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RAJAGIRI COLLEGE
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Rajagiri Valley P O, Kakkanad - 682 039
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Programme File
Department of Animation & Graphic Design

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1. Department Profile

About the Department

The goal of the Department of Animation and Graphic Design is to develop innovative ideas in the visual arts and creative skills. The information, abilities, and practical experience that students need to succeed in the fast-paced industries of graphic design and animation are all part of our curriculum. We empower our students to succeed in a range of creative careers by combining theoretical education with real-world, hands-on learning experiences.

Our department has state-of-the-art facilities with specialized labs for stop-motion, photography, and 3D and 2D animation, giving students access to the latest tools and technology. Our emphasis is on a comprehensive approach to education, wherein students are encouraged to engage with modern design challenges, explore their creativity, and enhance their technical abilities.

1.1. Vision of the Department

To be a global forge of empathetic communicators, where design meets purpose to bridge the divisions, ignite social progress and empower future leaders who shape a more equitable and information-rich world.

1.2. Mission of the Department

To equip students with the knowledge, skills and ethical grounding to become impactful visual communicators.

2. Programmes Offered by the Department

Programme Names:

- Bachelor of Arts (BA) Animation and Graphic Design
- Master of Arts (MA) Graphic Design

Details of undergraduate programme offered by the department

Programme Name:	BA Animation and Graphic Design (Model III)
Core Courses:	Animation and Graphic Design
Complementary Courses:	Photography, Planning for Animation, Basic Compositing and Visual Effects, Typography, Interaction Design, Publication Design, Advertising Design
Common courses:	Model III English I, Model III English II
Open course:	Computer Fundamentals Internet and MS Office (offered from BCA Program) OR Any course offered by the College other than core course.
Choice based courses:	Elective course (UI Design, Animation Effects, Painting with Pixels)
Internship/OJT:	Internships offer students a period of practical experience in the industry relating to their field of study (Animation/Graphic Design).

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The programme contains:

Core courses:	20
Complementary courses:	7
Common courses:	2
Open course:	1
Internship:	1

Course curriculum Structure:

- Choice Based Credit System 2017 (UG CBCSS 2017)

Programme Objectives

The Programme begins with design/animation history, theory and traditional hand skills, then progresses to current design/animation practices and technology. Students create animations, logos, multimedia/interactive applications, packaging, posters, publications, web pages and more. The programme encourages innovation while stressing strong technical and presentation skills. Students gain a background in design/animation history and theory and then experiment and develop their own creative approaches. The candidates become eligible for a degree after six-semesters of study, spanning over a period of 3 years and successful completion of the examinations.

The Animation and Graphic Design Programme prepares graduates for a wide range of careers in the industry such as publication design, advertising design, broadcast design, interactive design, illustration, concept art, effects and animation etc. The skills taught in the programme encompass craft at a technical level; yet also include design, drawing, critical thinking, creativity, daring, collaboration, and a fundamental awareness of theory and history. Throughout the programme, students are engaged

in all aspects of animation/graphic design production, from concept development and production design to the completion of finished segments.

Course Objectives

The objective of the BA Animation and Graphic Design programme is to equip students with the creative, technical, and professional skills required to excel in the dynamic fields of animation and graphic design.

By the end of the first year (2nd semester), students should have attained a common level in basic mechanics, established a secure foundation in visual perception, languages, Software tools and other relevant subjects to complement the core of their future courses, and developed their artistic abilities through theoretical and practical experiences.

By the end of the second year (4th semester), students should have been introduced to various advanced animation and graphic design software tools for tackling a wide range of topics, including 3D animation, compositing and visual effects, web design, branding system design, and typography. They should also be familiar with classical animation, stop motion animation, and advanced cell animation.

The final year of the Animation and Graphic Design programme (6th Semester) propels students towards professional readiness. By honing their core animation and graphic design skills, encompassing advanced techniques and software proficiency, students gain mastery in their chosen field. This mastery is further solidified through the opportunity to undertake a self-directed major project, allowing them to showcase their creative vision and project management abilities. To bridge the gap between academics and the industry, the curriculum integrates an internship program, equipping students with real-world experience and preparing them to meet industry standards. Graduates will leave the programme not only with a strong creative foundation and a polished portfolio, but also with the confidence and skills to launch successful careers in the ever-evolving world of animation and graphic design.

2.1 Programme Outcomes (PO)

PO No	Programme Outcomes (POs)
PO1	**Domain Knowledge**: Our graduates will be able to apply knowledge with practicality and conceptual clarity.
PO2	**Reflective Response to Socio-Ethical Issues**: Our graduates will be able to identify and solve socio-ethical challenges.
PO3	**Entrepreneurship**: Our graduates are influenced to invent and build their firm.
PO4	**Problem-Solving**: Our graduates can evaluate and solve complex situations by acquiring knowledge.
PO5	**Decision Making**: Our graduates will apply critical thinking and logical reasoning to assess the potential outcomes of different choices.
PO6	**Communication**: Our graduates can make use of effective communication skills for interaction in personal and professional environments.
PO7	**Creative Thinking**: Our graduates will develop an ability to think creatively.

2.2 Programme Specific Outcome (PSO)

PSO NO	Programme Specific Outcomes (PSOs)
PSO1	Our graduates are able to analyse artworks and artistic movements.
PSO2	Our graduates are able to design and create solutions for various visual communication problems.
PSO3	Our graduates can adapt to the technological advancements and ongoing industrial changes for actively participating in lifelong learning.

3. Programme Structure

3.1. Programme Structure at a Glance

Programme Duration	**6 Semesters**
Total Credits required for successful completion of the Program	120
Credits required from Common Course I	8
Credits required from Core + Complementary + Vocational Courses including Project	109
Open Course (Credits)	3
Minimum attendance required	75%

Programme Structure Details

Course Code	Course Title	Course Type	Course Category	Credit	Hrs / Week
Semester I					
EN1CCT01	1-1 Model III English I	Theory	Common	4	5
AG1CRT01	1-2 History of Art and Design	Theory	Core	4	5
AG1CRP02	1-3 Elements of Graphic Design	Practical	Core	4	5
AG1CRP03	1-4 Rudiments of Animation Drawing	Practical	Core	4	5
AG1PRP01	1-5 Techniques of Photographic Composition	Project	Complim.	4	5
				20	**25**
Semester II					
EN2CCT03	2-1 Model III English II	Theory	Common	4	5

AG2CRT04	2-2 History of Animation and Visual Effects	Theory	Core	4	5
AG2PRP02	2-3 Planning for Animation	Project	Complim.	4	5
AG2CRP05	2-4 Raster Graphics	Practical	Core	4	5
AG2CRP06	2-5 Vector Graphics	Practical	Core	4	5
				20	**25**
Semester III					
AG3CRP07	3-1 Character Designing for Animation	Practical	Core	4	5
AG3CRP08	3-2 Basics of 3D Animation	Practical	Core	4	5
AG3PRP03	3-3 Classical Animation *	Project	Core	4	5
AG3CMP09	3-4 Basic Compositing and Visual Effects	Practical	Complim.	4	5
AG3CRP10	3-5 Branding Design	Practical	Core	4	5
				20	**25**
Semester IV					
AG4CRP11	4-1 Design for Web	Practical	Core	4	5
AG4PRP04	4-2 Stop Motion Animation	Project	Core	4	5
AG4CMP12	4-3 Typography	Practical	Complim.	4	5
AG4PRP05	4-4 Advanced Cel Animation	Project	Core	4	5
AG4CRP13	4-5 Techniques of 3D Animation	Practical	Core	4	5
				20	**25**
Semester V					
AG5CRT14	5-1 Environmental Studies and Human Rights	Theory	Core	4	5

AG5CMP15	5-2 Interaction Design	Practical	Complim.	4	5
AG5CRP16	5-3 Digital Illustration	Practical	Core	4	5
AG5CRP17	5-4 Advanced 3D Animation Techniques	Practical	Core	4	6
	5-5 Open Course	Theory	Open	3	4
				19	**25**
Semester VI					
AG6OJP01	6-1 Internship	OJT		2	
AG6PRP06	6-2 Animation Project	Project	Core	4	5
AG6CMP18	6-3 Publication Design	Practical	Complim.	4	5
AG6PRP07	6-4 Design Project	Project	Core	4	5
	6-5 Choice Based Course		Core	3	5
AG6CBP1.1	A. UI Design Project	Project			
AG6CBP1.2	B. Animation Effects	Project			
AG6CBP1.3	C. Painting with Pixels	Project			
AG6PRP08	6-6 Advertising Design	Project	Complim.	4	5
				21	**25**
				120	

3.2 Courses in Detail

Common Course I: English (Course offered by Department of English)

Semester	Course Title	Hrs / Week	Credit	Total Hrs / Semester	Examination Duration	Marks	
						Int	**Ext**
1	1-1 English I	5	4	90	3 Hrs	20	80

2	2-1 English II	5	4	90	3 Hrs	20	80

Core Course: Animation and Graphic Design

Semester	Course Title	Hrs/ Week	Credit	Total Hrs/ Semester	Examination Duration	Marks	
						Int	Ext
1	1-2 History of Art and Design	5	4	90	3 Hrs	20	80
1	1-3 Elements of Graphic Design	5	4	90	5 Hrs	20	80
1	1-4 Rudiments of Animation Drawing	5	4	90	5 Hrs	20	80
2	2-2 History of Animation and Visual Effects	5	4	90	3 Hrs	20	80
2	2-4 Raster Graphics	5	4	90	5 Hrs	20	80
2	2-5 Vector Graphics	5	4	90	5 Hrs	20	80

3	3-1 Character Designing for Animation	5	4	90	5 Hrs	20	80
3	3-2 Basics of 3D Animation	5	4	90	5 Hrs	20	80
3	3-3 Classical Animation	5	4	90	5 Hrs	20	80
3	3-5 Branding Design	5	4	90	5 Hrs	20	80
4	4-1 Design for Web	5	4	90	5 Hrs	20	80
4	4-2 Stop Motion Animation	5	4	90	Project	20	80
4	4-4 Advanced Cel Animation	5	4	90	Project	20	80
4	4-5 Techniques of 3D Animation	5	4	90	5 Hrs	20	80
5	5-1 Environmental Studies and Human	5	4	90	3 Hrs	20	80

	Rights						
5	5-3 Digital Illustration	5	4	90	5 Hrs	20	80
5	5-4 Advanced 3D Animation Techniques	5	4	90	5 Hrs	20	80
6	6-2 Animation Project	5	4	90	Project	20	80
6	6-4 Design Project	5	4	90	Project	20	80
6	6-5 Choice Based Course (Painting with Pixels)	5	3	90	Project	20	80

Complementary Course: Animation and Graphic Design

Semester	**Course Title**	**Hrs/ Week**	**Credit**	**Total Hrs/ Semester**	**Examination Duration**	**Marks**	
						Int	**Ext**
1	1-5 Techniques of Photographic Composition	5	4	90	Project	80	20
2	2-3 Planning for Animation	5	4	90	Project	80	20

3	3-4 Basic Compositing and Visual Effects	5	4	90	5Hrs	80	20
4	4-3 Typography	5	4	90	5Hrs	80	20
5	5-2 Interaction Design	5	4	90	5Hrs	80	20
6	6-3 Publication Design	5	4	90	5Hrs	80	20
6	6-6 Advertising Design	5	4	90	Project	80	20

Open Course (Offered by Department of Computer Science)

Semester	**Course Title**	**Hrs / Week**	**Credit**	**Total Hrs / Semester**	**Examination Duration**	**Marks**	
						Int	**Ext**
5	Computer Fundamentals Internet and MS Office	5	3	90	3 Hrs	20	80

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Internship/OJT

Semester	Course Title	Minimum Duration	Credit	Total Hrs/ Semester	Examination Duration	Marks	
						Int	Ext
6	6-1 Internship	1 month	2		Report Submission	100	

4. Course Plan in Detail

4.1 Semester I

Common Course: English Paper 1

Course Code	EN1CCT01				
Course Title	English- Fine tune Your English				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	1				
Course Type	Common Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Define strategic difference between spoken and written language.	R	PO6
CO2	Illustrate adequate linguistic competence to communicate in accurate English.	U	PO1
CO3	Choose grammar as a tool in devising appropriate oral and written discourse in real life or specific contexts.	R	PO6

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

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Course Description:

The course is intended to introduce the students to the basics of grammar, usage and effective communication.

Detailed Syllabus

Module I (18 Hours)

The Sentence and Its Structure - How to Write Effective Sentences – Phrases -What Are They? - The Noun Clauses - The Adverb Clause..... - —If All the Trees Were Bread and Cheese‖ - The Relative Clause - How the Clauses Are Conjoined -

Word-Classes and Related Topics - Understanding the Verb - Understanding the Auxiliary Verb - Understanding the Adverbs - Understanding the Pronoun - The Reflexive Pronoun – The Articles I - The Articles II - The Adjective - Phrasal Verbs - Mind Your Prepositions

Module II (18 Hours)

To Err Is Human - Concord - A Political Crisis - Errors, Common and Uncommon – False Witnesses - The Anatomy of Mistakes- A Fault-finder Speaks - A Lecture on AIDS - A Test for You, Reader - Ungrammatical Gossip - Round Circles and Equal Halves: A Look at Tautology - Comparisons are Odious - In Defence Of A Friend - An Invitation

Spelling and Pronunciation - Pronunciation: Some Tips - More Tips on Pronunciation –Spelling - An Awesome Mess? - Spelling Part II

Module III (18 Hours)

Singleness of Meaning - Shades of Meaning - Confusing Pairs - What Is the Difference? - Mismatching Mars the Meaning

The Tense and Related Topics –'Presentness' and Present Tenses- The 'Presentness' of a Past Action - Futurity in English - Passivization

Idiomatic Language-'Animal' Expressions - Idiomatic Phrases – 'Heady' Expressions – Body Language

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Module IV (18 Hours)

Interrogatives and Negatives - Negatives- How to Frame Questions -What 's What? The Question Tag

Conversational English - Polite Expressions - Some Time Expressions - In Conversation – Is John There Please?

