

**ST. JOSEPH'S COLLEGE (AUTONOMOUS)  
DEVAGIRI, CALICUT-673008, KERALA, INDIA**

**(Affiliated to the University of Calicut)**

**Re-accredited by NAAC with Grade A++**

**DEPARTMENT OF MEDIA STUDIES**



**CHOICE BASED CREDIT AND SEMESTER SYSTEM FOR  
UNDERGRADUATE PROGRAMME**

**BACHELOR OF ARTS**

**SYLLABUS**

**B.A. ANIMATION AND GRAPHIC DESIGN PROGRAMME**

**(Effective from 2022 Admissions)**

## **1. The Need**

Computer graphics and animation have left an undeniable mark on the entertainment industry. Pioneers in the field of CGI have struggled to bring highly detailed realism and beauty to their work. Events, scenes and characters are being brought to life without the use of hokey rubber suits or stilted animatronics. As computer graphics and animation continue to evolve, the limits on what is possible in entertainment continue to dissipate. Generally referred to as "graphic and animation products", these have become the most valued communication vehicles for sectors such as social services, commerce, industry, health care, education, governance and entertainment. Thereby, the demand for trained personnel to produce Multimedia products has increased several folds. To cater to this demand, the undergraduate programme, 'B A Animation and Graphic Design', coming under the Mass Communication Board of Studies, as per the Choice Based Credit and Semester System (CBCSS UG 2019) is being introduced by St. Joseph's College (Autonomous) Devagiri.

The BA Programme in Animation and Graphic Design is branded for its productive approach and distinctive topics discussed, and encouragement on innovation while stressing on strong technical and presentation skills. The curriculum inspired by the phenomenal world of art and new creative techniques comprises of pedagogies that blend theoretical and practical components and gives opportunities for the students to develop skills in Design, Animation, Multimedia and Publications along with Interactive Applications.

This syllabus tries to transmit the most essential and updated information to students. Field trips, interactions with leading professionals, internships and engagement in social issues are employed in administering the curriculum and syllabus. Industry relationships are promoted for professional competence on a long-term basis. The candidates become eligible for a Degree after six Semesters of study spanning over a period of 3 years and successful completion of the Examination.

## **2. Aims and objectives of the programme**

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 program 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 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. 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.

### **3. Course Duration**

The Programmes shall be of six semesters spread across three years.

### **4. Eligibility for Admission**

Candidates who have passed Pre-degree/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BA Graphic Design and Animation programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission.

#### **4.1 Admission Criteria**

Admission to the Programme shall be based on the marks secured by candidates in the qualifying examinations. Candidates who have diploma/certificate courses in multimedia/ computer/ IT/ fine arts will be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in Computer/IT/Multimedia/Fine arts subjects of 10 months duration or more: 5 marks
2. Certificate/Short term courses in Computer/ IT/ Multimedia/ Fine arts subjects: 3 marks

Candidates will be given weightage in only one of the categories, whichever is highest. To earn weightage candidates should produce relevant certificates.

#### **4.2 Course Requirements**

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the

deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-ending examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

#### **4.3 Grading of Successful Candidates**

The Regulations of the CBCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the students will be graded from Grade A to F as stipulated in Clause 10 of the University approved Regulations of the CBCSS (UG). 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

#### **4.4 Other Regulations**

In all other matters regarding the regulations of the BA Animation and Graphic Design programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (UG) will be applicable.

### **5. Courses of Study and Scheme of Examinations**

This UG programme is structured to give a sound grounding in theoretical and practical areas of Animation and Graphic Design. Accordingly, the Courses and Scheme of Assessment are as follows: Common Courses (Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D), Ability Enhancement/Audit courses (Code E) and Extra Credit Activities. The first part of the alpha numerical Code represents the name of the course (BGA), second part (n) represents semester and the last part (A/B/C/D/E) represents whether it is a Common Course, Core Course, Complementary Course, Open Course or Audit Course.

### **6. Ability Enhancement Courses/ Audit Courses**

These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for classroom study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc. (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The lists of courses in each semester with

credits are given below:

<b>Course Title</b>	<b>Credits</b>	<b>Semester</b>
Environment Studies	4	1
Disaster Management	4	2
Human Rights/ Intellectual Property Rights/ Consumer Protection	4	3
Gender Studies/ Gerontology	4	4

\* Colleges can opt any one of the courses.

### **6.1 Evaluation of Audit Courses**

The examination will be conducted by the College itself from the Question Bank, prepared by the University. The Question Paper shall be of 100 marks of 3-hour duration

### **7. Extra Credit Activities**

Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

#### **7.1 Calicut University Social Service Programme (CUSSP)**

In this programme, a student has to complete 12 days of social service. For the regular programme, the student has to work in a Panchayath or Local Body/hospital/poor home or old age home or in a Pain & Palliative Centre or any social work assigned by the College authorities. Students who are engaged in College Union activities and participate in Sports and cultural activities on Zonal Level have to undergo only 6 days of CUSSP during the entire programme. Full documents regarding a student should be kept in the College and the Principal should give a Certificate for the same. The list of students (successfully completed the Programme) should be sent to the University before the commencement of the Fifth Semester examinations. A College-level Coordinator and a Department-Level Coordinator shall be appointed for the smooth conduct of the Programme.

### **8. Credits**

A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 14 credits for common courses (English), 8 credits for additional language courses and 16 credits for general courses. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more extra

credit activities are done by a student that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

## **9. Evaluation and Grading**

Mark system is followed instead of direct grading for each question. For each course in a semester, letter grade and grade point are introduced in 10-point Indirect Grading system.

### **9.1 Revaluation**

In the new system of grading, revaluation is permissible. The prevailing rules of evaluation are applicable to CBCSS- UG2019. Students can apply for photocopies of answer scripts of external examinations. Application for photocopies/ scrutiny/ revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

## **10. Indirect Grading System**

**10.1** Indirect Grading system based on a 10-point scale is used to evaluate the performance of students.

**10.2** Each Course is evaluated by assigning marks with a Letter grade (O, A+, A, B +, B, C, P, F, I or Ab) to that Course by the method of indirect grading (See Annexure I in the CBCSS-UG Regulations 2019).

**10.3** An aggregate of P Grade (after external and internal put together) is required in each Course for a pass and also for awarding a Degree (A minimum of 20% marks in external evaluation is needed for a pass in a Course. But no separate pass minimum is needed for internal evaluation. No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed in the Grade Card.

**10.4** A student who fails to secure a minimum grade for a pass in a Course is permitted to write the examination along with the next batch.

**10.5** After the successful completion of semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained. SGPA of the student in that semester is calculated using the formula:

$$\text{SGPA} = \frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total Credits in that Semester}}$$

**10.6** The Cumulative Grade Point Average (CGPA) of the students is calculated at the end of a programme. The CGPA of a student determines the overall academic level of

the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Total Credit points obtained in six semesters}}{\text{Total Credits acquired (120)}}$$

**10.7** SGPA and CGPA shall be rounded off to three decimal places.

CGPA determines the broad academic level of the student in a programme and is the index of ranking students (in terms of grade points). An overall letter grade (Cumulative Grade) for the entire programme shall be awarded to a student depending on her/his CGPA (See Annexure I in the CBCSS UG Regulations 2019).

### 11. CBCSS UG Regulations 2019

In all other matters regarding the Regulations of BA Graphic Design and Animation programme, which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University (CBCSS- UG Regulations 2019) will be applicable.

