



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion I Curricular Aspects

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

1.2 Academic Flexibility

1.2.1 Number of Certificate/ Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed during the last five years

Syllabus with Evaluation Methods 2023-2024

Submitted to



Institutional programme Syllabus of Certificate/ Value added programs with course modules and evaluation methods

List of Courses for 2023-2024

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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Digital Marketing

Course Code: AD01DM01

Total Hours: 100 hours

Academic Year: 2023-2024

Syllabus

Course Description:

The Value Added Course in Digital Marketing is designed to provide B.Com students with comprehensive knowledge and practical skills in the field of digital marketing. The course covers essential concepts, strategies, and tools required to excel in the dynamic and fast-evolving digital marketing industry. Through a combination of theoretical insights and hands-on practice, students will learn to set up, manage, and optimize online businesses effectively.

Learning Outcomes:

- To understand the fundamentals of digital marketing and its impact on modern business.
- To develop skills in setting up and managing digital marketing campaigns.
- To learn advanced techniques for digital marketing, analytics, and customer engagement.
- To gain practical experience with popular digital marketing tools and technologies.
- To prepare students for careers in the digital marketing sector or for running their own online businesses.

Modules:

Module 1: Introduction to Digital Marketing (20 Hours)

- Overview of Digital Marketing and its Importance
- Key Concepts and Terminologies



- Digital Marketing vs. Traditional Marketing
- Digital Marketing Channels
- Role of Digital Marketing in Modern Business

Module 2: Social Media Marketing (20 Hours)

- Introduction to Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn)
- Creating Effective Social Media Strategies
- Content Creation and Management
- Social Media Advertising
- Analytics and Performance Measurement

Module 3: Search Engine Optimization (SEO) and Search Engine Marketing (SEM) (20 Hours)

- Basics of SEO: On-Page and Off-Page SEO
- Keyword Research and Analysis
- SEO Tools and Techniques
- Introduction to SEM
- Pay-Per-Click (PPC) Advertising
- Google AdWords Campaigns

Module 4: Content Marketing and Email Marketing (20 Hours)

- Importance of Content Marketing
- Developing a Content Marketing Strategy
- Types of Content (Blogs, Videos, Infographics)
- Basics of Email Marketing
- Creating and Managing Email Campaigns
- Email Automation and Analytics

Module 5: E-commerce Techniques (20 Hours)

- Foundations of E-commerce
 - Introduction to E-commerce and its Impact on Modern Business
 - Types of E-commerce Models
 - Setting Up an E-commerce Platform
 - Legal and Ethical Issues in E-commerce
- E-commerce Marketing and Analytics
 - E-commerce Marketing Strategies





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Microsoft Excel (MO-200)

Course Code: AD01ME01

Total Hours: 30 hours

Academic Year: 2023-2024

Syllabus

Course Description :

The Value Added Course on Microsoft Excel (MO-200) is designed to provide students with advanced skills and proficiency in using Microsoft Excel for data analysis, reporting, and decision-making. This course goes beyond basic spreadsheet functions and delves into complex features and tools offered by Excel.

Learning Outcomes:

- CO 1: Understand advanced Excel formulas and functions for complex calculations and data manipulation.
- CO 2: Analyze data effectively using PivotTables, PivotCharts, and other data analysis tools in Excel.
- CO 3: Create dynamic visualizations and interactive dashboards to present data insights.

Modules:

Module 1: Advanced Formulas and Functions (6 Hours)

- Mastering complex formulas
- Using advanced functions (e.g., VLOOKUP, HLOOKUP, INDEX, MATCH)
- Array formulas
- Logical and conditional formulas

Module 2: Data Analysis Tools (6 Hours)

- PivotTables and PivotCharts



- Data analysis and visualization
- Advanced filtering and sorting
- Data summarization techniques

Module 3: Visualizations and Dashboards (6 Hours)

- Creating dynamic charts and graphs
- Designing interactive dashboards
- Using Sparklines and conditional formatting
- Customizing visual elements

Module 4: Macros and Automation (6 Hours)

- Introduction to macros
- Recording and editing macros
- Automating repetitive tasks
- Using VBA (Visual Basic for Applications)

Module 5: Data Validation and Protection (6 Hours)

- Setting up data validation rules
- Creating drop-down lists
- Protecting worksheets and workbooks
- Handling sensitive data securely

Assessment Method:

- Practical Examination - (30 Marks)
- Practical Assignments - (20 Marks)





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Business Analytics

Course Code: AD01BA01

Total Hours: 100 hours

Academic Year: 2023-2024

Syllabus

Course Description:

The Value Added Course on Business Analytics is designed to equip students with essential skills and knowledge in data analysis and interpretation for strategic decision-making in business. This course focuses on leveraging data to derive actionable insights and drive business growth.

Learning Outcomes:

- CO 1: Understand data collection, cleaning, and organization for analysis.
- CO 2: Analyze data using descriptive and predictive analytics techniques.
- CO 3: Apply prescriptive analytics to recommend optimal actions based on data insights.

Modules:

Module 1: Data Collection and Preparation (20 Hours)

- Introduction to data collection methods
- Data sources and types
- Data cleaning and preprocessing techniques
- Organizing and structuring data for analysis

Module 2: Descriptive Analytics (20 Hours)

- Fundamentals of descriptive statistics
- Data summarization and visualization
- Techniques for exploring and understanding data
- Using tools for data aggregation and analysis

Module 3: Predictive Analytics (20 Hours)

- Introduction to predictive modeling
- Regression analysis and forecasting methods



- Machine learning algorithms for prediction
- Model evaluation and performance metrics

Module 4: Prescriptive Analytics (20 Hours)

- Principles of prescriptive analytics
- Optimization techniques and decision models
- Scenario analysis and simulations
- Recommending actions based on data insights

Module 5: Data Visualization Tools (20 Hours)

- Importance of data visualization in analytics
- Using visualization tools and software (e.g., Tableau, Power BI)
- Creating interactive dashboards and reports
- Best practices for presenting data insights

Assessment Method:

- Practical Assignments (40 Marks)
- Attendance and Participation (10 Marks)





RCMAS
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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in VR Developer

Course Code: AD01VR01

Total Hours: 100 hours

Academic Year: 2023-2024

Syllabus

Course Description:

The Value Added Course on VR Developer is designed to equip students with the knowledge and skills required to develop virtual reality (VR) applications and experiences. This course focuses on the technical aspects of VR development, including programming, design principles, and immersive technologies.

Learning Outcomes:

- CO 1: Understand the fundamental concepts and components of Virtual Reality.
- CO 2: Learn to use VR development tools and platforms to create VR applications.
- CO 3: Apply design principles and programming skills to develop interactive and immersive VR experiences.
- CO 4: Test and optimize VR applications for better performance and user experience.

Modules:

Module 1: VR Programming (25 Hours)

- Introduction to VR programming languages and frameworks
- Setting up VR development environments
- Basic and advanced programming techniques for VR
- Implementing interactions and user inputs in VR

Module 2: VR Design Principles (20 Hours)

- Fundamentals of VR design and user experience
- Designing immersive and interactive VR environments
- Principles of 3D modeling and spatial audio
- Creating user-friendly VR interfaces



- Introduction to art pipelines and workflows
- Basic principles of geometry and spatial awareness

Module 3: Asset Creation and Importing (20 Hours)

- Techniques for creating 2D and 3D assets
- Using asset creation tools (e.g., Blender, Photoshop)
- Importing assets into Unity
- Organizing and managing assets within Unity

Module 4: Texturing and Material Application (20 Hours)

- Principles of texturing
- Creating and applying textures and materials
- Understanding shaders and materials in Unity
- Techniques for texture mapping and UV unwrapping

Module 5: Lighting and Rendering Techniques (15 Hours)

- Basics of lighting in Unity
- Setting up and configuring light sources
- Rendering techniques and settings
- Optimizing lighting for performance and visual appeal

Module 6: Animation Principles and Techniques (10 Hours)

- Fundamentals of animation in Unity
- Creating and importing animations
- Using the Animator and Animation windows
- Implementing animation states and transitions

Module 7: Visual Effects and Particle Systems (10 Hours)

- Introduction to visual effects in Unity
- Creating and managing particle systems
- Implementing special effects for enhancing scenes
- Using Unity's visual effect tools and assets

Assessment Method:

- Practical Assignments (40 Marks)
- Attendance and Participation (20 Marks)





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Unity Certified User: Associate Artist

Course Code: AD01AA01

Total Hours: 100 hours

Academic Year: 2023-2024

Syllabus

Course Description:

The Value Added Course on Unity Certified User: Associate Artist is designed to equip students with the skills and knowledge necessary to create compelling 2D and 3D assets and environments using Unity. This course focuses on the artistic aspects of game and application development, including asset creation, animation, and visual effects.

Learning Outcomes:

- CO 1: Understand the Unity interface and workflow for asset creation.
- CO 2: Create and import 2D and 3D assets for Unity projects.
- CO 3: Apply textures and materials to enhance visual quality.
- CO 4: Implement lighting and rendering techniques to improve scene presentation.
- CO 5: Utilize animation principles and visual effects to enrich the overall user experience.

Modules:

Module 1: Introduction to Unity and its Interface (10 Hours)

- Overview of Unity environment
- Navigating the Unity interface
- Setting up a Unity project
- Understanding Unity's asset management system

Module 2: Basic Concepts of 2D and 3D Art (15 Hours)

- Fundamentals of 2D and 3D art
- Differences and similarities in 2D and 3D asset creation



Module 3: Immersive Technologies (20 Hours)

- Overview of immersive technologies and VR hardware
- Understanding VR headsets, sensors, and controllers
- Integrating VR with other technologies (AR, MR)
- Exploring emerging trends and innovations in VR

Module 4: VR Application Development (20 Hours)

- Development lifecycle of VR applications
- Building and deploying VR applications across different platforms
- Case studies of successful VR applications
- Collaborating on VR development projects

Module 5: VR Optimization and Performance (15 Hours)

- Techniques for optimizing VR applications for performance
- Addressing common VR performance issues
- Testing VR applications for usability and stability
- Enhancing user experience through optimization

Assessment Method:

- Practical Examination (50 Marks)
- Practical Assignments (40 Marks)
 - Students will develop a comprehensive VR application as a capstone project.
 - The project should demonstrate the use of VR programming, design principles, and optimization techniques.
 - Students will present their project, including a demonstration and explanation of their development process.
- Attendance (10 Marks)





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Capital Markets

Course Code: AD01CM01

Total Hours: 30 hours

Academic Year: 2023-2024

Syllabus

Course Description:

The Value Added Course in Capital Markets is designed to give students a foundational understanding of the stock market and its operations. This course aims to equip students with the skills and knowledge necessary to analyze, trade, and invest in the stock market effectively.

Learning Outcomes:

- CO 1: Understand the basic concepts and structure of the stock market.
- CO 2: Identify different market participants and instruments.
- CO 3: Analyze stocks using fundamental and technical analysis.
- CO 4: Develop and implement trading strategies.

