LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF) FOR UNDERGRADUATE PROGRAMMES

Department of 3D Animation

DDU KAUSHAL KENDRA

LOYOLA COLLEGE (AUTONOMOUS)

CHENNAI 600034

PREFACE

3D Animation, a vocational degree programme under the DDU KAUSHAL Kendra scheme, focuses on imparting practical skills related to Digital media and Animation. It is an art form that creates an illusion of life, a creative field of study that has been blooming over the contemporary period due to the needs and wants of a wide range of industries. Studying animation deals with understanding the basics of a variety of fields of physical science like anatomy and kinetics to name a few.

The learning outcome-based curriculum framework for a B.Voc. degree in 3D Animation is designed keeping in mind its need to cater to a wide range of stakeholders starting from the students themselves. It is framed with the awareness of the structure of the animation industry and the changes it goes through over time thereby helping students prepare for the industry of Animation as they move on to get themselves acquainted with it.

The curriculum is also aligned with the framework created by MESC (Media and Entertainment Skills Council) to assist the students in excelling in the standards that this creative field requires both technically and creatively on a global scale. MESC also conducts exams for various job roles, which have national and international relevance.

The Learning Outcome-based approach is one of the salient features of this degree as the entirety of the same was built around the skill levels that the students exhibit. This approach intends to deliver in terms of understanding the history, the need, and the concepts and inducing the levels of creativity that the industry requires at large.

The students are expected to learn the history of Animation and its role across this era of technology, they are also persuaded into exhibiting the needs the industry requires in various technologies related to either 2D or 3D animation.

They get to learn through 'immersive learning' that is entirely built around the learner-centric approach where the students learn from a wide variety of learning aids ranging from presentations, videos to demo sessions from faculties and industry experts.

The knowledge they acquire in the form of performance skills will help them get associated into the industry of animation, through a variety of means like workshops, guest lectures, internships, projects, etc.

The curriculum has been structured in a way that students get an understanding of the skill and the industry while having a meaningful exposure of the industry itself and the way it works,

which results in a great prospect of employability and entrepreneurial experience that helps in the holistic development of the individual with both technical and man skills.

The curriculum and the assessment methods are assigned with appropriate cognitive levels as per BLOOM's taxonomy. The OBE-based evaluation methods will pave way for the assessment of cognitive levels of the students and evaluate the expected course outcome attainment.

VISION AND MISSION OF LOYOLA COLLEGE

VISION

- Towards holistic formation of youth, grounded in excellence, through accompaniment to serve the humanity.

MISSION

- To provide inclusive education through an integral and holistic formative pedagogy.

- To promote skills that prepare them for the future.

- To kindle in young minds the spirit of social and environmental justice with a blend of academic excellence and empathy.
- To stimulate critical and conscientious scholarship leading to meaningful and innovative human Capital.

CORE VALUES

- Cura Personalis

- Pursuit of Excellence

- Moral Rectitude

- Social Equity

- Fostering solidarity

- Global Vision

- Spiritual Quotient

VISION AND MISSION OF THE DEPARTMENT OF DDU KAUSHAL KENDRA

VISION:

To create a sustainable industry aligned academic ecosystem that empowers students in innovation, entrepreneurship and employability.

MISSION:

- Providing inclusive and Job-oriented training
- Bridging gap between the academia and industry
- Boosting creativity and cultivating robust skill sets
- Encouraging faculty with learning on latest technological advancements
- Facilitating use of media to foster positive changes within society

Department of KAUSHAL Kendra
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1	**PROFESSIONAL AND TECHNICAL SKILL DEVELOPMENT** To impart industry specific skills, develop creativity, knowledge to the students in media studies and to make them socially responsible and prudent citizens.
PEO 2	**CORE COMPETENCY AND ACADEMIC EXCELLENCE** To develop scope and enhance the core competencies in the chosen area of specialization and to provide access to quality education through the use of modern tools and techniques and to empower them with entrepreneurial skills.
PEO 3	**LOCALLY AND GLOBALLY RELEVANT CURRICULUM** To constantly strive to innovate, revise, update and upgrade the curriculum on par with the international standards and teaching methodologies to cater to the needs of the students and to make the teaching and learning relevant to the local and global context.
PEO 4	**SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY** To integrate social responsibility, concern towards the environment and create content for sustainable development into the curriculum of all media and communication specializations.
PEO 5	**HOLISTIC DEVELOPMENT AND PROFESSIONALISM ETHICS** To prioritize experiential learning through specialized and customized training and to understand the importance of life skills, holistic development, professional attitude, ethics, collaboration, critical thinking, accountability and multidisciplinary approach.
PEO 6	**INCLUSIVE AND ENABLING LEARNING ENVIRONMENT** To provide access to students, preferentially the underprivileged, an academic environment which is conducive to academic excellence, the urge of discovery, creativity, inventiveness, leadership and life-long learning.

PROGRAMME OUTCOMES (POs)

PO 1	**DISCIPLINARY KNOWLEDGE AND SKILL DEVELOPMENT** Students will apply the inter-disciplinary knowledge acquired in classrooms and labs in real life situations and work environment. They will internalize the importance of arts that will enable them to become skilled professionals.
PO 2	**REFLECTIVE THINKING AND EFFECTIVE COMMUNICATION** Students will enhance their communication skills such as reading, writing, listening and speaking, visualising which will help them to express their ideas and views clearly and improve/acquire critical thinking.
PO 3	**PROFESSIONALISM AND ETHICS** Students will demonstrate the core competencies and professional ethics in their discipline through Analytical reasoning, Problem-solving, Research-related skills, Cooperation/Teamwork, Scientific reasoning and Reflective thinking and will emerge as entrepreneurs and become employable in various positions.
PO 4	**SOCIAL SKILLS AND INCLUSIVITY** Students will imbibe moral and social values in personal and social life leading to highly cultured and civilized personality and sensitized to gender, age, caste, religion, race, ethnicity and region and use education as a tool for equity, emancipation and empowerment of humanity.
PO 5	**MEDIA EDUCATION AND ENVIRONMENT SUSTAINABILITY** Students will understand socio-cultural, economic, political and media issues and will contribute towards the betterment of the human living environment and sustainable growth.
PO 6	**SELF- DIRECTED AND LIFELONG LEARNING** Through media and communication literacy, students will engage in self-paced and self-directed learning for personal development, professional accomplishment and social advancement.
PO 7	**MULTICULTURAL COMPETENCE AND LEADERSHIP QUALITY** Students will exhibit moral and ethical awareness/reasoning, Leadership readiness/qualities, Multicultural competence, diversity and become competent, committed, conscious, creative, and compassionate men and women for others.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

B.Voc. 3D Animation	
PSO 1	Acquire knowledge and proficiency in the principles of animation, drawing and design to apply in contemporary global animation scenario.
PSO 2	Design and model characters and assets for all types of animation content and create animated content for all target audience.
PSO 3	Demonstrate competency and dynamic skills in different stages of animation pertaining to various job roles in the industry.
PSO 4	Animate using various software and exhibit solid technical skills, integrating media laws and ethical practices.
PSO 5	Develop communicative and leadership abilities for workplace with commitment to sustainable environment.
PSO 6	Build industry exposure through internships, field visits and projects aiming at specialized training and opportunities.
PSO 7	Create a professional portfolio to showcase skill competency and to enhance employability and entrepreneurship.

B.Voc. 3D Animation CBCS curriculum with effective from June, 2019

PART	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V		SEMESTER VI	CREDITS
I	G. Language (3H/3C)	G. Language (3H/3C)						6
II	General English (5H/5C)	General English (5H/5C)	General English (4H/4C)	General English (4H/5C)				18
III MC	Fundamentals of Animation (6H/6C)	Anatomy & Animation Drawing (6H/6C)	Traditional Animation (6H/6C)	3D Character Modeling (6H/6C)	3D Rigging & Animation(6H/6C)		Media Laws & Cyber Ethics (6H/6C)	78
	Basics of Drawing (6H/6C)	Stop-Motion Animation (6H/6C)	3D Set-Modeling and Texturing (6H/6C)	2D Digital Animation (6H/6C)	Advanced 2D Animation (6H/6C)		VFX & Compositing (6H/6C)	
					Dynamics and Effects (6H/6C)			
AR/ AO	Visual Art & Design (6H/6C)	Graphic Design & Multimedia (6H/6C)	Story & Scriptwriting (6H/6C)	Photography and Videography (6H/6C)				24
ME					Game Design (or)		Audio & Video Editing (or)	12
					Branding & Package Design (6H/6C)		3D Tracking & Match Moving (6H/6C)	
MS							Internship & Project (12H/12C)	12 (MS&TP)
BT/AT /NME								4
	NME 1 (2H/2C)	NME 2 (2H/2C)						
FC	Value Education (2H/2C)	Value Education, Extension Activities (2H/2C)	Story-board and Character Design(6H/6C), EVS (2H/2C)	ICT and Soft Skills Training (4H/4C), User Interface Design (4H/4C)	Animation Film Studies (6H/6C)			26
CCA								
ORA								
Hr/C	30h/30c	30h/30c	30h/30c	30h/30c	30h/30c	48 Days	18+12h/18+12c	180h/180c

Internship for 4weeks during Christmas Holidays

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI
DEPARTMENT OF 3D Animation, DDU KAUSHAL KENDRA
(2019 - Restructured Curriculum)
OVERALL COURSE STRUCTURE

Sem	Subject Code	Course Title	T/L/P	Category*	Credit	Hours
I	UTL 1102 UFR 1102 UOL 1102	Tamil (Voc) – I / French For Communication (Voc) –I / General Hindi (Voc) – I	T	GL	3	3
I	UEL 1206 / UEL 1207	General English I (Advanced) (Voc) General English I (Intermediate) (Voc)	T	GE	5	5
I	UTL 1801 UTL 1802 UDJ 1801	Basic Tamil – I (Voc) (L) /Advanced Tamil (Voc) – I (T) / Leadership Skills - I (T)	T/L	NME	2	2
I	UHE 1002	Value Education - I (Voc)	T	FC	2	2
I	UAN 1501	Fundamentals of Animation	T	MC	6	6
I	UAN 1502	Basics of Drawing	L	MC	6	6
I	UVC 1301	Visual Art & Design	L	AR	6	6
II	UTL 2102 UFR 2102 UOL 2102	Tamil (Voc) – II / French For Communication (Voc) –II / General Hindi (Voc) – II	T	GL	3	3
II	UEL 2206 UEL 2207	General English II (Advanced) (Voc) General English II (Intermediate) (Voc)	T	GE	5	5
II	UTL 2801 UTL 2802 UDJ 2801	Basic Tamil (Voc) – II (L) / Advanced Tamil (Voc) – II (T) / Leadership Skills - II (T)	T/L	NME	2	2
II	UHE 2002	Value Education – II (Voc)	T	FC	1	1
II	UHE 2003	Extension Activities	L	FC	1	1
II	UAN 2501	Anatomy & Animation Drawing	L	MC	6	6
II	UAN 2502	Stop-Motion Animation	L	MC	6	6
II	UDJ 2301	Graphic Design & Multimedia	L	AR	6	6

III	UEL 3206	General English III (Advanced) (Voc)				
III	UEL 3205	General English III (Intermediate) (Voc)	T	GE	4	4
III	UHE 3002	Environmental Studies (Voc)	T	FC	2	2
III	UAN 3001	Story-board and Character Design	L	FC	6	6
III	UAN 3501	Traditional Animation	L	MC	6	6
III	UAN 3502	3D Set-Modeling and Texturing	L	MC	6	6
III	UDJ 3401	Story & Scriptwriting	T	AO	6	6
IV	UEL 4206	General English IV (Advanced) (Voc)				
IV	UEL 4207	General English IV (Intermediate) (Voc)	T	GE	4	4
IV	UAN 4001	ICT and Soft Skills Training	T	FC	4	4
IV	UAN 4602	User Interface Design	L	FC	4	4
IV	UAN 4501	3D Character Modeling	L	MC	6	6
IV	UAN 4502	2D Digital Animation	L	MC	6	6
IV	UVC 4301	Photography and Videography	L	AO	6	6
V	UAN 5504	Animation Film Studies	T	FC	6	6
V	UAN 5501	3D Rigging & Animation	L	MC	6	6
V	UAN 5502	Advanced 2D Animation	L	MC	6	6
V	UAN 5503	Dynamics and Effects	L	MC	6	6
V	UAN 5601	Game Design	L	ME	6	6
	UAN 5602	Branding & Package Design	L			
VI	UAN 6501	Media Laws & Cyber Ethics	L	MC	6	6
VI	UAN 6502	VFX & Compositing	L	MC	6	6
	UAN 6601	Audio & Video Editing			6	6
VI	UAN 6602	3D Tracking & Match Moving	L	ME		
VI	UAN 6701	Internship & Project	P	TP	12	12

OFFERED TO OTHER DEPARTMENTS

I						
II	UAN 2301	Graphic Design & Multimedia	L	AR	6	6
III	UAN 3301	Infographics	L	AO	3	5
I						
IV	UAN 4401	Scriptwriting	L	AO	6	6

COURSE DESCRIPTOR

Course Code	UEL 1206
Course Title	GENERAL ENGLISH – I (ADVANCED) VOC – 3D ANIMATION
Credits	**05**
Hours/Week	**05**
Category	GE (GENERAL ENGLISH)
Semester	I
Regulation	2019

Course Overview

This course will:

1. Give an overview on basic grammar concepts and pronunciation skills.

2. Provide strategies to enhance spoken and written communication.

3. Introduce learners to the various skills and sub-skills of listening and reading.

4. Explain the ethical practices with regard to reporting.

5. Offer learners hands-on tips to achieve face-to-face and online communication with confidence.

Course Objectives

1. To understand the essentials of grammar & show their vocabulary and pronunciation skills.

2. To examine the basic skills in oral and written communication.

3. To focus on the skills and sub skills of listening & reading

4. To examine various ethical practices with reporting and d carry out the dissemination of news across the globe.

Prerequisites	Proficiency in listening, speaking, reading and writing required for Upper Intermediate Level students.

SYLLABUS				
Unit	Content	Hrs	COs	Coginitive level
I	Basic Grammar, Vocabulary & Pronunciation Parts of speech – Tenses in grammar and grammar concepts – Phrasal verbs, idioms & idiomatic expressions – Features of English pronunciation - Phonemic awareness – Phonics – Word stress - Sentence stress - Intonation – Most common grammatical & pronunciation errors.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

II	Introduction to Reading Skills & Strategies Scanning (Reading for specific information) – Skimming (Reading for gist) - Detailed reading and note taking – Developing reading speed – Understanding text and distinguishing text style.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Listening & Oral Communication Skills Listening Skills - Active listening – Informational listening – Critical listening - Listening to understand the feelings and emotions of the speaker – Oral communication skills – small talk – daily conversations – impromptu speech – persuasive speech – Strategies to achieve fluency in English.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Introduction to writing techniques & strategies Structure & content development for formal & informal writing – mechanics of writing – coherence & cohesion in writing – Letter & email writing – Story writing – Note-making, Summarizing & paraphrasing.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Basic Presentation Skills Self-introduction – Making presentations using PPT – Strategies for developing confidence to address the audience and deliver short speeches – Ways to make effective & powerful presentations.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Courland L. B., John V. T., Lal. R., 2017. Raina Business Communication Today, Pearson

2. Cunningham. G., & Bell. J., 2012. Face-to-Face: Advanced Students' Book, CUP

3. Murphy, R., 2012. English Grammar in Use (4th ed.), CUP

4. Toner, H. & Reynolds, J., 2008. Level English, CUP

Suggested Readings

1. Achibe, C. Refugee Mother and Child., https://www.poemhunter.com/poem/refugee-mother-and-child/

2. Belloc, H. 1992. Matilda. Penguin	
3. Kandasamy, M. 2014. The Gypsy Goddess. Harper Collins	

Web Resources

1. www.bbc.com
2. www.cnn.com
3. www.ted.com
4. https://owl.purdue.edu/owl/purdue_owl.html
5. https://learnenglish.britishcouncil.org/
6. App – BBC LEARNING ENGLISH
7. App – 6 Minute English
8. App - Twitter

Course Outcomes (COs)

	SUBJECT CODE - SUBJECT NAME UEL 1206 – GENERAL ENGLISH – I (ADVANCED) VOC	Cognitive Level
CO 1	Recall the essentials of grammar & demonstrate the vocabulary and pronunciation skills.	K1, K2
CO 2	Apply basic skills in oral and written communication	K3
CO 3	Explain the skills and sub-skills of listening & reading	K4
CO 4	Choose appropriate ethical practices with reporting.	K5
CO 5	Produce and design the news for dissemination across the globe.	K6

Course Code	UEL 1207
Course Title	GENERAL ENGLISH I (INTERMEDIATE) VOC
Credits	05
Hours/Week	05
Category	GE (GENERAL ENGLISH) - Theory
Semester	I
Regulation	2019

COURSE OVERVIEW

1. The course recapitulates on the basics of grammar.

2. It fosters writing skills and its sub-skills.

3. It aims to introduce media writing and provide guidelines for writing news, articles and magazines with the mechanics governing all the technical aspects.

4. It enhances competence and confidence in using the English language form and function.

5. It augments the overall communication skills and interpersonal skills making them professional.

COURSE OBJECTIVES

1. To heighten their awareness concentrating on the meaning of words, the sentence structure and its right usage.

2. To attain creativity and enhance competence in the four modes of literacy: listening, speaking, reading and writing.

3. To improve the reading skills through extensive reading.

4. To enrich their vocabulary and the pronunciation of words.

Prerequisites	Basic language skills (listening, speaking, reading and writing) and grammar knowledge.

SYLLABUS				
Unit	Content	Hrs	COs	Cognitive level
I	Parts of speech and Tense forms Parts of Speech –Sentences-Tenses. Written: How to write simple sentences and how to write paragraphs. Spoken: How to greet people and how to give pep talks.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

II	Reading skills Selected stories of renowned writers like R.K. Narayan, Ambai, Ashokamitran, Anita Desai, etc…	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Basic sentence patterns Attempting basic sentence in S+V+C; S+V+O; S+V+V A forms, paragraphs and short stories in the 3 basic tenses. Familiarizing power adjectives, adverbs, words as different parts of speech. Fill in the blanks exercises.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Story writing Introduction to basics of short story writing through Hints development, Exercises with stories, Jumbled sentences.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Writing skills Writing formal and informal letters, loud reading and silent reading and reading comprehension. Reading newspaper articles and writing articles.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

TEXT BOOKS

1. Murphy, R. (2000). *Essential English Grammar.* Cambridge University press. 2nd Edition.
2. Leech, G, & Svartvik, J. (2003). *Communicative Grammar of English.* Routledge. 3rd Edition.
3. Xavier,T. (2000). *English workbook tailor made for students. "Easy 1,2,3, Spoken Grammar".* 1st Edition.
4. Alexander, L.G. (1990). *Longman English Grammar Practice.* Longman. 1st Edition.
5. John, A. (2003). *Effective Communication.* Pan Macmillan Ltd, London. Unabridged edition.

SUGGESTED READINGS

1. Barkas, J. L. (1985). *How To Write Like a Professional.* Arco Publishing, Inc. 1st Edition.

2. Guffey, M.E. and Loewy, D. (2012). *Essentials of Business Communication.* CENGAGE Learning Custom Publishing. International edition.

3. Strunk Jr, W and White, E.B. (1999). *The Elements of Style.* Pearson Publications. 4th edition.

4. Azar, B.S. (2003). *Fundamentals of English Grammar.* Longman White Plains. 1st Edition.

Web Resources

1. https://edition.cnn.com/

2. https://www.bbc.com/news

3. https://learnenglish.britishcouncil.org/

4. https://www.bbc.co.uk/learningenglish/

COURSE OUTCOMES (COS)

COS	CO DESCRIPTION	COGNITIVE LEVEL
CO 1	List and explain the parts of speech and importance of tenses in writing.	K1, K2
CO 2	Formulate simple, flawless sentences and paragraphs by employing the elements of writing.	K3
CO 3	Classify and experiment with the writing styles for different media.	K4
CO 4	Assess idea generation and creative writing.	K5
CO 5	Write scripts of various genre. verb	K6

Course Code	UDJ 1801
Course Title	LEADERSHIP SKILLS (VOC) - I
Credits	02
Hours/Week	02
Category	NME
Semester	I
Regulation	2019

Course Overview

This course will:

1. Give an overview of various personality concepts and models.

2. Explain how to set and visualize goals for success.

3. Introduce learners to various leadership mastery principles.

4. Provide basic techniques to manage time and stress.

5. Offer insights into life-changing habits and their benefits.

Course Objectives

1. To understand the relevance of personality concepts and models.

2. To understand the benefits of effective goal-setting.

3. To examine various principles that guide people to become effective communicators and leaders.

4. To understand ways to manage time and stress.

5. To understand the importance of imbibing life-changing habits and their benefits.

Prerequisites	Basic understanding of leadership skills and self-management skills.