## EVALUATION STRATEGY

### Split up of Marks for Test paper

Range of Marks in Test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

### Split Up of Marks for Class Room Participation

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤ CRP < 75%	1	1
75% ≤ CRP < 85%	2	2
85 % and above	4	3

## **THEORY COURSES**

### **Theory Course: Type 1 (80: 20 Pattern)**

<b>Sl. No</b>	<b>Components</b>	<b>Marks</b>
1.	Test Papers (I & II)	8
2.	Assignment	4
3.	Seminar	4
4.	Class Room Participation based on Attendance	4
<b>Total</b>		<b>20</b>

### **Theory Course: Type 2 (60: 15 Pattern)**

#### **Internal Evaluation**

<b>Sl. No</b>	<b>Components</b>	<b>Marks</b>
1.	Test Papers (I & II)	6
2.	Assignment	3
3.	Seminar	3
4.	Class Room Participation based on Attendance	3
<b>Total</b>		<b>15</b>

## **PRACTICAL COURSES**

The evaluation shall be done by the External Examiners who are Assistant/Associate Professors in the subject or an industry person with necessary qualification having 5 or more years of experience.

### **Practical Course: Type 1 (80: 20 Pattern)**

#### **Internal Evaluation**

<b>Sl. No</b>	<b>Components</b>	<b>Marks</b>
1.	Lab test/ skills	8
2.	Attendance	4
3.	Assignments	8
<b>Total</b>		<b>20</b>

#### **External Evaluation**

<b>Duration</b>	<b>Pattern</b>	<b>Marks</b>	<b>Viva</b>	<b>Total</b>
3 Hours	The exam will test various aspects of the subject covered in the syllabus. The questions or tasks or assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80



### Practical Course: Type 2 (60: 15 Marks)

#### Internal Evaluation

Sl. No	Components	Marks
1.	Lab test /skills	6
2.	Attendance	3
3.	Assignments	6
<b>Total</b>		<b>15</b>

#### External Evaluation

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of the subject covered in the syllabus. The questions or tasks or assignments and their scheme of evaluation shall be prepared by the board of examiners.	45	15	60

### Practical Course: Type 3

The Graphic Design Practical Project work and Animation Practical Project work have to be done by the students.

#### Graphic Design

Graphic Design Project [Branding]

#### Animation

2D/3D Short movie [Not less than 3 minutes, excluding titles]

#### Internal Evaluation of Practical Course: Type 3

Components	Marks
Novelty and originality	4
Presentation (Pre-production, production, and post-production aspects)	6
Record book	4
Viva-voce	6
<b>Total</b>	<b>20</b>

#### External Evaluation of the Practical Course: Type 3

Components	Marks
Novelty and originality	16
Presentation (Pre-production, production, and post-production aspects)	24

Record book	16
Viva-voce	24
<b>Total</b>	<b>80</b>

**PROJECT [Portfolio]**

Demo Reel Presentation (Specialized Area)

**Internal Evaluation of PORTFOLIO:**

<b>Components</b>	<b>Marks</b>
Novelty and originality	4
Skill	10
Viva-voce	6
<b>Total</b>	<b>20</b>

**External Evaluation of PORTFOLIO:**

<b>Components</b>	<b>Marks</b>
Novelty and originality	10
Skill	50
Viva-voce	20
<b>Total</b>	<b>80</b>

## COMPLEMENTARY COURSES OFFERED FOR B.A. ANIMATION AND GRAPHIC DESIGN

### COMPLEMENTARY COURSES IN FILM AND TELEVISION

Sl. No.	Code	Title	Hrs./Week	Credit	Semester
1	GAGD1C01P	<b>Film and Television- I</b> Rudiments of Drawing	3	3	1
2	GAGD2C03T	<b>Film and Television- II</b> Pre-production Techniques	3	3	2
3	GAGD3C05P	<b>Film and Television- III</b> Basics of 3D Design	4	3	3
4	GAGD4C07P	<b>Film and Television- IV</b> Advanced Cel Animation	4	3	4

### COMPLEMENTARY COURSES IN MULTIMEDIA APPLICATIONS

Sl. No.	Code	Title	Hrs./Week	Credit	Semester
1	GAGD1C02T	<b>Multimedia Applications- I</b> History of Art and Design	3	3	1
2	GAGD2C04T	<b>Multimedia Applications- II</b> Basic Photography	3	3	2
3	GAGD3C06P	<b>Multimedia Applications- III</b> Stop Motion	4	3	3
4	GAGD4C08P	<b>Multimedia Applications- IV</b> Basic Compositing and Editing	4	3	4

# PROGRAMME STRUCTURE

## SEMESTER I

Course Type	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
Common	JENG1A01T	Litmosphere: The World of Literature	4		4	60	15	3
Common	JENG1A02T	Functional Grammar and Communication in English	5		5	80	20	4
Common	GMAL1A03T	Malayala Bhashayum Sahityavum- 1	5		5	80	20	4
	GHIN1A03T	Prose and One Act Plays						
Core	GAGD1B01T	Introduction to Visual Language	5		5	80	20	4
Compl.	GAGD1C01P	Rudiments of Drawing		3	3	60	15	3
Compl.	GAGD1C02T	History of Art and Design	3		3	60	15	3
			<b>22</b>	<b>3</b>	<b>25</b>	<b>525</b>		<b>21</b>

## SEMESTER II

Course Type	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
Common	JENG2A03T	Readings from the Fringes	4		4	60	15	3
Common	JENG2A04T	Readings on Kerala	5		5	80	20	4
Common	GMAL2A06T	Malayala Bhashayum Sahityavum- 2	5		5	80	20	4
	GHIN2A06T	Poetry and Short Stories						
Core	GAGD2B02T	Introduction to Graphic Design and Animation	3	2	5	80	20	4
Compl.	GAGD2C03T	Preproduction Techniques	3		3	60	15	3
Compl.	GAGD2C04T	Basic Photography	3		3	60	15	3
			<b>23</b>	<b>2</b>	<b>25</b>	<b>525</b>		<b>21</b>

### SEMESTER III

Course Type	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
Common	GAGD3A01P	Introduction to Motion Graphics		4	4	80	20	4
Common	GAGD3A02T	History of Animation and Visual Effects	4		4	80	20	4
Core	GAGD3B03P	2D Classical Animation		5	5	80	20	4
Core	GAGD3B04T	Computer Graphics (Media Design)	3	1	4	80	20	4
Compl.	GAGD3C05P	Basics of 3D Design		4	4	60	15	3
Compl.	GAGD3C06P	Stop Motion		4	4	60	15	3
			<b>7</b>	<b>18</b>	<b>25</b>	<b>550</b>		<b>22</b>

### SEMESTER IV

Course Type	CourseCode	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
Common	GAGD4A03T	Fundamentals of Web Designing	3	1	4	80	20	4
Common	GAGD4A04P	Publication Design		4	4	80	20	4
Core	GAGD4B05P	Advanced 3D		4	4	80	20	4
Core	GAGD4B06P	Production Design- I Graphic Design 1. 2D Animation 2. Computer Graphics (MediaDesign) 3. 3D		5	5	80	20	4
Compl.	GAGD4C07P	Advanced Cel Animation		4	4	60	15	3
Compl.	GAGD4C08P	Basic Compositing and Editing		4	4	60	15	3
			<b>3</b>	<b>22</b>	<b>25</b>	<b>550</b>		<b>22</b>

### SEMESTER V

Course Type	CourseCode	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
Core	GAGD5B07T	Introduction to UX/UI Designing	2	1	3	60	15	2
Core	GAGD5B08P	Advanced Techniques in VFX and Editing		5	5	60	15	3
Core	GAGD5B09P	Advanced Technique in Graphic Design and Animation		5	5	80	20	4
Core	GAGD5B10P	Multi-camera Production; Online and Offline		5	5	60	15	3
Core	<b>GAGD5B11P</b>	Graphics and Animation in Advertising [T]	2	2	4	60	15	2
Open	GXXX5DXXT	Open Course (From OtherStreams) Students can choose courses offered by other departments	3		3	60	15	3
			<b>7</b>	<b>18</b>	<b>25</b>	<b>475</b>		<b>17</b>