Modules:

Module 1: Basics of Stock Market (5 Hours)

- Introduction to Stock Market
- Market Structure and Operations
- Key Terminologies and Concepts

Module 2: Market Participants and Instruments (5 Hours)

- Different Market Participants (Investors, Traders, Brokers)
- Types of Financial Instruments (Stocks, Bonds, Derivatives)
- Role of Market Intermediaries



Module 3: Stock Exchanges and Indices (5 Hours)

- Overview of Major Stock Exchanges
- Understanding Stock Indices
- Functions and Importance of Stock Exchanges

Module 4: Fundamental Analysis (5 Hours)

- Introduction to Fundamental Analysis
- Analyzing Financial Statements
- Key Financial Ratios and Metrics
- Evaluating Company Performance

Module 5: Technical Analysis (5 Hours)

- Basics of Technical Analysis
- Chart Patterns and Indicators
- Trend Analysis and Market Signals

Module 6: Trading Strategies and Risk Management (5 Hours)

- Developing Trading Strategies
- Risk Management Techniques
- Trading Psychology and Discipline
- Regulatory Environment and Compliance

Assessment Method:

- **Final Examination (40 Marks)**
 - Divided into two sections:
 - **Section A: Short Answer Questions (20 Marks)**
 - 10 questions of 2 marks each
 - **Section B: Descriptive Answer Questions (20 Marks)**
 - 4 questions of 5 marks each
- **Attendance (10 Marks)**





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Logistics and Supply Chain Management

Course Code: AD01LS01

Total Hours: 30 hours

Academic Year: 2023-2024

Syllabus

Course Description: The Value Added Course in Logistics and Supply Chain Management is designed to provide students with a comprehensive understanding of the principles and practices involved in the efficient management of logistics and supply chain operations. This course focuses on the strategies and technologies used to optimize the flow of goods and services from suppliers to customers.

Learning Outcomes:

- CO 1: Understand the fundamental concepts and components of logistics and supply chain management.
- CO 2: Design and plan effective supply chain strategies.
- CO 3: Manage inventory efficiently to balance costs and service levels.

Modules:

Module 1: Introduction to Logistics and Supply Chain Management (5 Hours)

- Overview of Logistics and Supply Chain Management
- Key Concepts and Terminologies
- Importance of Supply Chain Management in Business

Module 2: Supply Chain Design and Planning (5 Hours)

- Supply Chain Design Principles
- Strategic Supply Chain Planning
- Supply Chain Network Design

Module 3: Inventory Management (5 Hours)

- Basics of Inventory Management



- Techniques for Inventory Control
- Balancing Inventory Costs and Service Levels

Module 4: Transportation and Distribution Management (5 Hours)

- Transportation Modes and Strategies
- Distribution Management
- Logistics Planning and Optimization

Module 5: Warehousing and Material Handling (5 Hours)

- Warehouse Design and Layout
- Material Handling Systems
- Warehouse Operations and Management

Module 6: Supply Chain Coordination and Collaboration (5 Hours)

- Coordination Mechanisms in Supply Chain
- Collaboration Strategies with Suppliers and Customers
- Role of Technology in Enhancing Collaboration

Module 7: Technology in Supply Chain (5 Hours)

- Introduction to Supply Chain Technologies
- Role of IT in Supply Chain Management
- Emerging Technologies in Supply Chain

Module 8: Sustainable Supply Chain Practices (5 Hours)

- Principles of Sustainable Supply Chain
- Green Logistics and Environmental Impact
- Implementing Sustainable Practices in Supply Chain

Assessment Method:

- **Written Examination (40 Marks)**
MCQ - 20 marks and Descriptive -20 marks
- **Attendance (10 Marks)**





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Value Added Course in Advanced GST Practitioner Level Proficiency

Course Code: AD01GS01

Total Hours: 30 hours

Academic Year: 2023-2024

Syllabus

Course Description:

The Value Added Course in Advanced GST Practitioner Level Proficiency is designed to provide participants with comprehensive knowledge and practical skills related to Goods and Services Tax (GST) in India. This course covers various aspects of GST compliance, filing returns, and understanding GST laws and regulations.

Learning Outcomes:

- **CO 1:** Understand the fundamentals of GST, including its concept and structure.
- **CO 2:** Learn to register under GST and comply with GST regulations effectively.
- **CO 3:** Master the Input Tax Credit (ITC) mechanism for tax optimization.
- **CO 4:** Gain proficiency in filing GST returns accurately and on time.

Modules:

Module 1: Introduction to GST (5 Hours)

- Overview of GST
- Key Concepts and Terminologies
- Structure and Types of GST
- Benefits of GST in India

Module 2: GST Registration and Compliance (5 Hours)

- GST Registration Process
- Mandatory Compliance Requirements
- Maintenance of Books and Records



- Penalties and Offenses

Module 3: Input Tax Credit (ITC) Mechanism (5 Hours)

- Fundamentals of ITC
- Eligibility and Conditions for ITC
- Reversal of ITC
- ITC on Capital Goods and Services

Module 4: GST Return Filing Procedures (5 Hours)

- Types of GST Returns
- Filing GSTR-1, GSTR-3B, GSTR-9, and Other Returns
- Due Dates and Late Fees
- Practical Sessions on Return Filing

Module 5: GST Audit and Assessment (5 Hours)

- Understanding GST Audit
- Types of Audits and Assessments
- Audit Procedures and Documentation
- Handling Audit Queries and Notices

Module 6: GST Laws and Amendments (5 Hours)

- Key GST Laws and Provisions
- Recent Amendments and Updates
- Impact of Amendments on Business
- Practical Implications of GST Law Changes

Assessment Method:

- **Descriptive Examination (40 Marks)**
- **Attendance (10 Marks)**



- o Using Analytics for E-commerce Optimization
- o Customer Engagement and Retention
- o Case Studies and Best Practices
- Advanced E-commerce Techniques
 - o Advanced SEO for E-commerce
 - o E-commerce Advertising and PPC
 - o Using Data Analytics for E-commerce
 - o Tools and Technologies for E-commerce

Assessment Method:

- Final Examination (40 Marks)
 - o Divided into two sections:
 - Section A: Short Answer Questions (20 Marks)
 - 10 questions of 2 marks each
 - Section B: Descriptive Answer Questions (20 Marks)
 - 4 questions of 5 marks each
- Attendance (10 Marks)





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**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN**

Course Title: Certificate Course on Characters for Animation

Course Code: AG23CC01

Academic year: 2023-2024

Duration: 30 Hours

This 30-hour course provides an in-depth exploration of character design for animation, covering essential principles, techniques, and practical exercises to develop the skills needed to create compelling characters for various animation styles.

CO 1: Students will understand the importance of character design in animation and how different animation styles influence character creation.

CO 2: Students will develop skills in creating character concept sketches, model sheets, and turnarounds to solidify their character designs.

CO 3: Students will be proficient in designing animal and anthropomorphic characters, as well as creating unique creature characters with a focus on their anatomy.

CO 4: Students will design characters specific to fairy tales, such as gnomes, elves, and witches, incorporating traditional and imaginative elements.

CO 5: Students will apply advanced techniques in character design, including aging, creating detailed character sheets, and expressing a range of emotions, and will receive practice and feedback on individual projects

module 1: Introduction to Character Design and Animation

- Understanding the importance of character design in animation.
- Introduction to different animation styles and their impact on character design.
- Exploring shapes, silhouettes, and expressions in character design.
- Proportions, body language, and costume design.

module 2: Character Development

- Character concept sketches and brainstorming.
- Model sheets and turnarounds to solidify character design.



module 3: Animal and Creature Characters

- Designing animals and anthropomorphic characters.
- Creating unique creature characters and understanding their anatomy.

module 4: Character Design for fairy tales

- Gnomes, elves, witches etc

module 5: Advanced Techniques and Practice

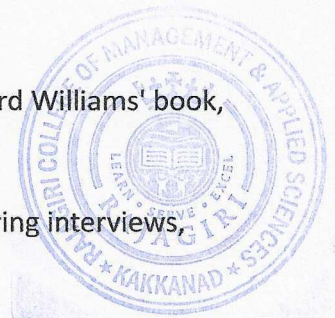
- Advanced techniques in character design, including aging, character sheets, and expressions.
- Practice and feedback on individual character design projects.

Reference Books:

1. "Character Design for Animation" by Chris Oatley
 - Offers a comprehensive guide to designing compelling characters for animation, with insights into character development, style, and technique.
2. "Creating Characters with Personality" by Tom Bancroft
 - Focuses on the principles of character design, including personality, style, and practical tips for animators.
3. "The Art of Character Design" by David Colman
 - Explores various approaches to character design with visual examples and techniques used by professional artists.
4. "Designing Disney: Imagineering and the Art of the Show" by John Hench
 - Provides insights into the design philosophy and practices of Disney Imagineers, including character design.
5. "Anatomy for Sculptors: Understanding the Human Figure" by Uldis Zarins with Sandis Kondrats
 - While not exclusively for animation, this book is invaluable for understanding anatomy, which is crucial for creating realistic characters.
6. "The Animator's Survival Kit" by Richard Williams
 - A must-have for animators, this book covers a wide range of animation principles, including character design and animation.

Online Resources:

1. [The Animator's Survival Kit \(Website\)](#)
 - Offers supplementary resources and tools related to Richard Williams' book, including video tutorials and workshops.
2. [Character Design References](#)
 - A website dedicated to character design inspiration, featuring interviews, tutorials, and a gallery of character design work.
3. [ArtStation](#)
 - A platform where artists showcase their work, including character design. Search for character design portfolios for inspiration and learning.



4. [CGSociety - Character Design Tutorials](#)
 - Features tutorials, articles, and forums related to character design and animation.
5. [Gnomon Workshop](#)
 - Provides professional training and tutorials on various aspects of character design and animation.
6. [Concept Art World](#)
 - Offers a range of character design concept art, tutorials, and articles.
7. [Draw With Jazza](#)
 - YouTube channel with tutorials and tips on character design, including drawing techniques and creative processes.
8. [Schoolism](#)
 - Online school offering courses from industry professionals on character design and animation. (Subscription required)
9. Udemy - Character Design for Animation
 - Features various courses on character design for animation. (Payment required)
10. [Proko - Anatomy for Artists](#)
 - Provides anatomy lessons and tutorials that are essential for creating well-designed characters.

Components of Marking scheme

Component	Mark
Attendance	10 Mark
Record	20 Mark
Lab involvement	20 Mark
Total Mark	50 Mark

MARK	GRADE
A	45-50
B	40-44
C	35-39
D	30-34
E	25-29
F	Below 25





RCMAS
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DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

Course Code: AG23CC01

Course Title: Certificate Course on Characters for Animation

Academic Year: 2023-2024

Final Project: Character Design Record Book

Objective:

Compile a comprehensive manual drawing record book showcasing your character design skills. This record book will demonstrate your understanding of character design principles, including traditional and imaginative elements, and proficiency in creating detailed character sheets and expressions.

Guidelines:

Project Requirements:

1. Character Design:

- Concept Sketches: Include initial sketches exploring different concepts for your characters. Focus on unique features, shapes, and expressions.
- Model Sheets: Develop model sheets for each character showing different angles (front, side, and back views) to solidify the design.
- Turnarounds: Provide turnarounds for each character to show their 360-degree view and ensure consistency in design.

2. Animal, Birds, Reptiles and Human Characters :

- Animal Characters: Design at least one realistic or stylized animal character, paying attention to anatomy and proportions.
- Creature Characters: Create a unique creature character with imaginative anatomy and features.

3. Fairy Tale Characters:

- Design: Include characters inspired by fairy tales (e.g., gnomes, elves, witches). Incorporate traditional elements and creative design.

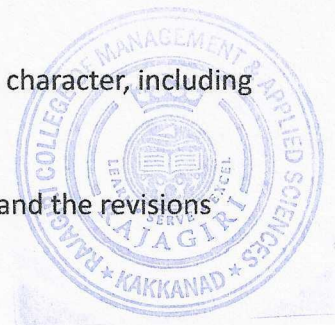
4. Advanced Techniques:

- goofy, pugnacious, screwball, cute etc
- Character Sheets: Create detailed character sheets for each character, including expressions, poses, and any additional details.

