop competencies and skills needed for becoming an effective Animator.			
<b>Unit</b>	<b>Topics</b>		
<b>I</b>	<b>Principles of Animation:</b> 12 basic principles of animation; Squash and Stretch, Anticipation, Staging, Straight Ahead, Flow through and overlapping action, Slow in and Slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing, Appeal.		
<b>II</b>	<b>Character Development:</b> Drawing & Sketching, Human Anatomy Study, Animal Anatomy Study		
<b>III</b>	<b>Basics of animation:</b> Story boarding, Flip book, Stop Motion, Armature, Rigs		
<b>IV</b>	<b>Studies on the films</b> of: Walt Disney, MGM cartoon studios, Warner Bros Studios, Pixar Studio, Studio ghibli		
<b>Suggested Readings: Book –</b>			
<ol style="list-style-type: none"> <li>1. Dr. Jiang Tan, Aspects of animation, steps to learn animated cartoon, Serials Publications Pvt. Ltd, 2016</li> <li>2. Richard Williams, Animation Survival Kit revised edition, Faber; Main - Revised edition 2009</li> <li>3. Kit Laybourne and John Canemaker, The Animation book: A complete guide to animated film making, Three Rivers Press, 1998</li> <li>4. Charles Solomon, Enchanted Drawings: The history of animation, 1994</li> <li>5. Bob Thomas, The Art of Animation, 1995</li> </ol>			
<b>Suggested Digital PDF :</b>			
<a href="https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf">https://www.evl.uic.edu/datsoupi/251/docs/12AnimationPrinciples.pdf</a>			
<b>Note:</b> This Foundation Course is compulsory for all the students those are directly taking admission in Bachelor (Research) in Animation & Design Course			
<b>Suggested Continuous Evaluation Method:</b> Internal Examinations for checking the knowledge of Students.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

# Eighth Semester

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design	<b>Year: Fourth</b>	<b>Semester: Seventh</b>
<b>Animation &amp; Design</b>		
<b>Course Code: AD523801</b>	<b>Course Title: Animation Process and Visual Form (Theory)</b>	
<b>Course outcomes:</b>		
➤ Students will learn about the animation process pipe line, which will introduce them to pre production, production and post production process of animation.		
<b>Credits: 4</b>	<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Animation Processes • Covers the entire process from script to screen in process for an animation film (short or feature) • Overview of the Process • Preproduction, Production, Post Production • A comparison between live action film making & animation The primary difference being that an animation film tends to be pegged down pretty accurately by the end of the preproduction process itself whereas for a live action film it is close to completion only at the end of editing which is a post production process.	15
<b>II</b>	Preproduction • Story to Script • Whether adapted or original, taking the story from a verbal or spatial medium like a book or graphic novel to a form suitable for making a film. What makes a good story? • Plot & Character: Action Plots & Mind Plots. Analysis of different types of plots • Archetypes v/s Stereotypes - understanding of archetypes and a brief introduction to the mono myth (hero's journey). • Why Animation? (instead of live action) • Animation as a story telling (narrative) medium • Animation as an artistic medium • Visual Concepts, Character Exploration & Storyboards • Animatics • Character Design & Model Sheets, Layouts & Scene Planning	15
<b>III</b>	Production • Animation • Acting - Animation is not about moving images but moving people • Traditional 2D anim • a. Linetests - Keyframes & Timing (breakdowns & inbetweens) also brief introduction to thumbnailing (for quick exploration of alternative methods of animating a scene) • Study comparisons between different rhythms of animation • Executing straight ahead and inbetweened planned animation, limited animation full animation • Drawing key frames, breakdowns, inbetweens, animation cycles • Cleanups	15
<b>IV</b>	Post Production • Voice, Music & Effects • Understanding the dynamics of sound design and use of sound as a key component of animation • Designing a sound track for animation including music, dialogue, voice overs, lip synch and FX • Recording and mixing multiple tracks • Post processing sound • Compositing & Editing • Work in Progress. Development of a film from Animatic to Edit with different scenes at different stages. • Coming together of the various elements of the scene. • Final Mixing of Sound & Final Edit • Understanding the dynamics of camera moves and magnifications • Experimenting with camera techniques and working directly under camera • - Using registration fields, table moves and peg movements • Screening & Feedback • Pitching a Project, Financing, Production & Distribution	15
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Shamus Culhane, Animation from script to screen, St.Martin's Griffin Press, NY, 1990</li> <li>2. Richard William, The Animators Survival Kit, Faber and Faber, New York, London, 2002</li> <li>3. Kit Laybourne, The Animation Book, Crown Trade Paperbacks, NY, 1998</li> <li>4. Tony White, The Animator's Workbook- Step by Step Technique of Drawn Animation, Watson-Guptill Publications, 1988</li> </ol>		