Miscellaneous and General Topics - On Geese and Mongooses - Pluralisation - On Gender and Sexisms

Reading – Kinds of Reading – Recreational Reading – Study-type Reading Survey Reading –The Process of Reading – Readability – The Importance of Reading – Previewing - Skimming

Module V (18 Hours)

The world of words- have a hearty meal- word formation-Use the specific word- word games-the irreplaceable word- Let's play games- body vocabulary

Very Good but Totally Incompetent - Long Live the Comma - The Possessive Case- Letter Writing- Academic Assignments

Get your doubts cleared

Core Text: Fine-tune Your English by Dr Mathew Joseph. Orient Blackswan

Core Course: History of Art and Design

Course Code	AG1CRT01				
Course Title	History of Art and Design				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	1				
Course Type	Theory-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate various art forms across historical and cultural contexts.	U	PO1
CO2	Compare developments in art of printing and impact of technology upon graphic design.	An	PO5
CO3	Evaluate the impact of key artists, designers, and artworks on the development of visual culture.	E	PSO1

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

The course will examine the role and development of the visual arts in past and present cultures throughout the world. This is designed to help students to develop art application, aesthetic judgment, and to increase visual perception and critical thinking skills.

Detailed Syllabus

Module I (10 Hours)

Prehistoric visual representations -Paleolithic to the Neolithic Period-Lascaux, Altamira, Indian evidences. The earliest writing-Mesopotamian visual identification, Egyptian hieroglyphs, Chinese calligraphy, Pictographs to Alphabets

Module II (20 Hours)

Development of art from the time of Civilizations up to the age of enlightenment – Mesopotamian, Egyptian, Indian, Chinese, Greek & Roman civilizations, Byzantine, Gothic, Renaissance era and Baroque.

Module III (25 Hours)

Development of the art of printing – the invention of paper and discovery of printing, the invention of movable type. Early European block printing, Copperplate engraving etc. Illuminated Manuscripts & German illustrated books. Graphic design of the Rococo Era

Development of art from imaginative to ideological – Romanticism, Impressionism, Expressionism and Cubism.

Module IV (25 Hours)

Twentieth Century graphic design- Industrial Revolution-Impact of technology upon visual communication - revolution in printing-development of photography as a communication tool- Victorian era graphic design- development of Lithography

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Module V (10 Hours)

Art and Craft movements - Art Nouveau, Modernism, Art Deco, Bauhaus, Organic design, Minimalism, Pop art, Postmodernism, American Kitsch, Conceptual art.

Reference

1. Buzin, G. A Concise History of Art. 1965, ISBN 978-0714812345.
2. Encyclopedia of World Art. Vols. I & II, McGraw Hill, 1959, ISBN 978-0070794305.
3. Fischer, Ernst. The Necessity of Art. 1963, ISBN 978-0140138320.
4. Meggs, Philip B., and Alston W. Purvis. Meggs' History of Graphic Design. 6th ed., 2016, ISBN 978-1118772058.
5. Drucker, Johanna, and Emily McVarish. Graphic Design History: A Critical Guide. 2nd ed., 2013, ISBN 978-0205219469.
6. Thompson, Philip, and Peter Davenport. The Dictionary of Visual Language. 1980, ISBN 978-0913720577

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Core Course (Practical): Elements of Graphic Design

Course Code	AG1CRP02					
Course Title	Elements of Graphic Design					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	1					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Understanding Elements & Principles of graphic design after comparing various examples from visual communication.				U	PO1
CO2	Construct various concepts and plan design methodologies using thumbnails for design issues.				Ap	PSO2
CO3	Design Creative solutions after identifying the given design problem.				C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Elements of graphic design provide the students with the initial information to help understand how to design what is seen in a frame and to understand basic elements and principles in design.

Detailed Syllabus

Module I (20 Hours)

Introduction to basic elements of graphic design: Line– line direction and meanings-quality of lines- implied lines and line of forces, Shape- organic shape and geometric shapes-nonrepresentational shape and representational shape, Forms-relationship with 2d shape and 3d forms, Space –negative space and positive space-figure/ground relation, Colour-subtractive and additive colour-primary, secondary in both modes-Colour wheel-what is hue, saturation and what is shade, tint and tones-colour schemes – monochromatic, analogous, complementary, split complementary, triadic colour, double complementary etc. - Colour meaning in various contexts such as culture, religion, gender and emotional factor, texture – visual texture and tactile texture, texture and light value, pattern etc. Type: typeface, typeface family etc.-Typeface as a graphical element- selection of a type family in design.

Module II (20 Hours)

Basic principles of design: balance, proportion, rhythm, emphasis, unity etc. Laws of perception -Gestalt theory: similarity, proximity, continuity, closure etc. Scale and proportion in design-Mathematical ratios and proportional systems: Fibonacci numbers, The Golden Ratio.

Module III (18 Hours)

Concepts of visual design: Design methodology, problem-solving -Visual structure and visual Interest, visual analysis and refinement of visual representations. Exercises on visual composition and layout: Hierarchy-Centre of visual Impact - How to read a page: active and Passive areas of design - How we view a screen:

F Pattern - Inverted pyramid methods. The use of grids in graphics composition. Grid types – Symmetrical- Asymmetrical - Backwards movement - Formats - Margins – slug – Bleed - Columns –Gutters - The relationship of visual form to meaning - Type, Image, Shape relationships.

Module IV (10 Hours)

Exercise based on nature study: Patterns, colour schemes, shapes etc. from nature

Module V (22 Hours)

Brainstorming: How we can make a solution for creative problem-identifying needs and target - development of concept-Selection of elements- drafting ideas Tessellation of shapes (geometric and organic) with various colour schemes Exercise on logo design: size matters, selection of colours, typographic selections etc. Poster Design/ Advertisement design: design various type of posters- Propaganda posters, Event posters, campaign posters etc.- application of grid system in layout.

Reference

1. White, Alexander W. The Elements of Graphic Design: Space, Unity, Page Architecture, and Type. 2nd ed., Allworth Press, 2011, ISBN 978-1581157628.
2. Thomas, Mark A., and Poppy Evans. Exploring the Elements of Design. Cengage Learning, 2012, ISBN 978-1111645489.

Core Course (Practical): Rudiments of Animation Drawing

Course Code	AG1CRP03					
Course Title	Rudiments of Animation Drawing					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	1					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Explain the use of various drawing materials and tools to create diverse animation drawings.				U	PO1
CO2	Develop the ability to draw from observation and imagination, employing basic shapes, forms, and perspectives to develop animated characters and scenes.				Ap	PSO1
CO3	Apply principles of lighting and shading to enhance the three-dimensionality and emotional tone of animation drawings.				Ap	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Rudiments of Animation Drawing is intended to provide the student an understanding of basic drawing techniques for animation.

Detailed Syllabus

Module I (5 Hours)

Introduction to Different Drawing Materials and Tools - Dry Media (Pencils, Charcoals, Chalks, Crayons, Pastels, Erasers, Smudging Tools) - Wet Media (Dip Pens, Disposable and Cartridge Pens – Brushes) – Inks (Water Based, Alcohol Based, Indian/Chinese Ink) – Paints (Water Based, Acrylic, Oil) - Drawing Surfaces – (Papers – Newsprint, Watercolor Paper, Charcoal Paper, Canvas) - Tools for Erasing and Sharpening –Palettes – Knives - Easels.

Module II (5 Hours)

Doodling and Noodling (Drawing Straight Lines, Drawing Curved Lines, Free Hand Drawing) – Holding the Pencil – Angle and Direction of Lines (Drawing Lines, Circles, Ovals, Scribbles, Patterns Etc.) - Shapes and Forms – Memory and Imagination Drawing - Drawing with Grids

Module III (25 Hours)

Drawing from Observation –Still-life Drawing – Use of Basic Shapes and Forms – Sketching Poses –Study of Live Models - Rapid Sketching from Live Models - Attitude - Gestures - Line Drawing - Quick Sketches - Thumbnails - Stick Figures - Line of Action – Balance – Rhythm – Positive and Negative Spaces - Silhouettes - Caricaturing Fundamentals – Exaggeration

Module IV (30 Hours)

Perspective Drawing – Vanishing Points – Orthogonal Lines – Horizon –Eye Level – One Point Perspective – Two Point Perspective - Three Point Perspective – Multi- Point Perspective - Overlapping and Intersection of Shapes in One Point, Two Point and Three Point Perspective Views - Foreshortening

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Module V (25 Hours)

Tones - Lighting and Shading – Basic 3Dimensional Light Set Up – Several Types of Shadows – Cast Shadow – Contact Shadow – Contour Shadow – Reflected Light – Overhang Shadow – Highlight – Core Shadow – Objects and Shapes in Perspective with Light and Shade.

Reference

1.Thomas, Mark A., and Poppy Evans. Exploring the Elements of Design. Cengage Learning, 2012, ISBN 978-1111645489.

2.Jacobs, Michael. The Art of Composition. Harper & Row, 1974, ISBN 978-0064333179.

3.Wolohonok. The Art of Pictorial Composition. Kessinger Publishing, 2005, ISBN 978-1417940653.

4.Herbers, Dr. Kurt. Complete Book of Artist's Techniques. Chartwell Books, 1994, ISBN 978-0785800784.

5.Garcia, Claire Watson. Drawing for the Absolute and Utter Beginner. Watson-Guptill, 2003, ISBN 978-0823013951.

6.Norling, Ernest R. Perspective Made Easy. Watson-Guptill, 1999, ISBN 978-0823026654.

7.D'Amelio, Joseph. Perspective Drawing Handbook. Dover Publications, 2004, ISBN 978-04864320

Complementary Course: Techniques of Photographic Composition

Course Code	AG1PRP01					
Course Title	Techniques of Photographic Composition					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	1					
Course Type	Project-Complementary					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Evaluate the principles of visual perception, aesthetics and the art of filmmaking to analyse photographic compositions.				E	PO1
CO2	Create innovative solutions for visual communication challenges using DSLR camera features, compositional techniques and principles of image formation.				C	PSO2
CO3	Apply the grammar of motion pictures including camera shots that effectively communicate ideas and emotions.				Ap	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Techniques of Photographic Composition is intended to help students understand the basic knowledge of image making using a digital camera. Students will be introduced to basic picture composition.

Detailed Syllabus

Module I (16 Hours)

The Psychology of Visual Perception – Visual Aesthetics – Art of Film Making – Stages in Brief.

Module II (18 Hours)

Photography as communication tool – Basics of visual composition – Visuals – Image Sizes – Camera Angles – Elements and Principles of picture composition – Balance and Structure –composing movement, rule of space – rule of odd – rule of third – golden triangle etc – Perspective and depth of field – foreshortening.

Module III (20 Hours)

Basic features of DSLR camera – human eye and camera – Principles of Image formation – Properties of light and its control – Shutter – Lenses and exposure controls – Aperture, focus and depth of field, depth of focus. Colour Temperature, Direction, and Quality of Light Etc. Measurement of light – light meters. Histogram – understanding basics of the histogram.

Module IV (18 Hours)

Grammar for motion picture: Camera Movements – Principle of continuity – action, look, movement, tonal, emotion etc. – Imaginary line concept-crossing the line – 30degree rule – 180degree rule etc. – meaning and aesthetic aspects of angle selection.

Module V (18 Hours)

Exercise: Project work based on the syllabus and parameters of the course under the guidance of supervising faculty.

Reference

1. Millerson, Gerald. Basic Principles of Photography. Hastings House, 1979, ISBN 978-0803870977.
2. Thompson, Roy. Grammar of the Shot. 2nd ed., Focal Press, 2009, ISBN 978-0240521213.
3. Monaco, James. How to Read a Film: Movies, Media, and Beyond. 4th ed., Oxford University Press, 2009, ISBN 978-0195321050.
4. Zetti, Herbert. The Television Production Handbook. Wadsworth Publishing, 1992, ISBN 978-0534189144.
5. Bobker, Lee R. Elements of Film. Harcourt Brace Jovanovich, 1971, ISBN 978-0155229723.
6. Wolohonok. The Art of Pictorial Composition. Kessinger Publishing, 2005, ISBN 978-1417940653.

4.2 Semester II

Common Course: English- Issues That Matter

Course Code	EN2CCT03					
Course Title	English- Issues That Matter					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	2					
Course Type	Common Course					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate an understanding of national and global issues of contemporary significance.				U	PO2
CO2	Explain the role of government in providing public facilities and regulating economic disparities.				U	PO2
CO3	Infer the social and environmental structure of the world economy.				U	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

To sensitize the learners to contemporary issues of concern.