5. Feedback and Revision:

- Practice and Revision: Document the feedback you receive and the revisions made to your designs based on critiques.

Technical Requirements:



- Use manual drawing techniques for all entries in your record book.
- Ensure your record book is neatly organized, with clear labeling for each section (concept sketches, model sheets, turnarounds, etc.).

Submission Format:

- Submit your completed manual drawing record book as a physical book
- Include a title page with your name, course code, and project title.

Evaluation Criteria:

- **Attendance (10 marks):** Consistent and punctual attendance throughout the course.
- **Lab Involvement (20 marks):** Active participation and engagement during lab sessions, including practical exercises and group activities.
- **Project Record (20 marks):** Quality and completeness of the manual drawing record book, including exercises and assignments.
 - Character Design (6 marks): Creativity and effectiveness in designing characters, including concept sketches, model sheets, and turnarounds.
 - Animal, birds, reptiles and human Characters (4 marks): Originality and accuracy in designing animal and creature characters.
 - Fairy Tale Characters (6 marks): Imaginative and traditional elements in designing fairy tale characters.
 - Advanced Techniques (4 marks): Proficiency in advanced techniques, such as aging and detailed character sheets.

Total Marks: 50

Instructions for Submission:

- Submit your manual drawing record book by the deadline.
- Ensure that your book is clearly labeled with your name, course code, and project title.

Example Layout for Record Book:

Title Page:

- Title: Enchanted Forest Characters
- Name: [Your Name]
- Course Code: AG23CC01
- Project Title: Characters for Animation

Table of Contents:

- Introduction
- Concept Sketches
- Animal, birds, reptiles and human Characters
- Fairy Tale Characters
- Advanced Techniques
- Feedback and Revisions



Content Sections:

- Concept Sketches: Initial designs and explorations.
- Model Sheets: Views of characters from multiple angles.
- Animal, birds, reptiles and human Characters: Unique and imaginative designs.
- Fairy Tale Characters: Designs inspired by traditional tales.
- Advanced Techniques: Aging, character sheets, expressions.
- Feedback and Revisions: Documentation of feedback and revisions.





**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED
SCIENCES, KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN**

Course Title: **Certificate Course on the Art of Layout**

Course Code: AG23CC02

Academic year: 2023-2024

Duration: 40 Hours

The "Art of Layout" course is designed to nurture students' skills and taste in creating effective graphic design layouts. This course offers a comprehensive understanding of fundamental principles, emphasizing the importance of visual hierarchy, balance, and coherence in design.

Students will explore the basics of layout design, including the use of grid systems, which are essential for creating structured and visually appealing designs. Through practical exercises and projects, students will learn to apply these principles, enhancing their ability to produce professional-quality layouts that communicate messages clearly and effectively.

Course Objectives

- Utilise knowledge gained to design and develop quality layout and graphic design features.
- Conceive, create and deliver a range of layout and graphic design media products to a high standard, demonstrating a capacity for critical evaluation and professional competence.
- Competently construct and present hard-copy promotional material adaptable to multiple formats.

MODULES

Module 1 (8Hrs)

Introduction to Lay out , Eye Movement along a Layout ,Extracting Elements of Design from a Layout, Identifying Principles of Design, Semiotics in Advertising, Thumbnails-roughs-comprehensive Design (composition)

Module 2 (10 Hrs)

The Grid -The Symmetrical Grid-Single Column Grid , Two Column Grid, Five Column Grid Columns , Running Heads (Header),Folio numbers, Margin, Foot(bottom margin), Head Margin, Hierarchy, Greeking (dummy Layouts), Modular Grid, Asymmetrical Grids, Asymmetrical Column Based, Asymmetrical Module Based. The Base Line Grid

Module 3 (8 Hrs)

Elements on a Page Recto/Verso Images, Alignment, Hyphenation, Justification, Hierarchy, Arrangement, Entry Points, Pace, Binding, Structure, Paper Engineering, Passe Partout

Module 4 (8 Hrs)

Layout in Use Scale, Orientation - Horizontal Orientation, Diagonal Orientation, Juxtaposition

Module 5 (6 Hrs)

Semiotics in Layout Signs, Symbols, Index, Connotive, Denotive, Images : Its Meaning , Use of Semiotics in Layout.

Reference

- Samara, Timothy. 2017. Graphic Design: The New Basics. 2nd ed. New York: Princeton Architectural Press. ISBN 9781616893323.
- Ambrose, Gavin, and Paul Harris. 2011. Basics Design 01: Format. 2nd ed. Lausanne: AVA Publishing. ISBN 9782940411380.

Assessment Method:

Assessment Type: Written and Practical Examination

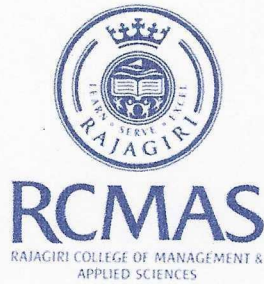
Duration of Examination: 3 Hours

Components of Mark Distribution

Components	Marks
PART A Theory 10 marks questions (2 numbers) = 20 Marks 05 marks question(1 number)= 5 Marks	25 Marks
PART B Practical 15 Mark Question(1 Number)= 15 Mark 10 Mark Question(1 Number)=10 Mark	25 Marks
Total Mark	50 Marks

Mark to Grade

GRADE	MARKS
A	45-50
B	40-44
C	35-39
D	30-34
E	25-29
F	Below 25



**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD**

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

AG23CC02: Certificate Course on the Art of Layout

PART B: PRACTICAL

Time: 2 Hrs

Total Mark: 50
PART B: 25 Marks

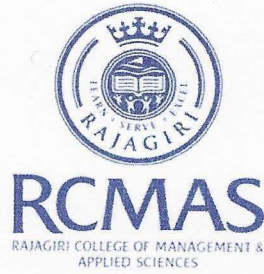
1. Design a magazine cover layout using a grid system. Your design should include the following elements:
 - o Title
 - o Subtitle
 - o Image placeholder
 - o Text block for an article summary

Submit your layout as a neatly drawn sketch.

(15 Marks)

2. Create a flyer layout for a community event. Ensure your layout demonstrates effective use of white space and visual hierarchy. Submit your layout as a neatly drawn sketch.

(10 Marks)



**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD**

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

PART A: THEORY

AG23CC02: Certificate Course on the Art of Layout

Time: 1 Hrs

Total Marks: 50
PART A: 25 Marks

Answer all questions.

1. Define the concept of a grid system in graphic design. Explain its importance and application in layout design. (10 Marks)
2. Discuss the principles of visual hierarchy in layout design. How does visual hierarchy influence the viewer's perception of a design? (10 Marks)
3. Explain the term "white space" in graphic design. Describe its role and significance in creating effective layouts. (5 Marks)

Understanding the art of street photography
Techniques for capturing life in urban environments

Unit 11 (2 hours): Documentary and Storytelling Shots

Telling stories through photography
Capturing sequences and moments that convey narratives

Unit 12 (2 hours): Final Project and Presentation

Individual or group projects on a chosen photography genre
Presentation of final projects and critique

Resources and References:

Books:

1. **"Understanding Exposure: How to Shoot Great Photographs with Any Camera" by Bryan Peterson**
 - A comprehensive guide to mastering exposure, camera settings, and composition basics.
2. **"The Digital Photography Book" by Scott Kelby**
 - Offers practical tips and techniques for various types of photography, including portraits, landscapes, and street photography.
3. **"On Photography" by Susan Sontag**
 - A thought-provoking read that explores the cultural and philosophical aspects of photography.
4. **"The Nature Photographer's Guide to Composition and Design" by Paul J. Martin**
 - Focuses on composition techniques specific to landscape and nature photography.
5. **"Street Photography Now" by Sophie Howarth and Stephen McLaren**
 - A collection of work and insights from contemporary street photographers, providing inspiration and techniques.

Online Resources:

1. Digital Photography School (digital-photography-school.com)



- Offers a wealth of articles, tutorials, and forums on all aspects of photography, including detailed guides on different shot types and techniques.
2. **CreativeLive (creativelive.com)**
 - Features online courses from renowned photographers on various genres, including portrait, landscape, and street photography.
 3. **Fstoppers (fstoppers.com)**
 - Provides tutorials, reviews, and inspiration for photographers at all levels, covering a broad range of photography styles and techniques.
 4. **PhotoFocus (photofocus.com)**
 - Offers articles, reviews, and tutorials on photography gear, techniques, and industry news.
 5. **YouTube Channels:**
 - Tony & Chelsea Northrup: Offers comprehensive photography tutorials covering a wide range of topics and techniques.
 - B&H Photo Video: Features educational videos, gear reviews, and tutorials from professional photographers.
 - Scott Kelby: Provides practical photography tips and tutorials, focusing on techniques and workflow.

Assessment Method:

Assessment Type: Project Submission

Components of Mark Distribution

Class Participation and Engagement	20
Technical Competence	20
Final Project Presentation	20
Project Assignments	40
Total marks	100

Mark to Grade

MARKS	GRADE
80-100	A
65-79	B



50-64	C
40-49	D
35-39	E
Below 35	F



**DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
AG22CC03: Certificate Course on Learning Photographic Shots**

Sample Final Project: Mastering Photography Shots

Objective

Create a portfolio consisting of a series of 8-10 photographs that demonstrate your understanding and application of different types of photography shots covered in the course. Your portfolio should encompass a range of genres and techniques, showcasing your ability to capture compelling and visually engaging images.

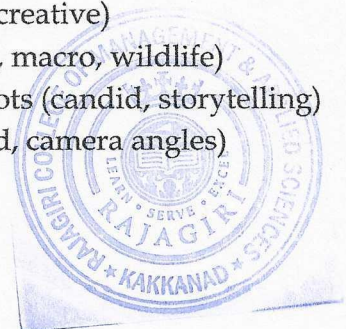
Guidelines:

1. Theme Selection:

- Choose a central theme or subject that ties your photographs together. This could be a specific genre (e.g., portrait, landscape) or a broader theme (e.g., urban life, nature's beauty).

2. Photographic Techniques:

- Ensure that each photograph highlights a different shot type or technique learned during the course. Techniques to include:
 - Portrait Shots (basic, environmental, and creative)
 - Landscape and Nature Shots (wide vistas, macro, wildlife)
 - Street Photography and Documentary Shots (candid, storytelling)
 - Technical aspects (exposure, depth of field, camera angles)



3. Technical Requirements:

- All photos must be taken with a camera or smartphone with manual controls.
- Minimal editing is allowed to enhance the photos without altering the original intent.

4. Submission Format:

- Submit your photographs in high-resolution digital format (JPEG or PNG).
- Create a PDF document that includes each photograph with a brief description (150-200 words) explaining the shot type, technique used, and the creative process behind the image.

5. Evaluation Criteria:

- Class Participation and Engagement (20 marks): Active participation in class discussions, workshops, and critiques.
- Technical Competence (20 marks): Proper use of camera settings, focus, exposure, and composition to create visually appealing photographs.
- Final Project Presentation (20 marks): Clarity and professionalism in presenting your portfolio, including the PDF document with descriptions.
- Project Assignments (40 marks): Quality, creativity, and effectiveness of the photographs in demonstrating the different shot types and techniques.

Total Marks: 100

Instructions for Submission:

- Upload your photographs and PDF document to the designated online platform (e.g., Google Classroom, Blackboard) by the deadline.
- Ensure your name, course code, and project title are clearly indicated on the PDF document.