5. Mascelli Joseph V, The Five C's of Cinematography: Motion Pictures Filming Techniques, Silman-James Press, 1998

**Note:** This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.

**Suggested Continuous Evaluation Method:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

**Course pre requisites:** Student must have qualified Bachelor degree in any stream.



<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523802</b>		<b>Course Title: Marketing for Animation (Theory)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will learn about Marketing principles, Understanding Animation History, Clientage and Theory of Marketing Management.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
Unit	Topics		No. of Lectures
I	<b>Marketing Principle:</b> Animate Your Logo, Advertise on Social Media, Explain Your Business, and Place Animated Videos on Landing Pages, Keep Your Videos Short and Simple, Keep Auto play's Features.		15
II	<b>Understanding Animation Industry:</b> Professional animators and animation studios required Autodesk 3D Studio Max & Autodesk Maya for the industry standard. This 3D animation software's is ideal for character creation, modeling, Props modeling, simulation, motion graphics, and many more. It's been used to create animation for movies including "Shrek" "Finding Nemo" "Monsters, Inc.," "Avatar and many more movies" The following list of the tools for animators use:- 3ds Max (Autodesk), Maya (Autodesk), Adobe After Effects, Adobe Animate CC		15
III	<b>Clientage:</b> This will make you more visible on the web to clients who are looking for animators. The best freelancers to showcase on their site to find the clientage, which saves companies time as well money also. Some web link given to search for clientage on Fiverr.com, Behance.com, Freelancer.com, SimplyHired.com etc.		15
IV	<b>Theory of marketing management:</b> R&D for new technology and invest money to develop new products to cater for the existing market. Need to know competitor's product and merging resources to create a new product that better meets the need of the existing market Making new strategic for partnerships with other firms to gain access to each partner's distribution channels for branding		15
<b>Suggested Readings:</b> Animation and Advertising (Palgrave Animation) Editor: Malcolm Cook . Publisher: Palgrave Macmillan			
<b>Suggested Digital PDF:</b> <a href="https://www.researchgate.net/publication/337994833">https://www.researchgate.net/publication/337994833</a> Introduction to Animation and Advertising			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523803</b>		<b>Course Title : Advanced Animation in Maya (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to produce a final production in animation.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
Unit	Topics		No. of Lectures
I	Interior/Exterior Lighting & Animation		15
II	Environment light setup		15
III	Application of V-ray and mental-ray		15
IV	Lighting setup		15