Detailed Syllabus

Module I (18 Hours)

Luigi Pirandello: War

Judith Wright: The Old Prison

Arundhati Roy: Public Power in the Age of Empire

Module II (18 Hours)

Bertolt Brecht: The Burning of the Books

W. H. Auden: Refugee Blues

Romila Thapar: What Secularism is and Where it Needs to be Headed

Module III (18 Hours)

Zitkala- Sa: A Westward Trip

Bandhumadhav: The Poisoned Bread

Temsula Ao: The Pot Maker

Module IV (18 Hours)

Khushwant Singh: A Hosanna to the Monsoons

Ayyappa Paniker: Where are the woods, children?

Sarah Joseph: Gift in Green [chapter 2] - Hagar: A Story of a Woman and Water

Module V (18 Hours)

Ghassan Kanafani: Six Eagles and a Child

Sanchari Pal: The Inspiring Story of How Sikkim Became India's Cleanest State

Indrajit Singh Rathore: Hermaphrodite

Core Text: Issues that Matter

Core Course: History of Animation and Visual Effects

Course Code	AG2CRT04					
Course Title	History of Animation and Visual Effects					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	2					
Course Type	Theory-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Recognize the early attempts to make animations and the importance of early animation devices.				R	PO1
CO2	Correlate the history of animation and different techniques developed along the timeline.				An	PSO1
CO3	Appraise different major animation and visual effects studios around the world.				E	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

This Course should enlighten the students on the advancement made in the field of animation and visual effects so as to appreciate and understand where the technology used today developed from. It also inspires students to experiment with different types of animation and visual effects techniques so as to think of process improvements ideas for animation and visual effects.

Detailed Syllabus

Module I (20 Hours)

Early attempts for Animation: - Early attempts to imitate and reproduce motion – Cave Paintings - Persistence of Vision and Phi Phenomenon - Early Animation Devices – Initial Attempts to Make Animation – Photography – Motion Picture

Module II (18 Hours)

Birth of Animation: - Experimental Animations (Drawn, Stop motion) All Over the World – Pioneer Animators - Major Animation Studios

Module III (20 Hours)

Animation Techniques and Advancements: -Animation Techniques (Timelapse, Stop motion, Cut-out, Silhouette, Cel etc.) - Inventios and Technical Advancements (Layer, Cel, Peg bar, Combining Live Action with Cartoon Characters, Synchronized Sound, Technicolor Process, Multi-plane Camera, CGI etc.)

Module IV (22 Hours)

Visual Effects: -Use of Miniatures in Early Films - Use of Makeup, Rear Projections, Pyrotechnics and Matte Paintings Before the CGI Era – Stereoscopic 3D - Realistic Puppets and Stop Motion Photography – Split Screen Technology – Space Vision 3D – Stereovision 3D - Motion Controlled Camera – CGI Effects – Digital Compositing - Animatronics - Motion Capture – High Speed Cameras - The Fusion Camera System – Major Visual Effects Studios

Module V (10 Hours)

Animation & VFX Around the World: - American, Canadian, European, Indian, Japanese Studios.

Reference

1. Solomon, Charles. Enchanted Drawings: The History of Animation. Knopf, 1989, ISBN 978-0394546845.
2. Cavalier, Stephen. The World History of Animation. University of California Press, 2011, ISBN 978-0520261129.
3. Bendazzi, Giannalberto. Cartoons: One Hundred Years of Cinema Animation. Indiana University Press, 1994, ISBN 978-0253209376.
4. Maltin, Leonard. Of Mice and Magic: A History of American Animated Cartoons. Plume, 1987, ISBN 978-0452259935.
5. Crafton, Donald. Before Mickey: The Animated Film, 1898-1928. University of Chicago Press, 1993, ISBN 978-0226116676.
6. Clements, Jonathan, and Helen McCarthy. The Anime Encyclopedia: A Guide to Japanese Animation Since 1917. 3rd ed., Stone Bridge Press, 2015, ISBN 978-1611720181.
7. Rickitt, Richard. Special Effects: The History and Technique. Billboard Books, 2006, ISBN 978-0823084081.
8. Willard, Robert G. Special Effects: How They Are Done in Hollywood. TAB Books, 1980, ISBN 978-0830697251.
9. Pinteau, Pascal. Special Effects: An Oral History. Abrams, 2004, ISBN 978-0810955915.

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Complementary Course: Planning for Animation

Course Code	AG2PRP02					
Course Title	Planning for Animation					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	2					
Course Type	Project- Complementary					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate how animations are planned and executed, helping them to solve visual communication problems effectively.				U	PO1
CO2	Analyse stories and characters for animation projects, enabling them to create effective visual solutions.				An	PO5
CO3	Create animatics that synchronize visuals with sound, demonstrating their ability to tell stories digitally and adapt to technological advancements.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Planning for animation is meant to guide the student through the various stages of pre-production before the production starts of an animation project. It starts from developing an idea through to selling of a story using storyboards and Animatics.

Detailed Syllabus

Module I (3 Hours)

Techniques of Animation – Different Types of Animation - Workflows of Different Types of Animation - Preproduction, Production and Post-Production Stages - Types of Animation - Experimental Animations.

Module II (3 Hours)

Developing Idea/ Concept - Story - Basic Elements of a Story – Types of Stories - Creating Story Ideas - Sources of Story Line - Adaption - Character Roles - Characterization– Dialogues – Basic Structure Of A Story – Old and Modern Structures – Concept of Acts –Theme – Subplots – Tone – Genre - Writing for Different Types and Groups of Audience – Animation Script - Animation Script Vs. Live Action Movie Script – Shot – Scene – Sequence – Screenplay Format – Elements of Screenplay Format –Montage

Module III (8 Hours)

Character Designing - Features of a Character – Types/Kinds of Characters – Designing Props and Assets of Character – Creating Turn Arounds / Character Model Sheets – Blueprints - Character Size Comparison Charts – Character Attitude Poses

Module IV (45 Hours)

Story Board - Definition - Importance of Story Boarding - Different Types of Story Boards - Story Board Formats - Elements of Storyboarding (Design, Color, Light and Shadow, Perspective, Staging, Composition Rules) - Concept of Panels and Its Usages Floor Plans - Storyboarding Movements - Illustrating Camera Techniques in a Story Board - Visual Continuity – Transitions - Digital Storyboarding

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Module V (31 Hours)

Introduction to the creation of Animatic – Scanning Storyboard panels and synchronizing it with the sound tracks.

Reference

1. Taylor, Richard. The Encyclopedia of Animation Techniques: A Comprehensive Step-By-Step Directory of Techniques, with an Inspirational Gallery of Finished Works. Running Press, 1996, ISBN 978-1561385314.
2. Scott, Jeffrey. How to Write for Animation. Overlook Press, 2003, ISBN 978-1585673698.
3. Marx, Christy. Writing for Animation, Comics, and Games. Focal Press, 2006, ISBN 978-0240805825.
4. Wright, Jean Ann. Animation Writing and Development: From Script Development to Pitch. Focal Press, 2005, ISBN 978-0240805498.
5. Hart, Christopher. How to Draw Animation: Learn the Art of Animation from Character Design to Storyboards and Layouts. Watson-Guptill, 1997, ISBN 978-0823023653.
6. Hart, John. The Art of the Storyboard: Storyboarding for Film, TV, and Animation. Focal Press, 1999, ISBN 978-0240803296.
7. Tumminello, Wendy. Exploring Storyboarding. Thomson Delmar Learning, 2004, ISBN 978-1401840410.
8. Bluth, Don. Don Bluth's Art of Storyboard. Watson-Guptill, 2004, ISBN 978-0823023943.

Core Course (Practical): Raster Graphics

Course Code	AG2CRP05				
Course Title	Raster Graphics				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	2				
Course Type	Practical -Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Analyse different file formats and compression techniques used in raster graphics for various media formats.	An	PSO3
CO2	Understand the principles of raster graphics and their applications in digital imaging.	U	PSO2
CO3	Create visually appealing compositions by effectively applying selection tools, retouching techniques and blend modes.	C	PSO2

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

Raster Graphics delves into the creation and manipulation of pixel-based images, covering color theory, resolution, and various image formats. Students will master software tools to edit and enhance digital photos, illustrations, and textures. The course emphasizes practical applications in design and multimedia projects, making it vital for aspiring digital artists and graphic designers.

Detailed Syllabus

Module I (18 Hours)

Digital Image- Pixels – Bit Depth – DPI – LPI - Resolution - File Formats (Print and screen media Formats - GIF, JPEG, TIFF, etc.) - Compression: Lossy - Lossless - Colour: Colour Coding - Process colour (CMYK) - RGB - Spot Colour - Colour systems. Duotones - Tritones – Quadratones etc.

Module II (16 Hours)

Selection Tools, Retouching Tools, Path Making Tools, Image Adjustment Options. Processing Camera RAW Layer, Channel, Mask, Path, Layer Comp, Paragraph & Character, Swatches, Adjustment Layers

Module III (20 Hours)

Preference Settings, Colour Settings, Assign Profile Automate, Script. Proof Setup, Gamut Warning, Bit Preview, Screen Mode Show, Pixel Aspect Ratio

Module IV (16 Hours)

Saving with Clipping Path and alpha Channel, PSD, PDF, EPS, TIFF, JPEG. Camera RAW.

Module V (20 Hours)

What is the use of blend modes? How to apply blend modes? Different types of blend modes - Normal modes - Darken modes, Lighten modes, Contrast modes, Comparative modes and Color modes.

Application of blend modes - Creating custom textures for 3D models, Blending modes for compositing etc.

Exercise A: Project based on poster design (exercises should be conducted from manual scribbles to digital approach)

Exercise B: Project based on colour correction and photo restoration

Reference

1. Adobe Creative Team. Adobe Photoshop Classroom in a Book. Adobe Press, 2012. ISBN 9780321827333.
2. Lecarme, Olivier, and Karine Delvare. *The Book of GIMP: A Complete Guide to Nearly Everything*. No Starch Press, 2013. ISBN 9781593273835.

Core Course (Practical): Vector Graphics

Course Code	AG2CRP06					
Course Title	Vector Graphics					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	2					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Understand vector graphics basics for creating illustrations.				U	PSO2
CO2	Analyse fundamental vector graphic principles to create unique and visually appealing designs.				An	PO7
CO3	Create original designs with advanced techniques, showcasing creativity and technical skill.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

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Course Description:

The objective of this course is to equip students with proficiency in the most popular illustration programs used by graphic designers. Students will explore the diverse applications of these programs, ranging from creating detailed illustrations to executing successful typographic projects.

Detailed Syllabus

Module I (5 Hours)

Introduction What is Vector? Technical Differences of Vector& Raster Imaging, Adobe llustrator /Inkscape, Document Profile, Artboards, File Size, Page Orientation, Units, Bleed, Colour Mode, Raster Effects Resolution.

Module II (20 Hours)

Tools: Stroke & Fills, Basic Shape Tools, Pen Tool, Transformation, Rotation, Perspective, Grid, Guides. Type Tool: Character & Paragraphs, Type Controls, Path & Area Typing, Paragraph Styles. Glyphs.

Module III (10 Hours)

Panels: Work Space, Tools & Control, Align & Pathfinder, Appearance, Artboards, Brushes, Color, Color Guide, Radient, Layers, Links, Stoke Options, Symbols Transparency.

Module IV (10 Hours)

Advanced Options & Settings: Preference Settings, Color Settings, assign Profiles Expand, Envelop Distort, Colour Guide, Perspective Grid Smart Guide, Live Paint, Image Trace, Wrap, Clipping Mask, Path. Preview: Outline, Over Print, Pixel Preview, Proof Setup -Export: AI, EPS, PDF, SVG, SVGZ & Other Raster Formats

Module V (45 Hours)

Design Exercises: Logo or corporate identity design

Designs based on typography

Symbols or Icons Designs

(All design exercises should be conducted from manual scribbles to digital approach)

Reference

1. Adobe Creative Team. Adobe Photoshop Classroom in a Book. Adobe Press, 2012. ISBN 9780321827333.

2. Lecarme, Olivier, and Karine Delvare. The Book of GIMP: A Complete Guide to Nearly Everything. No Starch Press, 2013. ISBN 9781593273835.

4.3 Semester III

Core Course (Practical): Character Designing for Animation

Course Code	AG3CRP07					
Course Title	Character Designing for Animation					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	3					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Understand the basic principles of character design.				U	PO1
CO2	Analyse character design elements such as anatomy, expression, and personality traits to develop characters for storytelling purposes.				An	PO5
CO3	Create characters for the different narrative genres like fantasy, cartoon and funny.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Character design for animation is intended to provide the student with an understanding of the anatomy of a human, a creature or a cartoon character.

Detailed Syllabus

Module I (20 Hours)

Human Anatomy – Anatomy of Different Age Groups (Babies, Kids, Teens, Young Adults, Aged) - Basic Proportions – Basic Understanding of the Skeletal and Muscle System – Human Forms in Perspective.

