



DEPARTMENT:
B.SC MULTIMEDIA & ANIMATION

PROGRAMME OUTCOMES B. Sc Or POs :

- **PO1. Scientific Knowledge.** Apply the knowledge of Science, Mathematics, Engineering & Technology fundamentals to solve the complex problems.
- **PO2. Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- **PO3. Problem analysis:** Identify, formulate, research literature, and analyze complex scientific problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- **PO4. Modern tool usage:** Create, select and apply appropriate techniques, resources, modern technology and IT tools to complex science and technological activities.
- **PO5. Environment and sustainability:** Understand the impact of professional science and technological solutions in societal and environmental contexts and for sustainable development.
- **PO6. Individual and team work:** Function objectively as an individual and as a member in diverse teams.
- **PO7. Communication:** Communicate effectively on complex science & technology activities with society at large and able to write effective reports and documentation.
- **PO8. Life-long learning:** Recognise the need and ability to engage in independent and lifelong learning in the context of technological change.



PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE): B.Sc Multimedia & Animation is an undergraduate 3 years degree programme, affiliated to Osmania University, Telangana. B.Sc Multimedia & Animation programme prepares student to produce well-trained Animation professionals to meet global Animation production industry standards. To this end we strive to realize the following set of program outcomes for all our undergraduate B.Sc Multimedia & Animation students.

Students will be able to:

- **PSO1:** Identify and memorize the concepts of (2d/3d) pipeline for preproduction, production & post production.
- **PSO2:** Recognise the principles of visual art& design, advertising, gaming, theatre arts & its elements with illustration, perspective & composition.
- **PSO3:** Identify user interface of autodesk maya, adobe compositing, web design and adword.
- **PSO4:** Apply the elements of visual language of dots, lines, shapes, forms, contour & texture for preproduction of animation films & game designing concepts.
- **PSO5:** Analyse, distinguish & identify the figurative reading of picturesque relationship among elements like perception, verbalization & creativity.
- **PSO6:** Apply the software skills of maya for the production, compositing and editing for post production of demo reels.
- **PSO7:** Develop creative thinking while producing different animation films required for production houses.
- **PSO8:** Develop the behaviour & consequences in media & employee relationships.



LOYOLA ACADEMY DEGREE & PG COLLEGE, ALWAL, SECUNDERABAD-500 010 TS

B.Sc. Multimedia & Animation (2019-22) (Choice-Based Credit System) w.e.f 2022-23 (New)

Year	Sem	Course-1	Course-2	Course-3	Course-4	Course-5	Course-6	Hours	Credits	
I	I	English-I (3) (AECC-1)	Indian Heritage and Culture (2) (AECC-2)	Principles of Visual Design (3+2) (SEC-1)	Graphic Designing (3+2) (CORE-1)	Basic Concepts of Arts (4+2) (CORE-2)	Programming Through 'C' (3+1) (GE-1)	29	25	AECC-2 SEC-1 GE-1 CORE-2
	II	English-II (3) (AECC-3)	Value Education & Personality Development (2) (AECC-4)	Intro to Animation (3+2) (SEC-2)	Camera Techniques (3+1) (CORE-3)	Concept Development Through Storyboard (3+2) (CORE-4)	Web Design (4+2) (CORE-5)	29	25	AECC-2 SEC-1 CORE-3
II	III	Inter-Disciplinary Generic Elective (Creative Arts) (2+1) (ID)	Introduction to MAYA (3+2+2+2+2){Modeling & Texturing, Animation & Rigging, Dynamics, Lighting & Rendering} (CORE-6)	Narrative Techniques (3) (SEC-3)	Media Education (2) (GE-2)	Figure Drawing (2) (SEC-4)	Flash Scripting (2) (SEC-5)	29	23	GE-1 SEC-3 CORE-1
	IV	Environmental Studies & Gender Sensitization (3) (AECC-5)	Video Editing (Premier Pro & Sound Forge) (3+2) (CORE-7)	Visual Aesthetics and Analysis (2) (GE-3)	Advanced MAYA(3) (CORE-8)	Advanced Animation & Rigging(2) (CORE-8), Advanced Lighting & Rendering (2) (CORE-8)	Advanced Modeling & Texturing (2+2) (CORE-8), Advanced Dynamics (2) (CORE-8)	29	23	AECC-1 GE-1 CORE-2
III	V	Introduction to Advertising/ Introduction To Gaming (4+2) (DSE-1)	Compositing (After Effects) / Digital Advertising (4+2) (DSE-2)	Production Management (3) (CORE-9)	Production Demo Reel {Modeling & Texturing(2), Animation & Rigging} (2) (CORE-9)	Production Demo Reel {Lighting & Rendering}(2) (CORE-9)	Advanced Audio & Video Editing (FCP) (2) (SEC-6)	29	23	DSE-2 SEC-1 CORE-1
	VI	Corporate Communication/ Digital Painting (4) (DSE-3)	Introduction to UI /Concept Art (4+2) (DSE-4)	Corporate Communication (2D,3D) / Digital Painting (Matte Painting)(2) (DSE-3)	Audio & Video Portfolio (1) (SEC-7)	Advanced Compositing VFX (Digital Fusion) (2) (SEC-8)	Project Work (Internship) (6)	29	21	DSE-2 SEC-2
Legend:		1. Ability Enhancement Compulsory Course (AECC) : 05 2. Generic Elective (GE) : 03 3. Skill Enhancement Course (SEC) : 08 4. Core (CORE) : 09 5. Discipline Specific Elective (DSE) : 04 6. Inter-Disciplinary Generic Elective (ID) : 01					Total	174	140	