**Suggested Readings:** Autodesk Maya 2022 Basics Guide, Author: Kelly L. Murdock

**Suggested Digital PDF:**

<https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf>

**Note:** This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.

**Suggested Continuous Evaluation Method:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

**Course pre requisites:** Student must have qualified Bachelor degree in any stream.

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523804</b>		<b>Course Title: Advanced Game Designing in Maya (Practical)</b>	
<b>Course outcomes:</b>			
➤ In this course the candidate will learn about lighting Character Rigging & Animation, Facial Rigging & Animation, Robotics Rigging & Animation, Creature Rigging & Animation in Auto desk Maya.			
<b>Credits: 5</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-5</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Character Rigging & Animation		15
<b>II</b>	Facial Rigging & Animation		20
<b>III</b>	Robotics Rigging & Animation		20
<b>IV</b>	Creature Rigging & Animation		20
<b>Suggested Readings:</b>			
Autodesk Maya 2022 Basics Guide, <b>Author:</b> Kelly L. Murdock, <b>Suggested Digital PDF:</b> <a href="https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf">https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523805</b>		<b>Course Title: Advanced Photography (Practical)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ The Student at the completion of the course will be able to Understand the technical aspects of portrait photography, including lighting, composition, exposure, and depth of field.</li> <li>➤ Use a variety of lighting techniques, including natural light, artificial light, and flash, to create different moods and effects.</li> <li>➤ Direct and communicate effectively with subjects to achieve the desired look and feel.</li> <li>➤ Identify and use appropriate backgrounds and settings to enhance the impact of the subject.</li> <li>➤ Edit and post-process photographs using industry-standard software to achieve a polished and professional finish.</li> <li>➤ Critically evaluate and analyze Industry work of renowned photographers in terms of technical quality, creative vision, and overall impact.</li> </ul>			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Portrait Photography * The fundamentals of portrait photography * Posing and directing subjects * Lighting techniques for portraits		12
<b>II</b>	Landscape Photography * The fundamentals of landscape photography * Choosing a location and time of day * Composing landscape photographs * Post-processing techniques for landscapes		12
<b>III</b>	Night Photography * The fundamentals of night photography * Choosing a location and time of day * Techniques for capturing long exposures * Post-processing techniques for night photographs		12
<b>IV</b>	Advanced Techniques * HDR photography * Panoramic photography * Time-lapse photography * Macro photography		12
<b>V</b>	Final Project * Students will develop a portfolio of high-quality photographs that demonstrate their understanding of the course material.		12
<b>Suggested Readings :</b>			
Light: Science and Magic: An Introduction to Photographic Lighting, <b>Author:</b> Fil Hunter, <b>Author:</b> Steven Biver			
<b>Suggested Digital PDF :</b> <a href="https://www.pdfdrive.com/light-science-and-magic-e18908591.html">https://www.pdfdrive.com/light-science-and-magic-e18908591.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523806</b>		<b>Course Title : Script Writing &amp; Story Board Designing (Theory)</b>	
<b>Course outcomes:</b>			
➤ students will learn the art of scripting and story boarding			
<b>Credits:4</b>		<b>Minor/Elective</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Basics of story: Exploring ideas, Concept, Plot, Structure, Character Theme, Conflicts, Storytelling outline, Building a character, delivering a precise message through the story, Story pacing. Animation story for Children, Adults, Basics of story and Basics of Script writing Action, Scene Headings, Character Name, Screenplay, Titles and End Credits.		15
<b>II</b>	Scriptwriting terminology: Action, Angle, BG close up, Exterior, Fade in fade out, Pan, Parenthetical, POV, Scene Heading, Slug line, SFX, Sotto voce, Track with, Voice over, Character name, Cast List, Dialogue, Script Length, Action Description, Extension, Dual-Column Dialogue, Act numbers, Scene Numbers, short lines, dialogue paragraphs, Character		15
<b>III</b>	Story boarding: Introduction to storyboards, Steps of creating a storyboard, Beat board, Story boarding overview, Contents, Pose, Scenes, Camera, colour scheme, Sound, Lighting, Special fx, Applications, Focus the story and the timing in several key frames, Animatics-Lica reel.		15
<b>IV</b>	Techniques to produce fast script, Advantage of script writing with softwares. Script writing for 2D Films, Animations, writing for new media – internet and mobile media.		15
<b>Suggested Readings</b>			
<ol style="list-style-type: none"> <li>1. Christy Marx, <i>Writing for Animation Comics &amp; Games</i>, Elsevier India Pvt. Ltd, 2007.</li> <li>2. Stephanie Torta, <i>Storyboarding: Turning Script to Motion</i>, Mercury Learning &amp; Information, 2011.</li> <li>3. Prajapati A K, <i>Computer Graphics &amp; Animation</i>, Pragati Prakashan, 2005.</li> <li>4. Harold Whitaker / John Halas, <i>Timing for Animation</i>, Focal Press, 2009.</li> <li>5. Mark Whitehead, <i>Animation</i>, Pocket Essentials, 2004.</li> <li>6. Chris Neuhahn, <i>Character Animation and Film Production Projects 3DS Max w/cd</i>, Wiley India Pvt. Ltd, 2006</li> </ol>			
<b>Note:</b> This Minor Elective Course Paper is compulsory for all students of Bachelor (Research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523807</b>		<b>Course Title: Final Project/Dissertation</b>	
<b>Course outcomes:</b>			
➤ The course involves student researching in an area related to design and is expected to produce an insightful report or a paper on the topic. Students need to choose a topic suggested by a faculty member and work under faculty guidance. The work may involve primary and secondary research, creative exploration out alternatives, experimental set-ups and methodical documentation. Students are encouraged to explore new fields, materials and media, with a focus on analysis. the student is required to present a seminar on the topic at the end of the semester.			
<b>Credits: 4</b>		<b>Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Final Show reel of any chosen topic from the curriculum.		60
II	Final dissertation of any chosen topic from the curriculum.		
<b>Note:</b> This Project is compulsory for all students of Bachelor (research) in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Evaluation of Project/Dissertation by Internal/External examiners.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fourth</b>	<b>Semester: Eighth</b>
<b>Animation &amp; Design</b>			
		<b>Course Title: Foundation Course Part-2</b>	
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Photoshop: Basics of Photoshop Interface		15
II	Introduction to Tools		15
III	Raster Art Composition – Matte painting		15
IV	RGB & CMYK Components – Digital & print media graphics		15
V	Colour Correction – Photo editing		15
<b>Suggested Readings: Book –</b>			
1. Adobe Photoshop Classroom in a Book 2023 1st Edition, Author - <u>Conrad</u> Chavez, Publisher – Adobe Press			
<b>Suggested Digital PDF :</b>			
<a href="https://helpx.adobe.com/photoshop/user-guide.html">https://helpx.adobe.com/photoshop/user-guide.html</a>			
<b>Note:</b> This Foundation Course is compulsory for all the students those are directly taking admission in Bachelor (Research) in Animation & Design Course			
<b>Suggested Continuous Evaluation Method:</b> Internal Examinations for checking the knowledge of Students.			
<b>Course pre requisites:</b> Student must have qualified Bachelor degree in any stream.			