Module II (20 Hours)

Male and Female Anatomy - Body Structure, Proportion and Construction of Body Parts (Torso, Face, Eyes, Nose, Ears, Mouth, Hand, Feet Etc.) – Motion Analysis - Study of Poses

Module III (15 Hours)

Anatomy of Animals, Birds, Reptiles: Body Structure - Basic Forms, Proportion and Construction of Body Parts, Head, Legs, Tails - Use of Perspectives While Drawing Animals, Birds, Reptiles and Insects. - Understanding Motion and Grace

Module IV (20 Hours)

Cartoon Characters -Understanding Cartoon Characters - Cartoon Constructions – Character Development - Drawing from Basic Shapes - Distortion of Proportions - Cartoon Faces, Eyes, Mouths, Hairs, Nose, Hands, Feet - Facial Expressions

Module 5 (15 Hours)

Classic Cartoon Characters (Humans, Animals, Birds, Reptiles –Cute, Screwball, Goofy, Heavy, Pugnacious –Fairy Tale Characters, Gnomes, Elves, Dwarfs, Witches) - Manga Style

Reference

1. De Reyna, Rudy. How to Draw What You See. Watson-Guptill, 1996. ISBN 9780823023752.
2. Chari, Aditya. Figure Study Made Easy. Grace Prakashan, 2005. ISBN 9788190206811.
3. Tiner, Ron. Figure Drawing Without a Model. David & Charles, 1992. ISBN 9780715306460.
4. Winslow, Valerie L. Classic Human Anatomy: The Artist's Guide to Form, Function, and Movement. Watson-Guptill, 2008. ISBN 9780823024155.
5. Simblet, Sarah. Anatomy for the Artist. DK Publishing, 2001. ISBN 9780789480453.
6. Hultgren, Ken. The Art of Animal Drawing: Construction, Action, Analysis, Caricature. Dover Publications, 1993. ISBN 9780486274263.
7. Knight, Charles R. Animal Drawing: Anatomy and Action for Artists. Dover Publications, 2012. ISBN 9780486141008.
8. Goldfinger, Eliot. Animal Anatomy for Artists. Oxford University Press, 2004. ISBN 9780195142143.
9. Balo, Natalia. Bird Anatomy for Artists. CreateSpace Independent Publishing Platform, 2017. ISBN 9781542468728.
10. Blair, Preston. Cartoon Animation. Walter Foster Publishing, 1994. ISBN 9781560100843.
11. Thomas, Frank, and Ollie Johnston. Disney Animation: The Illusion of Life. Disney Editions, 1995. ISBN 9780786860708.
12. Hart, Christopher. How to Draw Animation: Learn the Art of Animation from Character Design to Storyboards and Layouts. Watson-Guptill, 1997. ISBN 9780823023653.

Core Course (Practical): Basics of 3D Animation

Course Code	AG3CRP08					
Course Title	Basics of 3D Animation					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	3					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate understanding of the fundamentals of 3D animation, including the production pipeline, software tools, and basic manipulation of 3D objects.				U	PO1
CO2	Apply modelling techniques such as spline, NURBS, and polygon modelling to create detailed 3D models of various objects and characters.				Ap	PO4
CO3	Analyse and implement shading, texturing, and lighting techniques to enhance the visual quality of 3D models and scenes.				An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

This course is meant to introduce the student to the world of 3D. In this course, the student will learn about how to work in 3D space, model, texture, apply lights and finally take a render output of his/her creation.

Detailed Syllabus

Module I (5 Hours)

Introduction to 3D animation, its uses and scope, 3D production pipeline, various 3D software -Different file types used in 3D animation and their applications- Basic skills for handling the selected software like transforming objects, object properties, hierarchies, pivots, etc.

Module II (22 Hours)

Modeling techniques like Spline, NURBS, Polygon and SubD - Various tools and their applications, Detailed modeling of furniture, instruments, character props, etc.

Module III (18 Hours)

Shaders and Materials, 2D and 3D textures, Texturing with HDR images, Different Types of Material Creation, Normal and Artificial Lighting – 1 Point, 2 Point, 3 Point Lighting In 3D Space, Common Light Attributes, Shadows and its attributes.

Module IV (20 Hours)

Introduction to Animation, Key frame creation, Animation curves - Animating through paths, Application of basic animation principles: Squash & Stretch – Timing & Spacing – Anticipation – Slow-In & Slow- Out.3D Cameras, Creating Camera movements.

Module V (25 Hours)

Exterior Modeling: - Environments- Buildings, Hills, City Etc. - Interior Modeling: - Architectural / Industrial Structures - Exterior Lighting – Interior Lighting, Rendering basics, Global illumination, Final gather.

Reference

1. Kerlow, Isaac. The Art of 3D Computer Animation and Effects. Wiley, 2009. ISBN 9780470084908.
2. Derakhshani, Randi L., and Dariush Derakhshani. Autodesk 3ds Max 2014 Essentials. Sybex, 2013. ISBN 9781118575147.
3. Naas, Paul. Autodesk Maya 2014 Essentials. Sybex, 2013. ISBN 9781118574874.
4. Simonds, Ben. Blender Master Class: A Hands-On Guide to Modeling, Sculpting, Materials, and Rendering. No Starch Press, 2013. ISBN 9781593274771.
5. Mullen, Tony, and Claudio Andaur. Blender Studio Projects: Digital Movie Making. Sybex, 2010. ISBN 9780470496664.
6. Avgerakis, George. Digital Animation Bible: Creating Professional Animation with 3ds Max, LightWave, and Maya. McGraw-Hill, 2003. ISBN 9780071406857.
7. Gahan, Andrew. 3D Automotive Modeling: An Insider's Guide to 3D Car Modeling and Design. Focal Press, 2011. ISBN 9780240813697.

Core Course (Project): Classical Animation

Course Code	AG3PRP03					
Course Title	Classical Animation					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	3					
Course Type	Project-Core					
Credit	4	Hrs/Week	5	Total Hours	90	

CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:	**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate understanding of animation principles and techniques, plan animated scenes, and create visually compelling animations.	U	PSO2
CO2	Analyse and use composition and visual storytelling principles in animation, showcasing effective communication through character and scene design.	An	PO4
CO3	Create animations using basic principles and techniques, reflecting on their creative decisions and problem-solving methods, and demonstrating critical thinking skills.	C	PO7

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

This course aims to provide a robust understanding of animation principles, complemented by observational studies crucial for animation students. Drawing from life, including models and animals, helps students grasp gesture, poses, and movement. By the course's end, participants will be able to visually plan their animated scenes, exhibit an understanding of composition and visual storytelling, and demonstrate a basic comprehension of character and scene design.

Detailed Syllabus

Module I (3 Hours)

Animation Equipments – Cels - Light Box– Peg Holes and Peg Bars – Line/Pencil Tests - Field Charts - Rostrum Camera - The Exposure Sheet (X Sheet) – Concepts Of: - Soundtrack, Track Breakdown, Key Frames, In-Betweens, Clean-Up etc.

Module II (3 Hours)

Line of Action - Path of Action – Maintaining Volume - Key Drawings – Extremes and Breakdowns - In- Betweens – Timing Ladder and Numberingof Animation Drawings – Flipping Key Drawings - Animation Methods: - Straight Ahead, Pose to Pose, Combination of Both.

Module III (8 Hours)

Acting for Animators – Character Acting - Difference between Acting for Drama and Acting for Animation - Studies from movies - Motion Analysis - Basics of Animation Acting - Posing, Timing, Staging - Voice Acting –Facial Expressions - Body Language.

Module IV (45 Hours)

Experiments with Basic Principles of Animation (Squash and Stretch, Anticipation, Staging, Straight Ahead and Pose to Pose Animation, Follow Through and Overlapping Action, Slow Out and Slow In, Arcs, Secondary Action, Timing, Exaggeration, Solid Drawing, Appeal).

Module V (31 Hours)

Animating Walks – Normal and Stylized Walks – Walks of Different Types of Human Characters - Runs - Different Types of Runs – Runs of Different Types of Human Characters - Jumps – Skips – Leaps - Takes and Double Takes – Anticipation – Overlapping Actions – Mass and Weight.

Reference

1. Johnston, Ollie, and Frank Thomas. The Illusion of Life: Disney Animation. Disney Editions, 1995. ISBN 9780786860708.
2. Williams, Richard. The Animator's Survival Kit. Faber & Faber, 2001. ISBN 9780571202287.
3. Blair, Preston. Cartoon Animation. Walter Foster Publishing, 1994. ISBN 9781560100843.
4. Whitaker, Harold, and John Halas. Timing for Animation. Focal Press, 2002. ISBN 9780240521608.
5. White, Tony. How to Make Animated Films. Focal Press, 2009. ISBN 9780240810337.
6. White, Tony. Animation from Pencils to Pixels: Classical Techniques for the Digital Animator. Focal Press, 2006. ISBN 9780240806705.
7. White, Tony. The Animator's Workbook: Step-By-Step Techniques of Drawn Animation. Watson-Guptill, 1988. ISBN 9780823002290.
8. Muybridge, Eadweard. The Male and Female Figure in Motion. Dover Publications, 1985. ISBN 9780486249118.

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Complementary Course (Practical): Basic Compositing and Visual Effects

Course Code	AG3CMP09					
Course Title	Basic Compositing and Visual Effects					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	3					
Course Type	Practical-Complementary					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate proficiency in using compositing software to create visually appealing compositions and motion graphics.				Ap	PSO2
CO2	Analyze and evaluate different compositing techniques and their applications in creating impactful visual effects.				An	PSO3
CO3	Create a comprehensive VFX demo reel showcasing various compositing techniques and visual effects.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

The Basic Compositing and Visual Effects course introduces students to compositing software, highlighting the possibilities in today's media landscape. The objective is to provide foundational skills in creating seamless visual effects for film, television, and multimedia projects.

Detailed Syllabus

Module I (18 Hours)

What is Compositing? Introduction to After Effects Interface Create a new composition, Timeline panels, Adding footage, Resolution, Quality.

Module II (18 Hours)

Adjustment layers, Solid layers, Pre-Composition, Layers, Basic Animation Rotation, Scale, Transform, Anchor point, Key frames, Text animation, Easy Ease

Module III (16 Hours)

Layer Management Selecting - Moving layers, Trim in and out points, Motion blur, Masking Create Masks - Transforming masks, Mask points, Feather - Animating masks, Blending modes, Track mattes luma, Alpha matte, Animated mattes

Module IV (20 Hours)

Effects and Presets Applying effects, Effects and preset panel, Garbage mattes to support keying, Chroma Keying, Colour correction

Module V (18 Hours)

Tracking Motion tracking, Motion stabilization, Time warp, Creating a VFX Demo Reel.

Reference

1. Wright, Steve. Compositing Visual Effects. Focal Press, 2010. ISBN 9780240813097.
2. Brinkmann, Ron. The Art and Science of Digital Compositing. Morgan Kaufmann, 2008. ISBN 9780123706386.
3. Kelley, Doug. Digital Compositing in Depth. Coriolis Group Books, 2000. ISBN 9781576104440.
4. Curran, Steve. Motion Graphics: Graphic Design for Broadcast and Film. Rockport Publishers, 2000. ISBN 9781564967688.
5. Green, David. How Did They Do That? Motion Graphics. Rockport Publishers, 2000. ISBN 9781564967145.
6. Meyer, Trish, and Chris Meyer. Creating Motion Graphics with After Effects. Focal Press, 2010. ISBN 9780240814155.

Core Course (Practical): Branding Design

Course Code	AG3CRP10				
Course Title	Branding Design				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	3				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Apply the fundamental principles of design to effectively solve branding system design.	Ap	PSO1
CO2	Choose diverse concepts to visualise style guides and utilise semiotic principles for effective communication across various environments.	E	PSO2
CO3	Create a branding system for a particular brand.	C	PSO3

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

In this course, students will develop creative problem-solving strategies and explore various design challenges, with an emphasis on establishing effective design methods. The course aims to provide a comprehensive understanding of branding and the preparation of style guides.

Detailed Syllabus

Module I (26 Hours)

Common terms in design: Measurements-Absolute and Relative. Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc. Page Layout: Working of a Grid System- Column, Margin, Gutter Spaces, Bleed, Registration and Trim. Paper: Paper Qualities, Paper Types and Print Quality. Binding/Folding: Types of Binding, Type of Folds.

Module II (4 Hours)

Corporate Identity: Creation of corporate Logo, visual identity, Logo type: Style guide-importance of style guide, Selection of colours, typefaces, element placement etc. stationary designs: Letter head, business card, envelopes etc. –Semiotic designs: Symbols and Signage for various environments.

Module III (45 Hours)

Posters and promotional designs: Concept creation, application of various design principles such as emphasis, hierarchy etc. Campaign posters - event posters. Advertising technique - Advertisement- Objectives, Creative strategy, message appeals, target market, creative use of images or illustrations. Advertisement for newspaper- magazine - online promotion etc. Pamphlets and brochures: What is a Brochure? - Content management, Design Concepts, Selection of typefaces, Page Size, different methods of folding.

Module IV (10 Hours)

Package Design: 3D Forms and Surface Graphics, Create Cartons, Containers and Wrappers for Verity of products.

Module V (5 Hours)

Reproduction Techniques: History of Printing, Different Printing and Printmaking Techniques. Exercise: - Visualize a comprehensive style guide, stationeries, campaign posters, advertisements and package for a particular brand.