### SEMESTER VI

Course Type	CourseCode	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
Core	GAGD6B12P	Design Project		5	5	80	20	4
Core	GAGD6B13P	Animation Project		5	5	80	20	4
Core	GAGD6B14P	Production Design- II A. Visual Effects B. Advertising Design C. UI Design		5	5	80	20	3
<b>Electives: Options: E - Content Development &amp; Introduction to Game Design. The department offers</b>								
Elective	GAGD6E01T	Introduction to Game Design	5		5	80	20	4
Core	GAGD6B15D	Portfolio [Project Work]		5	5	80	20	2
			<b>5</b>	<b>20</b>	<b>25</b>	<b>475</b>		<b>17</b>
<b>Total Credits: 120</b>			<b>Total Marks: 3100</b>					

#### Total Credits

<b>Core, Common, Complementary and Open Courses</b>	<b>120</b>
<b>Audit Courses (4 Courses)</b>	<b>16</b>
<b>Extra Credit Activities</b>	<b>4</b>
<b>Total</b>	<b>140</b>

## PROGRAMME OUTCOMES

<b>POs</b>	<b>PROGRAMME OUTCOMES</b>
PO1	Develop strong visual communication skills to create compelling narratives and ideas through perspective and anatomy drawing.
PO2	Gain a good knowledge of production pipeline of Animation production which includes pre-production, production and post-production.
PO3	Use soft wares for Graphic designing and develop industry oriented creative outputs.
PO4	Master industry-standard software for 2D and 3D animation. Attain the creative skills in motion graphics, 3D modeling, texturing, lighting, rigging, animation and special effects.
PO5	Acquire the technical skill in compositing and editing.
PO6	Evaluate graphics and animations effectively, demonstrating an understanding of industry standards and audience expectations.
PO7	Independently conceptualize, develop, and produce high-quality graphic and animation projects for a Professional portfolio, showcasing diverse skills and creative vision, tailored to specific career goals.

# DETAILED SYLLABUS

## SEMESTER I

### GAGD1B01T: INTRODUCTION TO VISUAL LANGUAGE

Contact Hours per Week: 5

Max. Marks: 80

Credits: 4

Total Hours: 80

#### Objective

- To make students understand the different concepts of Visual Language and its applications. This helps students to perceive and understand visible signs.

#### Course Outcome

- After completion of this course, students shall be able to understand the concepts of visual language, visual culture, visual elements, and types of visual media and so on.

#### Module 1

[20 Hours]

Introduction to Communication. Different types of communication. Visual communication: Fundamental principles of visual communication and visual culture. Visual language & Visual literacy: development of visual media communication, visual language, reading pictures, lights, shade and colour in communication, expressions, costumes, symbols and signs of body language, language of pictures and graphics.

#### Module 2

[15 Hours]

Visual elements: line, plane, shape, form, pattern, text gradation, colour, symmetry, order, balance, unity, contrast, mass and proportion, spatial relationships, compositions in 2 and 3 dimensional space, visual communication aesthetics, the structure and appearance.

#### Module 3

[15 Hours]

Types of visual media: folk and performing art forms, theatre, drawing, painting, photography, film and television, new media and multimedia products.

#### Module 4

[17 Hours]

Sensual and perceptual theories of visual communication, what the brain sees, colour, form, depth and movement, viewers' meaning making process, perception, visual thinking/visualization, practice of looking, images, power and politics physiological function of visual communication.

#### Module 5

[13 Hours]

Fundamentals of Film and Television studies: Language of film: evolution of cinematic language, shot, scene and sequence, shot-break down, 180° rule, visual media tools and technologies.



**SEMESTER I**  
**GAGD1C01P: RUDIMENTS OF DRAWING**

Contact Hours per Week: 3

Max. Marks: 60

Credits: 3

Total Hours: 48

**Objective**

- To make students understand the basic concepts of capturing the essence of things they see in daily life. This helps students to enhance the concentration and to appreciate the nature.

**Course Outcome**

- Rudiments of Animation Drawing is intended to provide the student an understanding of basic drawing techniques for animation, Perspective Drawing, the anatomy of a human, Animals and Character design for animation a creature or a cartoon character. Develop students drawing skill through various exercises.

**Module 1**

**[8 Hours]**

Sketching and Loosening exercises (Holding the Pencil, Straight Lines, Curved Lines, Circles, Ovals, Patterns, Scribbling, Free Hand Drawing etc.) | Drawing from: Observation, Memory and Imagination | Still-life Drawing- Use of Basic Shapes and Forms | Sketching Poses (Study of Live Models, Attitude, Gestures)- Quick Sketches- Thumbnail Sketches | Life Sketching (Line of Action, Stick Figures, Balance, Rhythm, Positive and Negative Spaces)- Line of action in Simple Rice Sack, Box Ball Cylinder Form | Silhouettes | Caricaturing Fundamentals- Exaggeration.

**Module 2**

**[10 Hours]**

Perspective Drawing: Horizon/Eye Level- Vanishing Points- Orthogonal Lines | 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.

**Module 3**

**[10 Hours]**

Human Anatomy: Male and Female Anatomy- Body Structure, Proportion and Construction of Body Parts (Torso, Face, Eyes, Nose, Ears, Mouth, Hand, Feet Etc.) | Anatomy of Different Age Groups (Babies, Kids, Teens, Young Adults, Aged)- Basic Proportions- Basic Understanding of the Skeletal and Muscle System | Study of Poses- Human Forms in Perspective.

**Module 4**

**[10 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.

**Module 5****[10 Hours]**

Character Types: Realistic, Stylised/Semi-Realistic and Cartoony | Understanding Cartoon Characters: Cartoon Constructions- Character Development- Drawing from Basic Shapes- Proportion (Short Fat, Tall- Distortion of Proportions | Cartoon Character: Faces, Eyes, Mouths, Hairs, Nose, Hands, Feet | Expressions: Facial and Hand | Classic Cartoon Characters: Humans, Animals, Birds, Reptiles | Types of Construction: Cute, Screwball, Goofy, Heavy and Pugnacious | Fairy Tale Characters: Gnomes, Elves, Dwarfs, Hobbits and Witches.

**SEMESTER I**  
**GAGD1C02T: HISTORY OF ART AND DESIGN**

Contact Hours per Week: 3

Max. Marks: 60

Credits: 3

Total Hours: 48

**Objective**

- To make students understand the major artistic styles (Western and non- Western), from ancient time to the contemporary world.

**Course Outcome**

- 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 judgement, and to increase visual perception and critical thinking skills.

**Module 1**

**[8 Hours]**

Prehistoric visual representations- Palaeolithic to the Neolithic Period-Lascaux, Altamira, Indian evidences.

**Module 2**

**[10 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 3**

**[10 Hours]**

Development of art from imaginative to ideological- Romanticism, Impressionism, Expressionism and Cubism, Pop art, Art and Craft movements- ArtNouveau, Modernism, Art Deco, Minimalism, Postmodernism, Conceptual art.

**Module 4**

**[10 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.

**Module 5**

**[10 Hours]**

Twentieth Century graphic design- Industrial Revolution- Impact of technology upon visual communication- revolution in printing- development of Lithography.