## Master in Animation & Design

**Programme Outcomes (POs):** To be able to deliver final show reels of the chosen topics from the curriculum.

**Programme Specific Outcomes (PSOs):** The student will finalize and learn the finishing details of the animation course.

COURSE STRUCTURE									
MASTER IN ANIMATION & DESIGN									
Year	Sem		Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit	
Fifth Year	IX	Major	I	AD523901	Research Aptitude	Theory	100 (25+75)	4	
			II	AD523902	Design Theory and Process	Theory	100 (25+75)	4	
			III	AD523903	Fundamentals of 3D Character Animation - I	Practical	100 (25+75)	4	
			IV	AD523904	VFX for Film Making – I	Practical	100 (25+75)	4	
			V	AD523905	Design Software – I (Adobe XD)	Practical	100 (25+75)	4	
		Industrial	Ind-3	AD523906	Internship	Ind.Training	100 (25+75)	4	
	X			I	AD5231001	Animation Studies & Contemporary Trends	Theory	100 (25+75)	4
				II	AD5231002	Art of Film Making	Theory	100 (25+75)	4
				III	AD5231003	Fundamentals of 3D Character Animation - II	Practical	100 (25+75)	4
				IV	AD5231004	VFX for Film Making – II	Practical	100 (25+75)	4
V				AD5231005	Design Software –II (Adobe XD)	Practical	100 (25+75)	4	
Industrial		Ind-4	AD5231006	Project/ dissertation	Project	100 (25+75)	4		
							<b>TOTAL</b>	<b>48</b>	