Reference

1. Hurlburt, Allen. Layout: Design of the Printed Page. Watson-Guptill, 1981. ISBN 9780823071661.
2. Cullen, Kristin. Layout Workbook: A Real-World Guide to Building Pages in Graphic Design. Rockport Publishers, 2007. ISBN 9781592533527.
3. Carter, David E. The Big Book of Layouts. Harper Design, 2009. ISBN 9780061704388.
4. Kompella, Kartikeya, editor. The Definitive Book of Branding. Sage Publications Pvt. Ltd, 2014. ISBN 9788132117735.
5. Clifton, Rita, et al. Brands and Branding. Profile Books, 2009. ISBN 9781846681133.
6. Weill, Alain. Graphics: A Century of Poster and Advertising Design. Harry N. Abrams, 2004. ISBN 9780810946358.
7. Gimenez, Marc. Poster Design: Big Size Visuals. Feierabend Unique Books, 2006. ISBN 9783899852673.
8. DuPuis, Steven, and John Silva. Package Design Workbook: The Art and Science of Successful Packaging. Rockport Publishers, 2008. ISBN 9781592537082.
9. Ellicott, Candace, and Sarah Roncarelli. Packaging Essentials: 100 Design Principles for Creating Packages. Rockport Publishers, 2010. ISBN 9781592537082.

4.4 Semester IV

Core Course (Practical): Designing for Web

Course Code	AG4CRP11					
Course Title	Designing for Web					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	4					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Illustrate UI/UX design principles to create user-centred website prototypes using industry-standard tools.				U	PO1
CO2	Analyze engaging and eye-catching existing websites using HTML5 and CSS3.				An	PO5
CO3	Create responsive web design layouts using HTML5 and CSS3 properties for different range of screen sizes.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Students are introduced to new media and web authoring techniques and technologies, learning to create and develop basic interactive projects. Additionally, they will explore the concept of Responsive Web Design (RWD) and its features on the Internet.

Detailed Syllabus:

Module I (10 Hours)

Study of how an interactive system to be used to form an effective User interface and user Experience Design. Interaction Design Principle.

Module II (10 Hours)

Utilization of Design concepts, Colors, Typography, Layout & Digital Imaging to form an effective interface system for Internet Media. Using Photoshop makes it possible to form an aesthetic Layout.

Module III (30 Hours)

Introduction to HTML, a language which is used to display & information from the World Wide Web through a browser. Introduction to Notepad++ (An application professionally used to code or script web-based content widely)

Module IV (30 Hours)

Advanced web coding using HTML5 & CSS3 in Dreamweaver. Intro to animation, transition, font & - webkit- techniques in the advanced version of HTML.

Module V (10 Hours)

Introduction to Responsive Webpage Design (RWD) Layout in connection with 960GS (Grid System) which is used to access the information from web through different devices. Explore the unique layouts in accordance with content, purpose, device, user etc.

Reference

1. Iuppa, Nicholas V. Interactive Design for New Media and the Web. Focal Press, 2001. ISBN 9780240804954.
2. Graham, Lisa. Principles of Interactive Design. Thomson Learning, 2003. ISBN 9781401832918.
3. Norman, Donald A. The Design of Everyday Things. Basic Books, 2013. ISBN 9780465050659.

Core Course (Project): Stop Motion Animation

Course Code	AG4PRP04					
Course Title	Stop Motion Animation					
Department	Animation And Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	4					
Course Type	Project-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Understand the various Stop motion techniques.				U	PSO1
CO2	Apply advanced stop motion techniques including lighting, camera movement, and continuity.				Ap	PSO2
CO3	Create innovative stop motion animations by developing advanced techniques and creative storytelling approaches.				C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Stop motion animation is a powerful animation technique that makes static objects appear to be moving. Stop motion animation draws attention to placement, framing, direction and speed of movement and is an excellent platform to study composition and experiment with the art of storytelling.

Detailed Syllabus:

Module I (10 Hours)

Difference Between Time-Lapse and Stop Motion Animation Techniques – Time Lapse Animation Set Ups – Creation of Time-Lapse Animations.

Module II (20 Hours)

Brief History of Stop Motion Photography - General Workflow of Stop Motion Animations - Procedures and Techniques: – Choosing Camera, Tripods, Lights, Software Etc. – Preparation Of: - Script, Storyboard, Character Designs Etc. - Character and Props Creation for Stop Motion Animation – Set Designing for Stop Motion Animation – Lighting - Post Production

Module III (20 Hours)

Cutout Animation Project - Preparation of Characters/ Models – Finding Suitable Materials for Making Characters – Different Medium for Adding Details ona Model - Set Designing – Lighting

Module IV (20 Hours)

Puppet Animation /Clay Animation Project – Types of Puppets: –Simple Clay Models, Toys, Maquette, Armature, Simple Wire and Plasticine Puppets, Clothed Puppets - Preparation of Models – Colouring – Costumes - (Clay Modeling) – Set design for animation

Module V (20 Hours)

Pixilation Project - Preparation Of: - Script, Storyboard, Models Etc. - Set Designing - Lighting - Animation - Post Production. Sand Animation

Reference

1. Laybourne, Kit. The Animation Book. Crown Publishing Group, 1979. ISBN 9780517549145.
2. Taylor, Richard. The Encyclopedia of Animation Techniques: A Comprehensive Step-By-Step Directory of Techniques, with an Inspirational Gallery of Finished Works. Running Press, 1996. ISBN 9780762409391.
3. Shaw, Susannah. Stop Motion - Craft Skills for Model Animation. Focal Press, 2008. ISBN 9780240520557.
4. Purves, Barry J. C. Stop Motion Passion, Process, and Performance. Taylor & Francis, 2007. ISBN 9780240520557.
5. Williams, Richard. The Animator's Survival Kit. Faber & Faber, 2001. ISBN 9780571202287.

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Core Course (Practical): Typography

Course Code	AG4CMP12					
Course Title	Typography					
Department	Animation And Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	4					
Course Type	Practical-Complementary					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Evaluate use of different typefaces and fonts in typographic designs based on their anatomy and historical context.				E	PSO2
CO2	Apply advanced typographic principles to optimize readability and legibility in design compositions.				Ap	PSO2
CO3	Create innovative typographic designs that effectively convey concepts.				C	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

The objective of this typography course is to empower students to craft typographic designs at a professional level.

Detailed Syllabus:

Module I (16 Hours)

Art of Writing: Calligraphy: basic tools and instruments: dip pens, brushes, nibs etc. Application of calligraphy in designs: Logo designs, announcements, thematic posters etc. Understanding difference between Calligraphy and Typography

Module II (20 Hours)

Understanding typeface: Typefaces and fonts, Anatomy: Apex, Beak, Arm, tail, serif, X height etc. Measurements: relative and absolute, point, pica etc. Em space and En space. Majuscule and minuscule – display type and text types

Module III (18 Hours)

Classification of type - old style, transitional period, modern, slab serif, sans serif, script, decorative etc.

Module IV (20 Hours)

Selection of a type face in design: point size, line length, leading, tracking, and kerning. Readability and legibility, integration with visuals, concept, theme etc. 3D type – application of perceptive etc.

Module V (16 Hours)

Express the meaning or idea of a word by use of size, spacing or placement of letters. Pattern poems or Concrete poetry, Typo grams, Calligramme etc.

Reference

1. Lupton, Ellen. Thinking with Type, 2nd Revised and Expanded Edition. Princeton Architectural Press, 2010. ISBN 9781568989693.

2. McDevitt, Mary Kate. Hand-Lettering Ledger. Chronicle Books, 2015. ISBN 9781452125426.
3. Heller, Steven, and Gail Anderson. The Typographic Universe: Letterforms Found in Nature, the Built World and Human Imagination. Thames & Hudson, 2014. ISBN 9780500241487.
4. Heller, Steven, and Louise Fili. Shadow Type: Classic Three-Dimensional Lettering. Princeton Architectural Press, 2013. ISBN 9781616892042.
5. Fowkes, Alex. Drawing Type: An Introduction to Illustrating Letterforms. Princeton Architectural Press, 2014. ISBN 9781616891946.

Core Course (Project): Advanced Cel Animation

Course Code	AG4PRP05				
Course Title	Advanced Cel Animation				
Department	Animation And Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	4				
Course Type	Project-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the basics tools and principles of digital cell animation.	U	PSO1
CO2	Apply advanced cell animation techniques to create smooth and expressive character movements.	Ap	PSO2
CO3	Develop aesthetic and quality animation projects by considering the animation principles and audience engagement.	C	PSO1

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

The objective of the Advanced Cel Animation course is to refine students' skills in traditional animation techniques, focusing on the intricacies of hand-drawn frame-by-frame animation. Students will delve into advanced principles of movement, timing, and character development, culminating in the creation of polished animated sequences.

Detailed Syllabus:

Module I (10 Hours)

Animation of Four Legged and Two Legged Animals - Normal and Stylized Movements of animals

Module II (10 Hours)

Bird Flight / Movements in Different Stages - Movements of Reptiles - Animating Insects and Fishes

Module III (20 Hours)

Phonetics – Standard Mouth Shapes - Dialogue Animation – The Sound Track - Phrasing – Accents – Attitudes – Recoding of Dialogues and Voice-Over –Marking in X Sheets – Synchronizing Sound. - Dialogue Animation of Humanoid Characters

Module IV (10 Hours)

Animating Special Effects: - Cloth, Sky, Lightening, Rainfall, Snow, Water Drops, Water Ripples, Waves, Smokes, Fire, Explosions Etc.

Module V (40 Hours)

Project: Creation of a digital 2D animation short film with proper use of (digital) ink and paint, sound synchronization etc.

Reference

1. Williams, Richard. The Animator's Survival Kit. Faber & Faber, 2001. ISBN 9780571202287.
2. Blair, Preston. Cartoon Animation. Walter Foster Publishing, 1994. ISBN 9781560100843.
3. Whitaker, Harold, and John Halas. Timing for Animation. Focal Press, 2002. ISBN 9780240521608.
4. White, Tony. How to Make Animated Films. Focal Press, 2009. ISBN 9780240810337.
5. Roberts, Steve. Character Animation: 2D Skills for Better 3D. Focal Press, 2012. ISBN 9780240525903.
6. Muybridge, Eadweard. Horses and Other Animals in Motion. Dover Publications, 1985. ISBN 9780486249118.
7. Johnston, Ollie, and Frank Thomas. The Illusion of Life: Disney Animation. Disney Editions, 1995. ISBN 9780786860708.
8. White, Tony. Animation from Pencils to Pixels: Classical Techniques for the Digital Animator. Focal Press, 2006. ISBN 9780240806705.
9. White, Tony. The Animator's Workbook: Step-By-Step Techniques of Drawn Animation. Watson-Guptill, 1988. ISBN 9780823002290.

Core Course (Practical): Techniques of 3D Animation

Course Code	AG4CRP13					
Course Title	Techniques of 3D Animation					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	4					
Course Type	Practical-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate understanding of advanced 3D modelling techniques, including modelling automobiles, human body parts, and creating blend shapes.				U	PO1
CO2	Apply texture mapping techniques using UV coordinates and procedural texturing to enhance the visual quality of 3D models.				Ap	PSO2
CO3	Analyze and implement rigging techniques such as skeleton setups, deformers, and animation constraints to support character animations effectively.				An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

Techniques of 3D Animation is a specialty course for the 3D Animation curriculum. This course provides students technical skills needed to model, texture, rig, alter and support character animations effectively.

Detailed Syllabus:

Module I (18 Hours)

Modeling Automobiles - Modeling of Human Body Parts (Head, Ear, Mouth, Limbs, Torso, Etc.), Creation of Blend Shapes, Creating good mesh topology, Mesh Clean-Up.

Module II (18 Hours)

Materials Through Nodes – Material Utilities – Applying UV Coordinates for Texturing, various techniques of Editing UV Layouts, Importing 3D Objects Directly into Texture Painting Softwares – Painting UV Map – Application of the Texture - Procedural Texturing.

Module III (18 Hours)

Study of skeleton Setups – Skeleton Creation – IK and FK –Attribute Controls – Expressions and basic Scripting for Rig –Rig Controls. Constraints – Locking and Hiding Animation Channels – Custom Attributes – Driven Keys, Creating Rigs for Props and two legged characters.

Module IV (11 Hours)

Deformers, Skinning, Controlling Skin Weights – Painting skin Weights, Use of Blend Shapes.

Module V (25 Hours)

Editing Curves, Animation Layering, Animation constrains – Pose creation – linear and Non-linear animation techniques –Modifiers and Controllers. Planning and Blocking Animations, Break downs. Cyclic animation: Walk, Run, Jump.

Reference

1. Williamson, Jonathan. Character Development in Blender 2.5. CRC Press, 2011. ISBN 9780240817572.
2. Derakhshani, Randi L., and Dariush Derakhshani. Autodesk 3ds Max 2014 Essentials. Sybex, 2013. ISBN 9781118575147.
3. Naas, Paul. Autodesk Maya 2014 Essentials. Sybex, 2013. ISBN 9781118574874.
4. Simonds, Ben. Blender Master Class: A Hands-On Guide to Modeling, Sculpting, Materials, and Rendering. No Starch Press, 2013. ISBN 9781593274771.
5. Ratner, Peter. 3D Human Modeling and Animation. Wiley, 2003. ISBN 9780471383854.
6. Avgerakis, George. Digital Animation Bible: Creating Professional Animation With 3ds Max, Lightwave, And Maya. McGraw-Hill, 2003. ISBN 9780071406857.
7. Rodriguez, David. Animation Methods - Rigging Made Easy: Rig Your First 3D Character in Maya. Independently published, 2016. ISBN 9781520296334.
8. Mullen, Tony, and Claudio Andaur. Blender Studio Projects: Digital Movie Making. Sybex, 2012. ISBN 9781118172713.