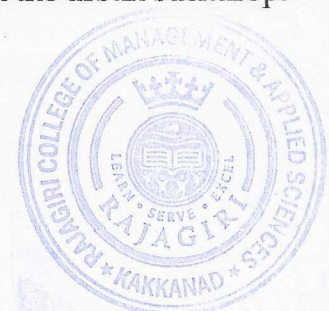
Example Layout for PDF Document:

Title: Capturing Urban Life

Photograph 1: Basic Portrait Shot

- Description: This photograph of a street performer uses basic portrait techniques to highlight the subject's expression and character against the urban backdrop.

Photograph 2: Landscape Wide Vistas



- Description: A wide-angle shot of the city skyline at sunset, using composition techniques to capture the vastness and beauty of the urban landscape.

Photograph 3: Macro and Close-Up Shot

- Description: A close-up photograph of a flower growing in a sidewalk crack, emphasizing texture and detail to tell a story of resilience in the urban environment.

(Repeat for each photograph with corresponding descriptions)

Submission Deadline: 10 Hours





**RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES
KAKKANAD**

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

Course Title: Certificate Course on Photographic Composition Rules

Course Code: AG23CC03

Academic year: 2023-2024

Duration: 30 Hours

Certificate Course on Photographic Composition Rules is an Addon programme dedicated for BA Animation and Graphic Design students offered by the Department of Animation and Graphic Design. This course aims to familiarize participants with the fundamental principles and techniques of photographic composition, emphasizing various rules and guidelines to create visually engaging and impactful images.

Upon successful completion of the course, students will demonstrate the following program outcomes.

CO 1: Recognize and describe key principles and rules of photographic composition

CO 2: Explain the importance and impact of different compositional techniques in visual storytelling.

CO 3: Use compositional rules and techniques to create visually engaging photographs.

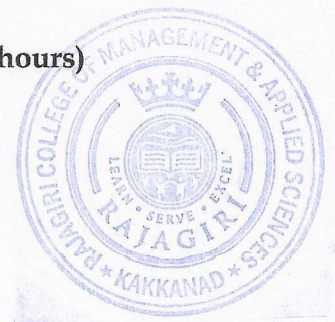
CO 4: Evaluate photographs to identify compositional strengths and weaknesses based on learned principles.

CO 5: Develop and present a series of photographs that effectively incorporate multiple compositional techniques.

Module 1: Introduction to Photographic Composition (6 hours)

Unit 1 (2 hours): Importance of Composition in Photography

Understanding the significance of composition in visual storytelling



Overview of key compositional rules and their impact on images

Unit 2 (2 hours): Rule of Thirds

In-depth exploration of the rule of thirds and its application in photography
Practical exercises and image analysis based on the rule of thirds

Unit 3 (2 hours): Balance, Symmetry, and Asymmetry

Understanding balance, symmetry, and asymmetry in composition
Practical application of these principles in photography

Module 2: Leading Lines, Framing, and Depth (8 hours)

Unit 4 (2 hours): Utilizing Leading Lines

Exploring the use of leading lines to guide the viewer's eye
Practical exercises to capture effective leading lines in compositions

Unit 5 (2 hours): Creative Framing Techniques

Introduction to various framing techniques in photography
Hands-on practice to incorporate different framing elements in compositions

Unit 6 (2 hours): Creating Depth in Photography

Techniques to create depth and dimension in images
Practicing depth-of-field control and perspective in compositions

Module 3: Understanding Patterns, Texture, and Negative Space (8 hours)

Unit 7 (2 hours): Incorporating Patterns in Composition

Recognizing and capturing patterns in photography
Exercises to integrate patterns effectively in compositions

Unit 8 (2 hours): Emphasizing Texture in Photography

Understanding the role of texture in visual storytelling
Practical application of texture to enhance compositions

Unit 9 (2 hours): Utilizing Negative Space

Exploring the effective use of negative space in compositions
Practical exercises to demonstrate the power of negative space in images

Module 4: Project Work and Review (8 hours)

Unit 10 (2 hours): Project Initiation and Development

Introduction of the final composition project based on learned principles



Individual or group work on creating compositions focusing on specific rules

Unit 11 (2 hours): Project Progress Review

Midway review of ongoing composition projects

Feedback and guidance on improving composition techniques

Unit 12 (2 hours): Final Project Presentation and Critique

Presentation of completed composition projects

Peer critique, feedback session, and instructor evaluation

Resources and References:

Books:

1. "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
 - This book explores the fundamental principles of composition and provides practical examples and exercises to enhance your understanding.
2. "Understanding Composition: The Complete Photographer's Guide" by Steve Mulligan
 - A comprehensive guide on various compositional techniques and how to apply them effectively in photography.
3. "The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum
 - This book combines the technical aspects of photography with creative composition, offering insights into creating impactful images.
4. "Picture Perfect Practice: A Self-Training Guide to Mastering the Challenges of Taking World-Class Photographs" by Roberto Valenzuela
 - Focuses on practical exercises to improve your composition skills and overall photographic technique.
5. "Creative Composition: Digital Photography Tips and Techniques" by Harold Davis
 - Provides tips and techniques for creative composition, including the use of leading lines, framing, patterns, and negative space.

Online Resources:

1. CreativeLive (creativelive.com)



- Offers online classes and tutorials on photographic composition, covering a range of topics from beginner to advanced levels.
- 2. Digital Photography School (digital-photography-school.com)
 - Provides articles, tutorials, and guides on various aspects of composition and other photography techniques.
- 3. Photography Life (photographylife.com)
 - Features in-depth articles and tutorials on composition, including practical tips and examples.
- 4. PetaPixel (petapixel.com)
 - A popular photography blog that covers a wide range of topics, including composition tips and inspirational examples.
- 5. The School of Photography (theschoolofphotography.com)
 - Offers online courses and free tutorials on photographic composition and other essential photography skills.

YouTube Channels:

1. Adorama
 - The Adorama YouTube channel features tutorials, tips, and inspirational content on various aspects of photography, including composition.
2. COOPH (Cooperative of Photography)
 - Provides creative photography tutorials, including tips on composition and innovative ways to enhance your photos.
3. B&H Photo Video
 - B&H's YouTube channel offers educational content, tutorials, and expert advice on photographic composition and other photography techniques.
4. The Art of Photography
 - This channel by Ted Forbes delves into various photography topics, including detailed discussions on composition.
5. Sorelle Amore
 - Sorelle Amore's channel offers creative photography tips and tutorials, often focusing on composition and storytelling through images.

Assessment Method:

Assessment Type: Project Submission

Components of Mark Distribution



Class Participation and Engagement	20
Technical Competence	20
Final Project Presentation	20
Project Assignments	40
Total marks	100

Mark to Grade

MARKS	GRADE
80-100	A
65-79	B
50-64	C
40-49	D
35-39	E
Below 35	F

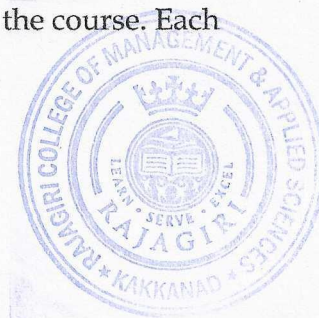


DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
AG23CC03: Course Title: Certificate Course on Photographic Composition Rules

Final Project Sample : Photographic Composition Mastery

Objective:

Create a series of 5-7 photographs that demonstrate your understanding and application of various compositional techniques learned throughout the course. Each



photograph should showcase a different principle or rule of composition, effectively telling a visual story or conveying a particular mood or message.

Guidelines:

1. Theme Selection:

- Choose a theme or subject matter that interests you and allows for diverse compositional approaches. Examples include nature, urban landscapes, portraits, or abstract concepts.

2. Photographic Techniques:

- Ensure that each photograph highlights a different compositional technique covered in the course. Techniques to include:
 - Rule of Thirds
 - Balance (Symmetry and Asymmetry)
 - Leading Lines
 - Framing
 - Depth (Depth-of-Field Control and Perspective)
 - Patterns
 - Texture
 - Negative Space

3. Technical Requirements:

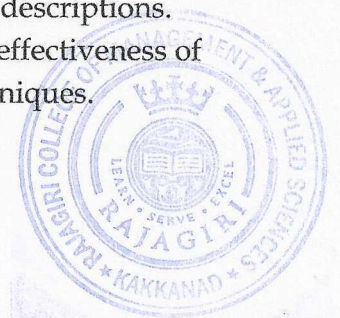
- All photos must be taken with a camera with manual controls.
- Each photograph should be edited minimally to enhance composition without altering the original intent.

4. Submission Format:

- Submit your photographs in high-resolution digital format (JPEG or PNG).
- Create a PDF document that includes each photograph along with a brief description (150-200 words) explaining the compositional technique used and the thought process behind the shot.

5. Evaluation Criteria:

- **Class Participation and Engagement (20 marks):** Active participation in class discussions, workshops, and critiques.
- **Technical Competence (20 marks):** Proper use of camera settings, focus, exposure, and editing to enhance composition.
- **Final Project Presentation (20 marks):** Clarity and professionalism in presenting your work, including the PDF document with descriptions.
- **Project Assignments (40 marks):** Quality, creativity, and effectiveness of the photographs in demonstrating the compositional techniques.



Total Marks: 100

Instructions for Submission:

- Upload your photographs and PDF document to the designated online platform (e.g., Google Classroom, Blackboard) by the deadline.
- Ensure your name, course code, and project title are clearly indicated on the PDF document.

Example Layout for PDF Document:

Title: Exploring Urban Patterns

Photograph 1: Rule of Thirds

- Description: This photograph of a street scene uses the rule of thirds to place the main subject (a cyclist) off-center, creating a dynamic composition that draws the viewer's eye through the image.

Photograph 2: Leading Lines

- Description: The leading lines of the train tracks guide the viewer's gaze towards the horizon, adding depth and direction to the composition.

(Repeat for each photograph with corresponding descriptions)

Project Submission Deadline: 10 Hours





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**RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES
KAKKANAD**

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

Course Title: Certificate Course on Visual Effects

Course Code: AG23CC04

Academic year: 2023-2024

Duration: 30 Hours

Certificate Course on Visual Effects is an Addon programme dedicated for BA Animation and Graphic Design students offered by the Department of Animation and Graphic Design. This course introduces students to the basic concepts, tools, and techniques of visual effects (VFX) used in various multimedia platforms like film, animation, and digital media.

Upon successful completion of the course, students will demonstrate the following program outcomes.

- CO 1: Understand the historical and practical aspects of VFX
- CO 2: Demonstrate proficiency with VFX software.
- CO 3: Develop technical skills in VFX principles.
- CO 4: Create and apply VFX techniques to projects.
- CO 5: Organize VFX projects and collaborate effectively.