# Ninth Semester

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design	<b>Year:</b> Fifth	<b>Semester:</b> Ninth
<b>Animation &amp; Design</b>		
<b>Course Code:</b> AD523901	<b>Course Title:</b> Research Aptitude (Theory)	
<b>Course outcomes:</b>		
➤ To expose students to various facets of media research process, relevance and scope.		
<b>Credits:</b> 4	<b>Major Core Compulsory</b>	
<b>Max. Marks:</b> 25+75	<b>Min. Passing marks:</b> 33	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Research: Definitions of science and research; Relationship between theory and research; Characteristics of research, Nature and scope of communication research; Communication/media research areas: source, message, channel, receiver and effect. Communication research in India.	12
<b>II</b>	Types of research: Qualitative and Quantitative; Pure and applied, Descriptive, Exploratory Correlation, Explanatory, Historical, Ex-post facto, Experimental; Survey research and Types: one- time survey, cross-sectional survey and longitudinal surveys; Qualitative research methods: case studies, ethnography, discourse analysis, content analysis, textual analysis. Quantitative content analysis: content categorization, coding, inter-coder reliability.	12
<b>III</b>	Research Process: Selection of a research problem; Review of literature; Formulating objectives, research questions and hypotheses; Selecting a research design. Population and samples; Sampling methods; Sampling error; Concept, constructs and variables.	12
<b>IV</b>	Data Types- primary data, secondary data: Data measurement levels- nominal, ordinal, interval and ratio; Scales of measurements; Data collection methods- analysis of documents, field observations, interviews; Data collection tools- observation/ field diaries, interview schedules, and questionnaires; Reliability and validity of data; Data analysis: Descriptive statistics; Data analysis software -SPSS; Writing research report.	12
<b>V</b>	Review of research papers, Prepare questionnaire for data collection, Prepare a proposal for a research study.	12
<b>Suggested Readings:</b>		
Wimmer & Dominick. Mass Media Research: An Introduction, Wadsworth. Singapore 2000.		
Evanston IlSarlow, C. Basic Research Methods, McGraw- Hill, New Delhi, 1994.		
A. Bryman. Social Research Methods. Oxford University Press. 2012.		
Susanna Hornig Priest. Doing Media Research: An Introduction. Sage, California 1995.		
C. R. Kothari, Research Methodology: Methods and Techniques, Willey Eastern Limited, 1985.		
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.		
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.		