4.5 Semester V

Core Course: Environmental Studies and Human Rights

Course Code	AG5CRT14				
Course Title	Environmental Studies and Human Rights				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	5				
Course Type	Theory-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Infer concepts of environmental studies, its consequences and impact on mankind.	U	PO2
CO2	Analyze the influence of media, law and ethics in environmental issues.	An	PO2
CO3	Relate importance of Human Rights in international and national perspectives.	R	PO2

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future. It encourages character building, and develop positive attitudes and values.

Detailed Syllabus:

Module I (20 Hours)

Multidisciplinary nature of environmental studies: Definition, scope and importance - Need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c)Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of individual in conservation of natural resources - Equitable use of resources for sustainable life styles. Ecosystems: Concept of an ecosystem - Structure and function of an ecosystem - Producers, consumers and decomposers - Energy flow in the ecosystem - Ecological succession - Food chains, food webs and ecological pyramids - Introduction, types, characteristic features, structure and function of the given ecosystem: - Forest ecosystem

Module II (20 Hours)

Biodiversity and its conservation: Introduction - Biogeographical classification of India - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values -India as a mega-diversity nation - Hot-sports of biodiversity - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - Endangered and endemic species of India Environmental Pollution: Definition - Causes, effects and control measures of: - (Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution) - Nuclear hazards - Solid Waste Management: (Causes, effects and control measures of urban and industrial wastes) - Role of an individual in prevention of pollution - Pollution case studies - Disaster management: floods, earthquake, cyclone and landslides. Social Issues and the Environment : Urban problems related to energy - Water conservation, rain water harvesting, watershed management - Resettlement and rehabilitation of people: its problems and concerns, Case studies - Environmental ethics: Issues and possible solutions - Climate change, global warming, acid rain, ozone layer depletion , nuclear accidents and holocaust, Case studies - Consumerism and waste products - Environment Protection Act -Air (Prevention and Control of Pollution) Act - Water (Prevention and control of Pollution) Act - Wildlife Protection Act -Forest Conservation Act -Issues involved in enforcement of environmental legislation - Public awareness

Module III (15 Hours)

Sound pollution: Dynamic range of hearing– Amplitude, frequency, Threshold of hearing, threshold of pain. Causes of Sound pollution – Industrialization, poor urban planning, social events, Transportation, Construction activities, Household chores, Effect of Sound pollution - Hearing problem, Health issue, Sleeping disorder, Cardiovascular issues, Trouble communicating, Effect on wild life. Prevention of Sound pollution

Module IV (15 Hours)

Media and environment: Media coverage of environmental issues; Agenda setting of environmental risks and its presentation, Role of various media in establishing and maintaining perspectives on environment; tendencies and limitations of green journalism; Media as bridge between science and public.

Module V (20 Hours)

Human Rights– An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights). Human Rights and United Nations – contributions, main human rights related organs UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

Human Rights in India – Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Environment and Human Rights - Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of Western Ghats-mention Gadgil committee report, Kasthurirengan Report. Over exploitation of groundwater resources, marine fisheries, sand mining etc.

Internal: Field study

- Visit to a local area to document environmental grassland/ hill /mountain
- Visit a local polluted site – Urban/Rural/Industrial/Agricultural Study of common plants, insects, birds etc
- Study of simple ecosystem-pond, river, hill slopes, etc

Reference

1. Bharucha, Erach. Text Book of Environmental Studies for Undergraduate Courses. 2nd ed., University Press, 2013. ISBN: 9788173715402.
2. Clark, R.S. Marine Pollution. Clanderson Press, Oxford. ISBN: 9780750632122.
3. Cunningham, W.P., Cooper, T.H., Gorhani, E., and Hepworth, M.T. Environmental Encyclopedia. Jaico Publishing House, 2001. ISBN: 9788172243746.
4. De, A.K. Environmental Chemistry. Wiley Eastern Ltd. ISBN: 9788122421083.
5. Heywood, V.H., and Watson, R.T. Global Biodiversity Assessment. Cambridge University Press, 1995. ISBN: 9780521564816.
6. Jadhav, H., and Bhosale, V.M. Environmental Protection and Laws. Himalaya Publishing House, 1995. ISBN: 9788184880928.
7. McKinney, M.L., and Schoch, R.M. Environmental Science: Systems & Solutions. Web Enhanced Edition, 1996. ISBN: 9780763709185.
8. Miller, T.G. Jr. Environmental Science. Wadsworth Publishing Co. ISBN: 9780534424199.
9. Odum, E.P. Fundamentals of Ecology. W.B. Saunders Co., USA, 1971. ISBN: 9780721664077.
10. Rao, M.N., and Datta, A.K. Waste Water Treatment. Oxford & IBH Publishing Co. Pvt. Ltd., 1987. ISBN: 9788120417170.
11. Rajagopalan, R. Environmental Studies: From Crisis to Cure. Oxford University Press, 2016. ISBN: 9780199465286.
12. Sharma, B.K. Environmental Chemistry. Geol Publishing House, Meerut, 2001. ISBN: 9788176490410.
13. Townsend, C., Harper, J., and Begon, Michael. Essentials of Ecology. Blackwell Science. ISBN: 9780632043412.

14. Trivedi, R.K. Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards. Vols. I and II, Enviro Media. ISBN: 9788187021441.
15. Trivedi, R.K., and Goel, P.K. Introduction to Air Pollution. Techno-Science Publication. ISBN: 9788172333681.
16. Wagner, K.D. Environmental Management. W.B. Saunders Co., Philadelphia, USA, 1998. ISBN: 9780721664145.

Human Rights Books

1. Amartya Sen. The Idea of Justice. Penguin Books, 2009. ISBN: 9780141037851.
2. K.J.S.Chatrath, editor. Education for Human Rights and Democracy. Indian Institute of Advanced Studies, 1998. ISBN: 9788185952464.
3. Law Relating to Human Rights. Asia Law House, 2001. ISBN: 9788176738888.
4. Shireesh Pal Singh,. Human Rights Education in the 21st Century. Discovery Publishing House Pvt. Ltd, New Delhi. ISBN: 9789350562001.
5. S.K. Khanna, Children and Human Rights. Commonwealth Publishers, 1998, 2011. ISBN: 9788171691416.
6. Sudhir Kapoor, Human Rights in 21st Century. Mangal Deep Publications, Jaipur, 2001. ISBN: 9788175940756.
7. United Nations Development Programme. Human Development Report 2004: Cultural Liberty in Today's Diverse World. Oxford University Press, 2004. ISBN: 9780195221466.

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Complimentary Course (Practical): Interaction Design

Course Code	AG5CMP15					
Course Title	Interaction Design					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	5					
Course Type	Practical-Complementary					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Define and differentiate basic internet terms and concepts to effectively communicate with technical and non-technical stakeholders.				R	PO1
CO2	Create interactive and dynamic web elements that enhance user engagement and functionality.				C	PSO2
CO3	Design and implement a database management system (DBMS) for storing and retrieving data, integrating it into a project that hosts student portfolios to showcase practical skills in interaction design.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

This course introduces students to basic programming concepts, allowing them to explore and experiment with code to control visual and interactive elements. By the end of this course, students must showcase their creative and innovative works to the multimedia industry to secure a high-profile job.

Detailed Syllabus

Module I (10 Hours)

Explore the internet terms like web hosting, web server, client server, domain registration etc. Explain the difference between static and dynamic Web Sites.

Module II (20 Hours)

Client-Side Scripting Language - Java Script: Creating User Logins and Form validation using JScript. Introduction to DOM (Document Object Model) concept

Module III (20 Hours)

Server-Side Scripting Language - PHP: Explain how the form data are being sent to the server and retrieve it from the server to the browser window.

Module IV (20 Hours)

Database Management System (DBMS) - Intro to SQL or MySQL which is used to create, read, write, delete and update records / data to/from a database from a PHP file.

Module V (20 Hours)

Project: Hosting of the student's Portfolio Site or Creating a Blog which showcase their skillset to the realm of multimedia for the job-hunting purpose.

Reference

1. Adobe Creative Team. Adobe Flash Professional CC Classroom in a Book. Adobe Press, 2013. ISBN: 9780321929049.
2. Tickoo, Sham. Adobe Flash Professional CC: A Tutorial Approach (Revised and Updated Version). CADCIM Technologies, 2014. ISBN: 9781936646929.
3. Shupe, Rich, and Zevan Rosser. Learning ActionScript 3.0: A Beginner's Guide. O'Reilly Media, 2010. ISBN: 9780596527877.
4. Winnie, Doug. Fundamentals of ActionScript 3.0: Develop and Design. Adobe Press, 2012. ISBN: 9780321777022.

Core Course (Practical): Digital Illustration

Course Code	AG5CRP16				
Course Title	Digital Illustration				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	5				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the digital illustration techniques.	U	PSO2
CO2	Apply advanced techniques in digital illustration and infographic design to effectively communicate information through visuals.	Ap	PSO2
CO3	Create digital and informative illustrations into a complete portfolio demonstrating the technical skill, artistic vision, and flexibility across different genres and media.	C	PO7

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

Various tools and techniques in digital illustration and information design are thoroughly explained. Both vector and raster applications are employed to produce a variety of styles and effects.

Detailed Syllabus

Module I (10 Hours)

Introduction Digital illustration applications - Creating brush presets - Creating patterns for colour mixing, Using pen stroke paths. Digital painting techniques – Using blending modes, Opacity.

Module II (15 Hours)

Concept Art: Character, Costume, Product, Equipment, Background concepts, Speed painting, Creature Concepts, Flora and Fauna, Comic Book layout & Illustration.

Module III (15 Hours)

Basics of Information Design visualization – translating data into visuals. Designing statistical information graphics, Semiotics: The representation of objects – the process of simplification.

Module 4 (15 Hours)

Visualizing complex data – process of converting data into useful information using graphics, Recreating events in space and time.

Module V (35 Hours)

Project

Reference

1. Hewett, 3D. Digital Painting Techniques: Practical Techniques of Digital Art Masters. 2nd ed., 3DTotal Publishing, 2016. ISBN: 9780995587021.

2. Tufte, Edward R. The Visual Display of Quantitative Information. Graphics Press, 2001. ISBN: 9780961392147.
3. Gollner, E. The Skillful Huntsman: Visual Development of a Grimm Tale (Concept Art). 1st ed., The Art of the Tale, 2012. ISBN: 9780984035726.
4. Zeegen, Lawrence. Complete Digital Illustration: A Master Class in Image-Making. Bloomsbury Publishing, 2011. ISBN: 9781472567616.
5. Caplin, Steve, Adam Banks, and Nigel Holmes. The Complete Guide to Digital Illustration. Laurence King Publishing, 2011. ISBN: 9781856696537.
6. Jacobson, Robert. Information Design. 3rd ed., Princeton Architectural Press, 2014. ISBN: 9781616891747.
7. Tufte, Edward R. Envisioning Information. Graphics Press, 1990. ISBN: 9780961392147

Core Course (Practical): Advanced 3D Animation Techniques

Course Code	AG5CRP17				
Course Title	Advanced 3D Animation Techniques				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	5				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate understanding of advanced 3D modelling techniques, including modelling various types of human characters, animals, and birds with attention to proportions and body parts.	U	PO1
CO2	Apply principles of animation and body language to animate different types of characters effectively, incorporating techniques such as lip sync and facial expressions.	Ap	PSO2
CO3	Analyze and implement rigging techniques for four-legged characters, including creating rigs and applying constraints for realistic animation.	An	PSO2

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

This course will explore advanced topics in 3D modeling, character animation, rigging, and rendering. It will focus particularly on techniques for giving computer-generated characters a lifelike quality.

Detailed Syllabus

Module I (18 Hours)

Modeling Different Types of Human Characters (Real, Stylized, Comic, Characters of Different Age Group Etc.). Modeling Animals and Birds - Basic Proportions, Modeling of Body Parts (Head, Ear, Horns, Mouth, Limbs, Torso, Tail, Wings Etc.)

Module II (35 Hours)

Animating Different Types of Characters - Applying Principles of Animation - Body Language – Posing – Action – Reaction – Push and Pull – Lift – Throw – Staging. Animation of Camera and Light – Animating to Music and Dialogues - Lip Sync – Facial Expressions – Graph Editor - Dope Sheet - Blend Shapes – Basics of Motion Capture. Linear and Non-linear Animation Techniques.

Module III (17 Hours)

Creating rigs for four legged characters.

Module IV (10Hours)

Lighting a Character - Lighting a Scene to Matching the Environment - Exterior Lighting – Interior Lighting. Camera matching techniques.

Module V (10 Hours)

Ray Tracing - Final Gathering – Global Illumination and Caustic Effects - Render Setups (Single Frame Rendering, Batch Rendering, And Different Rendering Formats) – Motion Blur – Applying Render Passes for Compositing - Image Based Lighting and HDRI Rendering.