SCHEME OF INSTRUCTIONS FOR B.SC MULTIMEDIA & ANIMATION – 2022-23
I YEAR (2022-23) OF 2022-25 BATCH (CBCS)

I SEMESTER			II SEMESTER		
THEORY			THEORY		
1	EN18101	English-I	1	EN18201	English-II
2	IC19101	Indian Heritage & Culture	2	VE18201	Value Education & Personality Development
3	MA18101	Principles of Visual Design	3	MA18201	Intro to Animation
4	MA18102	Graphic Designing	4	MA18202	Camera Techniques
5	MA18103	Basic Concepts of Arts	5	MA18203	Concept Development Through Storyboard
6	MA18104	Programming Through 'C'	6	MA18204	Web Design
PRACTICALS			PRACTICALS		
7	MA18105	Principles of Visual Design (Drawing)	7	MA18205	Introduction to Animation
8	MA18106	Graphic Designing	8	MA18206	Camera Techniques
9	MA18107	Basic Concepts of Arts (Painting)	9	MA18207	Concept Development Through Storyboard
10	MA18108	Programming Through 'C'	10	MA18208	Web Design
			11	PL18001	PLANET Programme

II YEAR (2022-23) OF 2021-24 BATCH (CBCS)

III SEMESTER			IV SEMESTER		
THEORY			THEORY		
1	G18AD1-T	Inter-Disciplinary Generic Elective (Creative Arts) (ID)	1	ES18201	Environmental Studies & Gender Sensitization
2	MA18301	Introduction to MAYA	2	MA18401	Video Editing (Premier & Sound Forge)
3	MA18302	Narrative Techniques	3	MA19402	Advanced MAYA
4	MA18303	Media Education	4	MA18403	Visual Aesthetics and Analysis
PRACTICALS			PRACTICALS		
5	G18AD1-P	Inter-Disciplinary Generic Elective (Creative Arts) (ID)	5	MA18404	Video Editing (Premier & Sound Forge)
6	MA18304	Introduction to MAYA {Modeling & Texturing}	6	MA18405	Advanced MAYA {Animation & Rigging}
7	MA18305	Introduction to MAYA {Animation & Rigging}	7	MA18406	Advanced MAYA {Lighting & Rendering}
8	MA18306	Introduction to MAYA {Dynamics}	8	MA18407	Advanced MAYA {Modeling}
9	MA18307		9	MA18408	Advanced MAYA {Texturing}
10	MA18308	Figure Drawing	10	MA18409	Advanced MAYA {Dynamics}
11	MA18309	Flash Scripting			

III YEAR (2022-23) OF 2020-23 BATCH (CBCS)

V SEMESTER			VI SEMESTER		
THEORY			THEORY		
1	MA18501-A/ MA18501-B	Introduction To Advertising/Introduction To Gaming	1	MA18601-A/ MA18601-B	Corporate Communication / Digital Painting
2	MA18502-A/ MA18502-B	Compositing (After Effects)/Digital Advertising	2	MA21602-A/ MA21602-B	Introduction to UI / Concept Art
3	MA21509	Production Management	PRACTICALS		
PRACTICALS			3	MA21603-A/ MA21603-B	Corporate Communication (2D,3D) / Digital Painting (Matte Painting)
4	MA18503-A/ MA18503-B	Introduction To Advertising/Introduction To Gaming	4	MA21604-A/ MA21604-B	Introduction to UI / Concept Art
5	MA18504-A/ MA18504-B	Compositing (After Effects)/Digital Advertising	5	MA18605	Audio & Video Portfolio
6	MA18505	PRODUCTION DEMO REEL(Modeling & Texturing)	6	MA21606	Advanced Compositing VFX (Digital Fusion)
7	MA18506	PRODUCTION DEMO REEL(Rigging & Animation)	7	MA18607	Project Work (Internship)
8	MA18507	PRODUCTION DEMO REEL(Lighting & Rendering)			
9	MA18508	Advance Audio & Video Editing (FCP)			