Module 1: Introduction to Visual Effects (6 hours)

Unit 1 (2 hours): Understanding Visual Effects

Introduction to VFX: history, applications, and importance in media
Overview of VFX software and tools

Unit 2 (2 hours): Principles of VFX

Fundamental principles of visual effects: compositing, layering, and masking



Basic techniques for creating visual effects

Unit 3 (2 hours): VFX in Different Media

Exploring the role of VFX in movies, animation, gaming, and digital media
Case studies and examples of impactful VFX

Module 2: VFX Software and Tools (8 hours)

Unit 4 (2 hours): Introduction to VFX Software

Overview of industry-standard software (e.g., Adobe After Effects, Nuke, Blender)
Navigation, interface, and basic functionalities

Unit 5 (2 hours): Layering and Masking Techniques

Understanding layers, masks, and their role in creating VFX
Practical exercises on layering and masking in VFX software

Unit 6 (2 hours): Special Effects and Filters

Utilizing special effects and filters in VFX
Hands-on practice with applying various effects

Module 3: Advanced VFX Techniques (8 hours)

Unit 7 (2 hours): Motion Graphics and Animation

Introduction to creating motion graphics and simple animations
Exploring keyframe animation and its applications

Unit 8 (2 hours): Green Screen and Chroma Keying

Understanding green screen techniques and chroma keying
Practical sessions on integrating elements using green screen

Unit 9 (2 hours): Particle Systems and Dynamics

Basics of creating particle systems and dynamic effects
Experimentation with simulating natural phenomena



Module 4: Project Work and Review (8 hours)

Unit 10 (2 hours): Project Initiation and Development

Introduction of the final VFX project

Individual or group work on creating a VFX sequence based on learned techniques

Unit 11 (2 hours): Project Progress Review

Midway review of ongoing VFX projects

Feedback and guidance on improving VFX techniques

Unit 12 (2 hours): Final Project Presentation and Critique

Presentation of completed VFX projects

Peer critique, feedback session, and instructor evaluation

Resources and References:

1. Books:

- "The Art and Science of Digital Compositing" by Ron Brinkmann
- "Digital Visual Effects in Cinema: The Seduction of Reality" by Stephen Prince
- "The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures" edited by Jeffrey A. Okun and Susan Zwerman

2. Online Courses and Tutorials:

- **LinkedIn Learning (formerly Lynda.com):** Offers courses on various aspects of visual effects, software tutorials, and industry practices.
- **Pluralsight:** Provides courses on VFX software, techniques, and workflows.
- **FXPHD:** Offers specialized courses on advanced VFX techniques and software.

3. Websites and Blogs:

- **Art of VFX:** Provides interviews, breakdowns, and articles on the latest visual effects work in movies and TV shows.
- **CGSociety:** A community platform with forums, tutorials, and showcases for digital artists and VFX professionals.
- **Creative Bloq:** Features articles, tutorials, and news related to digital art and visual effects.

Blogs and News:



1. **FXGuide:** Offers in-depth articles, podcasts, and breakdowns on VFX techniques and industry trends.
2. **ProVideo Coalition:** Covers news, tutorials, and insights into video production and visual effects.
3. **Red Giant Blog:** Focuses on tips, tutorials, and industry insights related to VFX software like After Effects.

Forums and Communities:

1. **Reddit - r/vfx:** A subreddit for discussions, Q&A, and sharing of resources related to visual effects.
2. **CGTalk:** An online forum for digital artists covering topics including VFX, animation, and software discussions.

Assessment Method:

Assessment Type: Project Submission

Components of Mark Distribution

Class Participation and Engagement	20
Technical Competence	20
Final Project Presentation	20
Project Assignments	40
Total marks	100

Mark to Grade

MARKS	GRADE
80-100	A
65-79	B
50-64	C
40-49	D
35-39	E
Below 35	F





DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
AG23CC04: Certificate Course on Visual Effects

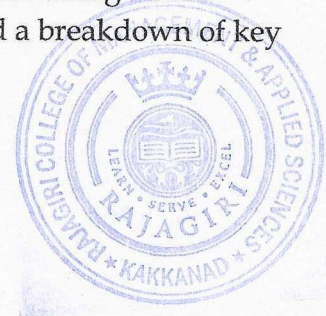
Sample Project Submission Question

Project Title: Creating a Dynamic VFX Sequence

Project Overview: For your final project in the Introduction to Visual Effects course, you are required to create a dynamic visual effects sequence using industry-standard software and techniques learned throughout the course. Your project should demonstrate proficiency in technical skills and creative application of visual effects principles.

Project Requirements:

- 1. Concept Development:**
 - Develop a clear concept for your VFX sequence. This could be a scene from a movie, an animated sequence, or a digital media project. Describe the narrative or purpose of your sequence.
- 2. Technical Implementation:**
 - Utilize at least two advanced VFX techniques covered in the course (e.g., compositing, motion graphics, particle systems).
 - Apply appropriate layering, masking, and special effects to enhance the visual impact of your sequence.
- 3. Software and Tools:**
 - Choose and justify the use of one industry-standard VFX software (e.g., Adobe After Effects, Nuke, Blender) for your project. Explain how you utilized specific tools and functionalities within the software.
- 4. Presentation and Documentation:**
 - Prepare a final presentation of your VFX sequence, including a brief introduction of your concept, the software used, and a breakdown of key techniques applied.



- Submit documentation that includes screenshots, process descriptions, and any references or inspirations used in developing your sequence.
5. **Creativity and Originality:**
- Showcase your creativity by incorporating unique elements or effects that enhance the narrative or visual appeal of your sequence.

Submission Guidelines:

- Ensure your project is submitted as a digital file format compatible with the chosen software.
- Include all necessary documentation and any supplementary materials to support your project submission.

Evaluation Criteria:

- Technical Competence (40%)
- Creativity and Originality (30%)
- Concept Development and Narrative Clarity (20%)
- Presentation Quality and Documentation (10%)

Submission Deadline: 10 Hours





**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
ADD-ON COURSE SYLLABUS 2023-24**

Course Name: Certificate Course in Iconic Eras in World Art History

Course Code: AG23CC05

Academic year: 2023-2024

Duration: 30 Hours

Course Description:

This course designed to explore key periods and movements in world art history. From the mysterious cave paintings of prehistoric times to the avant-garde masterpieces of modern art, each era will be explored in detail. We will examine the key characteristics, notable artists, and significant works of each period, understanding their impact on the art world and their relevance to contemporary practices in animation and graphic design.

Course Outcomes:

By the end of this course, students will be able to:

- CO 1: Identify and describe key periods and movements in world art history.
- CO 2: Analyze and contextualize artworks within their historical, cultural, and social settings.
- CO 3: Recognize the influence of historical art movements on contemporary animation and graphic design.
- CO 4: Apply insights from art history to enhance your creative work in animation and graphic design.

Course Structure:

Module 1: Ancient Art (4 hours)

- Mesopotamian art and architecture
- Egyptian art and the pyramids
- Greek and Roman classical art

Module 2: Islamic Art and Architecture (4 hours)



- The development of Islamic architecture
- Illuminated manuscripts and calligraphy

Module 3: Medieval Art in Europe (4 hours)

- Early Christian art
- Byzantine art and mosaics
- Gothic art and architecture

Module 4: Renaissance and Baroque (4 hours)

- Italian Renaissance: key artists and their contributions
- Baroque art: Caravaggio, Bernini, and the grandeur of the period

Module 5: Asian Art (4 hours)

- Chinese art: calligraphy, painting, and ceramics
- Japanese art: ukiyo-e prints, tea ceremony aesthetics
- Indian art: Mughal miniatures and temple sculptures

Module 6: Romanticism and Realism (2 hours)

- Romantic art and its emphasis on emotion and nature
- Realism: social consciousness and representation of everyday life

Module 7: Impressionism and Post-Impressionism (4 hours)

- Impressionist artists: Monet, Degas, Renoir
- Post-Impressionism: Van Gogh, Cézanne, Gauguin

Module 8: Modern and Contemporary Art (4 hours)

- Cubism and abstract art
- Surrealism and Dada
- Contemporary art movements and global perspectives

Books for Reference:

- Art in World History 2 Vols: Book by Giulio Carlo Argan and Mary Hollingsworth
- Art: A Visual History (DK Ultimate Guides)

Assessment Method:



Assessment Type: Written Examination

Components of Mark Distribution:

Internal Marks:

Components of Marking scheme	
Components	Marks
Attendance	05 Marks
Assignment	05 Marks
Total marks	10 Marks

External Marks:

Components of Marking scheme	
Components	Marks
Test Paper 1	20 Marks
Test Paper 2	20 Marks
Total marks	40 Marks

Mark to Grade

MARK	GRADE
A	45 - 50
B	40 - 44
C	35 - 39
D	30 - 34
E	25 - 29
F	Below 24





**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN**

AG23CC05 - Certificate Course in Iconic Eras in World Art History

Time: 30 minutes

Total marks: 20

Part A

Answer any 5 Questions.

Each question carries 2 mark each.

1. How will you define Art?
2. Write a short note on various art forms.
3. What is Design?
4. Differentiate between Art and Design.
5. What is iconography?
6. Explain various methods to determine age of art.
7. What is style? Explain different styles in the art.
8. Explain what you mean by subject in the art?
9. Explain regional styles in the art.
10. Define abstract.

(5x2=10)

Part B

11. Explain in details about paintings found in Lascaux cave.

(1x10=10)





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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES, KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
ADD-ON COURSE SYLLABUS 2023-24

Course Name: Certificate Course in Interactive Design and Development

Course Code: AG23CC06

Academic year: 2023-2024

Duration: 30 Hours

Course Description:

The Certificate Course on Interactive Design and Development, conducted online through Google Classroom. This course is tailored for BA Animation and Graphic Design students who are eager to delve into the dynamic and ever-evolving field of interactive design. As the digital world continues to expand, the ability to create engaging and user-friendly interactive experiences has become an essential skill for modern designers.

Course Outcomes:

By the end of this course, students will be able to:

- **CO1:** Understand the principles of interactive design and the importance of user-centred design.
- **CO2:** Create effective and aesthetically pleasing user interfaces using industry-standard tools.
- **CO3:** Develop interactive prototypes and applications using HTML, CSS, JavaScript, and other relevant technologies.
- **CO4:** Apply responsive design techniques to ensure compatibility across various devices and screen sizes.

Course Structure:

Module 1: Introduction to UX/UI Design (4 hours)

- **UX Design Principles:** Understanding user experience (UX) design - User research - Information architecture and wireframing



- UI Design Principles: Visual design principles and elements - Tools for UI design (Adobe XD, Figma) - Creating mock-ups

Module 2: HTML and CSS Fundamentals (6 hours)

- HTML Basics: HTML structure and elements - Creating forms and tables - Semantic HTML
- CSS Basics: CSS syntax and selectors - Styling text, boxes, and layouts - Introduction to Flexbox and Grid layout
- Responsive Design: Media queries and responsive layouts - Mobile-first design principles

Module 3: JavaScript Essentials (6 hours)

- JavaScript Basics: Syntax and basic programming concepts - Variables, data types, and operators - Control structures: if statements, loops
- DOM Manipulation: Selecting and manipulating DOM elements - Event handling - Creating dynamic content

Module 4: Introduction to PHP and MySQL (6 hours)

- PHP Basics: Syntax and basic programming concepts - Variables, data types, and operators - Control structures: if statements, loops - Functions and form handling
- MySQL Basics: Introduction to databases and SQL - Creating and managing databases using phpMyAdmin - Basic CRUD operations (Create, Read, Update, Delete)
- PHP and MySQL Integration: Connecting to a MySQL database with PHP - Performing database operations from a web application

Module 5: Web Development Tools (4 hours)

- XAMPP: Installing and configuring XAMPP - Managing Apache and MySQL servers - Developing and testing PHP applications locally
- Dreamweaver: Introduction to Adobe Dreamweaver - Setting up a site and managing files - Using Dreamweaver for HTML, CSS, and PHP development - Live view and code editor features

Module 6: Final Project and Presentation (4 hours)

- Project Development: Planning and designing a web application - Implementing UX/UI principles - Coding with HTML, CSS, JavaScript, PHP, and MySQL - Testing and debugging



Books for Reference:

- **"The Design of Everyday Things" by Don Norman**
Explores the principles of design and usability, emphasizing user-centered design.
- **"HTML and CSS: Design and Build Websites" by Jon Duckett**
A visually engaging introduction to HTML and CSS, perfect for beginners.
- **"JavaScript and JQuery: Interactive Front-End Web Development" by Jon Duckett**
A comprehensive guide to JavaScript and jQuery for creating interactive web pages.
- **"Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5" by Robin Nixon**
An all-in-one guide to building dynamic and interactive websites using PHP, MySQL, and JavaScript.
- **UX Design Forum**
A dedicated space for UX designers to share knowledge, ask questions, and discuss best practices.
- **W3Schools**
Comprehensive tutorials on HTML, CSS, JavaScript, PHP, and MySQL.