Reference

1. Derakhshani, Randi L., and Dariush Derakhshani. Autodesk 3ds Max 2014 Essentials. Wiley, 2013. ISBN: 9781118773088.
2. Naas, Paul. Autodesk Maya 2014 Essentials. Wiley, 2013. ISBN: 9781118773057.
3. Roberts, Steve. Character Animation: 2D Skills for Better 3D. Focal Press, 2004. ISBN: 9780240806027.
4. Williams, Richard. The Animator's Survival Kit. Faber and Faber, 2009. ISBN: 9780571202288.
5. Whitaker, Harold, and John Halas. Timing for Animation. Focal Press, 1981. ISBN: 9780240801435.
6. Avgerakis, George. Digital Animation Bible: Creating Professional Animation with 3ds Max, LightWave, and Maya. Focal Press, 2004. ISBN: 9780240807918.
7. Birn, Jeremy. Digital Lighting and Rendering. New Riders, 2010. ISBN: 9780321623218.
8. O'Conner, Jennifer. Mastering Mental Ray: Rendering Techniques for 3D and CAD Professionals. Sybex, 2011. ISBN: 9781118022752.
9. Mullen, Tony, and Claudio Andaur. Blender Studio Projects: Digital Movie Making. Sybex, 2012. ISBN: 9781118232656.
10. Simonds, Ben. Blender Master Class: A Hands-On Guide to Modeling, Sculpting, Materials, and Rendering. Focal Press, 2014. ISBN: 9780240819569.

Open Course: Computer Fundamentals, Internet and Ms Office

Course Code	CA5OPT02				
Course Title	Computer Fundamentals, Internet and Ms Office				
Department	Department of English Communication & Journalism				
Programme	BA English Literature, Communication & Journalism Model III (Triple Main)				
Semester	5				
Course Type	Open Course				
Credit	4	Hrs/Week	4	Total Hours	60

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Outline history of computers and explain the concepts of OS, networks and internet services.	U	PSO1
CO2	Make use of the features in MS Word and MS PowerPoint to develop presentations and documents.	Ap	PSO1
CO3	Utilise the features of MS Excel to organise data and to apply various functions.	Ap	PSO1

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description

This course provides a historical overview of computers and explores concepts such as operating systems (OS), networks, and internet services. Students will utilize MS Word and MS PowerPoint features to develop presentations and documents, and MS Excel features for data organization and function application. Practical exercises enhance proficiency in office productivity tools.

Module I (12 Hours)

Computer Fundamentals: History, Generations, Classifications, Operating Systems, Types of Networks

Module II (12 Hours)

The Internet, TCP/IP, IP Addressing, Client Server Communication, Intranet, WWW, Web Browser and Web Server, Hyperlinks, URLs, Electronic Email

Module III (14 Hours)

Word processing: Introduction, Microsoft Word, Basic Menus, Formatting the text & paragraph, Working with Index

Module IV (18 Hours)

Spreadsheet: Introduction, Microsoft Excel, Basic Menus, Formulas, Basic functions, Charts and Graphs.

Module V (16 Hours)

Microsoft PowerPoint: Introduction, Basic Menus, Template, Slide Basics, Charts, Adding Multimedia & Animation.

Books of Study:

1. Dinesh Maidasani, Firewall Media - "Learning Computer Fundamentals, MS Office and Internet & WebTechnology", , Lakshmi Publications.

References:

1. Harley Hahn - "Internet Complete Reference", , Second Edition, Tata McGraw Hill Education

2. Gary B. Shelly, Misty E. Vermaat - "Microsoft Office 2010: Advanced" , CENGAGE Learning 2010

4.6 Semester VI

Course: Internship (OJT)

Course Code	AG6OJP01		
Course Title	Internship		
Department	Animation and Graphic Design		
Programme	BA Animation & Graphic Design		
Semester	6		
Course Type	OJT		
Credit	2		
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:	**Cognitive Level**	**PO, PSO No.**
CO1	Apply practical experience in animation or graphic design utilizing theoretical knowledge.	U	PO4
CO2	Assess socio-ethical challenges encountered during the internship, effectively communicating their experiences and solutions.	E	PO2
CO3	Analyze the workflow, techniques, and technologies used in the animation or graphic design studio, proposing innovative solutions to observed challenges.	An	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

Course Description:

Internship is on the job training to assimilate the professionalism in a career. Internships offer students a period of practical experience in the industry relating to their field of study. The students should have to undergo an Internship at an Animation Studio/ Graphic Design Studio for one month at the beginning of the sixth semester.

Detailed Syllabus:

Students are required to prepare individual reports following their internship, which must be authenticated by the organization where the internship was conducted. The comprehensive report should then be submitted to the HOD or Guide for evaluation.

Core Course: Animation Project

Course Code	AG6PRP06					
Course Title	Animation Project					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	6					
Course Type	Project-Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Develop ideas and project progress clearly through documentation, fostering effective communication and creativity.				Ap	PSO2
CO2	Create animated projects using different techniques, applying their knowledge of animation production, and integrating visual effects effectively.				C	PSO2
CO3	Evaluate their work, consider its socio-ethical implications, and solve any encountered challenges, showcasing critical thinking skills.				E	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

The course aims to enhance students' creative and technical abilities, preparing them for professional work in the animation industry.

Detailed Guidelines

Students should create an animation not less than three minutes excluding titles using any of the following methods for their animation project,

- Full 2D Animation
- Full 3D Animation
- Full Stop-motion Animation
- 2D Animation + 3D Animation
- 3D Animation + Stop-motion Animation
- 2D Animation + Stop-motion Animation
- 2D Animation + Visual Effects
- 3D Animation + Visual Effects
- Stop-motion Animation + Visual Effects
- 2D Animation + 3D Animation + Visual Effects
- 3D Animation + Stop-motion Animation + Visual Effects
- 2D Animation + Stop-motion Animation + Visual Effects
- Live Action + Animation

Project should be worked out through various production stages after the final approval by the supervising faculty. Students have to complete the final project within the given time period. Student should keep all the important paper works (script, storyboard and character designs) along with them. Viva Voce is part of the examination.

Complementary Course (Practical): Publication Design

Course Code	AG6CMP18				
Course Title	Publication Design				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	6				
Course Type	Practical-Complementary				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Illustrate visualisation of layout for different publication formats.	U	PSO1
CO2	Recommend layout for print and digital media using hand drawn / digital thumbnails.	E	PSO2
CO3	Produce publication designs utilising relevant software for layout designing.	C	PSO3

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

This course examines the graphic designer's role in the layout and design of multi-page publications in print and digital media. Lectures and studio work cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the
design elements and art skills.

Detailed Syllabus

Module I (17 Hours)

Layout Design: Directing the Eye, Backwards Movement, Application of Design Principles in Lay Out, Free Style Lay Out, Grid Design etc. understanding of Formats, Margins, Columns and Gutters.

Module II (20 Hours)

Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Colour, Headlines, The Masthead etc.

Module III (25 Hours)

Introduction to Adobe InDesign / scribes: Various tools and panels-Character formatting options and paragraph formatting. Colour and swatches palette, understanding of swatches exporting. Objects and its treatments: Shapes, Path – corner options, pathfinder etc. Clipping path and image masking. Page Panel, Insert Page, Concept of master page- apply Master to Page, Override master Item. Number & Section Option, Table of Content, Bullets & Numbering etc. Proof setup: - Pre-flight options, separations preview etc. Exporting of documents, Print booklet options etc.

Module IV (10 Hours)

Multipage publication design exercises: Visualization for various Formats: Magazine, Newspaper, books etc.

Module V (18 Hours)

Electronic Publishing: Interactive PDF and Other E-Pub Formats, Interaction Between Movies, Sound Clips URL's And Other E-Books, E-Publication for Various Platforms.

Reference

1. Carter, David E. The Big Book of Layouts. Harper Design, 2002. ISBN: 9780060959833.
2. Tondreau, Beth. Layout Essentials: 100 Design Principles for Using Grids. Rockport Publishers, 2007. ISBN: 9781592533840.
3. Best of Newspaper Design. Society of News Design, 2009. ISBN: 9780976238521.
4. Frost, Chris. Designing for Newspapers and Magazines. Focal Press, 2008. ISBN: 9780240809684.
5. Cullen, Kristin. Layout Workbook. Rockport Publishers, 2006. ISBN: 9781592531716.
6. Hochuli, Jost, and Robin Kinross. Designing Books: Practice and Theory. Hyphen Press, 2006. ISBN: 9781870650671.
7. Kindle Direct Publishing. Building Your Book for Kindle. Amazon, 2015. ISBN: 9781501010894.
8. Svenonius, Elaine. The Intellectual Foundation of Information Organization. MIT Press, 2000. ISBN: 9780262194406.

Core Course: Design Project

Course Code	AG6PRP07				
Course Title	Design Project				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	6				
Course Type	Project-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Apply foundational principles of graphic design to conceptualise and execute visually compelling projects that effectively communicate intended messages	Ap	PSO1
CO2	Analyse design elements and techniques used in graphic design projects to evaluate their effectiveness in achieving desired aesthetic and communicative goals.	An	PSO2
CO3	Create original graphic design solutions by integrating creative concepts, technical skills, and critical thinking to meet project objectives and address client needs.	C	PO3

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

The Graphic Design Project course enables students to apply design principles to create innovative visual solutions. Through hands-on projects, students will explore various mediums and software, enhancing their skills in typography, layout, and digital illustration. The course aims to develop their portfolio, preparing them for professional opportunities in the graphic design industry.

Detailed Guidelines

Design project has two parts.

Part A: Graphic Design Project

Part B: Demo reel presentation

Part A

All students develop an original body of work, culminating in a final presentation accompanied by a written component. This module offers students the opportunity to develop their own design project focusing on each student's personal design vision. Final design outcomes may range from small or large scale printed artefacts. The project work is carried out under close guidance of a faculty member.

Part B

Demo reel presentation is intended to assist the student to prepare for a job interview. Student will have to present his/her demo reel which is a culmination of their original works or of their area of expertise.

The faculty will share tips and strategies to create an engaging demo reel and to face a job interview successfully. The demo reel should be in Interactive format. The student is free to use his/her individual creative style to present the final demo reel.

Tips for Demo reel

What is a demo reel? Tips to create a successful demo reel - Keep it short, Make it specific, Choose a style - Collage or samples, Put your best work first, Your work only, Slate it - Include contact details at the start or the end of the demo reel, Showcase your involvement, Highlight impressive clients, Emphasize technical ability - Before and after shots of their work, Be mindful of aspect ratios, Say "No" to copyrighted music, Cut to the beat, Don't repeat footage, Quality control, Online all the time, DVDs for delivery, Label with contact info, Active and accessible, Show your personality, Ask a critic Discuss the importance of self-promotion –

Getting visibility - YouTube, Vimeo, Facebook, Blogs, Web page, Business cards, Job portals etc.

Course (Project): Choice Based Course

Painting With Pixels

Course Code	AG6CBP1.3					
Course Title	Painting with Pixels					
Department	Animation and Graphic Design					
Programme	BA Animation & Graphic Design					
Semester	6					
Course Type	Project-Choice Based Course					
Credit	3	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Analyze various painting techniques such as digital painting, charcoal drawings, pastel and apply them using digital tools.				An	PO1
CO2	Apply character design principles and techniques, including sketching, painting, and lighting, to create visually appealing characters with depth and personality.				Ap	PSO2
CO3	Develop matte painting including background plate preparation, matte creation, and 3D element integration, to create realistic and fantasy scenes with visual depth.				C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

Course Description:

This course will introduce the students to the art and craft of painting techniques like matte painting, rotoscopy, digital paint effects etc. Students apply this technique to the recreation of both realistic and fantasy scenes and character texturing. Emphasis also given to visual effect techniques like wire removal, paint animation etc.

Detailed Syllabus

Module I (10 Hours)

Concept of digital painting, Basic tools for painting, Digital creation of charcoal drawings, pastel, water color and oil painting using Photoshop, Illustration techniques.

Module II (25 Hours)

Character design: issues and limitations - Creating character history, Designing the physical look -Drawing, Sketching and painting of the character, Value and color in character creation. Lighting for a character, Using and blending edges in painting - Creating textures and patterns - Painting an eye, face and hair, Painting real and fantasy characters.

Module III (21 Hours)

Matte painting: preparing the background plate, articulated mattes, plate restoration, plate extension, adding 3D elements, creating sky mattes, static matte and motion matte painting, color grading, final output.

Module IV (20 Hours)

Wire removal technique using Van bus compositing softwares. Rotoscopy: basics and examples, Tracing for animation, matting with green screen, Garbage matting, mid ground Roto, Compositing mid ground, colorizing, and animated wipe.

Module V (14 Hours)

Demo reel creation

Reference

1. Tonge, Gary. Bold Vision: A Digital Painting Bible. Focal Press, 2009. ISBN 978-0240811470.
2. McKenna, Martin. Digital Fantasy Painting Workshop. Collins, 2004. ISBN 978-0007164099.
3. Seegmiller, Don. Digital Character Design and Painting. Charles River Media, 2003. ISBN 978-1584502326.
4. Cole, David. Complete Digital Painting Techniques. David & Charles, 2009. ISBN 978-0715323100.
5. Burns, Michael. Digital Fantasy Painting. RotoVision, 2003. ISBN 978-2880467208.
6. Caplin, Steve, et al. The Complete Guide to Digital Illustration. Collins & Brown, 2003. ISBN 978-1843401210.
7. Tsan, Francis. 100 Ways to Create Fantasy Figures. Impact Books, 2005. ISBN 978-1581806892.
8. Alexander, Rob, and Martin McKenna. Drawing and Painting Fantasy Landscapes and Cityscapes. Barron's Educational Series, 2006. ISBN 978-0764133104.
9. Vaz, Mark Cotta, and Craig Barron. The Invisible Art: The Legends of Movie Matte Painting. Chronicle Books, 2004. ISBN 978-0811831369.
10. Altiner, Alp, et al. D'artiste Matte Painting. Ballistic Publishing, 2005. ISBN 978-1921002137.