SYLLABUS				
Unit	**Content**	**Hrs**	**COs**	**Cognitive level**
I	Life habits Purpose driven pursuit of life, creator-creation alignment, self-discovery and self-esteem, character versus personality traits, power of positivity and the attitude factor. The checklist for life habits.	6	CO1, CO2, CO3, CO5	K1, K2, K3, K4, K5.K6

II	Goal-setting Subconscious mind programming; universal laws of the mind-research. Dreaming big, action commitment and written goal setting. Comfort zone breaking skill. Creative visualization process and procedure.	5	CO1, CO2, CO3, CO5	K1, K2, K3, K4, K5.K6
III	Time management Time management and stress management basics; self-discipline, concentration and concentricity. Coping with anger, failure, criticism, conflict and change (change adaptation and failure managing principle).	5	CO1, CO3, CO4, CO5	K1, K2, K3, K4, K5.K6
IV	Effective communication Effective communication (art of speaking and listening); the win-win attitude building blocks; problem solving, decision making and idea generation methods and manners.	5	CO1, CO3, CO4, CO5	K1, K2, K3, K4, K5.K6
V	Entreprenuership Having a role-being and becoming one; the journey from ordinary to extraordinary; entrepreneurship and self-mastery design.	5	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5.K6

Text Books

1. Hill, N., 2014. Think and Grow Rich. Amazing Reads

2. Mahatria. Infinitheism : Monthly Growth Magazine, Edited and published by Mahatria

3. Peter. A., 2009. 60 Principles For Success. Better Yourself Books

4. Stephen Covey Simon & Schuster., 2013. The 7 Habits of Highly Effective People (Special Anniversary

   Edition)

Suggested Readings

1. Khera. S., 2014. You Can Win. Bloomsbury India

2. Peale. N. V., 2003. The Power of Positive Thinking (Reprint Edition). Touchstone

Web Resources

1. https://positivepsychology.com/self-esteem/

2. https://inside.ewu.edu/calelearning/psychological-skills/goal-setting/

3. https://www.mindtools.com/pages/main/newMN_HTE.htm (Time Management)

4. https://www.verywellmind.com/stress-management-4157211 (Stress Management)

5. https://theinvestorsbook.com/effective-communication.html

6. https://destinysodyssey.com/personal-development/self-discovery/

Course Outcomes (COs)

SUBJECT CODE - SUBJECT NAME UAN 1801 – LEADERSHIP SKILLS I (VOC)		Cognitive Level
CO 1	Observe various personality concepts and models and recognize their significance in personality development.	K1, K2
CO 2	Apply goal setting and creative visualization methods for personal success.	K3
CO 3	Analyse principles for mastering leadership and communicative skills.	K4
CO 4	Assess and choose appropriate time management and stress management techniques for workplace.	K5
CO 5	Construct life-changing habits to reach full potential and all-round development.	K6

Course Code	UAN 1501
Course Title	Fundamentals of Animation
Credits	06
Hours/Week	06
Category	Major Core (MC) - Theory
Semester	I
Regulation	2019

Course Overview

1. Animation is an art form that creates an illusion of life and movement. The possibilities of animation are infinite. It is a visual art of creating movement using a series of still images, drawings, objects or models.

2. The aim of this course is to teach the history and fundamental principles of animation and to gain knowledge about the process and requirements for animation.

3. The different units of this course will also explain the different types of Animation and the 12 principles of animation with apt examples.

4. This course explains the animation production process and various camera angles and shots.

5. The course also includes the Glossary or key terms used in the animation industry.

Course Objectives

1. To understand the history and basics of animation, its requirements and the technical terms associated with animation.

2. To understand the different stages of animation production process and various types of animation.

3. To apply knowledge of workflow and principles of animation and camera angles and shots.

4. To use various tools and techniques for creating 2D Cel Animations.

Prerequisites	Basic knowledge or interest for animation, animation styles and animation movies.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Animation & History of Animation: What is Animation, History of Animation – Starting from Early approaches to motion in art, Animation before film, Early Animation devices, Traditional Animation – The silent era, Walt Disney & Warner Bros., Snow White & the seven dwarfs, The Television era, Stop-motion, CGI Animation - till date. Major animation studios all over the world, Pioneer Animators and Experimental animations.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Different Types of Animation: Traditional Animation - Cel Animation or hand drawn Animation Stop Motion Animation – Puppet Animation, Clay Animation, Cut-out Animation, Silhouette Animation, Model Animation, Object Animation etc. Computer Animation – 2D Animation, 3D Animation Experiment different types of animation – Stop motion, cut-out, silhouette, Cel etc.	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	The 12 basic Principles of Animation Squash and Stretch, Anticipation, Staging, Straight Ahead Action and Pose to Pose, Follow Through and Overlapping Action, Slow In and Slow Out, Arc, Secondary Action, Timing, Exaggeration, Solid drawing, Appeal.	14	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

IV	Animation Production Process	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
	Understand Animation Requirements, Basic steps in Pre-Production, Production and Post-Production. Pre-Production: Story – Script – Storyboard - Audio recording – Animatic - Design – Characters, Props - Color Styling. Production: Layout - Background Painting – Animation – Keyframe, In-between and Clean-up - Exposure Sheet - Pencil test – Scanning - Ink and Paint – Compositing – Export. Post-production: Musical score and sound effects – Editing - Color-correction and other corrections - Converting SD to HD - Final output.			
V	Animation Glossary	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
	Animation techniques, Technical advancements in animation. Animation equipment - Cel - Light box - Peg holes and Peg bars - Line/Pencil tests, Field charts. Animation Glossary - The exposure sheet (X Sheet), Key frames, In-betweens, Clean-up etc. Layers, Timing for Animation, Ease in & Ease out, X-Sheet handling, Field Chart usage, Camera Panning, Zoom-in & Zoom-out, Cut-shot, Dissolve transform, trick shot, hook-up poses etc. Basic Traditional Animation Samples: To apply the principles of animation, Posing and character emotion. How to observe and study human behavior and expressions to help visualize concepts. How to enact and emote.			

Text Books

1. Frank Thomas and Ollie Johnston, 1981, The Illusion of Life: Disney Animation, 1st Edition, Walt Disney Productions.

2. Stephen Cavalier, 2011, The World History of Animation, 1st Edition, Aurum Press.

3. Preston Blair, 1994, Cartoon Animation, 1st Edition, Walter Foster Publishing.

4. Harold Whitaker and John Halas, 2009, Timing for Animation, 1st Edition, Elsevier/Focal Press.

5. Tony White, 2013, How to Make Animated Films, 2nd Edition, Focal Press.

6. Steve Roberts, 2012, Character Animation-2D Skills for Better 3D, 2nd Edition, Taylor & Francis.

7. Richard Williams, 2001, The Animator's Survival Kit, 1st Edition, Faber and Faber.

Suggested Readings

1. Helen Mc Carthy & Jonathan Clements, 2001, The Anime Encyclopaedia: A Guide to Japanese Animation, 1st Edition, Stone Bridge Press.

2. Tony White, 2012, Animation from Pencils to Pixels: Classical Techniques for the Digital Animator, 1st Edition, Taylor & Francis.

3. Charles Solomon, 1989, Enchanted Drawings: The History of Animation, 1st Edition, Knopf.

4. Giannalberto Bendazzi, 1995, Cartoons: One Hundred Years of Cinema Animation, 4th Edition, Indiana University Press.

5. Leonard Maltin, 1980, Of Mice and Magic, 1st Edition, McGraw-Hill.

6. Donald Crafton, 1993, Before Mickey: The Animated Film, 1898-1928, 1st Edition, University of Chicago Press.

7. Tony White, 1988, The Animator's Workbook: Step-By-Step Techniques of Drawn Animation, 1st Edition, Watson-Guptill.

Web Resources

1. https://en.wikipedia.org/wiki/12_basic_principles_of_animation
2. https://www.youtube.com/watch?v=haa7n3UGyDc&feature=youtu.be
3. https://en.wikipedia.org/wiki/History_of_animation
4. https://www.youtube.com/watch?v=NZbrdCAsYqU

Course Outcomes (COs)

UAN 1501 FUNDAMENTALS OF ANIMATION (MC)		Cognitive Level
CO 1	To remember and recall the technical terms associated with animation and to be able to list animation requirements.	K1, K2
CO 2	To experiment different types of animation, Identify Pioneer animators and global animation studios.	K3
CO 3	To examine principles of animation and analyse various camera angles and shots.	K4
CO 4	To determine a workflow for animation with different stages of animation production process.	K5
CO 5	To create simple animations with the tools and techniques learnt.	K6

Course Code	UAN 1502
Course Title	Basics of Drawing
Credits	6
Hours/Week	6
Category	MC
Semester	I
Regulation	2019

Course Overview

1. Drawing is a form of visual art in which an artist uses instruments to mark paper or other two-dimensional surfaces.
2. The Course Basics of Drawing equips students with the ability to convert a three-dimensional space into a two-dimensional space.
3. The Course gives context to the relationship between animation and drawing
4. Basic concepts like line, dot, value, proportion and size are discussed in depth
5. The course equips the students with the ability in ascertain lighting and shading for various scenarios.

Course Objectives

1. To comprehend the use of basic drawing materials
2. To label and reproduce basic shapes and forms
3. To relate the basic shapes with real-world objects/forms
4. To evaluate a drawing based on basic qualities like line
5. To understand how light works under different scenarios

Prerequisites	willingness to learn basic drawing & shading

	SYLLABUS			
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Proportion and Perspective: Study of Ideal proportion of male and female figures with different ages and other different props. To introduce Gesture Drawing: Outdoor study of leaves, plants, trees, flowers for building background design.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Anatomy and Drawing: Understanding the relationship of bones and muscles at rest and in movement. To be able to translate this to create and maintain correct volumes. Studying human and animal movement through sequential drawings, gesture drawing.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Live Pose Study: Understanding the character design, background design, character pose, camera angles, and storyboard frame by frame. Dynamic Figure Drawing of solid live poses with quick gesture drawings. Understanding of Mechanics and pivot points in skeleton emphasize the construction of drawings.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Basics of storyboard Fundamental: Study of Thumbnails for storyboard, layout, and Animation. To study the principles of Animation	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Action and Emotion: Motion drawing including Humans, Animals, and Birds. Focus on human emotion, extreme poses, weight, balance, and expression. Methods of lip-syncing to sound	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	breakdowns.			

Text Books

1. The animator's workbook,Watson,Guptill,2007

2. The artist's complete guide to figure drawing, Watson, Guptill ,2000

3. Drawing the head and hands, Titan Books,2011

Books for Study

1. The illusion of life-Hyperion-1995

2. The artist's complete guide to figure drawing: a contemporary master reveals the secrets of drawing the human form- Watson-Guptill Publications, 2000

3. Animation art: from pencil to pixel, the world of cartoon, anime, & CGI

   Harper Design International, an Imprint of Harper Collins Publishers

   2004

Books for Reference

Cartoon Animation by, Walter Foster, CMC Pub, 1994

Enchanted drawings: the history of animation, Charles Solomon Wings Books,1994

Web Resources

https://www.youtube.com/c/ProkoTV/videos

https://mymodernmet.com/basic-drawing-techniques/

https://www.pencilperceptions.com/basic-drawing-techniques/

COs	Statements	Bloom's Level
CO1	Define the basic two-dimensional and three-dimensional solids	K1, K2
CO2	Relate and plan organic and inorganic forms into two-dimensional and three-dimensional solids	K3
CO3	Distinguish forms in one, two and three-point perspective	K4
CO4	Appraise basic human and animal anatomy and proportions in different poses	K5
CO5	Design using light and shade of forms in various lighting settings.	K6

Course Code	UVC 1301
Course Title	VISUAL ART AND DESIGN
Credits	6
Hours/Week	06
Category	Allied required (AR)
Semester	I
Regulation	2019

Course Overview

1. Visual art and design is an essential subject to understand the basics of design and art forms.
2. The aim of the course is to gives basic knowledge about the structure and function of the language of visuals.
3. The different modules of the course will examine different aspects of design application at various print and audio visual platforms. It aims to understand the verbal and nonverbal signs.
4. In this course, we will also examine the methods to communicate merely through visuals even to a person who cannot read and write.
5. The other important aspects of this subject includes the usage of letters with visuals, colour psychology that has a huge impact on the human brain and the impact of visuals to create social awareness.

Course Objectives

1. To understand the structures and purposes of basic elements that is required to design a visual
2. To understand how to apply a particular design in a larger format to convey an information.
3. To understand the various principles of design and typography and its history.
4. To apply the knowledge designs with appropriate colour knowledge and typography on design collaterals.

Prerequisites	Basic knowledge on drawing and designs

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Drawing board, paper, pencil, charcoal, pastel, colour, visual effects and uses of water, poster & oil colours. Elements of design - dot, line, shape, value/tone, texture, space, colour, free flowing designs, geometric designs.	21	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	. Principles of design balance - symmetrical or asymmetrical, repetition / rhythm, focus / emphasis / dominance, unity / harmony, scale, proportion, contrast, movement, depth, gestalt principle	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Colour theory and composition relationship between value and hue, colour systems and the colour wheel, theories of colour relationships/harmonies: monochromatic, analogous, complementary, split complementary, picture plane, closed & open composition, and positive & negative space.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Typography and application in design. Typography and its power for expressive qualities, to explore the aesthetical aspects of colour, form and the expressionistic quality of letter form, copy based advertisements from magazines, understanding of letter forms, spacing, words, mechanical and optical spacing, grid system lettering and typography, construction of a san – serif font, serif font, parts of the letter, assignments based on optical spacing and mechanical spacing,	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	expressive typography				
V	Introduction to graphic design to discuss the visual communication process from the history to present, relation between society and graphic design, practical exercises on form and text. Graphic design: different stages of simplification of design, to design a symbol or a logo with specific objective. different aspects of letter form, design visiting cards, letter heads, envelop design, greetings, invitation cards etc.	9	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6	

Text Books

1. DiMarco, J. (2004). *Computer Graphics and multimedia: Applications, problems and solutions*. IGI Global.
2. Wise, D. (1991). *Graphic design*. Wayland.
3. Feldman, T. (1994). *Multimedia*. Blueprint.
4. Kear, K. (2007). *Elements & principles of design*. National Association of Flower Arrangement Societies.
5. West Sussex Design Commission. (2007). *Design principles*.

Suggested Readings

1. Rawson, P. S. (1988). *Design*. Prentice-Hall.
2. Bryson, N., Holly, M. A., & Moxey, K. (1996). *Visual theory: Painting and interpretation*. Polity Press.
3. Rose, G. (2016). *Visual methodologies*. Sage Publications.
4. Sturken, M., & Cartwright, L. (2018). *Practices of looking an introduction to visual culture*. Oxford University Press.

5. Cooper, A. (2014). *About face: The essentials of interaction design*. Wiley.

COs	CO Description	Cognitive Level
CO 1	List and associate the compositing & post-production techniques	K1, K2
CO 2	Apply the usage of green matte and blue matte and mixing with live Clips	K3
CO 3	Analyze Motion tracking, Stabilizing and Tracking	K4
CO 4	Choose and judge how the layers are adjusted to create a 3D layout background	K5
CO 5	Create special effects to the video clip	K6

Course Code	UEL 2206
Course Title	GENERAL ENGLISH – II (ADVANCED) VOC – 3D ANIMATION
Credits	**05**
Hours/Week	**05**
Category	GE (GENERAL ENGLISH)
Semester	II
Regulation	2019

Course Overview

This course will:

1. Introduce learners to the various structures for usage in daily routines.

2. Offer strategies to communicate with confidence in public forums.

3. Give an overview of the mechanics formal, informal and other types of writing.

4. Introduce learners to the basics of academic writing.

5. Offer basic understanding of professional communication.

Course Objectives

1. To understand the ways, the English language can be used for real world communication.

2. To examine and absorb the various grammatical structures that are essential to communicate in different contexts.

3. To understand the strategies used by professional communicators.

4. To focus on the mechanics of writing for different purposes.

5. To understand and focus on the features of academic writing.

Prerequisites	Proficiency in LSRW & basic communication skills

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Grammar and real world Grammar structures for usage in daily routines and real world. Functional language - Finding the right information and planning how to respond - Expressing Opinion - Making Suggestion - Expressing Preference – Expressing Agreement, Partial Agreement, Slight Disagreement, Strong Disagreement - Invitations -	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	Listening, interrupting politely and moving things on - Asking questions, being clear and persuading people - Using formal or informal language			
II	English for Oral Communication Longer conversations, Speeches presentation on current and socially relevant topics, persuasive speech, debates, and panel discussions, barriers in oral communication & strategies to overcome the barriers.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	English for Written Communication Writing letters, effective formal and informal email writing, writing abstracts, writing for newspapers, magazines and social media, argumentative essay writing, report writing.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Introduction to Academic Writing Basic concepts and terminologies of academic writing - cohesion & coherence - grammatical accuracy – correct & effective use of linkers - phrases & clauses - plagiarism in writing – Formal language VsInformal language – Basic rules for referencing.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	English for Professional Communication Communicative language for professionals -group discussion language - effective language use, strategies and techniques in corporate interactions - effective online interaction.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

1. Courland L. B., John V. T., Lal. R., 2017. Raina Business Communication Today, Pearson

2. Dr Natilene Bowker (Ed.)., 2007. Academic Writing: A guide to tertiary level writing

3. Murphy. R., 2018. English Grammar in Use (4th ed.). Cambridge University Press

4. Toner, H., & Reynolds. J., 2008. Level English (1st ed.)

Suggested Readings

1. Mathur. A., 2012. Become Proficient In Speaking and Writing - Good English:

Practical Short Cuts to Write and Speak Correct English Effectively. Amazon

2. Soundararaj. F., 2015. Speaking and Writing for Effective Business Communication. Laxmi Publications

3. Young. D., 2005. Foundations of Business Communication: An integrative approach. Tata McGraw Hill

Web Resources

9. www.bbc.com

10. www.cnn.com

11. www.ted.com

12. https://owl.purdue.edu/

13. https://learnenglish.britishcouncil.org/

14. App – BBC LEARNING ENGLISH

15. App – 6 Minute English

16. App - Twitter

Course Outcomes (COs)

SUBJECT CODE - SUBJECT NAME UEL 2206 – GENERAL ENGLISH II (ADVANCED) VOC		Cognitive Level
CO 1	Examine and identify the use of the English language essential for communication in real world.	K1, K2
CO 2	Apply basic skills and strategies to communicate orally.	K3
CO 3	Analyse and devise the basic strategies & skills in writing and effectively organize ideas in order to contribute to the print and electronic media.	K4
CO 4	Assess and decide the basic features in academic writing.	K5
CO 5	Design and devise basic strategies in the art of influencing people and basic corporate communication skills.	K6

Course Code	UEL 2207
Course Title	GENERAL ENGLISH II (INTERMEDIATE) (VOC)
Credits	5
Hours/Week	5
Category	GE (GENERAL ENGLISH) – Theory
Semester	II
Regulation	2019

COURSE OVERVIEW

1. The course familiarizes and equips the practice of writing for both academic and professional purposes.
2. This subject empowers students organize and communicate ideas effectively.
3. Effective presentation and public speaking are part of the subject.
4. Professional needs to face challenges posed by globalization is also addressed through the learning of English.

COURSE OBJECTIVES

1. To become scholarly and understand the centrality of communication in diverse cultures and organization.
2. To communicate effectively both verbally and non-verbally.
3. To increase the effectiveness of interpersonal and organizational communication.
4. To impart and train the key skills of both Oral and written Communication in formal and informal settings.

Prerequisites	Basic language skills (Listening, Speaking, Reading and Writing) and presentation skills.

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Academic Writing Enhancing Communication and fine-tuning attitude – through appreciation and application of literary texts: Living Amicably from Dr. A.P.J. Abdul Kalam's Autobiography 'Wings of Fire'; The way we	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	see the Problem is the Problem– Stephen Covey (An excerpt from Seven Habits of highly effective people); An extract from 'The test of my life,' Yuvraj Singh; 'You can't be that, no, you can't be that' poem by Brian Patten.			
II	Introduction to Communication Introduction - Understanding Communication - Communication Process, Barriers, channels of Communication (Intrapersonal and interpersonal). Importance of Communication in the Workplace. Common expressions for usage in communication.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	English for Oral Communication Different forms of communication. Advantages and disadvantages of Oral Communication and written communication - Advantages and Disadvantages of Media Communication.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	English for Written Communication Resumes and Cover Letters – Introduction - Writing a Resume; Writing Job Application Letters – proofreading process. Other Letters about Employment, g-mail, drafting formal and informal letters.	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	English for Professional Communication Group Discussion – Interviews skills (self-introduction and FAQs). Common expressions in an interview, resume, and work communication. Describe the organization's health, safety and security	13	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	policies and procedures.			

TEXT BOOKS

1. Fry, R. (2001). *Your First Resume.* Delmar Cengage Learning. 5th edition.

2. Guffey, M.E. and Loewy, D. (2012). *Essentials of Business Communication.* CENGAGE Learning Custom Publishing. International edition.

3. Strunk Jr, W and White, E.B. (1999). *The Elements of Style.* Pearson Publications, United Kingdom. 4th edition.

4. Prasad, H. M. (2005). *How to Prepare for Group Discussion and Interview.* Tata McGraw-Hill Publishing Company Ltd. 1st Edition.

5. Pease, A. (2014). *Body Language*. Manjul Publishing House. New edition.

SUGGESTED READINGS

1. Strunk Jr, W and White, E.B. (1999). *The Elements of Style.* Pearson Publications United Kingdom. 4th edition.

2. Barkas, J. L. (1985). *How To Write Like a Professional.* Arco Publishing, Inc., New York. 1st Edition.

3. Prasad, H. M. (2005). *How to Prepare for Group Discussion and Interview.* Tata McGraw-Hill Publishing Company Ltd. 1st Edition.