Assessment Method:

Assessment Type: Project Submission

Components of Mark Distribution:

Components of Marking scheme	
Components	Marks
Attendance	10
UI / UX	20
CODING (HTML, CSS, PHP, MySQL)	40
Presentation	10
Total Marks	80

Mark to Grade

Mark	Grade
A	72 - 80



B	64 - 71
C	56 - 63
D	48 - 55
E	40 - 47
F	0 - 39



**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN**

AG23CC06 - Certificate Course in Interactive Design and Development

Sample Project Submission Question

Objectives:

Design your own portfolio website portraying your skills and your resumes. The site can be designed as a single page layout with minimum 5 pages including homepage and contact page. The contact page must contain a form and data collected through the form must be stored in SQL database table.

Project Requirements:

Use database name as “project 2024” and table name as “stu_your roll number” (e.g.: stu_baa2110123)

- Use HTML5 for the web page structure.
- Make the page responsive for Desktop and Mobile version.
- Use External CSS for the page stylization process
- The website should contain the following elements:
 - Formatting Tags



- o Tables
- o Forms
- o Lists
- o Marquee
- o Hyperlink

Submission Details

- Submit your works inside a folder named as project [your name]
- Folder must contain sub folders for CSS, fonts used in the website, images etc.
- Your db name and table name information must be added in a text file.

Evaluation Parameter:

Components	Marks
Attendance	10
UI / UX	20
Coding (HTML, CSS, PHP, MySQL)	40
Presentation	10
Total Marks	80

Total Marks: 80

Submission Deadline: 10 Hours





Department of Management

Certificate Course in Total Quality Management

Course code -MG23CC01

Course duration - 30 hours

Date of commencement -1.08.2023

Learning Outcomes: After completion of the course, students will be able to:

- Understand the principles and concepts of Total Quality Management (TQM).
- Apply various TQM tools and techniques to improve organizational processes.
- Develop strategies for implementing TQM effectively within an organization.
- Promote continuous improvement and innovation through TQM practices.
- Measure and evaluate the success of TQM initiatives using appropriate metrics and frameworks.

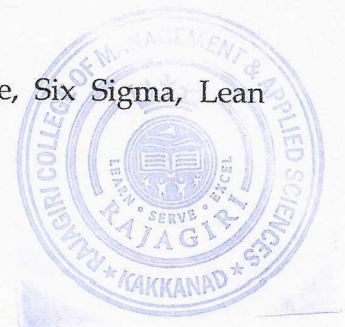
Syllabus:

Module 1: Introduction to Total Quality Management (6 hours)

- Definition and principles of Total Quality Management (TQM)
- Evolution and historical development of TQM
- Importance of TQM in enhancing organizational performance
- Key contributors and theories in the field of TQM

Module 2: TQM Tools and Techniques (6 hours)

- Overview of TQM tools and techniques (e.g., PDCA cycle, Six Sigma, Lean management)



- Statistical process control (SPC) and quality control tools (e.g., Pareto analysis, fishbone diagram)
- Quality function deployment (QFD) and failure mode and effects analysis (FMEA)
- Case studies illustrating the application of TQM tools in various industries

Module 3: TQM Implementation and Strategies (6 hours)

- Steps in implementing TQM within an organization
- Strategic planning and alignment with organizational goals
- Leadership and organizational culture in TQM implementation
- Overcoming challenges and resistance to change in TQM adoption

Module 4: Continuous Improvement and Innovation (6 hours)

- Kaizen and continuous improvement principles
- Role of employee involvement and empowerment in TQM
- Innovation in TQM: fostering creativity and problem-solving
- Case studies of organizations achieving competitive advantage through TQM and innovation

Module 5: Measuring and Evaluating TQM Success (6 hours)

- Key performance indicators (KPIs) for measuring TQM success
- Benchmarking and performance evaluation in TQM
- Tools and frameworks for assessing customer satisfaction and quality outcomes
- Continuous learning and adapting TQM strategies based on feedback and evaluation

Assessment -

Attendance - 5 Marks

Practical Exercises: 5 Marks

Presentation - 10 Marks

Reports and Essays- 20 marks





Department of Management

Certificate Course in Financial Markets

Course code -MG23CC02

Course duration - 30 hours

Date of commencement -4.09.2023

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Understand the Structure and Function of Financial Markets
- Analyze Investment Opportunities and Manage Portfolios
- Comprehend Market Regulations and Investor Protection
- Evaluate Financial Instruments and Trading Mechanisms
- Recognize Emerging Trends and Address Challenges in Financial Markets

Syllabus

Module 1: Basics of Financial Markets (5 hours)

- Introduction to financial markets: definition, functions, and importance
- Types of financial markets: money market, capital market, and derivatives market
- Participants in financial markets: investors, issuers, intermediaries, and regulators
- Understanding financial instruments: stocks, bonds, commodities, currencies, and derivatives



- Overview of financial market infrastructure: stock exchanges, clearing houses, and regulatory bodies

Module 2: Investment Analysis and Portfolio Management (6 hours)

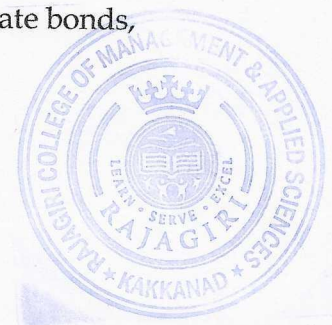
- Fundamental principles of investment analysis: risk and return, time value of money, and diversification
- Introduction to portfolio management: asset allocation, security selection, and portfolio rebalancing
- Tools and techniques for investment decision making: fundamental analysis, technical analysis, and quantitative analysis
- Evaluation of investment strategies: passive investing vs. active investing, growth investing vs. value investing
- Introduction to portfolio performance evaluation: risk-adjusted returns, benchmarking, and performance attribution

Module 3: Market Regulations and Investor Protection (6 hours)

- Overview of financial market regulations in India: SEBI Act, Companies Act, and Securities Contracts (Regulation) Act
- Role of regulatory authorities: Securities and Exchange Board of India (SEBI), Reserve Bank of India (RBI), and Ministry of Corporate Affairs (MCA)
- Investor protection measures: disclosure requirements, insider trading regulations, and code of conduct for market participants
- Introduction to corporate governance principles: board structure, transparency, and accountability
- Case studies on regulatory compliance and corporate governance failures

Module 4: Financial Market Instruments and Trading Mechanisms (7 hours)

- In-depth study of financial instruments: equities, bonds, mutual funds, exchange-traded funds (ETFs), and derivatives
- Understanding trading mechanisms: order types, market participants, and trading platforms
- Introduction to stock market indices: Nifty 50, Sensex, and sectoral indices
- Analysis of bond market instruments: government securities, corporate bonds, and bond valuation methods



- Introduction to options, futures, and other derivative products: types, uses, and risk management strategies

Module 5: Emerging Trends and Challenges in Financial Markets (6 hours)

- Impact of technology on financial markets: algorithmic trading, high-frequency trading, and blockchain technology
- Trends in sustainable finance: environmental, social, and governance (ESG) investing
- Globalization of financial markets: cross-border investments, foreign portfolio flows, and international capital mobility
- Challenges in financial market regulation: addressing systemic risks, combating financial crimes, and ensuring market integrity
- Case studies on recent financial market developments and their implications for investors and regulators

Assessment -

Attendance - 5 Marks

Presentation - 15 Marks

MCQ examination - 20 marks



Sample Question Paper



Time - 15 Minutes

Total Marks- 20 Marks

Certificate Course in Financial Markets

Instructions:

- Answer all questions.
- Choose the most appropriate answer.

Part A: 10 MCQs (1 mark each)

1. Introduction to Financial Markets:
 - What is the primary function of financial markets?
 - A) Providing loans to individuals
 - B) Facilitating the exchange of financial assets
 - C) Distributing government subsidies
 - D) None of the above
2. Types of Financial Markets:
 - Which market deals with short-term debt instruments?
 - A) Capital market
 - B) Derivatives market
 - C) Money market
 - D) Bond market
3. Financial Instruments:
 - Which financial instrument represents ownership in a company?



- A) Bonds
 - B) Commodities
 - C) Stocks
 - D) Derivatives
4. Investment Analysis:
- Which principle measures the relationship between risk and return?
 - A) Fundamental analysis
 - B) Diversification
 - C) Time value of money
 - D) Sharpe ratio
5. Portfolio Management:
- What is the purpose of portfolio rebalancing?
 - A) Maximizing risk
 - B) Adjusting the mix of assets
 - C) Minimizing returns
 - D) Ignoring market conditions
6. Market Regulations:
- Which regulatory body oversees securities markets in India?
 - A) RBI
 - B) MCA
 - C) SEBI
 - D) IMF
7. Financial Instruments and Trading:
- What do ETFs primarily consist of?
 - A) Futures contracts
 - B) Individual stocks or bonds
 - C) Commodities
 - D) Options
8. Emerging Trends in Financial Markets:
- What technology is known for facilitating transparent and secure transactions in financial markets?
 - A) Artificial Intelligence (AI)
 - B) Blockchain
 - C) Virtual Reality (VR)
 - D) Augmented Reality (AR)
9. Investment Strategies:



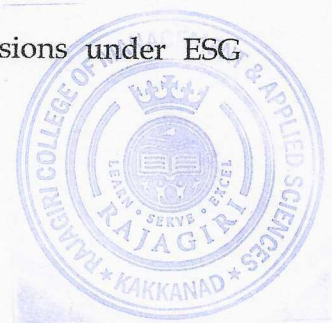
- Which strategy focuses on buying and holding securities to build wealth over the long term?
 - A) Passive investing
 - B) Active investing
 - C) Value investing
 - D) Growth investing

10. Challenges in Financial Market Regulation:

- What is a key challenge in addressing systemic risks in financial markets?
 - A) Lack of regulatory oversight
 - B) Inadequate investor protection measures
 - C) Rapid technological advancements
 - D) High-frequency trading

Part B: 5 MCQs (2 marks each)

1. What is the role of clearing houses in financial markets?
 - A) Facilitating direct transactions between buyers and sellers
 - B) Regulating market participants' conduct
 - C) Providing liquidity to the market
 - D) Clearing and settling transactions to mitigate counterparty risk
2. Which measure adjusts returns for the level of risk taken by the investor?
 - A) Sharpe ratio
 - B) Benchmarking
 - C) Performance attribution
 - D) Beta coefficient
3. What aspect of corporate governance focuses on transparency and accountability?
 - A) Board structure
 - B) Risk management
 - C) Insider trading regulations
 - D) Corporate social responsibility
4. What type of order allows traders to buy or sell a security immediately at the current market price?
 - A) Limit order
 - B) Market order
 - C) Stop order
 - D) OCO order
5. Which factor is increasingly considered in investment decisions under ESG criteria?