**SEMESTER II**  
**GAGD2B02T: INTRODUCTION TO GRAPHIC DESIGN AND ANIMATION**

Contact Hours per Week: 5      Max. Marks: 80      Credits: 4      Total Hours: 80

**Objective**

- To make students understand the various methods and techniques of Animation and Graphic Design

**Course Outcome**

- At the completion of this course, students shall get initiated into the world of graphic design and animation, focusing on the conceptual frame work.

**Module 1** **[20 Hours]**

Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design, way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour.

**Module 2** **[20 Hours]**

Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes etc.; Page Layout-Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

**Module 3** **[20 Hours]**

History of Animation- Principles of animation- Types of animation: stop- motion- 2D- 3D- Clay animation- Cut-out Animation- cell animation. Animation techniques.

**Module 4** **[20 Hours]**

Introduction to the Production pipe-line. Concept art- Character design- Storyboarding- Animatic- Production techniques- Rendering process.

## SEMESTER II

### GAGD2C03T: PRE-PRODUCTION TECHNIQUES

Contact Hours per Week: 3

Max. Marks: 60

Credits: 3

Total Hours: 48

#### Objective

- To make students familiar with the various stages of Pre- Production for animation.

#### Course Outcome

- 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.

#### Module 1

[6 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 2

[10 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 3

[10 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 4

[15 Hours]

Story Board- Definition- Importance of Story Boarding- Different Types of Story Boards- Story Board Formats- Elements of Storyboarding (Design, Colour, 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.

#### Module 5

[7 Hours]

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

**SEMESTER II**  
**GAGD2C04T: BASIC PHOTOGRAPHY**

Contact Hours per Week: 3      Max. Marks: 60      Credits: 3      Total Hours: 48

**Objective**

- To teach students basic photography knowledge of camera, use and composition. To create quality photographs using basic rules and technology.

**Course Outcome**

- To understand the evolution, concepts, technologies, and practices of photography. Enable students to acquire the basic skills of photography.

**Module 1**

**[10 Hours]**

History and Aesthetics of Photography

Human eye and camera. Visual perception. Difference between still image and movie. Brief history of the development of still cameras from camera obscura to the present day digital cameras. Different types of camera-analogue and digital; types of lenses. Camera operations: aperture, shutter speed, focal length, depth of field.

**Module 2**

**[20 Hours]**

Understanding Lighting. Fundamentals of light- available, artificial, indoor and outdoor, hard and soft. Types of lighting, Natural and artificial lights. Exposing and focusing, Exposure meters, differential focus, filters, flashes. Designing with light, for indoor and outdoor. Choosing the right colour; moving camera and subject. Basic requirements, equipment and accessories.

**Module 3**

**[18 Hours]**

Applications of Photography. Different categories of photography (travel, commercial, wedding, documentation, hobby, family album, tour, landscape, profile etc.). Photo-journalism, photo-features, photo-essays, writing captions, visual story telling. Photography for advertising- consumer and industrial. Planning a shoot-studio, location, setprops and models. Qualities of a photographer.

## SEMESTER III

### GAGD3A01P: INTRODUCTION TO MOTION GRAPHICS

Contact Hours per Week: 4

Max. Marks: 80

Credits: 4

Total Hours: 64

#### Objective

- To make students understand the Basic concepts of motion graphics through various practical assignments.

#### Course Outcome

- The Course will enable learners to achieve proficiency with the important softwares designed to create movement of texts, objects, pictures etc.; animating the inanimate and simulating the feel of 3D in 2D.

#### Module 1

[10 Hours]

Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart- Introduction to Adobe After effects- Develop the skills to make original animations with text and objects.

#### Module 2

[20 Hours]

Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files-Masking- Advanced transformation- 3D Layer- Key frame assistant-Effects- Third Party Plug-in- Use Clone Stamp Tool- Advanced Animation- Null Object. Distorting objects with the puppet tools- stop motion animation- cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

#### Module 3

[14 Hours]

Introduction to Colour Correction; Colour Correction Features and applications .Title- Explainer-UI animation using motion graphics.

#### Module 4

[20 Hours]

Introduction to Digital Graphic Novel- Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Developing content- Plot/ Story, Visual Style, Digital Layout, Inking/ Colouring, Animation, Adding audio, sfx and bgm. Final edit.

## SEMESTER III

### GAGD3A02T: HISTORY OF ANIMATION AND VISUAL EFFECTS

Contact Hours per Week: 4      Max. Marks: 80      Credits: 4      Total Hours: 64

#### Objective

- To make students understand the different styles of animation around the world, from the celluloid animation to the contemporary digital animation.

#### Course Outcome

- This paper 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.

#### Module 1

[10 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 2

[10 Hours]

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

#### Module 3

[15 Hours]

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

#### Module 4

[15 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 5

[14 Hours]

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



**SEMESTER III**  
**GAGD3B03P: 2D CLASSICAL ANIMATION**

Contact Hours per Week: 5      Max. Marks: 80      Credits: 4      Total Hours: 80

**Objective**

- To make students understand the Basics of animation through various exercises.

**Course Outcome**

- To build a strong foundation of the basic principles of animation with a study of real life observations for the students of Animation. Observational drawing techniques to learn from life includes drawing from human and animal, to better understand poses, gestures and motion relevant to Animation.

**Module 1**

**[20 Hours]**

Introduction of the Animation Equipments: Line Tests (Cels/ Sheets- Light Box- Peg Bar- Peg Holes- Field Charts- Camera [Studio Rostrum Camera])- Introduction of the 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). Animation Methods: Straight Ahead, Pose to Pose, Combination of both.

**Module 2**

**[20 Hours]**

Animation Basics: Planning an Animation: Timing- Slow-in/ Slow-out | Line of Action- Path of Action- Key Drawings (Extremes and Breakdowns)- Maintaining Volume- Timing Ladder and Numbering of Animation Drawings- In Between- Clean-Up- Flipping Key Drawings- Using The Exposure Sheet (X Sheet) | Squash and Stretch: Anticipation- Action & Reaction | Wave Principle: Secondary Action- Follow through and overlapping action.

**Module 3**

**[15 Hours]**

Introduction to Acting- Pantomime | Acting Analysis- Acting Concepts- Actor vs. Animator- Discussion of the animation | Acting for Animators- Character Acting: Studies from movies- Motion Analysis | Basics of Animation Acting- Posing, Timing, and Staging | Voice Acting | Facial Expressions | Body Language.

**Module 4**

**[10 Hours]**

Pose, Anticipation, Delivery, Overshoot, Cushion and Settle in: Gestures: Head, Hand and Shoulder | Surprise Reaction: Takes and Double Takes- Anticipation- Overlapping Actions.

**Module 5**

**[15 Hours]**

Animating Human Walk: Normal- Progressive, Cycle | Animating Character Run: Normal- Progressive, Cycle | Staging and Appeal, Exercises in fine-tuning Animation.

**SEMESTER III**  
**GAGD3B04T: COMPUTER GRAPHICS**  
**(MEDIA DESIGN)**

Contact Hours per Week: 4

Max. Marks: 80

Credits: 4

Total Hours: 64

**Objective**

- To make students understand the use of technology to express the ideas through computer generated visual and audio elements.

**Course Outcome**

- After completion of this paper, students shall be able to appreciate the scope of Computer generated graphics that form the backbone of diverse media designs today

**Module 1**

**[20 Hours]**

Introduction to basic elements of graphic design: Line- line direction and meanings-quality of line, simplified 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 value- what is shade, tint and tones-colour schemes- monochromatic, analogous, complementary, split complementary, triadic colour, double complementary etc.- colour meaning in various context 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 graphical element selection of a type family in design.