WEB RESOURCES

1. https://edition.cnn.com/

2. https://www.bbc.com/news

3. https://learnenglish.britishcouncil.org/

4. https://www.bbc.co.uk/learningenglish/

COURSE OUTCOMES (COS)

COs	CO DESCRIPTION	Cognitive Level
CO 1	Associate the different texts, their moral, characterization and theme to life.	K1, K2
CO 2	Explain the basic ideas from subjective experience.	K3
CO 3	Identify the areas of improvement and excellence from the knowledge gained.	K4
CO 4	Determine the communication mediums, process and barriers.	K5
CO 5	Validate the concepts practically and with conviction.	K6

Course Code	UDJ 2801
Course Title	LEADERSHIP SKILLS-II (VOC)
Credits	**02**
Hours/Week	**02**
Category	NME
Semester	II
Regulation	2019

Course Overview

This course will:

1. Give an overview of various principles of growth and change.

2. Explain factors influencing attitude.

3. Introduce learners to various steps to master positive intrapersonal growth.

4. Examine the motivational stories of successful people and ways to emulate them.

5. Offer insights into the qualities of successful people.

Course Objectives

1. To understand the importance of win-win attitude.

2. To understand the benefits of the power of positive thinking.

3. To examine time-tested methods for self-mastery.

4. To emulate the successful stories of people.

5. To understand how to measure success for personal and professional growth.

Prerequisites	Basic understanding of leadership skills and self-management skills.

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Personal growth Principles of growth and change-Habits defined. a. Proactivity b. Begin with the end in mind. c. Prioritization d. Win-win attitude. e. Empathy d. Synergy.	6	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Attitude to success Attitude awareness creation. Thoughts to destiny manifestation process. Relationship between attitude and	5	CO 1 CO 2 CO 3 CO 4	K1, K2, K3, K4, K5.K6

	success. Three factors influencing attitude. -environment, education and experience. Benefits of positive attitude. Consequence of negative attitude. Characteristics of an optimist. Winner versus losers.		CO 5	
III	Time Management Daily check list for life: time mastery-gaining more invested time, habitual reading, written goal setting, gestures of love and care to all, gratitude meditation, planning and reflection, intrapersonal positive self-talk, being a volunteer.	5	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	NLP Techniques An introduction to NLP, the principle behind. An approach to communication and personal development thorough NLP. Stories from the great masters-motivational stories for NLP.	5	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Challenges to success The definition and measure of success. The problems or challenges to success (real versus imaginary); the gifts of failure; life of choices or chances; qualities of a successful person. 10 qualities that make you a successful person. 20 qualities that make you a failure.	5	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Hill, N., 2014. Think and Grow Rich. Amazing Reads

2. Mahatria. Infinitheism : Monthly Growth Magazine, Edited and published by Mahatria

3. Peter. A., 2009. 60 Principles For Success. Better Yourself Books

4. Stephen Covey Simon & Schuster., 2013. The 7 Habits of Highly Effective People (Special Anniversary Edition)

Suggested Readings

1. Khera. S., 2014. You Can Win. Bloomsbury India

2. Peale. N. V., 2003. The Power of Positive Thinking (Reprint Edition). Touchstone

Web Resources

1. https://positivepsychology.com/self-esteem/

2. https://inside.ewu.edu/calelearning/psychological-skills/goal-setting/

3. https://www.mindtools.com/pages/main/newMN_HTE.htm (Time Management)

4. https://www.verywellmind.com/stress-management-4157211 (Stress Management)

5. https://theinvestorsbook.com/effective-communication.html

6. https://destinysodyssey.com/personal-development/self-discovery/

Course Outcomes (COs)

SUBJECT CODE - SUBJECT NAME UDJ 2801 – LEDERSHIP SKILLS II (VOC)		Cognitive Level
CO 1	Define and interpret important leadership concepts and models.	K1, K2
CO 2	Apply the characteristics of a successful leader and experiment some of the basic characteristics.	K3
CO 3	Focus on the factors which influence attitude and evaluate them effectively.	K4
CO 4	Estimate the power of human mind through NLP, analyse its benefits and assess one's psychological strength.	K5
CO 5	Adapt and develop life changing habits and successfully integrate them in life.	K6

Course Code	UAN 2501
Course Title	ANATOMY AND ANIMATION DRAWING
Credits	6
Hours/Week	6
Category	MC
Semester	I
Regulation	2019

Course Overview

1. Introduction of human anatomy and students will learn Andrew Loomis & method- Stan Prokopenko method

2. In-depth to learn human body & proportions for different age groups with posing reference method

3. Comparative study of human, animal anatomy & Different types of gaits.

4. The course equips the students with foreshortening. Actions & Movements, Emotions, Postures & Gestures in Drawings

5. Study of Actions, Movements & Emotions in human, and Brief history of cartoons

Course Objectives

1. To understand the human anatomy and learn some artist methods

2. To In-depth study of human body & proportions

3. To Comparative study of human & animal anatomy

4. To understand how to draw foreshortening, Postures & Gestures Drawings

5. To understand the human Actions, Movements & Emotions & history of cartoons

Prerequisites	willingness to learn basic drawing & shading

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Basic Anatomy Drawings Introduction to Human Anatomy, skeleton and skull proposition, male body proportion, Female body proportion- Andrew Loomis method- Stan Prokopenko method- Different head shapes-Prokopenko method of drawing the Torso- Twist and Turn of Torso.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Basics of Perspective drawing Human body proportions for different age groups. Eyes, nose, mouth, ear, finger proportions (different age groups), hand, feet, and body proportions. Human anatomy for different human body shapes and postures, studies using Mannequins, Group figure studies.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Animal & Bird Anatomy Animal and Bird anatomy - bone structure, the proportion of both animal and birds. Drawing different skull shapes, Different types of gaits.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Dynamic Figure Drawing: Drawing the moving figure in deep space and foreshortening. Actions & Movements, Emotions, Postures & Gestures in Drawings, including emotions, actions, and expressions, attitude, Facial expressions, etc.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Cartoon Anatomy Drawings: Actions & Movements, Emotions, Postures, Gestures in Drawings & Facial expressions, Brief history of cartoons, exaggerating features.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. The animator's workbook: step-by-step techniques of drawn animation, White - Watson-Guptill – 2007

2. The artist's complete guide to figure drawing: a contemporary master reveals the secrets of drawing the human form, Ryder - Watson-Guptill Publications – 2000

3. Drawing the head and hand, Andrew Loomis, Titan Books,2011

Books for Study

1. The illusion of life: Disney animation Thomas & Johnston - Hyperion – 1995

2. The artist's complete guide to figure drawing: a contemporary master reveals the secrets of drawing the human form ,Ryder - Watson-Guptill Publications – 2000

3. Animation art: from pencil to pixel, the world of cartoon, anime, & CGI

    Ball et al. - Harper Design International, an Imprint of Harper Collins Publishers - 2004

Books for Reference

Drawing on the right side of the brain workbook, Edwards & Edwards - Jeremy P. Tarcher - 2012

Course Outcomes (COs)

UAN 2501 - ANATOMY AND ANIMATION DRAWING		Cognitive Level
CO 1	Label and explain the basic muscles of human anatomy.	K1, K2
CO 2	Understand types of muscles and relate them to 3D shapes.	K3
CO 3	Analyze the human anatomy in different angles and forms.	K4
CO 4	Apprise basic human and animal anatomy and proportions in different poses.	K5
CO 5	Compose and apply light and shade to human anatomy and drapery.	K6

COURSE CODE	UAN 2502
COURSE TITLE	Stop-Motion Animation
CREDITS	06
HOURS/WEEK	6 Hours
CATEGORY	Major core (MC) - Practical
SEMESTER	II
REGULATION	2019

COURSE OVERVIEW

1. Describe the 3-dimensional quality of a sculpture in Claymation
2. Explain the process of clay-modeling & stop-motion animation.
3. Demonstrate the techniques and make use of software for stop-motion animation.
4. Choose and develop the execution of concept.
5. Create a simple animation using the various techniques of stop motion animation

COURSE OBJECTIVES

1. To understand the concept of stop motion and Claymation.
2. To understand the tools and techniques of clay modeling.
3. To apply animation principles in stop motion animation.
4. Tricks and techniques used in stop motion animation.
5. To understand the concept of rigging in stop motion

PREREQUISITES	Basic knowledge about video and animation

SYLLABUS				
UNIT	CONTENT	HOURS	COS	COGNITIVE LEVEL
I	o Introduction to Clay modeling o Model and sculpting model in clay o emphasizing interrelationships of form o space and surface, use different types of clay	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	o Create different human figures characters in clay o Clay Modeling Techniques o Sculpting tools handling and Clay handling techniques,	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	o Analysing and understanding the challenges faced during clay modeling and shooting o Props & lip-synch handlings, o Preparation of a prototype work product/pre-visualization for review.			
III	o Introduction to Camera movement in stop motion. o Character positioning and Frame by Frame controls o Animating the secondary action o Different types of stop motion animation o Traditional frame-by-frame capture. o Claymation, Cut-out animation, Silhoutte animation. o Found object animation, hand drawn animation.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	o Introduction to available software for Stop-Motion Animation. o Learning to use Monkey Jam, Stop-motion Pro Software. o Preparation of the following stop motion animation end-products. o Film, Television series, Advertisement, Education content. o Application of stop motion animation techniques, adding audio to animation.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	o How to create action and movement of form. o How to create your own concept understanding the limitations and challenges o Creation and Execution of the concept. o Basics of dialogue animation o Understand to animate Lip Sync of a cartoon clay model	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

TEXT BOOKS

1. Shaw, S. (2012). Stop motion: craft skills for model animation. CRC Press.

2. Gasek, T. (2017). Frame-By-Frame Stop Motion: The Guide to Non-Puppet Photographic Animation Techniques. CRC Press

3. O'brien, J. F., & Hodgins, J. K. (1999, July). Graphical modeling and animation of brittle fracture. In Proceedings of the 26th annual conference on Computer graphics and interactive techniques (pp. 137-146).

4. Roe, A. H. (Ed.). (2020). Aardman Animations: Beyond Stop-motion. Bloomsbury Publishing.

SUGGESTED READINGS

1. Brierton, T. (2004). Stop-motion Puppet Sculpting: A Manual of Foam Injection, Build-up, and Finishing Techniques. McFarland.

2. Serrano, S. E. Free Hydrology for Engineers, Geologists, and Environmental Professionals: An Integrated Treatment of Surface, Subsurface, and Contaminant Hydrology e-book.

3. Maselli, V. (2018). The Evolution of Stop-motion Animation Technique Through 120 Years of Technological Innovations. International Journal of Literature and Arts, 6(3), 54-62.

WEB RESOURCES

1. https://youtu.be/a7HMeXNGIac
2. https://youtu.be/_ppedXZHhE0
3. https://youtu.be/T4F1enPlclw
4. https://youtu.be/lnb2qmoqXmc
5. https://youtu.be/f0XP9U4bYKk

COURSE OUTCOMES (COS)

	UAN 2502- Stop-Motion Animation	Cognitive Level
CO 1	Learn about Stop Motion animation techniques	K1, K2
CO 2	Learn Human walk animation with Stop Motion techniques	K3
CO 3	To Modeling and Rigging a Cartoon character using clay	K4
CO 4	To Animating a Cartoon Clay model using Stop Motion techniques	K5
CO 5	Facial expression and lip sync in Stop Motion animation	K6

Course Code	UDJ 2301
Course Title	GRAPHIC DESIGN AND MULTIMEDIA
Credits	6
Hours/Week	6
Category	Allied Paper (AL) - Practical
Semester	2
Regulation	2019

Course Overview

1. Graphic Design and Multimedia is a subject that integrates the learnt basics of drawing/design into a digital design

2. It helps students learn technical skills required for the same.

3. It also teaches the basics of design that acts as the first step for subjects that follow across the program.

Course Objectives

1. To understand the principles of design and design elements

2. To enhance technical knowledge of design softwares

3. To understand design and analyze content available on a day to day bases

4. To create various designs for multiple formats.

5. To create multiple designs using learnt technical and theoretical content.

Prerequisites	Understanding basics of drawing and shapes

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Introduction to graphic design Introduction to graphic design- role of design in society- visual elements of graphics design- color wheel – color spectrum- shapes – geometric- organic- textures – pattern- space – form – typography- space- contrast – hierarchy- alignment- balance- proximity – repetition- functions.	8	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Mediums and Layouts Types of Printing Medium- Principles of Layout and Designing - Elements of Layout	10	CO 1 CO 2 CO 3 CO 4	K1, K2, K3, K4, K5.K6

				CO 5	
III	Branding What is branding- brand identity- design brief – branding methods and techniques- monitoring and rebranding- iconography – typography- using branding style guides- brand story- audience – supporting graphics.	20		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Introduction to Computer Graphics / Multimedia Computer Graphics, Multimedia – hardware and software- application of computer graphics pixels- coordinates- real number coordinate system – aspect ratio- color models – multimedia in terms of computing – classification – system impaction – text- graphics-audio- video – multimedia modality- encoding type- storage material – transmission strategy.	20		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Introduction to multimedia Creating poster design using basics tools – selection- magic wand- pen tool – text – clone tool – stamp – color correction and adjustments.	20		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Harrower, T., & Elman, J. M. (2013). *The Newspaper Designer's handbook*. McGraw-Hill.
2. Moen, D. R. (1995). *Newspaper layout and Design*. Iowa State University Press.
3. Strunk, W. (2020). *The elements of style*. BoD - Books on Demand.

Suggested Readings -

Web Resources

https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf

https://www.adobe.com/in/products/indesign.html

https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=otherIllustrator

https://www.adobe.com/in/products/illustrator.htmlInDesign

https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-

Ch11Principles%20of%20Web%20Design.pdf

COs	CO Description	Cognitive Level
CO 1	Define and Discover the evolution of digital art and multimedia.	K1,K2
CO 2	Compute the purpose and scope of design for digital, Print and Web	K3
CO 3	Anzlyze the elements and principles of design in multimedia.	K4
CO 4	Choose and Critique an existing brand design for a company as an aesthetic practice.	K5
CO 5	Compose a digital illustration for different media.	K6

Course Code	UEL 3204
Course Title	GENERAL ENGLISH – III (ADVANCED) VOC – 3D ANIMATION
Credits	04
Hours/Week	04
Category	GE (GENERAL ENGLISH)
Semester	III
Regulation	2019

Course Overview

This course will:

1. Introduce learners to the basics of academic writing.
2. Help learners to present ideas with clarity, cohesion and accuracy.
3. Offer hands-on training in public speaking.
4. Provide basic strategies for writing for media.
5. Offer ways to cater to the needs of media consumers.

Course Objectives

1. To understand basic concepts and terminologies in academic writing.
2. To understand and respond to the requirements of effective speaking.
3. To understand and organize ideas for writing for media.
4. To simplify ideas and language for various media consumers.

Prerequisites	Proficiency in LSRW skills - Upper-intermediate Level

<table>
<tr><td colspan="5" align="center">SYLLABUS</td></tr>
<tr><td>UNIT</td><td align="center">CONTENT</td><td>HOURS</td><td>COs</td><td>COGNITIVE LEVEL</td></tr>
<tr><td>I</td><td>Understanding texts for essays and Language for writing
Reading: Understanding texts for essays – Skimming and scanning – Identifying the sequence of ideas – Understanding the implicit meanings – Inferring the meaning of words – Listening and speaking: Introducing your presentation – Clarifying key terms – Writing skills: Understanding how essay types are organized – Drafting introduction to an essay – Language for writing – Grammar and practice: Avoiding repetition: that (of) and those (of) – Word families: linking parts of texts – Verb-noun collocations.</td><td align="center">11</td><td>CO 1
CO 2
CO 3
CO 4
CO 5</td><td>K1, K2, K3, K4, K5.K6</td></tr>
</table>

II	Prioritizing what you read and Preparing slides for presentation Reading: Selecting and prioritizing what you read – Thinking about what you already know – Inferring the meaning of words – Vocabulary building 1: collocations & cause-effect markers – Retelling what you have read – Listening and speaking: Preparing slides for presentations – Choosing the right type of chart for a slide – Presenting charts – Pronunciation: numbers & inserts Writing skills: Using claims to plan essays – Supporting claims with evidence – Grammar and practice: Complex noun phrases – Countable and uncountable nouns – Adjectives meaning large or important – Prefixes.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Predicting the content of a text and Referencing Reading: Predicting the content of a text – Reading for details – Scanning for information – Understanding implicit meanings – Vocabulary building: adjectives – Thinking about ways of taking notes– Listening and speaking: Making suggestions in group work – Pronunciation: stress in adjectives ending in –ic and –ical Writing skills: Referring to other people's work-Using in-text references – Language for writing: reporting verbs – Grammar and practice: Impersonal it-clauses: saying that something is important, interesting, etc. Word families Nouns with related adjectives ending –ic and –ical – Reporting verbs.	11	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Reading in detail and Generating ideas Reading: Thinking about what you already know – Reading in detail – Taking notes – Vocabularybuilding: word families, adjective-noun collocations – Collecting information for an essay – Taking notes for essay writing - Listening and speaking: Working with colleagues: generating ideas and reporting – Pronunciation: dividing speech into units Writing skills: Language for writing: the grammar of reporting verbs, comparing and reporting what you	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	need Grammar and practice: Linking parts of a text: conjunctions and sentence connectors, Single-word verbs – Word families.			
V	Recognizing plagiarism and Reaching a consensus in group work Reading: Recognizing plagiarism – Getting started – Identifying the main ideas in a text –Summarizing what you have read – Vocabulary building: single-word verbs and multi-word verbs – Vocabulary in context: hedging adverbs - Listening and speaking: Reaching a consensus in group work – Pronunciation: contrasts - Writing skills: Using paraphrases – Including quotations in your writing – Grammar and practice: Articles: zero article and the Complex prepositions – Person, people, peoples.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. James. S and George. F., 2018. GEMS OF IMAGINATION. Cambridge University Press

2. Hewings. M., 2012. Cambridge Academic English: An integrated skills course for EAP (Upper

  Intermediate) Student's Book. Cambridge University Press

Suggested Readings

1. Mathur. A., 2012. Become Proficient In Speaking and Writing - Good English:

  Practical Short Cuts to Write and Speak Correct English Effectively. Amazon

2. Soundararaj. F., 2015. Speaking and Writing for Effective Business Communication.

  Laxmi Publications

3. Young. D., 2005. Foundations of Business Communication: An integrative approach.

  Tata McGraw Hill

Web Resources

  17. www.bbc.com

  18. www.cnn.com

  19. www.ted.com

  20. https://owl.purdue.edu/

  21. https://learnenglish.britishcouncil.org/

  22. App – BBC LEARNING ENGLISH

  23. App – 6 Minute English

  24. App - Twitter

Course Outcomes (COs)

	SUBJECT CODE - SUBJECT NAME	Cognitive
	UEL 3204 – GENERAL ENGLISH-IV (ADVANCED) VOC	Level
CO 1	Recognize and describe various concepts in academic writing.	K1, K2
CO 2	Experiment various strategies in public speaking and discussions.	K3
CO 3	Analyze basic skills in writing for media.	K4
CO 4	Evaluate and consider ideas for academic writing.	K5
CO 5	Design and develop ideas for various media consumers and needs.	K6

Course Code	UEL 3205
Course Title	GENERAL ENGLISH III (INTERMEDIATE) VOC
Credits	04
Hours/Week	04
Category	GE (GENERAL ENGLISH) - Theory
Semester	III
Regulation	2019

COURSE OVERVIEW

1. This course aims to adapt and employ multiple styles and rhetorical modes pertaining to writing.

2. The structure and purpose of the text is anticipated.

3. It trains factually and effectively with potentials to meet the industrial standards.

4. Vocabulary and grammatical formations are enriched.

COURSE OBJECTIVES

1. To make them professional writers for media.

2. To make them acquainted with the rhetoric and stylistic devices.

3. To develop flawless language skills with greater clarity and accuracy.

Prerequisites	Writing skills and creative thinking.

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Rhetorical devices of traditional and contemporary English The five canons of rhetoric. the good and bad rhetoric. ancient and modern rhetoric (new rhetoric). components of persuasion. English for personal and social skill enhancement: extracurricular skills (public speaking, group discussion and debates), learning contextual meaning of words through newspaper and magazine reading and comprehension. practical grammar for effective communication (prepositions)	11	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

II	Stylistic devices for creative writing	11		
	Genres of literature. connotations, collocations and register. effective use of words and expression an analytical study of newspaper articles (horoscopes, problems pages, fashion world, sports columns, etc.) and magazines. various literary devices: definition, allusion, diction, epigraph, euphemism, foreshadowing, imagery, metaphor, personification, point of view, structure. Writing for mass media: understanding mass media characteristics, issues, nature, effects and scope in the Indian society.		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Art of storytelling and narratology	10		
	Various narrative techniques. first, second and third person narratives. Writing for newspapers, magazines, internet, appreciating art, etc. vocabulary from politics, law, economy, finance, environment, etc. Identification of formal and informal words, descriptive adjectives, adverbs. practical grammar for effective communication (direct and indirect speech, active and passive voice).		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Business reports, digital etiquettes and professionalism	10		
	Characteristics of a good report. Types and classification of reports. Culture specific business etiquettes and intercultural communication. Global contact and language enrichment. Intercultural communication training with films. Practical grammar-modal auxiliaries and its multiple usages.		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Job/career specific language skills	10		
	Gonzo journalism. Read and understand the script and character descriptions. communicate clearly and collaborate effectively with colleagues on professional grounds. movie reviews. Practical grammar revisited - (prepositions, active passive, reported speech, and modal auxiliaries).		CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

TEXT BOOKS

1. Murphy, R. (1994). *Intermediate English grammar.* Cambridge University Press. 1st Edition.

2. Dell, Michael McCarthy felicity o'. (2003). *English vocabulary in use (advanced).* Cambridge University Press. 1st Edition.

3. Davis, F and Rimmer, W. (2011). *Active grammar.* Cambridge University Press. 1st Edition.

4. Haneefa, S and Rajendran, N.p. (2015). *Our Country Our Literature (An Anthology of Indian Writings in English).* Cambridge University Press. 1st Edition.