- A) Economic growth
- B) Social media influence
- C) Environmental impact
- D) Technological innovation





Department of Management

Certificate Course on Brand Building and Management Strategies

Course code -MG23CC03

Course duration - 30 hours

Date of commencement -4.09.2023

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Understand Core Branding Concepts
- Develop Effective Brand Strategies
- Utilize Brand Building Tools and Techniques
- Leverage Digital Platforms for Brand Management
- Manage Brand Equity and Extensions

Module 1: Introduction to Brand Management (6 hours)

- Definition and significance of branding in marketing
- Evolution of branding: from product-centric to customer-centric approaches
- Brand identity and brand image: concepts and differences
- The role of brands in creating value and differentiation
- Introduction to brand equity: components and measurement

Module 2: Brand Strategy Development (6 hours)

- Understanding target markets and customer segments
- Brand positioning strategies: differentiation, relevance, and consistency
- Brand architecture: brand extensions, sub-brands, and co-branding
- Brand personality and brand storytelling: creating emotional connections with



consumers

- Developing brand value propositions and messaging strategies

Module 3: Brand Building Tools and Techniques (6 hours)

- Brand identity elements: logo, tagline, colors, and visual assets
- Brand communication channels: advertising, public relations, digital marketing, and social media
- Integrated marketing communications (IMC) and brand consistency
- Brand activation strategies: experiential marketing, sponsorships, and events
- Measuring brand performance: brand audits, tracking studies, and brand health Metrics

Module 4: Brand Management in the Digital Age (7 hours)

- Impact of digital technology on branding: online presence, e-commerce, and social media
- Leveraging social media platforms for brand building and engagement
- Online reputation management and handling brand crises in the digital space
- Personal branding: building and managing brands in the age of influencers
- Data-driven brand management: leveraging analytics for brand insights and Optimization

Module 5: Brand Equity and Brand Extension (5 hours)

- Managing and enhancing brand equity over time
- Brand valuation methods and financial implications of branding
- Brand extension strategies: line extensions, category extensions, and brand stretching
- Risks and challenges of brand extension: dilution and cannibalization
- Case studies on successful brand management strategies and brand extensions in the Indian market

Assessment -

Attendance - 5 Marks

Presentation - 5 Marks

Case Study Analysis - 10 marks

Quizzes- 20 Marks





Department of Management

Certificate Course on Ethics and Professionalism in Legislative Process

Course	Code:	MG23CC04
Course	Duration:	30 hours
Date of Commencement: 04.09.202		

Learning Outcomes

- Upon successful completion of this course, students will be able to:
- Understand Legal Systems and Concepts.
- Comprehend the Indian Constitution
- Navigate the Legislative Process
- Understand the separation of powers, the legislative process, and the structure and powers of the Indian Parliament and State Legislatures.
- Analyze the Judicial Hierarchy and Evaluate Constitutional Amendments and Legal Developments

Syllabus

Module 1: Introduction to Legal Systems and Concepts (5 hours)

- Definitions, concepts, and classifications of law
- Overview of different legal systems: common law, civil law, religious law, and customary law
- The role and importance of law in society

Module 2: An Overview of the Indian Constitution (8 hours)

- Basic structure of the Constitution
- Preamble, Fundamental Rights, and Directive Principles of State Policy



- Constitutional remedies and Fundamental Duties
- Distribution of powers between the Union and the States

Module 3: Legislative Process and Parliamentary System (9 hours)

- Separation of powers and the Parliamentary system
- Process of law making in India
- Role of the President in the legislative process
- Structure and powers of the State Legislature

Module 4: Judicial Hierarchy and Independence in India (10 hours)

- Structure and independence of the judiciary
- Overview of the Supreme Court, High Courts, and District Courts
- Significance of judicial review
- Evolution of Public Interest Litigation (PIL)
- Role of the judiciary in protecting Fundamental Rights

Module 5: Constitutional Amendments and Legal Developments (8 hours)

- Procedure for constitutional amendments
- Landmark amendments and their impact on Indian polity
- Recent legal developments and their implications
- Case studies on significant judicial decisions affecting the Constitution

Assessment

Attendance - 5 Marks

Presentation -15 Marks

Written Test- 20 Marks



Sample Question Paper



Time - 45 Minutes

Total Marks- 20 Marks

Certificate Course on Ethics and Professionalism in Legislative Process

Part A: Short Answer Questions (2 marks each)

Answer the following questions briefly. Answer any 5 questions

1. What is the basic structure doctrine of the Indian Constitution?
2. List any three Fundamental Rights enshrined in the Indian Constitution.
3. Explain the concept of Directive Principles of State Policy.
4. Outline the process of law making in India.
5. What role does the President of India play in the legislative process?
6. What are the main functions of the State Legislature?
7. Describe the structure of the judiciary in India.
8. What is the significance of judicial review?

(5*2= 10)

Part B: Long Answer Questions (5 marks each)

Answer the following questions in detail. Answer any 2 question

9. Discuss the different types of legal systems



10. Describe the legislative process in India

11. Discuss the roles of the Supreme Court, High Courts, and District Courts

12. Analyze the procedure for constitutional amendments in India.

(2*5=10)





DEPARTMENT OF COMPUTER SCIENCE

Certificate Course in Blockchain and Cybersecurity Course

Code: CS23CC01

Academic Year : 2023-2024

Course Duration : 60 Hours

SYLLABUS

Course Description:

A 60-hour course integrating blockchain and cybersecurity principles to equip learners with skills in securing decentralized systems and protecting data from cyber threats.

Learning Objectives:

- Demonstrate the ability to develop and deploy smart contracts.
- Apply cryptographic techniques to secure blockchain transactions.
- Identify and mitigate cybersecurity threats in blockchain environments.
- Implement comprehensive cybersecurity strategies to protect digital assets.



□ **Module 1: Introduction to Blockchain Technology:**

- Basics of blockchain, decentralized systems, and cryptocurrencies.
- Understanding blockchain data structures, transactions, and consensus mechanisms.

□ **Module 2: Blockchain Security and Cryptography:**

- Cryptographic principles used in blockchain technology (hashing, encryption, digital signatures).
- Security vulnerabilities and attacks specific to blockchain networks.
- Best practices for securing blockchain applications and smart contracts.

□ **Module 3: Smart Contracts and Decentralized Applications (DApps):**

- Introduction to smart contracts and their applications.
- Programming smart contracts using languages like Solidity (for Ethereum) or other relevant platforms.
- Design considerations for decentralized applications (DApps) and their security implications.

□ **Module 4: Cybersecurity Fundamentals:**

- Basics of cybersecurity, threats, and defense mechanisms.
- Network security, encryption techniques, and secure communication protocols.
- Security practices for blockchain networks and distributed systems.

□ **Module 5: Blockchain Governance and Regulatory Compliance:**

- Governance models for blockchain networks (public, private, consortium).
- Legal and regulatory considerations in blockchain implementations.
- Compliance frameworks and standards relevant to blockchain and cryptocurrencies.

ASSESSMENT METHODS

→ **Written Examination (40 Marks)**

→ **Attendance (10 marks)**





DEPARTMENT OF COMPUTER SCIENCE

Certificate Course in Advanced Python for Data Analysis

Code: CS23CC02

Academic Year : 2023-2024

Course Duration : 30 Hours

SYLLABUS

Course Description:

This course is designed to provide students with the essential skills and knowledge required to use Python for data science. Students will learn Python programming fundamentals, along with powerful tools and libraries for data manipulation, visualization, and analysis.

Learning Objectives :

- Master advanced Python programming concepts and techniques for data analysis.
- Effectively use Python libraries such as NumPy, pandas, and SciPy for complex data manipulation and analysis.
- Develop proficiency in data visualization using libraries like Matplotlib and Seaborn.
- Implement machine learning algorithms using libraries such as scikit-learn for predictive data analysis.
- Conduct comprehensive data analysis projects, from data cleaning and preprocessing to modeling and interpretation of results.



□ **Module 1: Advanced Data Manipulation with Pandas:**

- Advanced techniques for data cleaning, reshaping, and manipulation using Pandas.
- Handling complex data structures, merging and joining datasets, and time series analysis.

□ **Module 2: Data Visualization with Matplotlib and Seaborn:**

- Advanced plotting techniques using Matplotlib and Seaborn.
- Customizing plots, creating complex visualizations (e.g., heatmaps, 3D plots), and interactive visualizations.

□ **Module 3: Machine Learning with Python:**

- Introduction to machine learning algorithms (supervised and unsupervised).
- Model evaluation and selection, hyperparameter tuning, and advanced techniques like ensemble methods and dimensionality reduction.
- Implementation using libraries like scikit-learn.

□ **Module 4: Big Data Analytics with Python:**

- Introduction to handling and analyzing large datasets using Python.
- Working with distributed computing frameworks like PySpark for data manipulation and analysis.

□ **Module 5: Time Series Analysis and Forecasting:**

- Techniques for analyzing time-series data using Python.
- Time series decomposition, modeling trends, seasonality, and forecasting using ARIMA and other models.
- Application of time series analysis in business forecasting and decision-making.

ASSESSMENT METHODS

→ **Written Examination (40 Marks)**

→ **Attendance (10 marks)**





DEPARTMENT OF COMPUTER SCIENCE

Certificate Course in Robotics

Code: CS23CC03

Academic Year : 2023-2024

Course Duration : 30 Hours

SYLLABUS

Course Description:

This course offers a comprehensive introduction to the fundamental concepts of robotics and basic electronics, providing a solid foundation for students interested in the field of robotics. Students will explore the essential components of robots, including sensors, actuators, and microcontrollers, and gain hands-on experience in coding and microcontroller programming.

Learning Objectives:

- Understand the fundamental principles and components of robotics, including sensors, actuators, and control systems.
- Develop skills in programming robotic systems using languages such as Python and C++.
- Analyze and solve complex problems in robotics through hands-on projects and real-world applications.
- Design and implement algorithms for robotic perception, navigation, and path planning.
- Integrate hardware and software components to build functional robotic prototypes.



□ **Module 1: Introduction to Robotics:**

- Basics of robotics, historical perspectives, and current trends.
- Overview of robotic systems, components, and applications in various industries.

□ **Module 2: Robotics Programming and Control:**

- Programming languages and frameworks for robotics (e.g., ROS - Robot Operating System).
- Motion planning, trajectory generation, and control algorithms for robotic systems.

□ **Module 3: Sensors and Perception for Robotics:**

- Types of sensors used in robotics (e.g., cameras, LIDAR, IMUs).
- Sensor fusion techniques for localization, mapping, and environment perception.

□ **Module 4: Robotics Mechanics and Design:**

- Kinematics and dynamics of robotic systems.
- Robot modeling, simulation, and design considerations for different applications (e.g., industrial robots, mobile robots).

□ **Module 5: Advanced Topics in Robotics:**

- Emerging trends and technologies in robotics (e.g., AI and machine learning in robotics).
- Applications of robotics in specific domains (e.g., healthcare, agriculture, autonomous vehicles).

ASSESSMENT METHODS

→ **Written Examination (40 Marks)**

→ **Attendance (10 marks)**





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KAKKANAD

DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in Grammar and Comprehension
COURSE CODE	EN23CC01
DURATION	30 HOURS

COURSE DESCRIPTION

This course provides a comprehensive review of foundational English grammar, focusing on parts of speech, verb tenses, sentence structure, and voice usage.