**Module 2**

**[10 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, golden ratio. Exercise based on nature study: Patterns, colour schemes, shapes etc. from nature.

**Module 3**

**[10 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 4****[24 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.

**SEMESTER III**  
**GAGD3C05P: BASICS OF 3D DESIGN**

Contact Hours per week: 4                      Max. Marks: 80                      Credits: 3                      Total Hours: 64

**Objective**

- To make students understand the 3D space design (modelling, Lighting, Texturing, etc.) using software.

**Course Outcome**

- 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, and texture, apply lights and finally take a render output of his/her creation.

**Module 1** **[10 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 2** **[15 Hours]**  
Modelling techniques like Spline, NURBS, Polygon- Various tools and their applications, Detailed modelling of furniture, instruments, character props, etc.

**Module 3** **[15 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 4** **[10 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 5** **[14 Hours]**  
Exterior Modelling: Environments- Buildings, Hills, City etc.- Interior Modelling: Architectural/ Industrial Structures- Exterior Lighting- Interior Lighting, Rendering basics, Global illumination, Final gather.

**SEMESTER III**  
**GAGD3C06P: STOP MOTION**

Contact Hours per Week: 4      Max. Marks: 60      Credits: 3      Total Hours: 64

**Objective**

- To make students understand the various techniques and history of stop motion animation through practical sessions.

**Course Outcome**

- 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.

**Module 1** **[10 Hours]**

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

**Module 2** **[10 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 3** **[6 Hours]**

Cut out Animation Project- Preparation of Characters/ Models- Finding Suitable Materials for Making Characters- Different Medium for Adding Details on a Model- Set Designing- Lighting.

**Module 4** **[18 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 Modelling)- Set design for animation.

**Module 5** **[20 Hours]**

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

## SEMESTER IV

### GAGD4A03T: FUNDAMENTALS OF WEB DESIGNING

Contact Hours per Week: 4

Max. Marks: 80

Credits: 4

Total Hours: 64

#### Objectives

- To develop skills in analyzing the usability of a web site and understand how to plan and conduct user research related to web usability.
- To learn the language of the web

#### Course Outcome

- Students should be able to know the process of designing, programming and publishing a website.

#### Module 1

[10 Hours]

The internet: Introduction- internet defined- internet history- the way the internet works- Internet services, World Wide Web- Universal addressing scheme (URL), IP Address, Web Protocols- web browsers- Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

#### Module 2

[20 Hours]

Introduction to HTML, HTML Tags and their applications, HTML Elements HTML Attributes, Headers tags, Body tags, Paragraphs, Formatting, Elements of an HTML Document, Text Elements, Tag Elements, Special Character elements, Image tags, HTML Table tags, Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc., Hyperlinks, Links with images and buttons, Links to send email messages, Text fonts and styles, background colours/ images, Forms related tags- action, method, name, input, submit; HTML Media Tags, Inserting audio files, Inserting video files, Screen control attributes, Media control attributes, HTML Object.

#### Module 3

[15 Hours]

User interface design with Adobe Photoshop- Webpage layout- Header banner Design- Design aesthetics- layouts- inputting Text- Adding Title- Matte painting for webpage- creating Web Pages to suit client needs. Web writing styles- web presentation outline, design and management.

#### Module 4

[19 Hours]

An Introduction to Cascading Style Sheets- Structure of CSS- Creating Internal and- Using an External Style Sheet- Applying Styles Locally- Defining Styles for Classes- Identifying Particular Tags- Defining Styles for Links- Formatting Text with Styles. CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties).

**SEMESTER IV**  
**GAGD4A04P: PUBLICATION DESIGN**

Contact Hours per week: 4                      Max. Marks: 80                      Credits: 4                      Total Hours: 64

**Objectives**

- To familiarize the students with basic principles and fundamentals in visual art and design.
- To understand the creative process, develop techniques and methods of creative problem solving.
- To be able to create computer-based projects using softwares.

**Course Outcome**

- 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.

**Module 1** **[10 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 2** **[15 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 3** **[20 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 4** **[6 Hours]**

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

**Module 5** **[13 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.

**SEMESTER IV**  
**GAGD4B05P: ADVANCED 3D**

Contact Hours per Week: 4                      Max. Marks: 80                      Credits: 4                      Total Hours: 64

**Objective**

- To make students understand the different stages of 3D animation and character modelling in depth, through practical exercises.

**Course Outcome**

- 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.

**Module 1** **[20 Hours]**

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

**Module 2** **[10 Hours]**

Applying UV Coordinates for Texturing, various techniques of Editing UV Layouts- UV unwrapping- Application of the Texture- Procedural Texturing.

**Module 3** **[13 Hours]**

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

**Module 4** **[6 Hours]**

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

**Module 5** **[15 Hours]**

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



**SEMESTER IV**  
**GAGD4B06P: PRODUCTION DESIGN- I**

Contact Hours per Week: 5      Max. Marks: 80      Credits: 4      Total Hours: 80

**Objective**

- To make students understand the techniques and approaches to make a believable background setting, in which the characters perform.

**Course Outcome**

- The Production Design prepares the students ready for diverse industries with creative works of their own.

The students are supposed to conduct a demonstration of their works in Graphic design, 2D Animation, Computer Graphics and 3D that will be judged by one external, appointed by the College and an internal examiner from the college and the evaluation process includes viva voce.

<b>Internal Sl. No</b>	<b>Evaluation: Components</b>	<b>Marks</b>
1.	Lab involvement/ skills	8
2.	Attendance	4
3.	Records/ Viva	8
	<b>Total</b>	<b>20</b>

<b>External Evaluation: Pattern</b>	<b>Marks</b>	<b>Viva</b>	<b>Total</b>
The students have to display their works and conduct a presentation	56	24	80

**SEMESTER IV**  
**GAGD4C07P: ADVANCED CEL ANIMATION**

Contact Hours per Week: 4                      Max. Marks: 60                      Credits: 3                      Total Hours: 64

**Objective**

- To make students understand the 2D animation concepts in depth. Also to plan out the animation scenes visually.

**Course Outcome**

- This course is meant for analyzing character (human, animal/ creatures) locomotion and movement in the real world. By the end of this course participants will be able to; appropriately plan out their animated scenes visually; demonstrate an understanding of composition and visual storytelling; demonstrate a basic understanding of character, and scene design. Understanding the use of layers.

**Module 1** **[20 Hours]**

Animating Walks: Stylized and Different Types of Human Characters – Runs: Different Types and Different Types of Human Characters | Drop Jump – Jump | Skip | Leaps | Mass and Weight.

**Module 2** **[10 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 3** **[12 Hours]**

Animation of Four Legged and Two Legged Animals: Normal and Stylized Movements of animals | Bird Flight / Movements in Different Stages | Movements of Reptiles | Animating Insects and Fishes.

**Module 4** **[10 Hours]**

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

**Module 5** **[12 Hours]**

Project: Creation of a Classical 2D Animation short film with sound synchronization.

## SEMESTER IV

### GAGD4C08P: BASIC COMPOSITING AND EDITING

Contact Hours per Week: 4

Max. Marks: 60

Credits: 3

Total Hours: 64

#### Objective

- To make students understand the process/ technique of combining visual elements from different sources into a single visual or a scene in a believable manner

#### Course Outcome

- The Course objective of this subject is to introduce the student to compositing software. This course is meant to shine light to the possibilities of compositing in today's media world.