SUGGESTED READINGS

1. Strunk Jr, W and White, E.B. (1979). *The Elements of Style, 3ʳᵈ ed.* Macmillan. 1st edition.

2. Barkas, J. L. (1984). *How To Write Like a Professional.* Arco. 1st Edition.

3. John, A. (2003). *Effective Communication.* Pan Macmillan Ltd, London. 1st edition.

4. Prasad, H. M. (2001). *How to Prepare for Group Discussion and Interview.* Tata McGraw-Hill Publishing Company Ltd. New Delhi. 1st Edition.

WEB RESOURCES

1. https://edition.cnn.com/

2. https://www.bbc.com/news

3. https://learnenglish.britishcouncil.org/

4. https://www.bbc.co.uk/learningenglish/

COURSE OUTCOMES (COS)

COs	CO DESCRIPTION	Cognitive Level
CO 1	Recall the basic concepts of grammar and communication.	K1, K2
CO 2	Demonstrate appropriate use of English for academic writing.	K3
CO 3	Apply LSRW approach to language and literature.	K4
CO 4	Compare and interpret different texts in various contexts.	K5
CO 5	Classify and describe different genres of literature	K6

Course Code	UAN 3001
Course Title	Story-board and Character Design
Credits	6
Hours/Week	6
Category	SS
Semester	3
Regulation	2019

Course Overview

1. The course is designed to enable students to design brand new characters in different formats and settings.
2. There will be focuses on Figure studies, Light reference studies, building environments based on real settings, re sketching existing characters for character study.
3. Students will go through digital painting practice by using speed drawing of short thumbnails and doodles of characters.
4. The primary methodology will be via Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits, PPTs, and Lab sessions.

Course Objectives

1. Enable students to understand and create different characters and environments, with a focus on robotic, futuristic, outer space, mechanical and automobile areas.
2. Study and Creation of Characters in 2D & 3D with respective environment
3. Creating a flushed-out Character Bible
4. Create a story-board and understanding the standard practices
5. Character designing techniques and acquiring professional skills in designing characters

Prerequisites	Nil

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Character shapes and 3D space: Introduction to character design, the need for character design and what makes a good design in theory; creating volume and a solid foundation via 3D space and grids in art; the character and gesture, balance in design, line of action, the importance of silhouette, the head and face, human anatomy, animal anatomy; Evolution in terms of design traits. Tangents in character design and storyboards, types of storyboards and templates.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Screenplay to Storyboarding: Setting the frame: Eye line, types of shots and camera angles, using line of action and objects to create frames, using tangents to create fake panels, rule of third and golden ratio, 180o rule in setting the frame; Arrows in Camera movement lines and action lines and texts, hook-ups; Shuffles and cuts to create a dynamic scene, continuity and mise en scene. Thumbnails: Defining character traits, setting simple silhouettes to showcase the scene.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

III	Digital Storyboard: Digital painting: Tones, lighting in digital art, vector-based art, blending shades and stylized brushes in Adobe Photoshop. Compose for movement and character space, painting based on scene lighting and scene tones, rough sketching from the thumbnail and clean up. Darker lines and vanishing components to create a focus; Maintaining the world theme and characters relation to the world using lighting and shadows.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Character styles and concepts: Design Language of Shapes: from Square, circle and triangle to fused forms; Character construction: Disney's adaptation of shapes and its use in character design, shapes in designing cartoons, realistic, cutting edge and anime style art; Colour in character design; Animals and inanimate objects to anthropomorphism. Creating character bonds and rivals.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Original Character concept creation Building Personality, race sheet, character sheet: character alignments, characteristics, bonds and behaviours and character background story; Using Character sheet to develop a character's look: rough sketch to clean up development, character turn-around, colour mapping, attitude sheet, size relation chart, expression sheet, walk and run cycles, concept art and props.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Modern Day James - 2017 - Anatomy and Composition - Gumroad - Editions 19, 1,2,3,4

2. Peter Parr – 2016 - Sketching for Animation - Good Readers

3. Loish, Loopy Dave, Tom Bancroft – 2019 - The Character Designer (e-book) - 21draw

Suggested Readings

1. Designing web Pixar: 45 activities to create your own characters worlds and stories - Pixar - Pixar 2016 - First Edition

2. Frank Thomas, Ollie Johnston - 1981 - Disney Animation: The Illusion of Life - Walt Disney Productions - First Edition

Web Resources

1. Synix designs - Youtube (Digital Painting)

2. Mohammed Agbadi - Youtube (character lighting)

3. Proko - Youtube (anatomy)

COs	CO Description	Cognitive Level
CO 1	List different type of character shapes and relate them to different personality traits and recall different types of framing	K1, K2
CO 2	Illustrate anatomy and environments in digital mediums	K3
CO 3	Plan a character's story, personality and design in relation to the world.	K4
CO 4	Determine specific placements in storyboard and evaluate the composition	K5
CO 5	Create original characters and storyboard in traditional and digital medium	K6

Course Code	UAN 3501
Course Title	Traditional Animation
Credits	06
Hours/Week	06
Category	MC – Major Core (Practical)
Semester	III
Regulation	2019

COURSE OVERVIEW

1. We will use the methods used by Walt Disney for Traditional Animation.

2. We'll be using light box, pencil, cell sheet, peg bar, ex-sheet, paper etc.

3. This will entail the process involved when using color manually with separate layer for background.

Using Oxbberry - a very sophisticated Rostrum camera through which we will create traditional Animation.

COURSE OBJECTIVES

1. List the tools and techniques of cel animation. Apply principles of animation to create 2D animation sequences and scenes.
2. Develop key-frames, In-betweens, clean-ups, line testing, cycle animations, expressions, lip-sync, experiment timing and weight in animation.
3. Analyze animation characters in accordance to the script.
4. Appraise and critique traditional animation scenes and their effective use of movement.

Create traditional 2D animation projects based on industry trends and practices.

Prerequisites	Basic knowledge about traditional animation

		SYLLABUS			
UNIT	**CONTENT**		**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Introduction to use of Light box, Capture Device, Line testing software, Pencil tests, Inking, and other Cel animation skills, tools and techniques.

To improve traditional Cel animation skills by various exercises and assignments.

To apply basic animation principles to produce animation exercises like Bouncing Ball – In place, across the screen, Pendulum swing, Flour sack animation, Feather or leaf falling through the air. | | 12 | CO 1
CO 2
CO 3
CO 4
CO 5 | K1, K2, K3, K4, K5.K6 |
| II | To practice the production process of 2D Animation including key-frames, breakdowns, in-betweens, clean-ups, line tests.
To develop skills in clean-up, the technique of producing a clean drawing from a rough animation. Clean-up of various poses on multiple layers. Difference between classical animation and limited animation.
Use of Frames per second, Line of action.
To create cycle animations like Walk Cycle, Run Cycle, Fly cycle, Four legged walk cycle, Jump animation, vehicle animation. | | 15 | CO 1
CO 2
CO 3
CO 4
CO 5 | K1, K2, K3, K4, K5.K6 |
| III | How to observe, act and emote. Understand and develop acting skills. Understand and experiment voice modulations and mimicry and how to use it for animation and dubbing. Students will create a 360 degree turn around animation of a character's head using traditional pose-to-pose animation principles. Produce exercises like Character Eye blink, Character head turn with anticipation, Change in character emotion (happy to sad, sad to angry etc.), Character being hit by something simple (ball, brick, book), Hammering a nail. | | 15 | CO 1
CO 2
CO 3
CO 4
CO 5 | K1, K2, K3, K4, K5.K6 |

IV	To understand and focus on timing and performance. Demonstrate suitable use of timing, proportion, volume and weight. Use traditional methods to animate the scene from the storyboard. Critique and discuss animated movies and sequences. Create cel animation exercises like Character lifting a heavy object, Close-up of hand picking up a small object, Character blowing a balloon, Character eating something, Character conversation, Lip-sync.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Create effects like fire, smoke, water, blast etc. Use live shoot video as reference for 2D animation. 2D cel animation project: Apply industry-standard storyboard techniques to animation. Complete the entire process of animation including Pre-production, Production and post-production for a one-minute story as final project in cel animation.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

TEXT BOOKS

1. Frank, T., & Johnston, O. (1981). Disney Animation–The Illusion of Life. *Abbeville Pub*.
2. Williams, R. (2001). The Animator's Survival Kit: A Working Manual of Methods, Principles, and Formulas for Computer, Stop-motion, Games and Classical Animators. Faber.
3. Blair, P. (2020). Cartoon Animation with Preston Blair, Revised Edition!: Learn Techniques for Drawing and Animating Cartoon Characters. Walter Foster.
4. Whitaker, H., & Halas, J. (2013). Timing for animation. Routledge.
5. Muybridge, E. (2012). The human figure in motion. Courier Corporation.

SUGGESTED READINGS

1. Telotte, J. P. (2019). Letting Go: Representation, Presentation, and Disney's Art of Animation. Animation, 14(2), 132-148.
2. White, T. (2013). How to Make Animated Films: Tony White's Masterclass Course on the Traditional Principles of Animation. Taylor & Francis.

3. Culhane, S. (1990). Animation: from script to screen. Macmillan.

WEB RESOURCES

1. https://youtu.be/A2k4O02-Lak
2. https://youtu.be/1ftHVPJJ26I
3. https://youtu.be/aOvC34x7RNQ
4. https://youtu.be/wsQ4--X2ls4
5. https://www.disneyanimation.com/

Course Outcomes (COs)

COs	UAN 3501 Traditional Animation	Cognitive Level
CO 1	List and associate the Tools and Techniques of Cell animation. Classify principles of animation to create 2D animation sequences and scenes.	K1, K2
CO 2	Develop Key-frames, In-betweens, Clean-ups, Line testing, cycle animations, expressions, lip-sync; Experiment Timing and Weight in animation.	K3
CO 3	Analyze animation characters in accordance to the script.	K4
CO 4	Appraise and Critique traditional animation scenes and their effective use of Movement.	K5
CO 5	Create traditional 2D Animation projects based on industry trends and practices.	K6

Course Code	UAN 3502
Course Title	3D Set-Modeling and Texturing
Credits	06
Hours/Week	06
Category	Major Core (MC) - Practical
Semester	III
Regulation	2019

Course Overview

1. 3D Modelling and texturing in the field of film making, gaming, architecture and advertisement have transformed drastically in the recent era.
2. The artistic workflow relates to 3D set modelling and texturing creating a new dimension to the process of digital media and filmmaking.
3. In the different modules of the course will learn to create realistic props and assets using industry standard software's.
4. Organize the workflow to make larger photorealistic environment scenes

Course Objectives

1. The objective of the subject is to impart the skills to visualize objects in 3D and also to learn the methodologies of creating 3D environments.
2. To make students understand the detailed process of 3D modelling, Texturing, Lighting and Rendering involved in the created models.
3. To understand professional workflow, commonly used tools, building 3D assets from scratch; identifying the difference between hight poly and low poly.

Prerequisites	Basic Knowledge on clay moulding, and visual interpretation with various objects.

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to 3D interface, 3D Pipeline; Editors, viewports and menus; creating a Scenes and project management, Navigation and toolbox (Creating and Manipulating objects); perspective and orthographic windows; hotkeys and creating customized menus; basic Primitive models, creating and editing with NURBs curves (Control Vertex, Edit Points, Isopharm, Hull); attaching and detaching curves; inserting knots; reverse	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	curve direction; adding points to a curve; using curve editing tool			
II	Surfaces creation and editing tools, rebuilding surfaces; creating polygons mesh; Retopology tools; combine; polygon Booleans; mirror geometry; polygon smooth and add divisions; polygon clean-ups; extruding polygon faces and edges; multi-cut, insert edge loop tool; Basic tabletop props; create polygon robot primitives.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	3D modelling in art practices; Advanced Hard Surface Modelling, Organic Modelling; Sculpting Tools and Retopo, sculpt geometry, Introduction to shading, understanding Maya Materials, Arnold materials/ Mental Ray, Shading and Texturing, applying basic lighting; Modeling an Exterior Shot.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Introduction to Hypershade nodes; UV checkerboard mapping; UV unwrapping (cut & sew); creating UV snapshot, texturing using 2D/3D painting software; Texturing the Robot; Creating and applying different texture maps (Bump, Normal, Displacement), Texturing tabletop Props; Texturing a sample object from exterior shot.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Creating camera, types of camera; resolution gate; safe display region; safe action animation fundamentals; using the time slider; setting playback range; setting playback speed; setting keyframes; channel control; editing keyframes; using graph editor; 3D lighting, types of light spotlights ; area lights; volume lights; Mesh light, Photometric light; light theory; common attributes; Render view; Rendering regions; Setting render global; Render Image naming and formats; Batch Rendering.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. M Murdock, Kelly. *Autodesk Maya 2019 Basics Guide*. SDC Publications, 2018.

2. Tickoo, Sham. *Autodesk Maya 2019: A Comprehensive Guide*. Cadcim Technologies, 2018.

3. Wood, Aylish. "Getting to know software: A study of Autodesk Maya." *Software, Animation and the Moving Image: What's in the Box?*. Palgrave Pivot, London, 2015. 12-59.

4. Wood, Aylish. "Behind the scenes: A study of Autodesk Maya." *Animation* 9.3 (2014): 317-332.

5. Patnode, Jason. *Character Modeling with Maya and ZBrush: Professional polygonal modeling techniques*. Routledge, 2012.

Suggested Readings

1. Coquillart, Sabine. "Extended free-form deformation: A sculpturing tool for 3D geometric modeling." *Proceedings of the 17th annual conference on Computer graphics and interactive techniques*. 1990.

2. Labschütz, Matthias, et al. "Content creation for a 3D game with Maya and Unity 3D." *Institute of Computer Graphics and Algorithms, Vienna University of Technology* 6 (2011): 124.

3. Lin, Cheng, et al. "Modeling 3d shapes by reinforcement learning." *European Conference on Computer Vision*. Springer, Cham, 2020.

Web Resources

Cos	UAN 3502 3D Set Modeling and Texturing	Cognitive Level
CO 1	List and classify 3D Modelling tools and Techniques.	K1, K2
CO 2	Apply knowledge of sculpting a shape in 3D software with proper mesh and clean-ups.	K3
CO 3	Prioritize texture maps in accordance to the model to match reality.	K4
CO 4	Reframe organic and inorganic shapes to experiment with different 3D elements.	K5
CO 5	Create a 3D set model project based on the industry expectations.	K6

Course Code	UDJ 3401
Course Title	STORY AND SCRIPTWRITING
Credits	6
Hours/Week	6
Category	AL
Semester	III
Regulation	2019

Course Overview

1. The course aims to make the students understand the essentials of story writing, the importance of characterization, Story idea, and its development.

2. Students can learn the art of storytelling in different narrative structures. They will be exposed to different script structures to know the nuances of screenwriting.

3. Students will learn to write their scripts in the proper format of a screenplay. They learn to create the logline, synopsis, Treatment, Scene, and shot breakdown with proper narration in a formal screenplay style.

4. The students are given hands-on experience in writing different styles of scripts like animation projects, corporate videos, feature films, e-content, and many more.

Course Objectives
1. To Describe the art of storytelling
2. To Identify and explain the different structures of narrative
3. To Outline and Recall the format of scriptwriting
4. To Apply the learned scriptwriting skills to produce one's script
5. To Criticize films based on the story and script

Prerequisites	Interest to learn scripts

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Essentials of story writing Story – Purpose and its importance; Characters - Protagonist, Family & Friends, Rivals and Antagonist; Setting - Events & Location; Era & Time; Genre and Genre combinations; Target audience; Archetypes and its various types – Character, Hero, Situational, Symbol, and Color; Idea Generation with Introduction, Context, and Conclusion, Diegetic time and space, extensive writing sessions.	15	CO 1 CO 2	K1, K2, K3
II	Basics of screenwriting The art of storytelling. Script - Non-Linear Structure – Flashback – Future Dream; Story to Scene and Shot; Event Effect – Day or Night; Place of the event – Interior or Exterior; Dialogue or mute; Foreshadowing; Three Dimension of a Character; Three Act Structure; Screenwriting basics as per Syd Field; Plot & its types; Twists and Turns; Conflicts; Cliché; Climax; Hero's Journey. Film Language, Film Grammar and Film Analysis: Story/script/storyline	15	CO 1 CO 2	K1, K2, K3

III	Presentation of the Script; Log Line; Characters; Synopsis; Story; Step Outline; Shot Breakdown for Scenes; Storyboard; Animatic; Scene Video for Treatment; Script Writing Format, slug line, Scriptwriting font, scriptwriting page alignment, scriptwriting line spacing, parentheticals, transitions, Dialogs, Fifteen breakups of screenwriting as per Blake Snyder, Developing Story ideas, Plot devices, Plot development, three-act structure, five-act structure, Climax, Story narration.	15	CO 1 CO 2 CO 3	K1, K2, K3, K4,
IV	Scriptwriting for various projects Extensive writing sessions: Script for Animation Projects: Advertisement, PSA, Short Film, Documentary Video, Corporate Video, Tele Series, Web Series, Feature Film, Infographics & E-Content.	18	CO 2 CO 3 CO 4	K1, K2, K3, K4, K5
V	Scriptwriting Software Extensive training on Celtx and final draft pro. Creating logline and character development and Character assignment, writing an outline, treatment of script, writing the script.	15	CO 5	K6

Text Books

1. Screenplay: the foundations of screenwriting, Field - Delta Trade Paperbacks – 2005
2. Thiraikathai Yezhudhuvadhu Yeppadi,Sujatha,UyirmaiPathipagam,2011
3. Save the cat!: the last book on screenwriting you'll ever need, Snyder - M. Wiese Productions - 2005

Course Outcomes (COs)

	UDJ 3401 STORY AND SCRIPTWRITING	Cognitive Level
CO1	Classify and recall the art of storytelling	K1, K2
CO2	Play the different structures of narrative	K3
CO3	Analyze and compare the format of scriptwriting	K4
CO4	Criticize films based on the story and script	K5
CO5	Create and refine your own script by assessing the learnt script	K6

Course Code	UEL 4206
Course Title	GENERAL ENGLISH – IV (ADVANCED) VOC – 3D ANIMATION
Credits	04
Hours/Week	04
Category	GE (GENERAL ENGLISH)
Semester	IV
Regulation	2019

Course Overview

This course will:

1. Explain ways to organize information for an essay.

2. Offer strategies to familiarise with sub-skills of listening, speaking, reading and writing.

3. Give an overview of language for presentation.

4. Examine strategies to understand figures and table.

5. Focus on understanding the writer's opinions.

Course Objectives

1. To understand the art of skimming and scanning texts and to organize ideas for presentation.

2. To understand different methods of note-taking / note-making.

3. To understand basic strategies of interpreting figures and table.

4. To understand the writer's opinions and identify the main ideas in the text.

5. To focus on inferring meaning from words and understand the connection between sentences.

Prerequisites	Proficiency in LSRW & basic communication skills

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Organizing information for an essay and Referencing: Reading: Organizing information for an essay – Skimming and scanning texts – Taking notes and explaining what you have read – Vocabulary: collocations – Listening and speaking: Referring backwards and forwards in presentations Writing skills: Writing conclusions in essays – Language for writing: hedging – Giving references – Grammar and practice: Avoiding repetition: expressions with so Wh-noun clauses – Using viewpoint adverbs to restrict what is said – Verb/adjective + preposition	11	CO1, CO2	K1, K2, K3

	combinations			
II	Reading critically and Language for presentation Reading: Reading critically – Finding information and taking notes – Vocabulary: inferring the meaning of words, hedges – Listening and speaking: Concluding your presentation – Presentation – Pronunciation: linking words in speech units Writing skills: Using an academic style – Grammar and practice: Adding information about nouns: relative clauses, It-clauses: expressing personal opinions impersonally	10	CO2, CO4	K3, K5
III	Understanding figures and table and Report Writing Reading: Understanding figures and tables – Scanning for information – Taking notes – Understanding the significance of references – Vocabulary : avoiding repetition Listening and speaking: Taking part in tutorials and joining in discussions – Pronunciation : stress in compound nouns Writing skills: Looking at the structure and content of reports – Language: Looking at the structure and content of reports – Language : describing events in a time sequence Grammar and practice: Passive voice – Past perfect – ing nouns	10	CO2, CO3, CO5	K3, K4, K6
IV	Understanding the writer's opinion and Describing information Reading: Understanding the writer's opinion – Identifying main ideas and supporting information – Recognising general nouns – Understanding hedges – Vocabulary: formal and informal verbs – opposites – Listening and speaking: Tutorials: asking for and giving more information – Pronunciation: intonation in wh-clefts Writing skills: Describing information in figures and tables – Language for writing: referring to figures and tables – referring backwards and towards – Grammar	11	CO2, CO4, CO5	K3, K5, K6

		and practice: Verbs followed by a noun phrase or that-clause – Non-finite relative clauses – Adverbials used to comment			
V	Reading for evidence and Expressing disagreement Reading: Reading for evidence – Thinking about what you already know – Preparing for essay writing – Vocabulary in context: inferring the meanings of words – Understanding connections in texts: this / these – Developing hedging skills Listening and speaking: Summarising what has been said – Evaluating visual aids – Pronunciation: stress in compound words Writing skills: Contrasting information – Taking a stance – expressing disagreement – Grammar and practice: Referring to quantities – Evaluative adjectives and adverbs – Phrases connecting sentences: this / these – Non-finite relative clauses	10	CO2, CO4, CO5	K3, K5, K6

Text Books

1. James. S and George. F., 2018. GEMS OF IMAGINATION. Cambridge University Press

2. Hewings. M., 2012. Cambridge Academic English: An integrated skills course for EAP (Upper

   Intermediate) Student's Book. Cambridge University Press

Suggested Readings

1. Mathur. A., 2012. Become Proficient In Speaking and Writing - Good English:

   Practical Short Cuts to Write and Speak Correct English Effectively. Amazon

2. Soundararaj. F., 2015. Speaking and Writing for Effective Business Communication.

   Laxmi Publications

3. Young. D., 2005. Foundations of Business Communication: An integrative approach.

   Tata McGraw Hill

Web Resources

     25. www.bbc.com

     26. www.cnn.com

     27. www.ted.com

     28. https://owl.purdue.edu/

     29. https://learnenglish.britishcouncil.org/

     30. App – BBC LEARNING ENGLISH

     31. App – 6 Minute English

     32. App - Twitter

Course Outcomes (COs)

	SUBJECT CODE - SUBJECT NAME UEL 4206 – GENERAL ENGLISH-IV (ADVANCED) VOC	Cognitive Level
CO 1	Identify various terminologies and review basic concepts in academic writing in the English language.	K1, K2
CO 2	Employ the art of influencing people and devise strategies for demonstrating basic corporate communication skills.	K3
CO 3	Plan basic strategies to communicate in writing and speaking and explain its practical benefits.	K4
CO 4	Assess and evaluate strategies & skills in writing so as to effectively contribute to the print and electronic media.	K5
CO 5	Adapt suitable steps and strategies to appropriately use academic writing and creative writing skills.	K6

Course Code	UEL 4207
Course Title	GENERAL ENGLISH IV (INTERMEDIATE) VOC
Credits	4
Hours/Week	4
Category	GE (GENERAL ENGLISH) - Theory
Semester	IV
Regulation	2019

COURSE OVERVIEW

1. Strengthening the foundations of English learning is the unique challenge addressed by this subject.
2. The course uses technological advancements for learning English.
3. Professional levels of English proficiency.
4. Imparting excellent presentation and facilitation skills.