<b>Programme/Class:</b> Master in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Ninth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523902</b>		<b>Course Title: Design Theory and Process (Theory)</b>	
<b>Course outcomes:</b>			
➤ The student will learn about the ethics of media, copyright laws and the knowledge backup required for the industry.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Design Principles - Alignment, Repetition, Contrast, Hierarchy, Balance.		15
II	Colour Theory And Colour Technical - Understanding The Three Components of Color: Hue, Value, and Saturation. Understanding hue, value, and saturation is critical for creating beautiful color harmonies.		15
III	Design Thinking – Empathise, Define, Iterate, Prototype, Test.		15
IV	Graphic Elements - White Space, Contrast, Repetition, Alignment, Composition.		15
<b>Suggested Readings:</b>			
Design Theory (Methods and Organization for Innovation) ,Authors: Pascal Le Masson , Benoit Weil , Armand Hatchuel			
<b>Suggested Digital PDF:</b>			
<a href="https://books.google.co.in/books?id=MgmnDgAAQBAJ&amp;printsec=copyright&amp;redir_esc=y#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=MgmnDgAAQBAJ&amp;printsec=copyright&amp;redir_esc=y#v=onepage&amp;q&amp;f=false</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> (Master in Animation & Design)		<b>Year: Fifth</b>	<b>Semester: Ninth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523903</b>		<b>Course Title: Fundamentals of 3D Character Animation - I (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to know about the basic techniques and various stages of 3D character animation.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Biped and Motion Flow (Introduction, Creating and Editing Biped, Motion Panel). Behavior & Body language Analysis & Implementation (Mechanical, Bird, Animal, Human, Environment).		15
<b>II</b>	Introduction to Walks with Personality, Locomotion, Body mechanic- Weight and balance.		15
<b>III</b>	Techniques behind Planning and blocking methods, Understanding Hip.		15
<b>IV</b>	In-depth look of principles of animation, Splining and Polishing methods, Phrasing or bets in shot, Force and forms, Animating Physicality workflow.		15
<b>Suggested Readings:</b> Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation Author: Steve Roberts , Publisher: Routledge			
<b>Suggested Digital PDF:</b> <a href="https://www.pdfdrive.com/character-animation-fundamentals-developing-skills-for-2d-and-3d-character-animation-d164773428.html">https://www.pdfdrive.com/character-animation-fundamentals-developing-skills-for-2d-and-3d-character-animation-d164773428.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Master in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Ninth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523904</b>		<b>Course Title : VFX for Film Making – I (Practical)</b>	
<b>Course outcomes:</b>			
➤ Students will learn to create a visual effect to be used in the film industry.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	VFX Fundamentals – Core Concepts (Effects or Visual Effects, CGI, 2D,3D and Stereoscopic 3D, Realism and Photorealism, The Danger Of over-indulgence, Animation, Games and Visual Effects, Vfx and the digital revolution, Digital vs Film, Film vs Television)		15
<b>II</b>	VFX as Film Making Tool – (Common Types of Vfx Shots, Fix-it shots, Screen Inserts, Rig Removal And Period Cleanup, Set Extensions, Crowd Tiling/Crowd Simulation, Action Elements, Advanced Vfx		15
<b>III</b>	From 2D to 3D – Camera Movement and VFX Parallax, Perspective Shift. 2D Workflow – The Missing Dimension, Recreating the Camera. 3D Workflow – 3D vs. 2D, 2.5D – The hybrid Solution, Putting it All Together.		15
<b>IV</b>	Separation: Roto, Green Screens and the Challenges of extraction – (Rotoscoping, Green Screen, The Challenges of Extraction, Spill and Non-solid-Edges.		15
<b>Suggested Readings:</b>			
The Filmmaker's Guide to Visual Effects: The Art and Techniques of Vfx for Directors, Producers, Editors and Cinematographers, Author: Eran Dinur			
<b>Suggested Digital PDF:</b>			
<a href="https://zlibrary.to/pdfs/the-filmmakers-guide-to-visual-effects-the-art-and-techniques-of-vfx-for-directors-producers-editors-and-cinematographers-pdf">https://zlibrary.to/pdfs/the-filmmakers-guide-to-visual-effects-the-art-and-techniques-of-vfx-for-directors-producers-editors-and-cinematographers-pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Master in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Ninth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523905</b>		<b>Course Title : Design software Adobe XD – I (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to understand the software, know about interface, menu, tools, basic designing of user interface and colour coding in Adobe XD. Students are trained about user experience based designing and developing different types of web pages.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Introduction to Adobe XD		12
<b>II</b>	Introduction to interface, Menu		12
<b>III</b>	Introduction to tools		12
<b>IV</b>	Basics of User interface design		12
<b>V</b>	Colour Coding		12
<b>Suggested Readings:</b>			
Adobe XD Classroom in a Book, Author: <b>Brian Wood</b> , Publisher: <b>Adobe Press</b>			
<b>Suggested Digital PDF:</b>			
<a href="https://pdfcoffee.com/qdownload/adobe-xd-cc-classroom-in-a-book-2019-release-pdfdrivecom-pdf-pdf-free.html">https://pdfcoffee.com/qdownload/adobe-xd-cc-classroom-in-a-book-2019-release-pdfdrivecom-pdf-pdf-free.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Master in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Ninth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD523906</b>		<b>Course Title: Internship (Industrial)</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ Gain first hand exposure of working in the real world.</li> <li>➤ Allow harnessing skills, knowledge and theoretical practice learnt during the course.</li> <li>➤ Develop and refine skills to suit the industry demands and build a strong network with professionals in the field.</li> <li>➤ Gain confidence and improve chances as a job applicant.</li> </ul>			
<b>Credits: 4</b>		<b>Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	25-30 days Internship will be undertaken with any reputed organization/NGO and will be evaluated by an Internal/external examiner.		60
<b>Note:</b> This Internship is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Internship Report/Project/Attendance.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