COURSE OBJECTIVE

The students will be able to-

- Understand the tenses
- Define the concord rules and sentence structures
- Prepare Formal letter and Job Application

TOPICS COVERED

MODULE 1: WORD CLASSES

10HRS

What are parts of speech?- Noun- Pronoun- Adjective- Verb- Adverb- Conjunctions- Prepositions- Interjections- Articles- Phrasal Verbs

MODULE 2: CONCORD AND TENSES

10HRS



What is concord rule?- Common Errors- Tenses- Simple Present and Present continuous- Present Perfect and Simple Past- Present Perfect Continuous- Past Continuous, Past perfect and Present Perfect Continuous- Future tense-Active and Passive voices

MODULE 3: SENTENCES

10HRS

What are sentences, phrases and clauses?- Types of sentences- Types of Phrases- Types of Clauses- Framing an effective sentence- Uses of coordinating and subordinate clauses and conjunctions- Tag questions- Negatives- Direct and Indirect Speech

Evaluation Methods:

- Test papers
- Worksheets after each module

References

- Wren, P.C. (1988) *Key to wren & martin's high school english grammar and composition*. New Delhi: S. Chand & Company (Pvt.) Ltd.
- Aarts, B. (2011) *Oxford Modern English grammar*. Oxford University Press.
- Hewings, M. (2015) *Advanced grammar in use: A self-study reference and Practice book for advanced learners of english*. Cambridge: Cambridge University Press.





RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD
DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in Reporting for Media
COURSE CODE	EN23CC02
DURATION	30 HOURS

COURSE DESCRIPTION

This 30-hour course, "Reporting for Media," equips students with the skills and knowledge to produce video news content specifically for online platforms. Through hands-on practice, they will learn to plan stories, capture compelling visuals, edit footage using mobile applications, and present their work on social media platforms like Instagram.

COURSE OBJECTIVE

At the end of the Add-on Course, the students will be able to:

- Understand video news reporting, editing and presenting for new media.
- Acquire the skills required for video reporting, editing and presenting for new media.
- Practice video reporting, editing and presenting for new media (Reel News).

TOPICS COVERED

MODULE 1 (8 HOURS): NEWS ON NEW MEDIA

What is New Media; Writing for New Media; News Gathering Tactics for Online Media
Fundamentals of Video News Reporting



MODULE 2 (10 HOURS): SKILLS REQUIRED FOR VIDEO REPORTING, EDITING AND PRESENTING FOR NEW MEDIA

Planning the Story; Choosing the Right-Angle Shots; Telling a Story; Ensuring Proper Lighting; Avoiding Noise from the Frames; Waiting for the Right Moment

MODULE 3 (12 HOURS): PRACTICING VIDEO EDITING, FINALISING AND POSTING ON INSTAGRAM

Editing the Video Footage with Various Free Mobile Apps; Adding Filters, Cuts, Transitions, etc.; Recording and Adding Voice-over; Adding Captions; Posting on Instagram Account

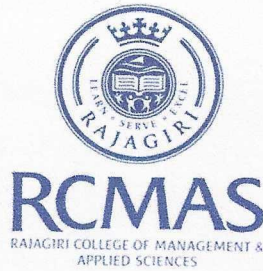
EVALUATION METHOD

Students were asked to take video footage, edit it, add voice-over to it and present it on the Voice of RCMAS Instagram account as Reel News, and based on this they were awarded marks.

REFERENCE

Jodi Radosh and Kirsten Johnson. *Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations*. Routledge; 2016. ISBN-13 978-1138905429.





RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD
DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course Copywriting and Copy Editing
COURSE CODE	EN23CC03
DURATION	30 HOURS

COURSE DESCRIPTION

Master the art of crafting compelling copy that sells. This course covers the fundamentals of copywriting and copy editing, equipping you with the skills to create clear, concise, and persuasive content.

COURSE OBJECTIVE

- Develop the ability to craft compelling and persuasive copy that effectively communicates messages and drives action.
- Gain proficiency in proofreading and editing to ensure clarity, accuracy, and stylistic consistency in written materials.

TOPICS COVERED

Module 1: Copy Editing and Fundamentals of Copywriting (10 Hours)

Introduction to Copyediting- Types and Importance- Common Editing Techniques- Fundamentals of Copywriting- Audience Targeting- Writing Techniques and Styles- Crafting Effective Copy- Headline Creation- Tone and Voice in Writing



Module 2: Persuasive Writing and Content Strategy (10 Hours)

Persuasive Writing Techniques- Principles and Strategies- Emotional and Rational Appeals- Content Strategy Development- Planning and Execution- Audience Engagement Tactics

Module 3: Proofreading, Editing, and Digital Copywriting (10 Hours)

Proofreading and Editing- Techniques and Tools- Grammar and Style Guidelines- Digital Copywriting Essentials- SEO Optimization- Writing for Web and Social Media

EVALUATION METHOD

- Assignment Submission

REFERENCE

Bly, Robert W. *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells*. Henry Holt, 2020.





DEPARTMENT OF COMMERCE

Course Title :Certificate Course in Research Methodology

Course Code:CO23CC01

Academic Year : 2023-2024

Course Duration - 30 Hours

Syllabus

Course Description

This course provides a comprehensive overview of research methodologies, equipping students with the knowledge and skills to design, conduct, and analyze research studies effectively.

Learning Outcomes

1. **Understanding Research Principles:** Students will understand fundamental principles and methodologies of research.
2. **Designing Research Studies:** Students will learn to design and implement various types of research studies.
3. **Data Analysis and Interpretation:** Students will develop skills in data collection, analysis, and interpretation for research purposes.

Modules

Module 1: Introduction to Research Methodology (10 hours)

- Definition and Importance of Research
- Types of Research: Qualitative and Quantitative
- Research Process and Design



- Ethics in Research

Module 2: Research Design and Sampling (5 hours)

- Formulating Research Questions and Hypotheses
- Types of Research Designs: Experimental, Descriptive, Exploratory
- Sampling Techniques and Sample Size Determination
- Case Studies on Research Design

Module 3: Data Collection and Analysis (10 hours)

- Data Collection Methods: Surveys, Interviews, Observations
- Designing Data Collection Instruments
- Qualitative and Quantitative Data Analysis
- Statistical Tools and Software for Data Analysis

Module 4: Reporting and Presenting Research Findings (5 hours)

- Writing Research Proposals and Reports
- Referencing and Citation Styles
- Presenting Research Findings
- Real-World Research Projects and Case Studies

Assessment Method

→ Final Examination (40 Marks)

- Divided into two sections:
 - **Section A: Objective Questions (20 Marks):**
 - 10 questions of 2 marks each
 - **Section B: Short Answer Questions (20 Marks):**
 - 10 questions of 2 marks each.

→ Attendance (10 marks)





DEPARTMENT OF COMMERCE

Course Title : Certificate Course in Legal Contract Drafting

Course code : CO23CC02

Academic Year : 2023-2024

Course duration - 40 hours

Syllabus

Course Description

This course offers in-depth knowledge and practical skills in drafting, reviewing, and managing legal contracts, ensuring that students can create clear, concise, and enforceable agreements.

Learning Outcomes:

1. Students will understand the fundamental principles of contract law.
2. Students will learn the skills to draft various types of legal contracts.
3. Students will develop the ability to review and manage contracts effectively in real-world scenarios.

Modules

Module 1: Introduction to Contract Law (10 hours)

- Basics of Contract Law
- Elements of a Valid Contract
- Types of Contracts
- Case Studies on Contract Disputes



Module 2: Principles of Contract Drafting (12 hours)

- Structure and Components of a Contract
- Drafting Clear and Concise Clauses
- Use of Legal Language and Terminology
- Common Pitfalls in Contract Drafting

Module 3: Types of Legal Contracts (13 hours)

- Employment Contracts
- Sales and Purchase Agreements
- Service Agreements
- Non-Disclosure Agreements (NDAs)
- Licensing and Partnership Agreements

Module 4: Practical Applications in Contract Management (5 hours)

- Reviewing and Negotiating Contracts
- Contract Compliance and Risk Management
- Contract Lifecycle Management

Assessment Method

→ Final Examination (50 Marks)

- Divided into two sections:
 - **Section A: Short Answer Questions (10 Marks):**
 - 5 questions of 2 marks each
 - **Section B: Descriptive Answer Questions (25 Marks):**
 - 5 questions of 5 marks each.

Section C: Essay Questions (15 Marks):

- 1 question of 15 marks .

→ Attendance (10 marks)





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DEPARTMENT OF COMMERCE

Course Title: Certificate Course in International Financial Reporting Standards (IFRS)

Course Code: CO23CC03

Total Hours: 30 hours

Academic Year: 2023-24

Syllabus

Course Description:

This course provides an in-depth understanding of International Financial Reporting Standards (IFRS), focusing on the principles, concepts, and applications of IFRS in financial reporting. It aims to equip students with the knowledge and skills required to prepare and interpret financial statements in accordance with IFRS, enhancing their ability to work in global financial environments.

Learning outcome :

1. Understand the fundamental principles and concepts of IFRS.
2. Develop practical skills in applying IFRS to financial reporting.
3. Analyze and interpret financial statements prepared under IFRS.

Syllabus:

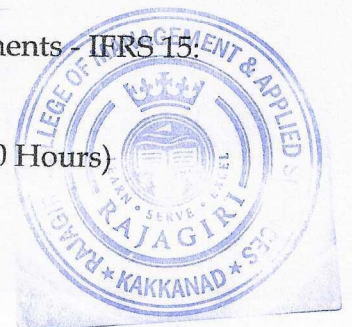
Module 1: Introduction to IFRS and Framework (10 Hours)

Overview of IFRS and its Importance - IFRS Foundation and IASB - Conceptual Framework of IFRS - Key Principles and Concepts of IFRS - Comparison with Other Accounting Standards

Module 2: Application of Key IFRS Standards (10 Hours)

IFRS 1: First-time Adoption of IFRS - IFRS 9: Financial Instruments - IFRS 15: Revenue from Contracts with Customers - IFRS 16: Leases

Module 3: Preparation and Presentation of Financial Statements (10 Hours)



IFRS 10: Consolidated Financial Statements - IFRS 12: Disclosure of Interests in Other Entities - IAS 1: Presentation of Financial Statements - IAS 7: Statement of Cash Flows - Practical Exercises and Analysis of Financial Statements

Assessment Method:

→ **Final Examination (40 Marks)**

- Divided into two sections:
 - **Section A: Short Answer Questions (20 Marks):**
 - 10 questions of 2 marks each
 - **Section B: Descriptive Answer Questions (20 Marks):**
 - 4 questions of 5 marks each.

→ **Attendance (10 marks)**





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COMMITTEE FOR VALUE ADDED COURSES

Course Title: Certificate Course in Yoga

Course Code: AD01BY01

Total Hours: 30 hours

Academic Year: 2023-2024

Syllabus

Course Description: This course is a 30-hour programme that deals with the study of Yoga and Asanas. It aims to guide students on a journey to inner peace and physical well-being through the practice of Yoga.

Learning Outcomes:

- Students will be able to discover a journey to inner peace and physical well-being through Yoga.

Modules:

Module 1: Introduction to Yoga (5 Hours)

- History and Philosophy of Yoga
- Different Types of Yoga
- Benefits of Practicing Yoga
- Yoga Ethics and Guidelines

Module 2: Basic Asanas (10 Hours)

- Introduction to Asanas (Postures)
- Basic Standing Poses
- Sitting Poses
- Supine and Prone Poses

Module 3: Intermediate Asanas (15 Hours)

- Intermediate Level Standing Poses
- Balancing Poses



- Forward Bends and Twists
- Inversion Poses

Assessment Method:

- **Practical Assessment (25 Marks)**
 - o Demonstration of Asanas
- **Attendance (5 Marks)**