COURSE OBJECTIVES

1. To make them write for modern mass media.
2. To give them the exposure to various technological tools.
3. To Make effective presentations with a good command over language.
4. To make them efficient in Critical thinking skills.

Prerequisites	Basic Language Skills and knowledge on technology.

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Introduction to academic writing skills Descriptive, narrative, persuasive, expository writing styles. Explaining, reinforcing and exemplifying approaches to writing. Structuring the text. Writing style and format. Lexical strategies, style and articulation for speaking. Vague language expression and types of idioms. Practical grammar (phrasal verb, descriptive adjectives and adverbs).	11	CO1	K1, K2
II	Introduction to new technologies and language Web 2.0 revolution. Different forms of technology enabled communication tools in the digital age. The impact of social media on language usage and comprehension. Language oriented career choices. Practical grammar (noun types, clauses, and	10	CO1, CO2	K1, K2, K3

	articles).			
III	The media: internet and e-mail E-mail and internet communication. The advertisers' language and some new vocabulary. The news: gathering and delivering terms. Vocabulary for sports, health and fitness, diet, industrialization, technology and future visions. Practical grammar (possessive case and types of pronouns).	10	CO3, CO4	K4, K5
IV	Writing skills for social media Writing for Twitter, Facebook, LinkedIn, Flickr, WhatsApp and Instagram. Video: Podcasting, Screen casting & Videoconferencing. Digital storytelling using photo story - writing for online audio & video programs. Hands on experience with emerging technologies such as blogs, social network websites, messengers etc.	11	CO1, CO2, CO4	K1, K2, K3, K5
V	Practical tips for writing and presentation Case study of existing pieces such as blogs, twitter, emails, SMS etc. PowerPoint presentation Compressing information in slides Developing explication skills for elaboration of concise points. Effective communication through PPTs. using PowerPoint as a supplement for effective communication by preparation of visuals, audio clips etc. Practical grammar: (Conjunctions and Prepositions).	10	CO1, CO3, CO5	K1, K2, K4, K6
TEXT BOOKS				

1. Murphy, R. (1994). *Intermediate English grammar.* Cambridge University Press. 1st Edition.

2. Dell, Michael McCarthy felicity o'. (2003). *English vocabulary in use (advanced).* Cambridge University Press. 1st Edition.

3. Davis, F and Rimmer, W. (2011). *Active grammar.* Cambridge University Press. 1st Edition.

4. Haneefa, S and Rajendran, N.p. (2015). *Our Country Our Literature (An Anthology of Indian Writings in English).* Cambridge University Press. 1st Edition.

SUGGESTED READINGS

1. Strunk Jr, W and White, E.B. (1979). *The Elements of Style, 3rd ed.* Macmillan. 1st edition.

2. Barkas, J. L. (1984). *How To Write Like a Professional.* Arco. 1st Edition.

3. John, A. (2003). *Effective Communication.* Pan Macmillan Ltd, London. 1st edition.

4. Prasad, H. M. (2001). *How to Prepare for Group Discussion and Interview.* Tata McGraw-Hill Publishing Company Ltd. New Delhi. 1st Edition.

WEB RESOURCES

1. https://edition.cnn.com/
2. https://www.bbc.com/news
3. https://learnenglish.britishcouncil.org/
4. https://www.bbc.co.uk/learningenglish/

COURSE OUTCOMES (COS)

COs	CO DESCRIPTION	Cognitive Level
CO 1	Identify and associate various writing styles, format and structuring the text.	K1, K2
CO 2	Employ the oral and written skills practically.	K3
CO 3	Infer the ideas, opinions and beliefs into written and oral forms.	K4
CO 4	Evaluate and assess the skills required in writing for digital and social media.	K5
CO 5	Organize and relate various ideas and perceptions of writers.	K6

Course Code	UDJ 4001
Course Title	ICT & SOFT SKILLS TRAINING
Credits	4
Hours/Week	4
Category	SS
Semester	4
Regulation	2019

Course Overview

1. ICT & Soft Skills Training is a subject that deals extensively with personal and professional growth of the student.

2. It helps them understand a work environment and people.

3. It enhances their the intra and inter personal skills required to be successful in the same.

Course Objectives

1. To increase awareness of self worth and self esteem

2. To enhance interpersonal skills

3. To develop business communication

4. Helping overcome shyness and to develop entrepreneurial skills

5. Establish the importance of a goal,team building and leadership

Prerequisites	

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Goal setting and managing time The basis of effective goals – steps to be followed to obtain optimum results from goal setting – identifying the reasons for procrastination – guidelines to overcome procrastination – priority management at home and college.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Team work and participating in group discussions Team building and team work, team briefing, role of team leader, conflict resolution, Methodology of group discussions, role functions in group discussion, types of non – functional behaviour, improving group performance. Participating in mock group discussions.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

III	Business Presentations Preparing successful presentations, thinking about the audience, making effective use of visual aid, delivering presentations, using prompts, dealing with questions and interruptions, mock presentations.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Interviews Types of interviews, preparing for interviews, facing interviews, reviewing performance, participating in mock interviews. Internet and soft skills - internet for job seekers	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Interpersonal Effectiveness Soft skills training to handle interpersonal relations, to take appropriate decisions, to communicate effectively, to manage anxiety, fear and stress, to gain professional development, overcoming shyness, building one's self-esteem, avoiding self-blame, taking risks, tolerating failure, persisting and celebrating success, self-talk.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Covey, S. R. (2020). *The 7 Habits of Highly Effective People*. Simon & Schuster UK Ltd.

2. Hill, N. (2010). *Think & grow rich*. Sound Wisdom.

3. Khera, S. (2014). *Tapāīṅko Jita = you can win*. Bloomsbury India.

4. Morgan, C. T., & King, R. A. (1971). *Introduction to psychology*. McGraw-Hill u.a.

5. Sharma, R. S. (2010). *who will cry when you die?* Jayako.

Suggested Readings -

1. Covey, S. R. (2004). *The 8th habit*. Free Press.

Web Resources

1. Understanding Life Skills, UNESCO Digital Library

COs	CO Description	Cognitive Level
CO 1	Exhibit self-awareness and Discover self-esteem.	K1,K2
CO 2	Construct time management and team handling skills.	K3
CO 3	Analyze Intrapersonal and Interpersonal skills.	K4
CO 4	Convince in business presentations and interviews.	K5
CO 5	Develop the importanct aspect of effective goal setting.	K6

Course Code	UAN 4602
Course Title	User Interface Design
Credits	04
Hours/Week	04
Category	SS
Semester	IV
Regulation	2019

Course Overview

5. User Interface Design is a collaborative subject with Visual Art & Design, Graphic Design and Multimedia, and 2D Digital Animation.

6. The purpose of the course is to deliver basic Knowledge about the structure and functions of mobile applications and web components.

7. The different modules of the course will observe different areas of Android, iOS and windows platforms.

8. Webpages including wireframe design, static and dynamic pages, aesthetics and functions, templates vs contents under different CMS.

9. Industry standards customized content management system that underlies the front end design.

Course Objectives

4. To develop skills in designing Web and Mobile Applications, Understanding User Interface designing.

5. To Understand the Methods and Techniques of Developing a Simple Mobile application and/or Website.

6. To Familiarize with the Standard Web Page Language

7. To understand the User Journey through customized Content management system (CMS).

Prerequisites	Basic Knowledge on Principles and Elements of Design and Digital Vector Illustration.

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	User interface for different platforms- Mobile, Web, Computer, Introductory Panel: User Interface Design and why it Matters, Design-Centered Approaches & When They Work Best, Design Principles: Visibility, Feedback, Mappings, and Constraints, Perception and visualization,	8	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	hierarchy, Conceptual models			
II	Creating New Files & Designing on a Grid, Setting up artboards, importing text, creating colored backgrounds for text, Adjusting the Layout for Tablets & Mobile Phones, Designing with grid, Adapting the design for tablets and mobile phones, Importing & Cropping Photos.	8	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	UI Principles, Visual Design Specification, Layout Wireframe, Platforms and Screen Sizes, Creating a visually responsive user designs, Design Wireframe on genres, Static to Active, Typography, Icons, Aesthetics & Functionality, Buttons, Template vs Content.	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Elements of HTML, HTML Tags, CSS Styles, CSS Style sheet- Properties- Styling- Hyperlinks, Other CSS Attributes	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Mapping the user Journey, Debug, constraint, alpha and beta upload, preview testing, information visualization.	14	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Rankin, J. R. (1988). Computer graphics software construction: using the Pascal language. Prentice-Hall, Inc..

2. Angel, E. (1996). *Interactive Computer Graphics: A top-down approach with OpenGL.* Addison-Wesley Longman Publishing Co., Inc..

3. Salmon, R., & Slater, M. (1987). Computer Graphics: Systems & Concepts. Addison-Wesley Longman Publishing Co., Inc..

Suggested Readings

1. Krug, S. (2000). Don't make me think!: a common sense approach to Web usability. Pearson Education India.

Web Resources

1. http://www.iitd.ie/

COs	UAN 4602 User Interface Design	Cognitive Level
CO 1	Identify and classify the principles of User Interface Design.	K1, K2
CO 2	Compute the knowledge of different interaction styles – Web, Mobile and other devices.	K3
CO 3	Classify the user interface wireframe for appropriate platforms.	K4
CO 4	Compare and Build an awareness of the relation between interaction design and users expectations.	K5
CO 5	Create and discuss user friendly design in terms of work context values and utility.	K6

Course Code	UAN 4501
Course Title	3D Character Modeling
Credits	6
Hours/Week	6
Category	MC
Semester	4
Regulation	2019

Course Overview

1. The Course is designed to enable students to convert designs of characters both organic and inorganic
2. Enable students to create 3D models providing a focus on the understanding of topology and anatomy studies.
3. The course will follow the methodology of Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Course Objectives

1. Provide an overview of 3D Character & Props Modeling
2. Discuss various techniques used by the industrial experts when learning character modeling.
3. Create the structure of the human form in 3D modeling.
4. Understanding the process of creating 3D models for animation
5. Handling the Texturing, Rigging, Lighting and Rendering for the 3D models thus created

Prerequisites	Character Design, Anatomy

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Anatomy and Topology: Defining and creating proper topology on hard surface models; Anatomy's influence on topology: Human & animal anatomy, facial muscles, skeleton structure, joints. Creating a workflow based on the selected character, requirement and budget (i.e. Quad/Tri count etc)	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Prop Design: Designing Props for characters using Hard Surface Topology; Using Edge Flow to smooth geometry, adding edge loops (both horizontally and vertically) and moving edge loops. Surface constraints and symmetry controls; Using deformers in creating shapes, using lattice and creating detail with the Connect tool, multicut tool, bevel, using divisions and circularize etc; Refining the mesh, Re-mesh and Retopology.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Mecha study, Joints and hinges: Setting up Reference Images, Image Plane proper set up using guidelines and grids, Shading menu in modeling; Vertex and Edge matching, maintaining loops, and base topology graph on a hard surface mech model; Tri formation in loops and fixing using multi cut tool; Using extrude in adding details; Using controlled booleans, matching edges to boolean frames, fixing broken vertex and edges using merge tool; Creating Joints for mechas, why joints are important- functional	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	joints and design joints, types of joints and reinforcing edges.			
IV	Humanoid organic models: Principles of 3D modeling in regards to character models in regards to polygons, nurbs, and sub_surface modeling. Overview of pipelines and software tools for character modeling, Intermediate 3D character modeling concepts and techniques; Topology in regards to organic and hard surface models and influencing simple vs complex models. Using boxed and Plane methods, building a smart and efficient character base mesh; Edge loops and mesh flow in organic models. Creating hair using polygon primitives.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Clothing, basic sculpting and facial expressions: Building from base mesh, re editing using transformation tools to fit primary mesh and ncloth application. Sculpting in Autodesk Maya, sculpting tools, blend shape, and shape editor, 3D scanning, Vector Displacement.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Dariush Derakhshani - 2013 - Introducing Autodesk Maya 2014 - Sybex - Edition.1
2. Eric Keller, Eric Allen, and Anthony Honn - 2009 - Mastering Maya 2009 - Sybex - Edition.1

Suggested Readings

1. Dave Girard - 101 Autodesk Maya Tips - Amazon Digital South Asia Services, Inc
2. Antonio Bosi - Autodesk Maya 138 Tutorials and Tips by Antonio Bosi: 138 useful Maya tutorials (tips & tricks) for experts and beginners - Amazon Digital South Asia Services, Inc

Web Resources

https://www.youtube.com/channel/UCsx6kQZt0y3Ie5ob_cwQ5cQ - Keelan Jon

COs	CO Description	Cognitive Level
CO 1	List and Recall the basics of 3D character modeling and topology.	K1, K2
CO 2	Illustrate 3D cartoon character modeling and demonstrate 2D to 3D conversion.	K3
CO 3	Identify mesh flow to build a proper character anatomy.	K4
CO 4	Judge the 3-dimensional quality of a sculpture using contour lines.	K5
CO 5	Develop realistic character models using 3D software in both high and low poly.	K6

Course Code	UAN 4502
Course Title	2D Digital Animation
Credits	06
Hours/Week	06
Category	Major Core (MC) - Practical
Semester	IV
Regulation	2019

Course Overview

1. The aim of this course is to given an introduction and understanding of 2D Animation software, its tools and techniques.

2. To apply the principles of animation using the software.

3. To learn key-framing, tweening, in-betweening, coloring and cycle animations

4. The different units of this course will also explain the use of camera, symbols, rigging, text, audio, lip-synch etc.

5. This course helps to produce a Digital 2D Animation project from concept design to final video output.

Course Objectives

1. To understand the 2D Animation software and to create simple animations.

2. To use various tools and techniques for creating 2D digital animations.

3. To apply knowledge of workflow and principles of animation and camera angles and shots.

4. To create a 2D animation project from visualization to final output.

Prerequisites	Understanding and knowledge of traditional animation, Principles and process of animation.

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Software, Interface, Drawing Tools: Introduction to 2D Animation software – Adobe Animate. Understanding Document types, Adobe Animate Workspace and Workflow. About vector and bitmap graphics, Working with the Stage and Pasteboard, Importing Assets to Stage, Modify imported Assets, Understanding the timeline – Frames, Key-frames, Blank key-frames, Layers and features in a Timeline, Frames Per Second, Using the Properties Panel. Introduction to various drawing tools and their uses and procedures, Using the Tools Panel – Selection, Free Transform, Line Tools, Undoing steps in Animate, Previewing your Movie, Modifying the content and Stage, Working with the Library Panel, Saving your Project.	14	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Creating Graphics, text & Working with Timeline and Layers: Understanding Strokes and Fills, Creating Shapes, Making Selections, Editing Shapes, Using Gradient and Bitmap fills, Using Variable-Width Strokes, Using Swatches and Tagged Swatches, Creating Curves, Using Transparency to Create Depth, Using Brushes and Paint Bucket, Creating and Editing Text, Aligning and Distributing Objects, Converting and Exporting Art. The Basics of Animation, Frame-by-Frame Animation, Converting Text to Shapes, Adding Filters to Text, Applying and Managing Vector Art Textures and Brushes.	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

III	Symbols and Tweening Animation Concepts: About Symbols, Creating Symbols – Graphic, Movie Clip, Button, Editing and Managing Symbols, Changing the Size and Position of Instances, Changing the Color Effect of an Instance, Understating Display Options, Applying Filters and Special Effects, Positioning Objects in 3D Space, Animating Symbols – About Animation, Animating Position, Animating with Shape Tweens, Classic Tweens, Motion Tweens, Changing the Pacing and timing, Animating Transparency, Animating Filters, Animating Transformations, Changing the Path of the Motion, Swapping Tween Targets, Creating Nested Animations.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Using Masks and Camera, BG & Layout Creation Using Camera, Animating with Camera moves, Creating and using Masks, Animating the Mask and Masked layers, with Camera with Motion Tweens, Snapping (object snapping, pixel snapping, snap alignment), Background Designing, Layout Creation, Over-layers creation, Frame-by-Frame Animation, Easing, Animating 3D Motion, Exporting Final Movie. Importing Adobe Photoshop Files, Importing Adobe Illustrator Files.	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Interactivity and Basic Rigging Using Action Script, Navigating the Actions Panel, Adding Interactivity, Making Interactive Content, Understanding Bone tool, Inverse Kinematics with shapes and symbols, Adding bones, Disabling and Constraining Joints, Adding Poses, Simulating Physics with Springiness and C Working with HTMK5 Canvas, Publishing to Web and Mobile platforms. Animated GIF and other Image Formats, Working with sound - Working with video.	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Russell Chun, 2018, Adobe Animate CC – The Official training workbook from Adobe, ISBN-13: 978-0-13-485253-9, ISBN-10: 0-13-485253-2, Adobe Press

2. Williams, Richard, 2001, The Animator's Survival Kit, 1st Edition, Faber

3. Chong, Andrew, 2008, Digital Animation, 1st Edition, Ava Academia

4. Peaty, Kevin and Kirkpatrick, Glenn, 2002, Flash Cartoon Animation, 1st Edition, Friends Soft.

Suggested Readings

1. Joseph Labrecque, 2017, Rich Content Creation for Multiple Platforms with Animate CC, PDF Version, Adobe Max.

2. Tom Green, Joseph Labrecque, April 2017, Beginning Adobe Animate CC, ISBN: 9781484223758, Apress.

3. Preston Blair, 1994, Cartoon Animation, 1st Edition, Walter Foster Publishing Inc.

4. Harold Whitaker, John Hakas, 2009, Timing for animation, 2nd Edition, ISBN-13: 978-0240521602, Focal Press, Taylor & Francis Group.

Web Resources

1. https://en.wikipedia.org/wiki/12_basic_principles_ofnimation
2. https://www.youtube.com/watch?vaa7n3UGyDc&feature=youtu.be
3. https://en.wikipedia.org/wiki/History_of_animation
4. https://www.youtube.com/watch?v=NZbrdCAsYqU

Course Outcomes (COs)

UAN 4502 - 2D DIGITAL ANIMATION (MC)		Cognitive Level
CO 1	List and recognize knowledge of 2D Animation Software(Adobe Animate) and techniques.	K1, K2
CO 2	Apply processes such as key framing, in-between, Coloring and cycling animation.	K3
CO 3	Experiment, store and manage work-products into file formats using standard file naming conventions and maintain assets for further use.	K4
CO 4	Critique 2D Digital Animated sequences from animated movies and critique animation projects.	K5
CO 5	Develop Digital 2D Animation project from concept design to final video based on current industry trends and practices.	K6

Course Code	UVC 4401
Course Title	PHOTOGRAPHY AND VIDEOGRAPHY
Credits	6
Hours/Week	6
Category	Allied Paper (AL) - Practical
Semester	4
Regulation	2019

Course Overview
1. Photography & Videography is a subject that teaches the basics of photography and video creation.
2. The subject helps the students understand the techniques required for creation of photos or videos.
3. It helps develop skills required for industry level production.
4. It helps in understanding visual language

Course Objectives
1. To understand the basics of photography and videography.
2. To enhance technical production skills
3. To implement creative ideas to hone learnt skills.
4. To create effective visual content.

Prerequisites	Basic knowledge of design, it's principles and elements.