# Tenth Semester

<b>Programme/Class:</b> Bachelor (Research) in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Tenth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD5231001</b>		<b>Course Title: Animation Studies &amp; Contemporary Trends (Theory)</b>	
<b>Course outcomes:</b>			
➤ To understand the creative, artistic, social and technical aspects of animation making around the world.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Present scenario of Indian 3D Animation with respect to the world. The problem and power of Indian animation industry, a thorough understanding of the out-sourcing procedure.		12
<b>II</b>	Animation in Indian Advertisements.		12
<b>III</b>	The works of Hayao Miyazaki. His contribution to the world of animation.		12
<b>IV</b>	Animation/ Animator to read: Koneko no Rakugaki, Blinkerty Blank, Works of Norman McLaren, Tim Burton, Brad Bird, John Lasseter, The Simpson etc.		12
<b>V</b>	Reading of US and European contemporary 3D animation, the impact on visual culture. Animations/Movies to Read: Shrek, Toy Story, Finding Nemo, Life of Pi, Jungle Book (2016) etc.		12
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Animation Art (eBook): From Pencil to Pixel, the illustrated History of Cartoon,</li> <li>2. Anime &amp; CGI (Illustrated Digital Editions) [Print Replica] Kindle Edition by Jerry</li> <li>3. Beck (Author, Editor) Publisher: Flame Tree Publishing (March 6, 2015)</li> <li>4. The Nine Old Men: Lessons, Techniques, and Inspiration from Disney's Great</li> <li>5. Animators by Andreas Deja. Publisher: Routledge; 1 edition (September 23, 2015)</li> <li>6. Animation: A World History: Volume III: Contemporary Times by Giannalberto</li> <li>7. Bendazzi. Publisher: Focal Press (2015-11-12) (1656)</li> </ol>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Master in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Tenth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD5231002</b>		<b>Course Title: Art of Film Making</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will learn about Marketing principles, Understanding Animation History, Clientage and Theory of Marketing Management.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Basic art of filmmaking, Types of Film Production, Development- Selection of concept, Preproduction- Area of research, Script development -types, Draft preparation. Shot, scene, Story board, Copy right (Law/Ethics), Hiring actors or models, Crew members Role of Director & procedures. Art Director, Cinematographer, Director of Lighting, Floor Manager, Production Manager. Preparing Production board/Management, Planning and Budgeting for Production, Location scouting. Set direction & colour correction, Equipments required and tests, Finalizing props, shooting schedule, Script breakdown.		15
<b>II</b>	Digital Video Equipments Introduction to Digital Video Equipments: Digital Video CameraTypes – Format- Major Components - Operation and Functions. Lens – Types – ApertureShutter. Focal Length. Depth of Field. Lighting, Digital Camera- Movements- CompositionShots- Angles. Single & multi-camera operations.		15
<b>III</b>	Production, Shooting on location, Shooting script, Visualization, Selection of Dialogue, Rehearsing, Principles of photography, Sound recording. Online, offline, recorded & live programmes.		15
<b>IV</b>	Post-Production, Video Capturing and Footage review. Final scripting. Video Editing-types, EDL Preparations, Editing Techniques- Continuity- Sequence-Dynamic. Method of Video Effects and Video Transition, Chromo-Keying. Dubbing, Sync sound, audio mixing, sound effects, Mix and composite, Audio and video Special effect. (Sound, Visual, Graphics and Animation), Titles, Film Screening, FT (Fit for Telecast) certificate, Certificate Approving, Marketing-getting sponsors. Publicity, Film Releasing.		15
<b>Suggested Readings:</b>			
1. Gerald Millerson, Television Production, Focal Press, London, 2016.			
2. Gerald Millerson, The Technique of Television Production, Focal Press, London, 2001.			
3. Paul Wheeler, Digital Cinematography, Focal Press, London, 2001.			
4. Peter Jarvis, The Essential of TV Director’s Handbook, Focal Press. London, 1996.			
5. John Watkinson, An Introduction to Digital Video, Focal Press, London, 1994			
6. Thomas D. Burrows, Lynne S. Gross, Video Production: Disciplines & Techniques, MC Grawhill Publication, 2005			
7. Tom Letourneau, Lighting Techniques For Video Production, 1996.			
8. Thomas A. Ohanian, Digital Non-Linear editing, Focal Press. London, 1998			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Masters in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Tenth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD5231003</b>		<b>Course Title : Fundamentals of 3D Character Animation - II (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to produce a final production in animation.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Animation Essentials (Advanced) – Introduction, Import / Export & References.		15
<b>II</b>	Animation Passes, Sound. Exposure Sheet.		15
<b>III</b>	Character Sets and Trax Editor (Introduction, Character sets, Trax Editor, Character Mapping).		15
<b>IV</b>	Behavior & Body language Analysis & Implementation (Mechanical, Bird, Animal, Human, Environment).		15
<b>Suggested Readings:</b> Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation Author: Steve Roberts , Publisher: Routledge			
<b>Suggested Digital PDF:</b> <a href="https://www.pdfdrive.com/character-animation-fundamentals-developing-skills-for-2d-and-3d-character-animation-d164773428.html">https://www.pdfdrive.com/character-animation-fundamentals-developing-skills-for-2d-and-3d-character-animation-d164773428.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			