#### Module 1

**[15 Hours]**

What is Compositing? Exploring after Effects Interface- Create a new composition, Timeline Panels, Adding footage, Resolution, Quality, Adjustment layers, Solid layers, Pre-Composition, Layers, Basic Animation Rotation, Scale, Transform, Anchor Point, Key frames, Text Animation, Easy Ease

#### Module 2

**[10 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 Matte Luma, Alpha Matte, Animated Mattes.

#### Module 3

**[20 Hours]**

Effects and Presets. Applying effects, Effects and preset panel, Garbage mattes to support keying, Chroma Keying, Colour correction: User Interface Navigation- Importing Image Sequences And Footages- Time Line- Layers- Pass- Key Frames- Composition Settings- Transitions- Layer Animations- Different Types of Layers- Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting.

#### Module 4

**[7 Hours]**

How films are made? Persistence of vision, Fragmentation of action, Image sizes LS, MS, Close Up, Shot, Scene, and Sequence. Linear Editing, Nonlinear Editing, Selecting Good shots- stages of editing

#### Module 5

**[12 Hours]**

Introducing a Non-Linear Editing Software- Project setting- Introducing interface, different windows, monitors-timeline, tools- Working with Bins, importing footage, Drag and drop editing, three-point editing JKL, time line trimming, rearranging clips in time line.

## SEMESTER V

### GAGD5B07T: INTRODUCTION TO UX/UI DESIGNING

Contact Hours per Week: 3

Max. Marks: 60

Credits: 2

Total Hours: 48

#### Objective

- To make students understand the user values, and needs through user's experience, with the digital products.

#### Course Outcome

- This course will enable the students to understand the scope of User Experience and User Interface Designs as applicable in new technology and gadgets and give them sense of diverse users' preferences to different designs.

#### Module 1

[15 Hours]

UX Introduction User Interaction with the products, applications and services- Cognitive Model/Mental Model. Why User Experience Design What is User Experience (UX) Design? Elements of UX Design: Core elements of User Experience. How these elements work together. UX Design Process: Defining the UX Design Process and Methodology UX Design Process: RESEARCH & DEFINE. Why Research is critical? Research methods and tools, Understanding the User Needs and Goals Understanding the Business Goals, Deliverables of the Research & Define phase Insight on User Goals and Business Goals Hands-on assignments and Quiz.

#### Module 2

[8 Hours]

UX Design Process: IDEATE/ DESIGN Visual Design Principles Information Design and Data Visualization Interaction. Design Information Architecture Wire framing & Story boarding UI Elements and Widgets Screen Design and Layouts.

#### Module 3

[10 Hours]

UX Design Process: PROTOTYPE & TEST Why Test your Design? What is Usability Testing? Types of Usability, Testing Usability, Testing Process, How to prepare and plan for the Usability Tests? Prototype your Design to Test? Introduction of prototyping tools, How to conduct Usability Test? How to communicate Usability Test Results? Hands-on Assignments and Quiz.

#### Module 4

[8 Hours]

UX Design Process: ITERATE/ IMPROVE

Understanding the Usability Test findings, Applying the Usability Test feedback in improving the design.

#### Module 5

[7 Hours]

UX Design Process: DELIVER Communication with implementation team UX Deliverables to be given to implementation team. UX Quiz to test the learning.

## SEMESTER V

### GAGD5B08P: ADVANCED TECHNIQUES IN VFX AND EDITING

Contact Hours per Week: 5

Max. Marks: 60

Credits: 3

Total Hours: 80

#### Objective

- To make students understand and explore the advanced concepts and techniques of visual effects and editing.

#### Course Outcome

- At the completion of this course, students shall refine their skills in advanced Visual Effects generation and management.

#### Module 1

[25 Hours]

Adobe After Effects- Titling, Camera Tracking, match making. Procedures: Keying, Rotoscopy, wire removal- 3D cameras- Lighting Tracking and Stabilizing- Parenting- Masking- Alpha- Parallax- Adding Text- Render and Export. Tracking Motion tracking, Motion stabilization, Time warp, Use blending modes to correct Colour, lighting, and sharpness in video footage and still images. Slow down and speed up movie clips through time remapping.

#### Module 2

[25 Hours]

Effect- Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed- Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology, Compositing 3D Object and scene, Creating a VFX Demo Reel.

#### Module 3

[20 Hours]

Video- Continuity Editing- Match cut, cross cut, jump cut, Dialogue overlapping, L-Cut, J-Cut, Slow motion Fast motion, Synchronizing and mixing Video and Audio. Working with effects.

#### Module 4

[10 Hours]

Adding different transitions and effects to Video- Working with Key frames, Compositing, Colour Correction, Titling, Exporting to different Video formats. Audio Editing: Audio Levels- Effects- Exporting the Project.

**SEMESTER V**  
**GAGD5B09P: ADVANCED TECHNIQUES IN GRAPHIC DESIGN  
AND ANIMATION**

Contact Hours per Week: 5      Max. Marks: 80      Credits: 4      Total Hours: 80

**Objective**

- To make students understand the concepts of animation (both 2D and 3D) and Graphic Design in depth.

**Course Outcome**

- At the completion of this course, students shall achieve recognizable command of graphic design, animation techniques and 3D modelling to a great extent.

**Module 1** **[15 Hours]**

Brand design- 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 2** **[20 Hours]**

Posters and promotional designs: Concept creation, application of various design principles such as emphasis, hierarchy etc. Campaign posters- event posters. What is a Brochure? Content management, Design Concepts, Selection of typefaces, Page Size, different methods of folding. Package Design: 3D Forms and Surface Graphics, Create Cartons, Containers and Wrappers for Verity of products.

**Module 3** **[20 Hours]**

Principles of animation; cell animation and computer animation, Key frame animation, Non-Linear animation, Path animation, Motion capture. Animation tools, Animation editors, Character animation, Story Board and Animation, animation software; basic animation techniques; kinematics. Using cameras, lights and rendering.

**Module 4** **[15 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- Blend Shapes-Linear and Non-linear Animation Techniques.

**Module 5** **[10 Hours]**

Dynamics- particle system- soft/ rigid body- effects, Render Setups (Single Frame Rendering, Batch Rendering and Different Rendering Formats)-Applying Render Passes For Compositing- Image Based Lighting and HDRI Rendering.

## SEMESTER V

### GAGD5B10P: MULTI-CAMERA PRODUCTION: ONLINE AND OFFLINE

Contact Hours per Week: 5

Max. Marks: 60

Credits: 3

Total Hours: 80

#### Objective

- To understand the process of production, scheduling, scripts, sets, and shooting techniques.
- To prepare directors for the process of telling a story in multi camera

#### Course Outcome

- The students, at the completion of this course, will achieve confidence and command in conceiving and executing multi-camera production and post-production.

#### Module 1

[20 Hours]

Production techniques, planning and management of live shows, single and multi-camera production, camera control Unit, mounting equipments, preview monitors, switcher, line monitor, VTR, optical disc, hard drives.

#### Module 2

[15 Hours]

Microphones, audio mixer, console, audio monitor, sound recording and play back devises.

#### Module 3

[20 Hours]

Lighting in studio, 3- point lighting, lighting for an event, studio lighting instruments, lighting control devices.

#### Module 4

[15 Hours]

Switching or instantaneous editing, multi- function switcher, basic switcher operations, studio floor, treatments, properties, set backgrounds, platforms etc.

#### Module 5

[10 Hours]

Covering events, location sketch and remote set ups, OB vans, camera lighting, audio, intercommunication, signal transmission, multi-camera production practicals.

## SEMESTER V

### GAGD5B11P: GRAPHICS AND ANIMATION IN ADVERTISING

Contact Hours per Week: 4

Max. Marks: 60

Credits: 2

Total Hours: 64

#### Objective

- To make students understand the essential animation and graphic design techniques and concepts in the advertisement field.