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	History of Photography Introduction to Photography - History and Evolution - Best Photographers and their Works -Early Pioneers and Experiments - Joseph Niepce - Louis Daguerre - Eadward Muybridge. Sebastião Salgado, Margaret Bourke-White	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Basics of Photography Differences between Analog and Digital Photography - Body Parts of Analog and Digital Cameras - Types of Analog and Digital Cameras - Function of Camera - Exposure, Focus, Aperture, Shutter Speed - Depth of Field - Photograph Printing Paper - Power System, Memory Storage, Resolution - Exposure and Controls, Flash and Lighting	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

III	Lighting Techniques Three Point Lighting - Lighting for Indoor/Outdoor - Artificial, Natural Light, Hard and Soft Lights - Reflectors - Indoor Lights for product shoot.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Basics of Composition and Videography Shots, Angles, Positions - Lighting – Natural and Artificial, Shadows - Using Flash - Light Settings - Color Composition, Video Camera introduction.	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Production Techniques Basic Videography Rules - Stages of Production, Basics of Editing, Aesthetics of Video Production - Grammar Audio – Dubbing, synchronizing of video and audio - Voice Over, Photo and video editing.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Freeman, M. (2019). *The photographers eye - A graphic guide: Instantly understand composition & design for better photography*. Ilex Press.
2. Bordwell, D., & Thompson, K. (2010). *Film art: An introduction*. McGraw Hill.
3. Nichols, B. (1976). *Movies and methods: An anthology*. University of California Press.
4. Mascelli, J. V. (1998). *The Five C's of cinematography: Motion picture filming techniques*. Silman-James Press.

Suggested Readings -

1. Farrell, I. (2018). *Complete Guide to Digital Photography*. Quercus Publishing.
2. Fox, A. (2015). *Langford's basic photography*. Taylor and Francis.
3. Langford, M. (2004). *Basic photography*. Elsevier.

Web Resources

COs	CO Description	Cognitive Level
CO 1	**List** and **Describe** the basic equipment and techniques of photography & videography.	K1,K2
CO 2	**Apply** creative ideas into concepts for photography.	K3
CO 3	**Analyze** creative ideas and concepts for videography.	K4
CO 4	**Distinguish** composition and shot transitions.	K5
CO 5	**Plan**, compose and edit videos.	K6

Course Code	UAN 5504
Course Title	Animation Film Studies
Credits	6
Hours/Week	6
Category	SS
Semester	5
Regulation	2019

Course Overview

1. The course aims to create an understanding of the general rules of film making as well as their application either by using a certain rule or break said rule to establish a specific outcome though the composition of the film both via its individual parts and as a whole.

2. In addition, the course will provide insights into how these are applied in animation films and various other aspects and make them stand apart.

3. We will use Extensive Theory & Seminars, Film Screenings, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments and Industry Visits.

Course Objectives

1. Enable students to understand and interpret Film in terms of application in both LIVE ACTION based films and Animation films.

2. Create an understanding of editing and camera compositions

3. Understand film grammar, analyze and breakdown existing films

4. Showcase understanding of animation techniques in film language

Prerequisites	Nil

	SYLLABUS			
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	History of Cinema: A brief history of early evolution of cinema; Era of silent films - Story/script/Story boarding – Introduction to different approaches in storytelling as seen from Live Action, Documentary and Animation- Introduction to contemporary world cinema- James Cameron- Stephen Spielberg- Martin Scorsese- Christopher Nolan- Kim Ki Duk- Gaspar Noe- Introduction to contemporary Indian cinema- Mani Ratnam_Anurag Kashyap- Nagraj Manjule - Vetrimaran.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Film Grammar: Film Language, Film Grammar and Film Analysis: Story / script /storyline, Developing Story ideas, Plot devices, Aristotle's poetics, Plot development, three act structure, five act structure, Climax, Story narration, Character development in the story, Character Arc, Conflict- Types of conflict, Conflict resolution, Planting- Chekov's gun, Red herring, breaking the fourth wall, Flashback and flash forward, Digetic time and space, Parallel storytelling	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

III	Mise-en-Scene and Promotions: Mise-en-scene Analysis- analysis based on set design, costumes, lighting, space, compositions, props, make-up, prosthetics, Different types of camera angles and shots_180-degree rule, rack focus, dolly zoom, pan and tilt, track shot, Semiotics of camera angles and shots, Editing, Different types of editing- types of transitions- semiotics of transitions- match cut and its usage, cross-cutting and its relevance, jump cut, introduction to Art direction- Movie posters and other promotions	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Animation Film: Brief History Émile Cohl and Traditional animation, early ways of showing motion, Industrial Revolution and animation before film: Magic Lantern, thaumatrope, phenakistoscope, zoetrope, praxinoscope and flip books. Silent era: Betty Boop and Mighty Mouse to the musical introduction of Felix the cat (game). Walt Disney and Disney Studios. Snow white and looney tunes. Animation bloom, from the flintstones era to present.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

V	Animation Film Techniques Traditional animation, 2D animation, 3D animation, Typography and motion graphics, Stop-motion etc in Film. Integration of Automatronics and CG into animation to create cheats, frame holding and reuse to suit budget needs. Cheat shots and live action overlays. Employing limited frames to bring out faster outputs. Sample screening.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. David Mamet - 1992 - On directing film - Penguin - ISBN: 978-014017225

2. Sujatha - 2011 - Thiraikathai Yezhudhuvadhu Yeppadi – Uyirmai Pathipagam - ISBN: 978- 8188641000

3. Rajesh Karundhel - 2017 - Thiraikathai Yezhudhuvadhu Ippadi Karundhel

Suggested Readings

1. John Gibbs - Mise-en-Scene: Film style and interpretation - Wallflower press 2002 - ISBN-13: 978-1903364062

Web Resources

1. https://guides.library.umass.edu/c.php?g=672776&p=4737101
2. https://www.euppublishing.com/loi/film

COs	CO Description	Cognitive Level
CO 1	List and define various filmmaking history and terminologies	K1, K2
CO 2	Apply the basic elements of Film grammar	K3
CO 3	Distinguish various animation film techniques	K4
CO 4	Compare and interpret the various aspects of cinematography	K5
CO 5	Create different films from various genres	K6

COURSE CODE	UAN 5501
COURSE TITLE	3D Rigging and Animation
CREDITS	6 Credits
HOURS/WEEK	6 Hours
CATEGORY	Major Core (MC) – Practical
SEMESTER	V
REGULATION	2019

COURSE OVERVIEW

1. Introduction to the concept of rigging.

2. Explain the process of keyframe animation in 3D software.

3. Apply and experiment the principles of animation in 3D animation.

4. Learn to animate any character in 3D environment

5. Develop their own style of animation using the various techniques in 3D animation

COURSE OBJECTIVES

1. To understand the concept of rigging for animation.

2. To understand the basics of 3D animation and its types.

3. To apply animation principles in 3D character animation.

4. Explore the different concepts of facial rigging and animation

5. To understand the concept of animation pipeline.

PREREQUISITES	Basic knowledge on Maya (3d software)

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Understanding the concept of rigging o Introduction to Constrains o Difference types of Constrains. o Use of attribute editor o Understand the use of Set Driven key o Basics of bones and joints in Rigging o Concepts of IK and FK in rigging o Use of Connection Editor	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Introduction to Principles of animation and applying it to a Bouncing Ball and Tail Ball. o Introduction to Keyframe animation in Maya. o Rigging a Bouncing Ball for Animation.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	o Animate difference types of balls with its weight resemblance o Understand the use of Squash and Stretch in animation o Appling 12 principles in a Bouncing Ball Animation o Difference between Bouncing Ball and Jump animation. o Creating characterization to a Tail Ball o Concept of Follow through and secondary action in 3D Animation o Use of Graph Editor in Maya o Adjusting timing and weight of a Ball animation using Graph Editor				

III	Introduction to Principles of animation and applying it to a bouncing ball and tail ball.
	
	    o Introduction to human character motion animation
	
	    o Human Walk cycle
	
	    o Human character Jump Animation
	
	    o Understanding of human body movements
	
	    o Human character weight lifting animation
	
	    o Understanding the weight and timing in 3D character animation
	
	    o Converting 2D storyboard in to 3D scenes (layout)
	
	    o Learn to maintain the position and size of each shape
	
	    o Animating a scene with background.
		18		CO 1
				CO 2
				CO 3
				CO 4
				CO 5
					K1, K2, K3, K4, K5.K6

IV	Understanding the concepts of animating a 3D scene sequence
	
	    o Introduction to 3D scene file concepts
	
	    o Difference between shots and scene in 3D animation
	
	    o Introduction to camera animation according to story board
	
	    o Create layout animation
		18		CO 1
				CO 2
				CO 3
				CO 4
				CO 5
					K1, K2, K3, K4, K5.K6

	o Blocking animation o Working with difference characters			
V	Characters facial expression and lip sync animation o Introduction to 3D character facial animation o Creating expressions with facial blend shapes o Creating Facial expressions with facial rig o Introduction to lip sync animation o Animating lip sync for other languages o Animating 3D character with action, facial expression and lip sync animation	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

TEXT BOOKS

1. Woods, S. (2002). THE ANIMATOR'S SURVIVAL KIT. *Film Ireland*, (85), 28. Dickens,

2. L. (2010). Pictures on walls? Producing, pricing and collecting the street art screen print. *City*, *14*(1-2), 63-81.

3. Whitaker, H., & Halas, J. (2013). *Timing for animation*. Routledge.

4. Menache, A. (2000). *Understanding motion capture for computer animation and video games*. Morgan kaufmann.

SUGGESTED READINGS

1. Thomas, F., Johnston, O., & Thomas, F. (1995). *The illusion of life: Disney animation* (p. 28). New York: Hyperion.

2. Hooks, E. (2017). *Acting for animators*. Routledge.

3. Laybourne, K. (1979). *The animation book: a complete guide to animated filmmaking from flip-books to sound cartoons: a complete guide to animated filmmaking-from flip-books to sound cartoons*. New York: Crown Publishers.

WEB RESOURCES

1. https://youtu.be/lfXblXR7ycg
2. https://youtu.be/R5fFdM4M3EQ
3. https://youtu.be/xhECyEADzAo
4. https://youtu.be/g2FlnzDMbig
5. https://youtu.be/Mn9bIFjwDZo

COURSE OUTCOMES (COS)

	UAN 5501- 3D Rigging and Animation	COGNITIVE LEVEL
CO 1	Observe and understand the concept of rigging	K1, K2
CO 2	Prepare keyframe animation and Tail Ball animation in 3D Maya.	K3
CO 3	Differentiate character animation and Types of 3D Character animation.	K4
CO 4	Select the concepts of animating a 3D scene sequence	K5
CO 5	Create character facial expression and lip sync animation	K6

Course Code	UAN 5502
Course Title	Advanced 2D Animation
Credits	06
Hours/Week	06
Category	MC – Major Core (Practical)
Semester	V
Regulation	2019

COURSE OVERVIEW

1. 2D animation is the art of creating movement in a 2D environment. This includes all types of character design, drawing an effects and backgrounds

2. This job is just one part of the production pipeline, which is divided into three parts: pre-production, production and post-production:

3. In pre-production, they will be working on story and character development, writing scripts, recording dialogue, storyboarding, background layout.

4. In the production stage, they bring life into their characters and objects by giving them movement. The figures are then colored and processed and composited over their appropriate backgrounds.

5. Post-production is the final stages of adding sound and editing to ensure the sharpness and bring the final output.

COURSE OBJECTIVES

1. Apply the principles of animation in 2D character animation exercises and sequences.

2. Apply the production process of 2D animation and animate characters in accordance to script and animatic with appropriate voice and timing.

3. Demonstrate effective use of Movement, Timing and Weight in animation.

4. Experiment the advanced techniques of 2D animation in both traditional and digital space.

5. Produce 2D Animation project based on current industry trends and practices.

Prerequisites	Knowledge about Advanced 2D animation

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
	SYLLABUS			
I	Principles of Advanced 2D Animation To Apply animation principles and create character design. Clean-up and color the character & background. Create necessary poses for rigging or key frame animation. Understanding Camera movements for strong silhouette poses. Apply Key frame animation or classic tweening animation. To evaluate the timing, balance, weight and line of action.	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Production Process of 2D Animation Understanding the body animation of characters. Analyzing the facial expression and lip-synch. Creating Head nod animation. Focusing on Secondary actions. Anticipation, Over-shoot & Settle pose.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Effective use of Movement, Timing and Weight in animation: Focusing on hair, tail, follow-through. Timing and weight. Analyzing the timing of human walk cycle and animal walk cycle. Analyzing progressive animation and cycle animation & Background panning.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Advanced Techniques of 2D Animation: Traditional & Digital. Staggering Animation, Smoke Animation. Body Dynamics. Apply the principles of ball bouncing animation over human Jump Animation.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

| V | 2D Animation project based on current industry trends and practices.

To develop and refine a story for an animation production and write a plot synopsis of their story concept.

To design characters, rough sketches and layouts in a sequential order and create storyboards of the written words from a script.

To evaluate, produce and design storyboards that demonstrate composition, cutting, staging, writing and acting.

To Create an animatic that follows a soundtrack. | 18 | CO 5 | K1, K2, K3, K4, K5.K6 |

TEXT BOOKS

1. Frank, T., & Johnston, O. (1981). Disney Animation–The Illusion of Life. Abbeville Pub.

2. Williams, R. (2001). The Animator's Survival Kit: A Working Manual of Methods, Principles, and Formulas for Computer, Stop-motion, Games and Classical Animators. Faber.

3. Blair, P. (2020). Cartoon Animation with Preston Blair, Revised Edition!: Learn Techniques for Drawing and Animating Cartoon Characters. Walter Foster.

4. Whitaker, H., & Halas, J. (2013). Timing for animation. Routledge.

5. Muybridge, E. (2012). The human figure in motion. Courier Corporation.

SUGGESTED READINGS

1. Telotte, J. P. (2019). Letting Go: Representation, Presentation, and Disney's Art of Animation. Animation, 14(2), 132-148.

2. White, T. (2013). How to Make Animated Films: Tony White's Masterclass Course on the Traditional Principles of Animation. Taylor & Francis.

3. Culhane, S. (1990). Animation: from script to screen. Macmillan.

WEB RESOURCES

1. https://youtu.be/A2k4O02-Lak

2. https://youtu.be/1ftHVPJJ26I

3. https://youtu.be/aOvC34x7RNQ

4. https://youtu.be/wsQ4--X2ls4

5. https://www.disneyanimation.com/

Course Outcomes (COs)

COs	UAN 5502 Advanced 2D Animation	Cognitive Level
CO 1	State and discuss the principles of animation in 2D character animation exercises and sequences.	K1, K2
CO 2	Apply the production process of 2D animation and animate characters in accordance to script and animatic with appropriate voice and timing.	K3
CO 3	Experiment effective use of Movement, Timing and Weight in animation.	K4
CO 4	Distinguish the advanced techniques of 2D animation in both traditional and digital space.	K5
CO 5	Produce 2D Animation project based on current industry trends and practices.	K6

Course Code	UAN 5503
Course Title	Dynamics and Effects
Credits	6
Hours / Week	6
Category	Major Core (MC) – Practical
Semester	V
Regulation	2019

Course Overview

1. Familiarize the students with various approaches, methods and techniques of Animation Technology
2. To develop competencies and skills needed for becoming an effective Animator.
3. Exploring different approaches in computer animation.
4. The aim of this course is to give knowledge about using the effects menu set available in the 3D Software.
5. Enable students to manage Animation Projects related to Dynamics effects, which is a unique technique of animation to create different kinds of effects by using the laws of physics.

Course Objectives

1. To apply Particle system which is a powerful and easy-to-use simulation system that can be used for countless different effects.
2. To understand the effects that feature elements such as sand, debris, dust, snow, rain, ash, smoke, and even all kinds of magical and energy-based effects.
3. To understand the simulation system such as fire effects and water effects.
4. To understand the crowd multiplication techniques using the basic scripting.

Prerequisites	Basic Knowledge in Modelling, Texturing, Lighting and Rendering

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Particles and fields: Emitting Particles - Particle Grid -Fill objects with particles- create liquids from particles – particle collision- goals – Sprites – rendering the particle – control particles using fields.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Rigid body and Soft body: Constraint types – (point, hinge, slider, cone-twist, spring)- create collision between compound objects.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Fluids: Creating fluid – Modifying –object interaction with dynamic fluids – playing fluids – texturing and shading fluids.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Simulations: Open water effects: Ocean – pond – waves – floating objects – convert wave displacement to polygons – add locators.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	EFFECTS :Creating fire- fireworks – flow effects – curve flow – surface flow – create lightning –creating shatter effects – creating smoke effects.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books:

1. Yow, V. (1997). "Do I like them too much?": effects of the oral history interview on the interviewer and vice-versa. The Oral History Review, 24(1), 55-79.
2. Wright, S. (2017). Digital compositing for film and vídeo: Production Workflows and Techniques. Routledge.
3. Wright, S. (2017). Digital compositing for film and vídeo: Production Workflows and Techniques. Routledge.

Suggested Readings:

1. Evangelidis, K., Papadopoulos, T., Papatheodorou, K., Mastorokostas, P., & Hilas, C. (2018). 3D geospatial visualizations: Animation and motion effects on spatial objects. *Computers &*

geosciences, *111*, 200-212.

2. Kerlow, I. V. (2009). *The art of 3D computer animation and effects*. John Wiley & Sons.

3. Li, Y., Yu, J., Ma, K. L., & Shi, J. (2007). 3D paper-cut modeling and animation. *Computer Animation and Virtual Worlds*, *18*(4-5), 395-403.

4. Sando, T., Tory, M., & Irani, P. (2009, September). Effects of animation, user-controlled interactions, and multiple static views in understanding 3D structures. In *Proceedings of the 6th Symposium on Applied Perception in Graphics and Visualization* (pp. 69-76).

5. Wang, Q. (2017). Design of 3D Animation Special Effects in Animation 3D Modeling Teaching Based on QFD Theory. *International Journal of Emerging Technologies in Learning*, *12*(7).

Web Resources

www.artofvfx.com

https://www.actionvfx.com/

https://www.awn.com/vfxworld

https://www.allanmckay.com/

https://beforesandafters.com

https://vimeo.com/

https://postperspective.com/

https://3dtotal.com/

http://lesterbanks.com/

Course Outcomes (COs)

UAN 5503 - DYNAMICS AND EFFECTS		Cognitive Level
CO 1	Describe the various uses of particle systems and fields.	K1, K2
CO 2	Differentiate the soft body and rigid body systems.	K3
CO 3	Apply the different types of constraints and creating collision between objects.	K4
CO 4	Experimenting the special effects techniques effectively on the footage	K5
CO 5	Compose the footage by multiplying the crowd for the required scene	K6

Course Code	UAN 5601
Course Title	Game Design
Credits	06
Hours/Week	06
Category	Elective Subject (ES) – Practical
Semester	V
Regulation	2019

Course Overview	

1. This course introduces the primary concepts of game design and level designing.
2. Emphasizing the basic tools, paper and digital prototyping, design interactions and user testing.
3. It gives an in-depth essence of what it's like to design video games at an AAA game company.
4. Understand the different games and the mechanics, rules behind every game.
5. Understand the nuances of game marketing, for different age groups.

Course Objectives

8. To creatively and effectively apply design knowledge to gaming environments
9. Designing the Game assets, Backgrounds and characters etc. Development of a style and visual quality. Drawing story boards. To understand the role of the designer / artist in game development
10. To develop skills in designing Web games, Mobile games, Understanding User Interface designing.
11. Course will be supported with case studies and example to illustrate digital content migration to new media and its challenges and tips and tricks to make it effective and appealing.

Prerequisites	Basic Knowledge on Principles and Elements of Design and Digital Vector Illustration.

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Basics and History of Game Design: Introduction to gaming and concepts. Meaning and definition, Classification of gaming, Game production process, Pre production for Gaming – Concepts and ideas, Game assets design, Production	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	environment steps and planning – Implementation in 2D and 3D. Post production – Compositing and editing, sound designing. Introduction to Game Design, Game Type - Simplest Game, Elements of Gaming, Causes and Consequences of gaming, Game Worlds, Understanding the Market, Business of Games and Entrepreneurship List of Genre, Traditional Game Development Workflow, Game Brainstorming, Game Development for Modern Platforms, Games and Society			
II	Game Storyline, Games benefit from stories, Game as a story, Three-Act Structure and Rising Action, Story Purpose; Aesthetics & Gameplay, Ideation, Prototyping and Playtesting, Visualization, User Experience & Design; Game Design Document: Define the Art & Concepts - Pre-Production for game – Mind map, Mood board, Storyboarding, Flowchart, Player checklists, Prototyping and Playtesting, Visualization, Building a Team, Evaluating and Refining, Game Presentation; The game rulebook, Visualizing the game world, Level Design, Navigation and Time, Move set, Linear vs. Non-Linear, Two types of navigation, Level design in local spaces, Game lives, Rules and Discovery - Introduction to Rules, What are the rules?, Importance of game rules;	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Introduction to Characters - Friend and Enemy, Roleplaying & Character Motivation, Characters and Character Goals, Character Brief Character design for Game, Game Density, Mood & Story,	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

		Proportion;			
IV		Animals sketching, Multiplayer Rules and Balance, Properties and Rules, making a game world, Explorer/ Alien Sketching, 2D Ink Drawing, 2D Vector Drawing, 3D modeling, 3D Game Engines, 2D Game Engines, Mod kits, Modeling with Quads Polygons VS Tri-polygons Rigging, Skinning, Weights, Animation	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V		Area light, spot light, sky dome, Lightbox - 4 side, 6 side, parabolic, panoramic; Light binding, light animation, Light Probs, Direct and indirect light, follow through light, Atmosphere, Lighting techniques, Importance of lighting, Atmospheric fog and colours.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Szulborski, D. (2005). *This is not a game: A guide to alternate reality gaming*. Incunabula.