<b>Programme/Class:</b> Masters in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Tenth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD5231004</b>		<b>Course Title: VFX for Film Making – II (Practical)</b>	
<b>Course outcomes:</b>			
➤ In this course the candidate will learn about lighting Character Rigging & Animation, Facial Rigging & Animation, Robotics Rigging & Animation, Creature Rigging & Animation in Auto desk Maya.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	The VFX Workflow: An In-depth Look at the Various Crafts of Visual Effects ... . Pre-production Crafts, Previs, Concept Art, Camera Tracking, Layout Modeling, Technical Modeling, Organic Modeling, Cost-saving Alternatives, Texturing and Shading, Shaders, Textures, Animation, Motion Capture, Lighting and Rendering, Compositing, Matte Patting, Dynamic Simulation, Particle System, Crowd Simulation.		15
<b>II</b>	Workflow Case Studies: Background Cleanup, The Homestead Strike, Piranha Attack, Tsunami Mayhem. Pre Production: Preliminary VFX Breakdown, The VFX Supervisor and Vfx Producer, Preliminary Bidding, Story boarding, Previs and concept Art, VFX Production Meetings, Tech Scouts, Detailed Budget and Schedule.		15
<b>III</b>	On Set: Shooting VFX Elements, Green Screen. Case Study: The Crane Dare, On-Set Data Acquisition, On-set Reference Photography, Crowd Tiling, Screen Inserts setup, Stunts and Visual Effects and Special Effects and Visual Effects.		15
<b>IV</b>	Post Production: The Post Production VFX Workflow, VFX Colour Workflow, Image and video formats, Colour Space Demystified, VFX and Editorial, Budgeting and Scheduling, The Reviewing Process, Communication.		15
<b>Suggested Readings:</b>			
Autodesk Maya 2022 Basics Guide, <b>Author:</b> Kelly L. Murdock, <b>Suggested Digital PDF:</b> <a href="https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf">https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Masters in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Tenth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD5231005</b>		<b>Course Title: Design Software –II (Adobe XD) (Practical)</b>	
<b>Course outcomes:</b>			
➤ The Student at the completion of the course will be able to understand the software, know about interface, menu, tools, basic designing of user interface and colour coding in Adobe XD. Students are trained about user experience based designing and developing different types of web pages.			
<b>Credits: 4</b>		<b>Major Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Best Performing CTA buttons		12
<b>II</b>	Placeholder — Context of Field Requirement		12
<b>III</b>	Advanced user interface design		12
<b>IV</b>	User experience design		12
<b>V</b>	Create a Hierarchy of Text Styles and Fonts		12
<b>Suggested Readings:</b>			
Adobe XD Classroom in a Book Author: <b>Brian Wood</b> Publisher: <b>Adobe Press</b>			
<b>Suggested Digital PDF:</b>			
<a href="https://pdfcoffee.com/qdownload/adobe-xd-cc-classroom-in-a-book-2019-release-pdfdrivecom-pdf-pdf-free.html">https://pdfcoffee.com/qdownload/adobe-xd-cc-classroom-in-a-book-2019-release-pdfdrivecom-pdf-pdf-free.html</a>			
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Seminar/ Presentation on any topic related to syllabus, Examination/Practical/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			

<b>Programme/Class:</b> Masters in Animation & Design		<b>Year: Fifth</b>	<b>Semester: Tenth</b>
<b>Animation &amp; Design</b>			
<b>Course Code: AD5231006</b>		<b>Course Title: Final Project/Dissertation</b>	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>➤ The course involves student researching in an area related to design and is expected to produce an insightful report or a paper on the topic. Students need to choose a topic suggested by a faculty member and work under faculty guidance. The work may involve primary and secondary research, creative exploration out alternatives, experimental set-ups and methodical documentation. Students are encouraged to explore new fields, materials and media, with a focus on analysis. the student is required to present a seminar on the topic at the end of the semester.</li> </ul>			
<b>Credits: 4</b>		<b>Core Compulsory</b>	
<b>Max. Marks: 25+75</b>		<b>Min. Passing marks: 33</b>	
<b>Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Final Show reel of any chosen topic from the curriculum.		60
<b>II</b>	Final dissertation of any chosen topic from the curriculum.		
<b>Note:</b> This Major Course Paper is compulsory for all students of Master in Animation & Design Course.			
<b>Suggested Continuous Evaluation Method:</b> Evaluation of Project/Dissertation by Internal/External examiners.			
<b>Course pre requisites:</b> Student must have qualified Bachelor (Research) in Animation & Design Course.			