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Complementary Course (Project): Advertising Design

Course Code	AG6PRP08				
Course Title	Advertising Design				
Department	Animation and Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	6				
Course Type	Project-Complementary				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the principles of advertising strategy.	U	PSO2
CO2	Apply creative skills to produce advertising materials across media and they effectiveness in reaching target audiences.	Ap	PO3
CO3	Develop compelling advertising campaigns by integrating creative concepts and strategic messaging to effectively engage target audiences.	C	PO7

Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create

Course Description:

This practical course provides to develop the artistic, theoretic and technical skills of students in advertising as an art director, copywriter, or creative strategist. Solve creative problems within their field of art and design, including research and synthesis of technical, aesthetic, and conceptual knowledge. Students will meet the following performance criteria: Design skills, Problem solving, and conceptual thinking.

Detailed Syllabus

Module I (10 Hours)

Evolution of Modern Advertising - Definitions – Scope and present status- - Industrial Revolution - Advertising in the 20thCentury. Types of Advertising: Classified - Display -Campaign ads - public service ads etc. Advertisers and Advertising Agencies - Structure of advertising Agencies.

Module II (10 Hours)

Persuasive forms of Communication – what is persuasive communication. Advertising Theories: Hierarchical Effects Theory-Audience Resistance, Resilience and Selectivity -Marketing Mix -Brand Management and Market Segmentation - Brand Positioning: Strategies for competitive advantages - product class – consumer segmentation. Advertising and Media- Media Planning: Research, Frequency and Continuity, media plan frame work-reach and frequency and GRP goals - creativity in media planning. Ethics in advertising and other commercial art forms.

Module III (10 Hours)

Copy writing: Headline, sub-headlines, body, logo, copy style. Slogans or taglines- Writing for print- creative strategy for print media-newspaper, magazine etc.

Module IV (10 Hours)

Lay-out and Design, Lay-out Stages—Thumb-nail Sketches - rough sketch - comprehensive layout – application of principles of design - balance - contrast -

unity - harmony -proportion - eye movement and emphasis; - Art works – photographs, illustrations, typography, etc.

Module V (50 Hours)

Practical training on advertising design:

Reference

1. Barry, Pete. **The Advertising Concept Book**. Thames & Hudson, 2008. ISBN 978-0500516232
2. Millman, Debbie. **Brand Thinking and Other Noble Pursuits**. Allworth Press, 2011. ISBN 978-1581158649.
3. Fletcher, Alan. **The Art of Looking Sideways**. Phaidon Press, 2001. ISBN 978-0714834492.
4. Caples, John, and Fred Hahn. **Tested Advertising Methods**. Prentice Hall, 1997. ISBN 978-0132343040.
5. Hopkins, Claude C. **Scientific Advertising**. Wilder Publications, 2008. ISBN 978-1604596571.

5. Assessment and Evaluation

The evaluation of each paper shall contain two parts:

- Internal or In-Semester Assessment (ISA)
- External or End-Semester Assessment (ESA)

Both internal and external marks are to be rounded to the next integer. All papers (theory& practical), grades are given on a 7-point scale based on the total percentage of marks, (ISA+ESA) as given below:

Percentage of Marks	Grade	Grade Point
95 and above	S Outstanding	10
85 to below 95	A+ Excellent	9
75 to below 85	A Very Good	8
65 to below 75	B+ Good	7
55 to below 65	B Above Average	6
45 to below 55	C Satisfactory	5
35 to below 45	D Pass	4
Below 35	F Failure	0
	Ab Absent	0

Average Credit Point (CP) of a paper is calculated using the formula:

CP = C × GP, where C is the Credit and GP is the Grade point.

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula:

SGPA = TCP/TC, where TCP is the Total Credit Point of that semester.

Cumulative Grade Point Average (CGPA) is calculated using the formula: CGPA =TCP/TC, where TCP is the Total Credit Point of that programme.

Grade Point Average (GPA) of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course is calculated using the formula:

GPA = TCP/TC, where TCP is the Total Credit Point of a category of course and TC is the total credit of that category of course.

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

GPA	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
3.5 to below 4.5	D Pass
Below 3.5	F Failure

Marks Distribution for External and Internal Evaluations

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all papers (theory and practical) total percentage of marks of external examination is 80 and total percentage of marks of internal evaluation is 20 (ie. In the ratio of 80:20). Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

Marks Distribution for all Courses:

- Marks of external Examination: 80
- Marks of internal evaluation: 20

Attendance Evaluation for all Papers

Percentage of Attendance	Marks
90 and above	5
85 -89	4
80-84	3
76-79	2
75	1

Theory Paper External Evaluation

The theory question pattern is as follows:

Part	Pattern	Marks	Choice of Questions	Total Marks
Part A	Short Answers (in a paragraph)	2 marks each	10 out of 12 questions	10 X 2 = 20

Part B	Short Essay (in one page)	5 marks each	6 out of 9 questions	6 X 5 = 30
Part C	Essay (in two and a half pages)	15 marks each	2 out of 4 questions	2 X 15 = 30
			Total	**80**

Theory Paper Internal Evaluation

The distribution of marks will be as follows:

Components of Internal Evaluation for Theory Paper	**Total Marks**
Attendance	05
Assignment / Seminar / Viva	05
Test papers (2 X 5)	10
Total	**20**

Theory with Practical Paper External Evaluation

The distribution of marks will be as follows:

Part		**Pattern**	**Marks**	**Choice of Question**	**Marks**
Question Paper I	A (Theory)	Answers not less than 1 page	10 marks each	2 out of 3 questions	2X10=20
	B (Practical)	Drawing Exam on A3 sheets	10 marks each	2 out of 3 questions	2X10=20

Question Paper II	C (Practical)	Drawing Exam on A3 sheets	40 marks each	1 out of 2 questions	1X40=40
				Total Marks	**80**

- This practical examination is conducted in two parts, *Question paper I and II*. Each question paper has to be completed in 2 1⁄2 hours and is separated by a break. *Question paper I* will have Part A and Part B and has to be completed in the first session and collected for evaluation, after which will not be returned to the students for any modifications. *Question paper II* will have Part C and haves to be completed in the second session.
- The answer books will be evaluated by an external examiner appointed by the university.

Theory with Practical Paper Internal Evaluation

Components of Internal Evaluation	Total Marks
Attendance	05
Record	05
Lab Involvement /Test papers (2 X 5)	10
Total	**20**

Practical External Evaluation

The distribution of marks will be as follows:

Components of External Evaluation	Total Marks
Concept	20
Aesthetic Value	30

Technical Perfection	30
Total:	**80**

- The components of practical external examination may change depending on subject but marks distribution remains same.

Practical Internal Evaluation

The distribution of marks will be as follows:

Components of Internal Evaluation	**Total Marks**
Attendance	05
Assignments	05
Lab Involvement / Test papers (2 X 5)	10
Total:	**20**

Project External Evaluation

The distribution of marks will be as follows:

Components of External Evaluation	**Total Marks**
Record Book	10
Project Presentation	60
Viva-Voce	10
Total:	**80**

Project Internal Evaluation

The distribution of marks for the **Internal Evaluation** will be as follows:

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Components of Internal Evaluation	Total Marks
Attendance	05
Record	05
Lab Involvement	10
Total	**20**

OJT EVALUATION

For On-the-Job Training (OJT) there is only internal evaluation.

Components of OJT Evaluation	Total Marks
Discussion	40
Presentation	40
Report	20
Total	**20**

ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment should be done in each semester for all papers.

SEMINAR / VIVA

A student shall present a seminar in the 5th semester and appear for Viva- voce in the 6th semester for all papers.

Internal Assessment

Two test papers are to be conducted each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates.

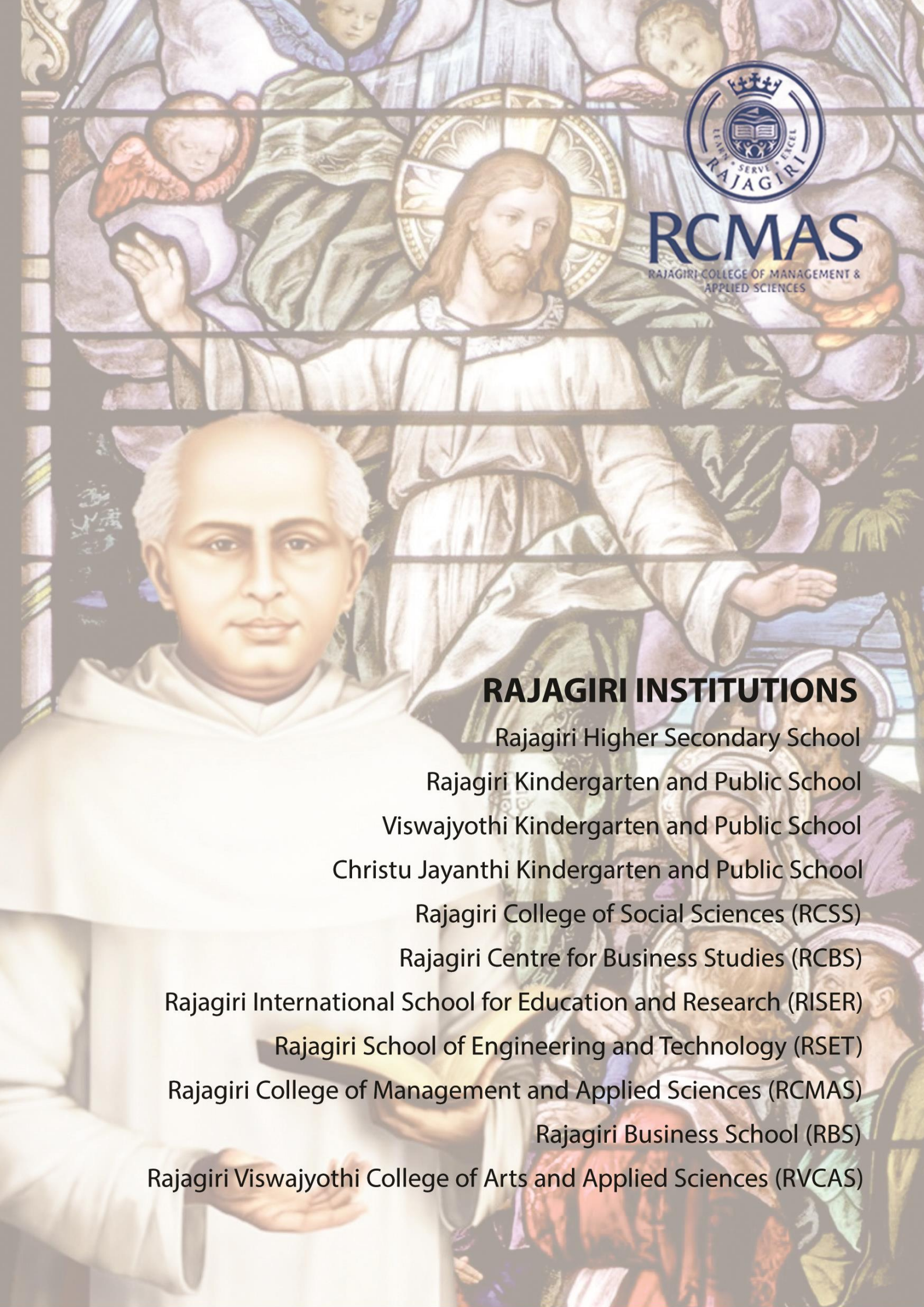
All documents of internal assessments are to be kept in the college for one year and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested in the teacher(s), who teach the course.

External Examination

- The external examination of all semesters shall be conducted by the University at the end of each semester.
- Students having a minimum of 75% average attendance for all the courses only can register for the examination.
- All students are to do a main project and a mini project in the 5th semester in the area of complimentary / core course. Project can be done individually or in groups (not more than five students) for all subjects which may be carried out in or outside the campus.
- Main project has to be done individually.
- External Project evaluation and Viva / Presentation is compulsory for all subjects and will be conducted at the end of the programme.

Pattern of Questions

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also submit a detailed scheme of evaluation along with the question paper. A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type question.



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

RAJAGIRI INSTITUTIONS

Rajagiri Higher Secondary School

Rajagiri Kindergarten and Public School

Viswajyothi Kindergarten and Public School

Christu Jayanthi Kindergarten and Public School

Rajagiri College of Social Sciences (RCSS)

Rajagiri Centre for Business Studies (RCBS)

Rajagiri International School for Education and Research (RISER)

Rajagiri School of Engineering and Technology (RSET)

Rajagiri College of Management and Applied Sciences (RCMAS)

Rajagiri Business School (RBS)

Rajagiri Viswajyothi College of Arts and Applied Sciences (RVCAS)