2. Manninen, T. (2005). Designing puzzles for collaborative gaming experience–case: eScape.

Suggested Readings

Web Resources

https://unity.com/products/unity-educator

COs	UAN 5601 Game Design	Cognitive Level
CO 1	Identify and describe the process of game production and level design.	K1,K2
CO 2	Determine the use of various game types, elements, causes and consequences of gaming	K3
CO 3	Analyze suitable art and concepts for creating games for modern platforms.	K4
CO 4	Distinguish the different types of game characters and game destiny.	K5
CO 5	Create lighting techniques for appropriate game render engines.	K6

Course Code	UAN 5602
Course Title	Branding & Package Design
Credits	06
Hours/Week	06
Category	MC Major Core Practical
Semester	V
Regulation	2019

COURSE OVERVIEW

1. Branding is an image, symbol or an icon of a product in the minds of consumers. It plays an important role in strengthening a business.
2. This is going to be useful in terms of both client management and audience management.
3. Branding is used as an effective tool to build a visually appealing standards among the audience.
4. It creates a strong perception of a product and the customer's choice of buying becomes easier.
5. Branding is the most used intangible market strategy to elaborate and sustain in the competitive world.

COURSE OBJECTIVES

1. List the basic elements of branding such as the logo, logotype and brand color.
2. Describe the various materials and techniques involved in packaging.
3. Apply principles of design in aspect of branding.
4. Demonstrate the learnt software skills in relation to branding and packaging.
5. Develop the layouts of different types of branding.

Prerequisites	Knowledge about Branding & Package Design

SYLLABUS				
UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	History of branding-Principles of branding- Types of branding- Different roles in a branding agency- O&M and Ogilvy- Art direction- copywriting- Consumer psychology. Market and consumer, Market research, demographic research, Research on consumer preference, Research agencies, History of advertising, brand identity, trends and future possibilities of branding	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Elements of Branding Elements and principles of design-Print advertising, Elements of branding- Logo, logotype, logogram, tagline, Typography, font, Brand color, Mascot, Use of photography in branding materials, Color codes, Color as a brand identity, Typography and font as brand identity, Role of brand manager, compositions,	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Packaging: Types of packaging, history of packaging, Relationship between packaging and branding, Government stipulations on packaging, Environmental issues related to packaging, Trends in packaging.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Elements and Packaging. Relationship between packaging and the product, Dimensions, understanding the geometry involved in packaging, Packaging shape, creating templates for package designing, Logo creation, Layouts for packaging, typography for package designing- packaging materials- alternative packaging materials, Compositions and layouts as per market trends, product placement.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

V	Visualization and Production. Creating models of the package design in cinema 4D, creating polygon shapes, Applying color and texture, Placing lighting for showcasing a product, creating UV maps, rendering, Printing processes and types.	18	CO 5	K1, K2, K3, K4, K5.K6

TEXT BOOKS

1. Haygood, D. M. (2016). Hard Sell or Soft Sell? The Advertising Philosophies and Professional Relationship of Rosser Reeves and David Ogilvy. *American Journalism*, *33*(2), 169-188.
2. Davison, L., & Redhill, D. (1998). Structural packaging design: Building and protecting brand value. *Journal of Brand Management*, *6*(1), 13
3. Natarajan, S., Govindarajan, M., & Kumar, B. (2014). *Fundamentals of packaging technology*. PHI Learning Pvt. Ltd..

SUGGESTED READINGS

1. Airey, D. (2009). *Logo design love: A guide to creating iconic brand identities*. New Riders.
2. Patel, D. (2014). *India: Contemporary Design: Fashion, Graphics, Interiors*. Lustre Press.
3. Kaminar, A. (2013). *Instant Cinema 4D Starter*. Packt Publishing Ltd.

WEB RESOURCES

https://youtu.be/MeLimVJom_0

https://youtu.be/M3uBOwKTF0U

https://youtu.be/AFZeAJZhvuk

Course Outcomes (COs)

COs	UAN 5602 Branding & Package Design	Cognitive Level
CO 1	List and relate the basic elements of branding such as the logo, logotype and brand color.	K1, K2
CO 2	Apply the various materials and techniques involved in packaging	K3
CO 3	Analyze principles of design in aspect of branding	K4
CO 4	Criticize the learnt technical and theoretical skills in relation to branding and packaging	K5
CO 5	Develop the layouts of different types of branding	K6

Course Code	UAN 6501
Course Title	Media Laws & Cyber Ethics
Credits	6
Hours/Week	6
Category	MC
Semester	6
Regulation	2019

Course Overview

1. The course is to shed light on the various laws that govern the media industry especially Indian Laws and cyber laws, while also looking at these rules from an ethical stand point.
2. We will be going through daily analysis of different case studies and cross comparison of news report77s done by different publications.
3. Bring to light different cases faced by media professionals in regards to media laws and ethics.
4. Using and showcasing proper social media PR in regards to advertising based on demographics. Panel discussion, debate, group activities, weekly case reviews, library visits, screening of documentary films in English, presentations, seminars & workshops.

Course Objectives

1. List and understand media laws
2. Demonstrate good ethical practices
3. Navigate cyber space and understand social media laws
4. Make proper decisions in regards to copyright laws
5. Properly register for respective copyright for their works

Prerequisites	Nil

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Introduction to media laws: World media laws and Indian media laws, role of media in society; History of media laws, Interpretation of laws, Indian Constitution: Contempt of court, Parliamentary privileges, Libelity, free speech and Ethical dilemmas and issues	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Antics of laws and sections: Constitutional Law, Criminal Law, Civil Law; Media laws on Intellectual property, copywriting; Civil and criminal law of defamation, Prasar Bharti Act (Broadcasting); Censorship- The Official Secrets act, Central Board of Film Certification. Litigation.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Cyber Laws: Cybercrimes, social media platform rules and regulations, Obscenity in Indian laws, Implications on designs and other media based Intellectual property, magic remedies, ethical conundrum, gatekeeping and gatekeepers in digital mediums.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Take on digital India and Piracy: Piracy, contract breaches, non-disclosure, legal payment claim. fair use in coverage, reporting and documentaries; Ethical issues in regards to monopoly. Indian Laws in regards to expression on social media and regulations	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

V	Case Study on Ethics: The effects of meme trends and role of social media and it's ethical standing of the content creators and influencers- YouTube case study of pewdiepie (demographic problems and indirect influences in T series sub battle and shooting case), Logan Paul (Japanese forest suside screening case) and Jake Pual (influencing kids into gambling and scam marketing) in regards to ethical standing in advertising etc.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Durga Das Basu - 2013 - Constitution of India - Lexisnexis - 21st Edition
2. DD Basu - 2006 - Law of the Press - Prentice Hall - 1st Edition
3. Ramachandr a Guha - 2010 - Makers of Modern India Ed. - Penguin, New Delhi - 1st Edition
4. PK Menon - 2005 - Journalistic Ethics - Pointer Publishers, Jaipur - 1st Edition

Suggested Readings

1. Ashley Packard - 2013 - Wiley-Blackwell - Digital Media Law - Second Edition
2. Vijayshankar , - 1999 - Na. - Cyber Laws for every Netizen in India - Ujvala Consultants Pvt Ltd., Bangalore – First Edition

Web Resources

1. https://www.legalserviceindia.com/articles/media.htm
2. https://cis-india.org/internet-governance/blog/privacy/privacy-media-law

COs	CO Description	Cognitive Level
CO 1	List and describe cyber laws in regarding media both Indian and World laws	K1, K2
CO 2	Identify copyright infringements and breaches in free speech in a digital environment	K3
CO 3	Distinguish various acts that in regards to media laws	K4
CO 4	Interpret contracts, and ethical problems faced in an industry environment	K5
CO 5	Apply knowledge on case studies to avoided contact breaches	K6

Course Code	UAN 6502
Course Title	VFX & Compositing
Credits	06
Hours/Week	06
Category	Major Core (MC) - Practical
Semester	VI
Regulation	2019

Course Overview

1. VFX and Compositing is part of Film Making Process
2. The aim of the course is to give detailed view of VFX and Composting process particularly for films
3. The different modules of the course will examine different studies such as Analyse, Motion Tracking, stabilizing and Tracking.
4. In this course, we will also examine the film clip, colour, adjusting the background for 3D layout
5. The course also focuses on Creating Special Effects for the specific Video Clip.

Course Objectives

1. To understand the compositing & post-production techniques
2. To understand the Distinguish usage of green matte and blue matte and mixing with live Clips
3. To understand the Analyze Motion tracking, Stabilizing and Tracking
4. To extent the focus on Create special effects to the video clip

Prerequisites	How to download the video clip from the net and chip.

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Introduction to Node Based Compositing User Interface, Menu Tab, channels, Viewer, basic merge operations, Properties Bin, colour space, colour sampling, Tools, Merge, Add mix, Node	10	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

	graph.			
II	Matte and Roto : Applying mattes and masks, Single frame Roto , Usage of Subtract Roto, Segmenting Roto For a Character, usage of Feather in Roto, Key light, Open spline for hair Roto	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Motion tracking: One Point Track, pattern and keyframe tracking and refining tracks. Stabilizing and matchmoving, Two-point track. Four-point Track, Planar Tracking, exporting corner pins from the tracker	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Importing cameras and Geometry Keyer – Primatte - Keylight - Projection Mapping - Basic Stereoscopic - IBK Color – Gizmo - Introducing the 3D System-Building 3D Geometry	16	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Colour correction basics - Grain Management : Colour Correction/Matching - Adding Particles: Different types of effect making like fire, dust, etc. - output video formats - Rendering and exporting-Encoding & compression options for movies.	20	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Visual Effects and Compositing - Jon Gress, New Riders, 2014, Edition - 1
2. The Filmmaker's Guide to Visual Effects - Eran Dinur, Routledge,2017, Edition - 1
3. Adobe After Effects CC Classroom in a Book - Lisa Fridsma and Brie Gyncild, adobe, 2013, Edition - 1

Suggested Readings

Youtube Channels –

· Black Mixture,

· TheCGBros,

· RedGaint

Lynda.com

COs	CO Description	Cognitive Level
CO 1	List and associate the compositing & post-production techniques	K1, K2
CO 2	Apply the usage of green matte and blue matte and mixing with live Clips	K3
CO 3	Analyze Motion tracking, Stabilizing and Tracking	K4
CO 4	Choose and judge how the layers are adjusted to create a 3D layout background	K5
CO 5	Create special effects to the video clip	K6

Course Code	UAN 6601
Course Title	Audio and Video Editing
Credits	6
Hours/Week	6
Category	Elective Subject (ES) - Practical
Semester	VI
Regulation	2019

Course Overview

1. Audio / Video Editing is the process of arranging and rearranging the video in the meaningful order.
2. It relates to aesthetical learning along with the technology.
3. The course is also focuses on the learning about the film grammar.
4. Editing is the important part of the art of storytelling.
5. The course will examine the studies such as Visual language, film structure and formats.

Course Objectives

1. To understand the grammar of film making and to apply it on required format.
2. To understand the different techniques adopted for making film sequence.
3. To extend the focus on the elements of sound and music.
4. To understand the uniqueness of the art of storytelling in digital format.
5. To understand and to produce Audio/video contents suitable for digital media platforms.

Prerequisites	Needs basic understanding of layer concepts

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Introduction to the editing - Differences between linear and non-linear editing - Understanding editing software's - software's used in the industry - Final Cut Pro - Avid and Adobe Premiere pro - differences and advantages. Introduction to the software.	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Introduction to Premiere pro - Interface - Windows - Source - Program - Timeline - Tools - Effects - Transitions - Import - Export settings - File handling - Formats - Output - Quicktime.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

III	Video - Audio: A-roll - B-roll - Crash - Footage - Jingles - Dialogue - Voice over - Music - Sound Effects - Visual Effects - Texts - Titling - L cuts and J cuts.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Usage of Video Effects - Video Transitions - Audio Effects - Audio Transitions - A/V Sync - Color correction - Digital Intermediate - Upscaling - CODECs.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Application of various enhancements - Lumetri Colors - Audio Enhancements - Video Enhancements and Color Grading.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Droblas, A., & Greenberg, S. (2007). *ADOBE PREMIERE PRO CS3 BIBLE (With CD)*. John Wiley & Sons.

2. Weynand, D. (2009). *Apple Pro Training Series: Final Cut Pro 7*. Peachpit Press.

3. Kolb, T. (2012). *Focal Easy Guide to Premiere Pro: For New Users and Professionals*. Routledge.

4. Leake, M., Davis, A., Truong, A., & Agrawala, M. (2017). Computational video editing for dialogue-driven scenes. *ACM Trans. Graph.*, *36*(4), 130-1.

5. Clayton, M., Dueck, B., & Leante, L. (Eds.). (2013). *Experience and meaning in music performance*. Oxford University Press.

6. Dancyger, K. (2018). *The technique of film and video editing: history, theory, and practice*. Routledge.

Suggested Readings

1. Atkinson, S. (2012). Teaching off-line digital video editing on-line: An exploration into editing and postproduction digital pedagogic practice. In *Virtual Learning Environments: Concepts, Methodologies, Tools and Applications* (pp. 845-858). IGI Global.

2. Calandra, B., Brantley-Dias, L., Lee, J. K., & Fox, D. L. (2009). Using video editing to cultivate novice teachers' practice. *Journal of research on technology in education*, *42*(1), 73-94.

3. Mackay, W. E., & Davenport, G. (1989). Virtual video editing in interactive multimedia applications. *Communications of the ACM*, *32*(7), 802-810.

4. Lawrence, A. (2020). *Filmmaking for fieldwork: A practical handbook*. Manchester University Press.

5. Fowler, J. (2012). *Editing Digital Film: Integrating Final Cut Pro, Avid, and Media 100*. Taylor & Francis.

Web Resources

1. https://www.adobe.com
2. https://helpx.adobe.com/in/premiere-pro/how-to/edit-videos.html
3. https://www.premiumbeat.com
4. https://www.creativelive.com
5. https://www.pluralsight.com/courses/advanced-editing-theories-techniques-premiere-pro-1624
6. https://www.universalclass.com/articles/computers/adobe/premiere/advanced-editing-techniques.htm

Course Outcomes (COs)

UAN 6601 - Audio / Video Editing		Cognitive Level
CO 1	Describe the formats of digital Audio/Video editing	K1, K2
CO 2	Apply the tools and techniques in software for Audio / Video editing	K3
CO 3	Illustrate the art of film making in aesthetically manner.	K4
CO 4	Editorialize the video content in a meaningful sequence and effective .	K5
CO 5	Create the videos for digital media platforms and to Compose the Audio/ video.	K6

Course Code	UAN 6602
Course Title	3D Tracking & Match Moving
Credits	06
Hours/Week	06
Category	ES Elective Subject – Practical's
Semester	VI
Regulation	2019

Course Overview

1. Matchmoving is the entry door to the world of Visual effects (VFX), where you can integrate 3D objects into your live action shot.
2. 3D Tracking and Matchmoving plays a very important role for breath taking cinematic sequences.
3. CG elements are seamlessly integrated in the live action footage.
4. Effective and easy way to composite a 3D Object on a fixed marked position
5. Tracking helps in replacing existing material to a customized layer

Course Objectives

1. To Understanding the Fundamentals of MatchMoving
2. To Understand Auto Tacking and Manual User Tracking and Where to Use Them
3. Working With Object Tracking Footage Match moving a Shots in Scene Sequence
4. To track a 3D Object and Replace the Object Using various compositing softwares.

Prerequisites	Basic Knowledge on Principles and Elements of Design and Digital Vector Illustration.

SYLLABUS				
UNIT	**CONTENT**	**HOURS**	**COs**	**COGNITIVE LEVEL**
I	Basics of Match moving; Match moving in the Production Pipeline; Exploring a Typical Match move; Moving from 3D to 2D and Back Again; Understanding the Match moving Process; Evaluating the Footage; Defining the Camera; Fitting the Set; Perspective Matching; Gathering the Data; Adding Rough Geometry and Refining the Camera; Creating a Camera Rig;	12	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
II	Introducing Photogrammetry; Camera Information - Lenses, Focal Length, Calibration; Parallax; Lens Distortion;	12	CO 1 CO 2 CO 3 CO 4	K1, K2, K3, K4, K5.K6

			CO 5	
	Anamorphic Distortion; Motion Blur; Soft Focus or Rack Focus; Occlusion; Noise; Building a Better Camera.			
III	Calibrating 2D and 3D Cameras; Understanding "Good" Calibration; Finding the Right Fit; Evaluating the 3D Nulls; Rendering the Match move; Determining Camera Moves -Pan/Tilt Shots, Zoom Shot, Shaky Footage/Handheld Footage; Exporting the Scene. Tracking on Autopilot; Using Masks; Noise Reduction; Proxy Geometry; Scaling the Camera;	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Getting Camera Information; Tracking Markers for a Green Screen or Blue Screen, for Set Pieces, for Exterior Scenes, Distance to the Camera, Analysing the Movement, Making Model Changes, Creating the Proxy Object, Analysing the Motion, Noise or jitter appears in the camera's motion path; Geometry Tracking; Advanced Object Tracking; Tracking Deforming Objects.	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Understanding Stereoscopy, Interocular Distance, Convergence, Stereo Parameters in Post Production, Beam-Splitter Rigs, Dual-Lens Cameras, Polarized Lens Systems, Modern Stereo Projection, Evaluating the Match move, Focal-Length Issues, rendering.	24	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. Dobbert, T. (2006). Matchmoving: the invisible art of camera tracking. John Wiley & Sons.
2. Hornung, E. (2013). The Art and Technique of Matchmoving: Solutions for the VFX Artist. Taylor & Francis.

Suggested Readings

Web Resources

1. https://www.youtube.com/watch?v=OWSedr3aXgI

COs	UAN 6602 3D Tracking and Match Moving	Cognitive Level
CO 1	List and associate CGI techniques and their uses	K1,K2
CO 2	Modify the camera and set fitting by matching the perspective	K3
CO 3	Experiment with shadows and effects	K4
CO 4	Conclude the camera movements and match the CG according to the live	K5
CO 5	Create different track points to clips and mix them to create 3D composited output	K6

Course Code	UAN 6705
Course Title	Internship
Credits	6
Hours/Week	21 days
Category	Project (PJ)
Semester	VI
Regulation	2019

Objective

1. The main objectives of an internship are to give exposer for the students to a particular job and a profession or industry.
2. To develop business contacts with the industry
3. To make the students learn about recent trends and technologies used in industries

Course Code	UAN 6708
Course Title	Project
Credits	6
Hours/Week	21 days
Category	Project (PJ)
Semester	VI
Regulation	2019

Objective

1. The main objectives of a Project are to give exposer for the students to a particular job and a profession or industry.
2. To develop Skills suitable for the industry
3. To make the students learn about recent trends and technologies used in industries and their designs needs.

Course Code	UDJ 2301
Course Title	**GRAPHIC DESIGN AND MULTIMEDIA**
Credits	**6**
Hours/Week	**6**
Category	**AL**
Semester	**2**
Regulation	**2019**

Course Overview

1. The study of graphic design and multimedia begins with basics of drawing/design
2. The learnings branch into digital design after the initial learnings of fine arts.
3. Aspects of design, colour psychology are critical part of the subject.

Course Objectives

1. To understand the principles of design and design elements
2. To enhance technical knowledge of design softwares
3. To understand design and analyze content available on a day to day bases
4. To create various designs for multiple formats.
5. To create multiple designs using learnt technical and theoretical content.

Prerequisites	Understanding of the basics of drawing and shapes

<div align="center">SYLLABUS</div>

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	**Introduction to graphic design** Introduction to graphic design- role of design in society- visual elements of graphics design- color wheel – color spectrum- shapes – geometric- organic- textures – pattern- space – form – typography- space- contrast – hierarchy- alignment- balance- proximity – repetition- functions.	12	CO1 CO2	K1,K2
II	**Mediums and Layouts** Types of Printing Medium- Principles of Layout and Designing - Elements of Layout Adding Images - Typography on Computer Layout - Dummy Make-up.	12	CO1 CO2 CO3	K1,K2,K3
III	**Branding** What is branding- brand identity- design brief – branding methods and techniques- monitoring and rebranding- iconography – typography- using branding style guides- brand story- audience – supporting graphics.	18	CO3 CO4	K3,K4
IV	**Introduction to Computer Graphics / Multimedia** Computer Graphics, Multimedia – hardware and software- application of computer graphics pixels- coordinates- real number coordinate system – aspect ratio- color models – multimedia in terms of computing – classification – system impaction – text- graphics-audio- video – multimedia modality- encoding type- storage material – transmission strategy.	18	CO4 CO5	K4,K6

	V	**Introduction to multimedia** Creating poster design using basics tools – selection-magic wand- pen tool – text – clone tool – stamp – color correction and adjustments.	18	CO5	K6

Text Books

1. Newspaper layout and design tracking, Moen Daryl R, Iowa State Press, 2008, 2nd edition
2. The newspaper designers' Handbook, Harrower, McGraw Hill, 2012, 1st Edition
3. The elements of style, Strunk Jr., William and White E, Pearson Publications, United Kingdom, 1999, 1st edition

Suggested Readings -

Web Resources

1. https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf
2. https://www.adobe.com/in/products/indesign.html
3. https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=otherIllustrator
4. https://www.adobe.com/in/products/illustrator.htmlInDesign
5. https://bit.ly/2XjBWzY

COs	CO Description	Cognitive Level
CO 1	**Define and understand** the evolution of digital art and multimedia.	K1, K2
CO 2	**Apply** skills of design for digital, Print and Web	K3
CO 3	**Analyse** the elements and principles of design in multimedia.	K4
CO 4	**Evaluate** an existing brand design for a company as an aesthetic practice.	K5
CO 5	**Create** digital illustration for different media.	K6

Course Code	UAN 3301
Course Title	Infographics
Credits	6
Hours/Week	6
Category	Major Core (MC)
Semester	IV
Regulation	2019

Course Overview

1. Infographics tools to Give out the Data collected in Graphic shape.
2. Understanding the need of the Data and applying the required infographics and apply it in social media
3. Based on the Data understanding which infographics to use and present in the Power point.
4. Comparing the date and using infographic the data is presented in 2D or 3D format
5. The complete Data is presented in different infographics to make the presentation look good.eg (Line Diagram, Bar Diagram, Pie Chart, Flash Buttons)

Course Objectives

1. To Understand the data and Present in Infographics
2. To Represent the infographics (2D or 3D) based on data
3. To understands the strength and weakness of the infographics based on the data.
4. To Create Contextually interacting Design based on the Data.