#### Course Outcome

- At the completion of this course, students shall achieve higher-level precision and depth in graphic design and animation techniques as applied in the field of Advertising.

#### Module 1 [20 Hours]

Advertising, definitions, functions, types of advertising, ad agencies, world famous advertising agencies, campaigns, marketing, marketing mix, media mix, social and ethical issues.

#### Module 2

[10 Hours]

Online advertising, web banner ad, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under, video ad, map ad, mobile ad, interstitial ad, contextual advertising.

#### Module 3

[10 Hours]

Outdoor publicity, point of purchase ads, hoardings, banner, wall posters, flex, sky writing, balloon ads, illuminated hoardings.

#### Module 4

[10 Hours]

New trends in advertising, environmental conscious ads, talking babies, interactive tablet advertising, animated ads, cartoon ads, episodes, viral videos, convergent advertising cultural icons, cultural jamming, universal advertising, creative ads.

#### Module 5

[14 Hours]

Writing and Creating advertising for TV and New Media.



**SEMESTER VI**  
**GAGD6B12P: DESIGN PROJECT**

Contact Hours per Week: 5

Max. Marks: 80

Credits: 4

**Course Outcome**

- Students shall be able to get confidence of executing their own independent project/production.

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.

**SEMESTER VI**  
**GAGD6B13P: ANIMATION PROJECT**

Contact Hours per week: 5

Max. Marks: 80

Credits: 4

**Course Outcome**

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

Full 3D 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.

**SEMESTER VI**  
**GAGD6B14P: PRODUCTION DESIGN- II**

Contact Hours per week: 4

Max. Marks: 80

Credits: 3

**Course Outcome**

- The Production Design prepares the students ready for diverse industries with creative works of their own.

The students are supposed to conduct a demonstration of their works that will be judged by one external, appointed by the university and an internal examiner from the respective college and the evaluation process includes viva voce.

<b>Internal Sl. No.</b>	<b>Evaluation: Components</b>	<b>Marks</b>
1.	Lab involvement/ skills	8
2.	Attendance	4
3.	Records/ Viva	8
	<b>Total</b>	<b>20</b>

<b>External Evaluation: Pattern</b>	<b>Marks</b>	<b>Viva</b>	<b>Total</b>
The students have to display their works and conduct a presentation	56	24	80

**SEMESTER VI**  
**ELECTIVE COURSES**  
**GAGD6E01T: INTRODUCTION TO GAME DESIGN**

Contact Hours per Week: 5      Max. Marks: 80      Credits: 4      Total Hours: 80

**Objective**

- To understand the process of designing the rules, characters, stories and setting of the game.

**Course Outcome**

- Through this Elective Course, students will get introduced into the world of Gaming in its socio-cultural contexts and will get an overview of the scope and dynamics of the gaming design world.

**Module 1** **[20 Hours]**

Introduction to Games & Gaming; History of Games, Types and characteristics of different games: board game, card game, dice game, casino game, role-playing game, sport, video game, war game or simulation etc.

**Module 2** **[20 Hours]**

Introduction to Game theory, ludology, narratology and other cultural theories

**Module 3** **[20 Hours]**

Analysis of Game Elements and components; Players, Information, Action, Pay off, Objective, roles, goals, mechanics etc., Contexts, Participants, Meaning etc.

**Module 4** **[20 Hours]**

Numerous elements going in to the process of a game design: idea generation, story, character and game world development, game mechanics and level design, and user experience design. Game Development Process: Idea or a concept for a game, develop, program, engineer, render, record, mix, produce and test.

**SEMESTER VI**  
**GAGD6B15D: PORTFOLIO/ DEMO REEL**  
**[PROJECT WORK]**

Contact Hours per Week: 5

Max. Marks: 80

Credits: 2

**Course Outcome**

- Portfolio and Demo reel presentation are intended to assist the student to prepare for a job interview. Student will have to present his/her Portfolio/ Demo reel which is a culmination of their original works or of their area of expertise. The student is free to use his/her individual creative style to present the Portfolio and the demo reel.

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**PART III**  
**OPEN COURSES**  
**OFFERED BY BA GRAPHIC DESIGN AND ANIMATION**  
**FOR OTHER STREAMS**

**OPEN COURSE**

**GAGD2B02T: INTRODUCTION TO GRAPHIC DESIGN AND ANIMATION**

Contact Hours per Week: 5      Max. Marks: 80      Credits: 4      Total Hours: 80

**Objective**

- To make students understand the various methods and techniques of Animation and Graphic Design

**Course Outcome**

- At the completion of this course, students shall get initiated into the world of graphic design and animation, focusing on the conceptual frame work.

**Module 1**

**[20 Hours]**

Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design, way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour.

**Module 2**

**[20 Hours]**

Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes etc.; Page Layout-Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

**Module 3**

**[20 Hours]**

History of Animation- Principles of animation- Types of animation: stop- motion- 2D- 3D- Clay animation- Cut-out Animation- cell animation. Animation techniques.

**Module 4**

**[20 Hours]**

Introduction to the Production pipe-line. Concept art- Character design- Storyboarding- Animatic- Production techniques- Rendering process.



# COMPLEMENTARY COURSES

## SEMESTER I

### GAGD1C01P: RUDIMENTS OF DRAWING

Contact Hours per Week: 3

Max. Marks: 60

Credits: 3

Total Hours: 48

#### Objective

- To make students understand the basic concepts of capturing the essence of things they see in daily life. This helps students to enhance the concentration and to appreciate the nature.

#### Course Outcome

- Rudiments of Animation Drawing is intended to provide the student an understanding of basic drawing techniques for animation, Perspective Drawing, the anatomy of a human, Animals and Character design for animation a creature or a cartoon character. Develop students drawing skill through various exercises.

#### Module 1

[8 Hours]

Sketching and Loosening exercises (Holding the Pencil, Straight Lines, Curved Lines, Circles, Ovals, Patterns, Scribbling, Free Hand Drawing etc.) | Drawing from: Observation, Memory and Imagination | Still-life Drawing- Use of Basic Shapes and Forms | Sketching Poses (Study of Live Models, Attitude, Gestures)- Quick Sketches- Thumbnail Sketches | Life Sketching (Line of Action, Stick Figures, Balance, Rhythm, Positive and Negative Spaces)- Line of action in Simple Rice Sack, Box Ball Cylinder Form | Silhouettes | Caricaturing Fundamentals- Exaggeration.

#### Module 2

[10 Hours]

Perspective Drawing: Horizon/Eye Level- Vanishing Points- Orthogonal Lines | 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.

#### Module 3

[10 Hours]

Human Anatomy: Male and Female Anatomy- Body Structure, Proportion and Construction of Body Parts (Torso, Face, Eyes, Nose, Ears, Mouth, Hand, Feet Etc.) | Anatomy of Different Age Groups (Babies, Kids, Teens, Young Adults, Aged)- Basic Proportions- Basic Understanding of the Skeletal and Muscle System | Study of Poses- Human Forms in Perspective.

#### Module 4

[10 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.

**Module 5**

**[10 Hours]**

Character Types: Realistic, Stylised/Semi-Realistic and Cartoony | Understanding Cartoon Characters: Cartoon Constructions- Character Development- Drawing from Basic Shapes- Proportion (Short Fat, Tall- Distortion of Proportions | Cartoon Character: Faces, Eyes, Mouths, Hairs, Nose, Hands, Feet | Expressions: Facial and Hand | Classic Cartoon Characters: Humans, Animals, Birds, Reptiles | Types of Construction: Cute, Screwball, Goofy, Heavy and Pugnacious | Fairy Tale Characters: Gnomes, Elves, Dwarfs, Hobbits and Witches.