Prerequisites	Basic Reading and Writing Skills

SYLLABUS

UNIT	CONTENT	HOURS	COs	Cognitive level
I	GUI Kit: Buttons, Loading bars, Scrollbars, Fields, Rating, Loading icons, Tag icon Search bars, Dropdown, Playback,Pagination, Picture Slider, Newsletter Sign up, Radial loading Bar, Pricing Table	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

II	Flat Design: Buttons, Navigation bar, Radial Progress bars, Sliders, Log in, Rating, Newsletter Sign up, Tabs, Video player	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
III	Pie Infographic: Main chronometer circles, chronometer animation, text refining through expressions, label elements, Descriptive Elements, Entry Animation, Animated arrows and Values, Compositions Colors	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
IV	Linear Graph Chart: Creating Grid and color Control, Beam Linking, Labels, Graph points, Line charts, Bar Line Infographics, World Map Infographics	15	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6
V	Canva: Pre made Designs, Photos, Layers, Text usage and rules, Text Orientated Infographics, picture-oriented Infographics, Data oriented Infographics	18	CO 1 CO 2 CO 3 CO 4 CO 5	K1, K2, K3, K4, K5.K6

Text Books

1. The Design of Everyday Things - Don Norman – 2013, First Edition
2. Practical UI Patterns for Design Systems - Diana MacDonald – 2019, First Edition

Suggested Readings

Online sources:

https://www.youtube.com/channel/UC2isRzoZisjBS6PaGWTDV0Q

COs	CO Description	Cognitive Level
CO 1	Identify infographic tools to incorporate into assignments for social work	K1, K2
CO 2	Understand the use of social media as a tool to appreciate the role of technology	K3
CO 3	Demonstrate an understanding of the ways in which infographics can be used to present design to propose alternatives that would improve them	K4
CO 4	Analyse the strengths and weaknesses of infographics as a method of displaying information	K5
CO 5	Create contextually obvious interactions through design	K6

Course Code	UAN 4401
Course Title	SCRIPTWRITING
Credits	06
Hours/Week	06
Category	Allied Course (AL) - Practical
Semester	IV
Regulation	2019

Course Overview

1. The art of writing scripts for various formats
2. Understanding the difference between writing scripts for TV, movies, OTT platforms etc.
3. Analysing story telling narratives of various traditions and myths.
4. Using script writing software such as Celtx
5. Produce rough sketch of write ups for shooting short films or movies.

Course Objectives

1. Identify various genre of ideas and their appeal to the target audience.
2. Apply skills in various concepts including 2-act structure, hero's journey.
3. Analyse scripts into various parts and divide the same into various scenes.
4. Demonstrate skills to divide the workflow and execute it.
5. Test and create scripts for various fiction and non-fiction genre.

Prerequisites	Basic writing skills and passion for writing for the visual medium.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Story – Purpose and its importance; Characters - Protagonist, Family & Friends and Antagonist; Setting - Events & Location; Era & Time; Genre and Genre combinations; Target audience; Archetypes and its various types – Character, Hero, Situational, Symbol and Color; Idea Generation with character introduction, rise and fall and Conclusion.	12	CO1	K1, K2
II	Script - Non Linear Structure – Flashback – Future Dream; Story to Scene and Shot; Event Effect – Day or Night; Place of the event – Interior or Exterior; Dialogue or mute; Foreshadowing; Three Dimension of a Character; Three Act Structure; Syd Field Screenwriting; Plots; Twists and Turns; Conflicts; Cliché; Climax; Hero's Journey.	12	CO3	K3
III	Visualizing the Script – Character, Setting and Time; Character & Casting; Character appearance – Makeup, Costume, Hair style and Attitude; Location and Art & Props; Shot & Framing; Camera blocking; Scene & Sequence; Working with Scriptwriting software.	18	CO4	K4

IV	Presentation of the Script; Log Line; Characters; Synopsis; Story; Step Outline; Shot Breakdown for Scenes; Storyboard; Animatics; Scene Video for Treatment; Fifteen breakups of screenwriting as per Blake Snyder.	18	CO2, CO4	K5
V	Script for Projects; Advertisement; PSA; Short Film; Documentary Video; Corporate Video; Tele Film; Tele Series; Web Series; Feature Film; Radio Program; Broadcast News.	18	CO5	K6

Text Books
1. Story Robert Mckee, Kindle
2. Screenplay, Syd Field, Kindle, 1979
3. No Drama, Just Theatre, Crea-Shakthi, Notion Press, 2018

Suggested Readings
1. Save the Cat, Blake Snyder, Google, 2005
2. Making a Good Script Great, Linda Seger, Kindle, 2010
3. Write A Play And Get It Performed, Lesley Bown, Ann Gawthorpe John Murray Learning, 2010

Course Outcomes (COs)

UAN 4401 SCRIPTWRITING		Cognitive Level
CO 1	Recognize ideas and write story for the target audience	K1, K2
CO 2	Interpret the story into screenplay with reference hero's journey	K3
CO 3	Organize the scene to several shots and distinguish the composition	K4
CO 4	Construct the Script in its workflow and present it	K5
CO 5	Creating Scripts for various Fiction and Non-fiction programs	K6

CL AND CO BASED CIA QUESTION PAPER FORMAT FOR UG THEORY COURSES **MC, AR, AO, MS, ME, GL and NME* (excluding other**

SECTION	MARKS	Q. NO	K1	K2	K3	K4	K5	K6
A	Answer ALL (6 x 1 = 6)	1	+					
		2	+					
		3	+					
		4		+				
		5		+				
		6		+				
B	Answer 1 out of 2 (1 x 6 = 6)	7			+			
		8			+			
C	Answer 1 out of 2 (1 x 6 = 6)	9				+		
		10				+		
D*	Answer 1 out of 2 (1 x 12 = 12)	11					+	
		12						+
No. of CL based Questions with Max. marks			3 (3)	3 (3)	1 (6)	1 (6)	1 (12)	1 (12)
No. of CO based Questions with Max. marks			CO 1		CO 2	CO 3	CO 4	CO 5
			6 (6)		1 (6)	1 (6)	1 (12)	1 (12)

languages)

- ***MC**-Major Core, **AR**–Allied Regular, **AO**–Allied Optional, **MS**-Major Special, **ME**-Major Elective, **GL**-General Languages, **NME**-Non Major Elective.

- **Section A** could have one or more of the following: Fill in the blanks, True or False, Match the following, Definition, Comment on, Reason out

etc., But, K1 and K2 should carry equal weightage.

- *In **Section D** students have choice between K5 and K6. III Component Assessment carries 40% of CIA and the assessment(s) should be for cognitive levels **K1 to K4** and all should carry equal weightage.

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034

Department of 3D Animation, DDU KAUSHAL Kendra

INTERNAL EXAMINATION QUESTION PAPER TEMPLATE FOR THEORY COURSES

III B.Voc. 3D ANIMATION 15.07.2021

Time : 10.00am to 11.30 am Max. Marks : 30

SECTION A		
Answer ALL the Questions in one or two sentences (6 x 1 = 6 Marks)		
1.	K1	CO1
2.	K1	CO1
3.	K1	CO1
4.	K2	CO1
5.	K2	CO1
6.	K2	CO1
SECTION B		
Answer any ONE of the following in 150 words (1 x 6 = 6 Marks)		
7.	K3	CO2
8.	K3	CO2
SECTION C		
Answer any ONE of the following in 150 words (1 x 6 = 6 Marks)		
9.	K4	CO3
10.	K4	CO3
SECTION D		
Answer any ONE of the following in 100 words (1 x 12 = 12 Marks)		
11.	K5	CO4
12.	K6	CO5

152

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034

Department of 3D Animation, DDU KAUSHAL Kendra

FIRST CONTINUOUS ASSESSMENT TEST, JULY, 2021

UAN 6501 Media Laws and Ethics (MC)

III B.Voc UAN 4503 Media Laws and Ethics   15.07.2021

Time : 10.00am to 11.30 am   Max. Marks : 30

SECTION A		
Answer ALL the Questions in one or two sentences (6 x 1 = 6 Marks)		
1. Define Defamation	K1	CO1
2. Recall the specifics of Liability	K1	CO1
3. State the importance of 'Mandamus'.	K1	CO1
4. Describe Gate keeping	K2	CO1
5. List 'the censorship certificate ratings'.	K2	CO1
6. Write down the significance of Quo-Warranto.	K2	CO1
SECTION B		
Answer any ONE of the following in 150 words (1 x 6 = 6 Marks)		
7. Classify the 7 Fundamental Rights of the Indian Constitution.	K3	CO2
8. Illustrate Contempt of court with example	K3	CO2
SECTION C		
Answer any ONE of the following in 150 words (1 x 6 = 6 Marks)		
9. Analyse Magic remedies and its legal reparations.	K4	CO3
10. Breakdown the issues faced by film makers and artists in regards to digital India and Piracy	K4	CO3
SECTION D		
Answer any ONE of the following in 100 words (1 x 12 = 12 Marks)		
11. Evaluate the Bills passed that led to the Farmers protest and your views on the ethical and legal issues in regards to Freedom of expression faced by journalists, activists and influencers.	K5	CO4
12. Summarise the History of Indian Media and it's Laws.	K6	CO5

CL AND CO BASED END SEMESTER EXAMINATION QUESTION PAPER FORMAT FOR UG THEORY COURSES (MC, AR, AO, MS, ME and GL)

SECTION		Q. NO	K1	K2	K3	K4	K5	K6
A	(4 x 5 = 20) Answer ALL	1	+					
		2	+					
		3		+				
		4		+				
B	(2 x 10 = 20) Answer 2 out of 4	5			+			
		6			+			
		7			+			
		8			+			
C	(2 x 10 = 20) Answer 2 out of 4	9				+		
		10				+		
		11				+		
		12				+		
D	(2 x 20 = 40) Answer 2 out of 4	13					+	
		14					+	
		15						+
		16						+
No. of CL based Questions with Max. marks			2 (10)	2 (10)	2 (20)	2 (20)	2 (40)	2 (40)
No. of CO based Questions with Max. marks			CO 1		CO 2	CO 3	CO 4	CO 5
			4 (20)		2 (20)	2 (20)	2 (40)	2 (40)

- **MC**-Major Core, **AR**–Allied Regular, **AO**–Allied Optional, **MS**-Major Special, **ME**-Major Elective, **GL**-General Languages.
- **Section A** could have one or more of the following: Fill in the blanks, True or False, Match the following, Definition, Comment on, Reason out, but K1 and K2 should carry equal weightage.
- In **Section D** students have choice between K5 and K6.

	SECTION A (1 mark questions)		SECTION B (10 marks questions)	SECTION C (10 marks questions)	SECTION D (20 marks questions)
	K1	**K2**	**K3**	**K4**	**K5&K6**
UNIT I	2 (1)	2 (1)	2 (10)	2 (10)	2 (20)
UNIT II	2 (1)	2 (1)	2 (10)	2 (10)	2 (20)
UNIT III	2 (1)	2 (1)	2 (10)	2 (10)	2 (20)
UNIT IV	2 (1)	2 (1)	2 (10)	2 (10)	2 (20)
UNIT V	2 (1)	2 (1)	2 (10)	2 (10)	2 (20)
Total No of questions with marks	**10 (10)**	**10 (10)**	**2 (20)**	**2 (20)**	**2 (40)**

UNIT WISE DISTRIBUTION OF QUESTIONS AND MARKS

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034

Department of 3D Animation, KAUSHAL Kendra

EXTERNAL EXAMINATION QUESTION PAPER TEMPLATE FOR THEORY COURSES

III B.Voc. 3D ANIMATION   15.07.2021

Time : 10.00am to 11.30 am   Max. Marks : 100

SECTION A			
Answer ALL the Questions			
1. **Define the following** **(5 x 1 = 5 Marks)**			
a)		K1	CO1
b)		K1	CO1
c)		K1	CO1
d)		K1	CO1
e)		K1	CO1
2. **Fill in the blanks** **(5 x 1 = 5 Marks)**			
a)		K1	CO1
b)		K1	CO1
c)		K1	CO1
d)		K1	CO1
e)		K1	CO1
3. **Match the following** **(5 x 1 = 5 Marks)**			
a)		K2	CO1
b)		K2	CO1
c)		K2	CO1
d)		K2	CO1
e)		K2	CO1
4. **TRUE or FALSE** **(5 x 1 = 5 Marks)**			
a)		K2	CO1
b)		K2	CO1
c)		K2	CO1
d)		K2	CO1
e)		K2	CO1

SECTION B			
Answer any TWO of the following in 150 words (2 x 10 = 20 Marks)			
5.		K3	CO2
6.		K3	CO2
7.		K3	CO2
8.		K3	CO2
SECTION C			
Answer any TWO of the following in 150 words (2 x 10 = 20 Marks)			
9.		K4	CO3
10.		K4	CO3
11.		K4	CO3
12.		K4	CO3
SECTION D			
Answer any TWO of the following in 250 words (2 x 20 = 40 Marks)			
13.		K5	CO4
14.		K5	CO4
15.		K6	CO5
16.		K6	CO5

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034

Department of 3D Animation, KAUSHAL Kendra

END SEMESTER EXAMINATION, OCTOBER, 2021

UAN 6501 Media Laws and Ethics (MC)

III B.Voc UAN 4503 Media Laws and Ethics   15.07.2021

Time : 10.00am to 11.30 am   Max. Marks : 100

	SECTION A		
Answer ALL the Questions			
1.	**Define the following** (5 x 1 = 5 Marks)		
a)	Intellectual property	K1	CO1
b)	Cybercrime	K1	CO1
c)	Liability	K1	CO1
d)	Non-disclosure	K1	CO1
e)	Fair use	K1	CO1
2.	**Fill in the blanks** (5 x 1 = 5 Marks)		
a)	Right to Information act Came in to force in _____	K1	CO1
b)	To improve the standard of news agencies and Newspapers _____ was reconstituted	K1	CO1
c)	_____ is the law concerned with non criminal matters	K1	CO1
d)	._____ is an unauthorized use, typically of a patent or copyright.	K1	CO1
e)	Contempt of Court was enacted for the first time in the year _____	K1	CO1
3.	**Match the following** (5 x 1 = 5 Marks)		
a)	Chairman of Press Council of India - Global culture	K2	CO1
b)	Gutenberg -Justice Chandramauli Kumar Prasad	K2	CO1
c)	Communication technology - Media	K2	CO1
d)	Main source of information - Printed Bible	K2	CO1
e)	Media brings out the defects - Governance and administration	K2	CO1
4.	**TRUE or FALSE** (5 x 1 = 5 Marks)		
a)	The latest technologies help media to reach out to the masses.	K2	CO1
b)	Cable and satellite network could not improve the connectivity in rural and mountainous areas	K2	CO1
c)	Media will have to take steps to control the misuse of the means of mass communication.	K2	CO1

d)	Television and newspaper reporters are always ready to cover rallies, protest marches or local body meetings with politicians/public officials.	K2	CO1
e)	Readership of print media has declined even with effective and appealing pictures, cartoons, graphs, maps, etc.	K2	CO1

SECTION B

Answer any TWO of the following in 150 words   **(2 x 10 = 20 Marks)**

5.	Explain gatekeeping? Give an outline on the ethical challenges involved	K3	CO2
6.	Illustrate the Fundamental Rights of the Indian Constitution.	K3	CO2
7.	Prepare a sample advertisement copy for social media	K3	CO2
8.	Interpret Magic remedies and its legal reparations.	K3	CO2

SECTION C

Answer any TWO of the following in 150 words   **(2 x 10 = 20 Marks)**

9.	Analyse Contempt of court and free speech function in India.	K4	CO3
10.	Classify the History of Indian Media and its media related laws	K4	CO3
11.	Compare the Cyber Laws that affect Designers, content creators and artists, alongside the ethical issues to consider and the notion of cancel culture.	K4	CO3
12.	List and explain India's Central Board of Film Certification's history and function.	K4	CO3

SECTION D

Answer any TWO of the following in 250 words   **(2 x 20 = 40 Marks)**

13.	Evaluate YouTube's stand on fair use	K5	CO4
14.	Summarise issues faced by film makers and artists in regards to digital India and Piracy	K5	CO4
15.	Substantiate.	K6	CO5
16.	Construct the ethical and legal issues in the case study of Jake Paul and his usage of social media to enforce online gambling and market scams	K6	CO5

COGNITIVE LEVEL (CL) AND COURSE OUTCOME (CO) BASED CIA QUESTION PAPER FORMAT FOR 3D ANIMATION, DIGITAL JOURNALISM LAB COURSES (UG/PG)

SECTION	Marks	Q. NO	COGNITIVE LEVELS					
			K1	K2	K3	K4	K5	K6
A	20	1	+					
		2		+				
B	20	3			+			
C	20	4				+		
		5					+	
D	40	6						+
No. of CL based Questions with Max. marks			1(10)	1(10)	1(20)	1(10)	1(10)	1(40)
No. of CO based Questions with			CO1		CO2	CO3,CO4		CO5
Max. marks			2(20)		1(20)	2(20)		1(40)

COGNITIVE LEVEL (CL) AND COURSE OUTCOME (CO) BASED SEMESTER QUESTION PAPER FORMAT FOR 3D ANIMATION, DIGITAL JOURNALISM LAB COURSES (UG/PG)

SECTION	Marks	Q. NO	COGNITIVE LEVELS					
			K1	K2	K3	K4	K5	K6
A	20	1	+					
		2		+				
B	20	3			+			
C	20	4				+		
		5					+	
D	40	6						+
No. of CL based Questions with Max. marks			1(10)	1(10)	1(20)	1(10)	1(10)	1(40)
No. of CO based Questions with			CO1	CO2	CO3,CO4		CO5	
Max. marks			2(20)	1(20)	2(20)		1(40)	

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. 3D ANIMATION, DDU KAUSHAL KENDRA

INTERNAL EXAMINATION QUESTION PAPER TEMPLATE FOR LAB COURSES

III B.Voc. 3D ANIMATION   22.09.2021

Time: 09.00 A.M to 12.00 P.M   Max. Marks: 100

SECTION A			
Define the following:		**(20 Marks)**	
1		K1	CO1
2		K2	CO1
SECTION B			
Answer the following in 100 words:		**(20 Marks)**	
3		K3	CO2
SECTION C			
Answer the following in 100 words:		**(20 Marks)**	
4		K4	CO3
5		K5	CO4
SECTION D			
Create the following:		**(40 Marks)**	
6		K6	CO5

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034

B.Voc. 3D Animation, DDU KAUSHAL Kendra

FIRST CONTINUOUS ASSESSMENT TEST - SEPTEMBER, 2021

UAN 3001 Story-board and Character Design (MC)

II B.Voc UAN 3001 Story-board and Character Design   15.07.2021

Time : 10.00am to 11.30 am   Max. Marks : 100

	SECTION A	(20 Marks)		
1.	Classify the Components of the character bible		K1	CO1
2.	Illustrate on framing process for storyboard		K2	CO1
	SECTION B	**(20 Marks)**		
3.	Plan and design a character		K3	CO2
	SECTION C	**(20 Marks)**		
4.	Analysis the personality of the characters and give a breakdown		K4	CO3
5.	Justify the usage of characters in regards to a story		K5	CO4
	SECTION D	**(40 Marks)**		
6.	Create the character and its props or create a short storyboard with script		K6	C05

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034

B.Voc. 3D Animation, DDU KAUSHAL Kendra

END SEMESTER EXAMINATION - NOVEMBER, 2021

UAN 3001 Story-board and Character Design (MC)

III B.Voc. 3D ANIMATION   22.09.2021

Time: 09.00 A.M to 12.00 P.M   Max. Marks: 100

SECTION A		
Define the following: **(20 Marks)**		
1	K1	CO1
2	K2	CO1
SECTION B		
Answer the following in 100 words: **(20 Marks)**		
3	K3	CO2
SECTION C		
Answer the following in 100 words: **(20 Marks)**		
4	K4	CO3
5	K5	CO4
SECTION D		
Create the following: **(40 Marks)**		
6	K6	CO5

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI 60034
B.Voc. 3D Animation, DDU KAUSHAL Kendra
END SEMESTER EXAMINATION - NOVEMBER, 2021
UAN 3001 Story-board and Character Design (MC)

II B.Voc UAN 3001 Story-board and Character Design   15.07.2021

Time : 10.00am to 11.30 am   Max. Marks : 100

SECTION A		**(20 Marks)**	
1.	Viva: Identify and classify the elements of storyboard and character design	K1	CO1
2.	Viva: understanding on storyboard and characters	K2	CO1
SECTION B		**(20 Marks)**	
3.	Plan concept art and design a character (Practical)	K3	CO2
SECTION C		**(20 Marks)**	
4.	Analysis of the characters in terms of expressions and attitude poses based on personality (Project)	K4	CO3
5.	Justify the usage of characters, props and environments within the storyboard and story. (Project)	K5	CO4
SECTION D		**(40 Marks)**	
6.	Create the character and its props and frame them within a scripted storyboard. (Project)	K6	C05