**SEMESTER I**  
**GAGD1C02T: HISTORY OF ART AND DESIGN**

Contact Hours per Week: 3

Max. Marks: 60

Credits: 3

Total Hours: 48

**Objective**

- To make students understand the major artistic styles (Western and non- Western), from ancient time to the contemporary world.

**Course Outcome**

- 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 judgement, and to increase visual perception and critical thinking skills.

**Module 1**

**[8 Hours]**

Prehistoric visual representations- Palaeolithic to the Neolithic Period-Lascaux, Altamira, Indian evidences.

**Module 2**

**[10 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 3**

**[10 Hours]**

Development of art from imaginative to ideological- Romanticism, Impressionism, Expressionism and Cubism, Pop art, Art and Craft movements- ArtNouveau, Modernism, Art Deco, Minimalism, Postmodernism, Conceptual art.

**Module 4**

**[10 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.

**Module 5**

**[10 Hours]**

Twentieth Century graphic design- Industrial Revolution- Impact of technology upon visual communication- revolution in printing- development of Lithography.

**SEMESTER II**  
**GAGD2C03T: PRE-PRODUCTION TECHNIQUES**

Contact Hours per Week: 3                      Max. Marks: 60                      Credits: 3                      Total Hours: 48

**Objective**

- To make students familiar with the various stages of Pre- Production for animation.

**Course Outcome**

- 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.

**Module 1**

**[6 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 2**

**[10 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 3**

**[10 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 4**

**[15 Hours]**

Story Board- Definition- Importance of Story Boarding- Different Types of Story Boards- Story Board Formats- Elements of Storyboarding (Design, Colour, 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.

**Module 5**

**[7 Hours]**

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

**SEMESTER II**  
**GAGD2C04T: BASIC PHOTOGRAPHY**

Contact Hours per Week: 3      Max. Marks: 60      Credits: 3      Total Hours: 48

**Objective**

- To teach students basic photography knowledge of camera, use and composition. To create quality photographs using basic rules and technology.

**Course Outcome**

- To understand the evolution, concepts, technologies, and practices of photography. Enable students to acquire the basic skills of photography.

**Module 1**

**[10 Hours]**

History and Aesthetics of Photography

Human eye and camera. Visual perception. Difference between still image and movie. Brief history of the development of still cameras from camera obscura to the present day digital cameras. Different types of camera-analogue and digital; types of lenses. Camera operations: aperture, shutter speed, focal length, depth of field.

**Module 2**

**[20 Hours]**

Understanding Lighting. Fundamentals of light- available, artificial, indoor and outdoor, hard and soft. Types of lighting, Natural and artificial lights. Exposing and focusing, Exposure meters, differential focus, filters, flashes. Designing with light, for indoor and outdoor. Choosing the right colour; moving camera and subject. Basic requirements, equipment and accessories.

**Module 3**

**[18 Hours]**

Applications of Photography. Different categories of photography (travel, commercial, wedding, documentation, hobby, family album, tour, landscape, profile etc.). Photo-journalism, photo-features, photo-essays, writing captions, visual story telling. Photography for advertising- consumer and industrial. Planning a shoot-studio, location, setprops and models. Qualities of a photographer.

**SEMESTER III**  
**GAGD3C05P: BASICS OF 3D DESIGN**

Contact Hours per week: 4                      Max. Marks: 80                      Credits: 3                      Total Hours: 64

**Objective**

- To make students understand the 3D space design (modelling, Lighting, Texturing, etc.) using software.

**Course Outcome**

- 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, and texture, apply lights and finally take a render output of his/her creation.

**Module 1** **[10 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 2** **[15 Hours]**  
Modelling techniques like Spline, NURBS, Polygon- Various tools and their applications, Detailed modelling of furniture, instruments, character props, etc.

**Module 3** **[15 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 4** **[10 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 5** **[14 Hours]**  
Exterior Modelling: Environments- Buildings, Hills, City etc.- Interior Modelling: Architectural/ Industrial Structures- Exterior Lighting- Interior Lighting, Rendering basics, Global illumination, Final gather.

**SEMESTER III**  
**GAGD3C06P: STOP MOTION**

Contact Hours per Week: 4

Max. Marks: 60

Credits: 3

Total Hours: 64

**Objective**

- To make students understand the various techniques and history of stop motion animation through practical sessions.

**Course Outcome**

- 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.

**Module 1**

**[10 Hours]**

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

**Module 2**

**[10 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 3**

**[6 Hours]**

Cut out Animation Project- Preparation of Characters/ Models- Finding Suitable Materials for Making Characters- Different Medium for Adding Details on a Model- Set Designing- Lighting.

**Module 4**

**[18 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 Modelling)- Set design for animation.

**Module 5**

**[20 Hours]**

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

**SEMESTER IV**  
**GAGD4C07P: ADVANCED CEL ANIMATION**

Contact Hours per Week: 4                      Max. Marks: 60                      Credits: 3                      Total Hours: 64

**Objective**

- To make students understand the 2D animation concepts in depth. Also to plan out the animation scenes visually.

**Course Outcome**

- This course is meant for analyzing character (human, animal/ creatures) locomotion and movement in the real world. By the end of this course participants will be able to; appropriately plan out their animated scenes visually; demonstrate an understanding of composition and visual storytelling; demonstrate a basic understanding of character, and scene design. Understanding the use of layers.

**Module 1** **[20 Hours]**

Animating Walks: Stylized and Different Types of Human Characters – Runs: Different Types and Different Types of Human Characters | Drop Jump – Jump | Skip | Leaps | Mass and Weight.

**Module 2** **[10 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 3** **[12 Hours]**

Animation of Four Legged and Two Legged Animals: Normal and Stylized Movements of animals | Bird Flight / Movements in Different Stages | Movements of Reptiles | Animating Insects and Fishes.

**Module 4** **[10 Hours]**

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

**Module 5** **[12 Hours]**

Project: Creation of a Classical 2D Animation short film with sound synchronization.



## SEMESTER IV

### GAGD4C08P: BASIC COMPOSITING AND EDITING

Contact Hours per Week: 4

Max. Marks: 60

Credits: 3

Total Hours: 64

#### Objective

- To make students understand the process/ technique of combining visual elements from different sources into a single visual or a scene in a believable manner

#### Course Outcome

- The Course objective of this subject is to introduce the student to compositing software. This course is meant to shine light to the possibilities of compositing in today's media world.

#### Module 1

[15 Hours]

What is Compositing? Exploring after Effects Interface- Create a new composition, Timeline Panels, Adding footage, Resolution, Quality, Adjustment layers, Solid layers, Pre-Composition, Layers, Basic Animation Rotation, Scale, Transform, Anchor Point, Key frames, Text Animation, Easy Ease

#### Module 2

[10 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 Matte Luma, Alpha Matte, Animated Mattes.

#### Module 3

[20 Hours]

Effects and Presets. Applying effects, Effects and preset panel, Garbage mattes to support keying, Chroma Keying, Colour correction: User Interface Navigation- Importing Image Sequences And Footages- Time Line- Layers- Pass- Key Frames- Composition Settings- Transitions- Layer Animations- Different Types of Layers- Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting.

#### Module 4

[7 Hours]

How films are made? Persistence of vision, Fragmentation of action, Image sizes LS, MS, Close Up, Shot, Scene, and Sequence. Linear Editing, Nonlinear Editing, Selecting Good shots- stages of editing

#### Module 5

[12 Hours]

Introducing a Non-Linear Editing Software- Project setting- Introducing interface, different windows, monitors-timeline, tools- Working with Bins, importing footage, Drag and drop editing, three-point editing JKL, time line trimming, rearranging clips in time line.