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
FIRST SEMESTER
ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	EN18101	English – I (AECC-1)	3	3	40	60	100	3
2	I	IC19001	Indian Heritage and Culture (AECC-2)	2	2	40	60	100	2
3	II	MA18101	Principles of Visual Design (SEC-1)	4	3	40	60	100	4
4	II	MA18102	Graphic Designing (Core-1)	3	3	40	60	100	3
5	II	MA18103	Basic Concepts of Arts (Core-2)	3	3	40	60	100	3
6	II	MA18104	Programming Through 'C' (GE-1)	3	3	40	60	100	3
PRACTICALS									
7	II	MA18105	Principles of Visual Design (Drawing) (SEC-1)	3	3	40	60	100	2
8	II	MA18106	Graphic Designing (Core-1)	3	3	40	60	100	2
9	II	MA18107	Basic Concepts of Arts (Painting) (Core-2)	3	3	40	60	100	2
10	II	MA18108	Programming Through 'C' (GE-1)	2	3	40	60	100	1
Total				29	-	400	600	1000	25

*Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)

* Skill Enhancement Course (SEC)



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
SECOND SEMESTER
ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours / Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	EN18201	English – II (AECC-3)	3	3	40	60	100	3
2	I	VE18001	Value Education and Personality Development (AECC-4)	2	3	40	60	100	2
3	II	MA18201	Intro to Animation (SEC-2)	3	3	40	60	100	3
4	II	MA18202	Camera Techniques (Core-3)	3	3	40	60	100	3
5	II	MA18203	Concept Development Through Storyboard (Core-4)	3	3	40	60	100	3
6	II	MA18204	Web Design (Core-5)	4	3	40	60	100	4
PRACTICALS									
7	II	MA18205	Intro to Animation (SEC-2)	3	3	40	60	100	2
8	II	MA18206	Camera Techniques (Core-3)	2	3	40	60	100	1
9	II	MA18207	Concept Development Through Storyboard (Core-4)	3	3	40	60	100	2
10	II	MA18208	Web Design (Core-5)	3	3	40	60	100	2
11	III	PL18001	PLANET * (Outrich)	-	-	-	-	-	1
Total				29	-	400	600	1000	25

* Program of Loyola Academy for Neighbourhood Empowerment & Transformation

*Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
THIRD SEMESTER
ACADEMIC YEAR 2022-23 OF 2021-24 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	G18AD1-T	Inter-Disciplinary Generic Elective (Creative Arts) (ID)	2	3	40	60	100	2
2	I	MA18301	Introduction to MAYA (Core-6)	3	3	40	60	100	3
3	II	MA18302	Narrative Techniques (SEC-3)	3	3	40	60	100	3
4	II	MA18303	Media Education (GE-2)	2	3	40	60	100	2
PRACTICALS									
5	II	G18AD1-P	Inter-Disciplinary Generic Elective (Creative Arts) (ID)	2	3	40	60	100	1
6	II	MA18304	Introduction to MAYA {Modeling & Texturing} (Core-6)	3	3	40	60	100	2
7	II	MA18305	Introduction to MAYA {Animation & Rigging} (Core-6)	3	3	40	60	100	2
8	II	MA18306	Introduction to MAYA {Dynamics} (Core-6)	3	3	40	60	100	2
9	II	MA18307	Introduction to MAYA {Lighting & Rendering} (Core-6)	3	3	40	60	100	2
10	II	MA18308	Figure Drawing (SEC-4)	3	3	40	60	100	2
11	II	MA18309	Flash Scripting (SEC-5)	3	3	40	60	100	2
Total				30	-	440	660	1100	23

*Ability Enhancement Compulsory Course (AECC)

* Skill Enhancement Course (SEC)

* Generic Elective (GE)

* Inter-Departmental/Inter-Disciplinary (ID)



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
FOURTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2021-24 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	ES18001	Environmental Studies & Gender Sensitization (3) (AECC-5)	3	3	40	60	100	3
2	II	MA18401	Video Editing (Premier & Sound Forge) (Core-7)	3	3	40	60	100	3
3	II	MA19402	Advanced MAYA (Core-8)	3	3	40	60	100	3
4	II	MA18403	Visual Aesthetics and Analysis (GE-3)	2	3	40	60	100	2
PRACTICALS									
5	II	MA18404	Video Editing (Premier & Sound Forge) (Core-7)	3	3	40	60	100	2
6	II	MA18405	Advanced MAYA {Animation & Rigging}(Core-8)	3	3	40	60	100	2
7	II	MA18406	Advanced MAYA {Lighting & Rendering}(Core-8)	3	3	40	60	100	2
8	II	MA18407	Advanced MAYA {Modeling}(Core-8)	3	3	40	60	100	2
9	II	MA18408	Advanced MAYA {Texturing}(Core-8)	3	3	40	60	100	2
10	II	MA18409	Advanced MAYA {Dynamics}(Core-8)	3	3	40	60	100	2
Total				29	-	400	600	1000	23

*Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)

* Skill Enhancement Course (SEC)



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
FIFTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2020-23 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours / Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	MA18501-A	Introduction To Advertising (DSE-1)	4	3	40	60	100	4
		MA18501-B	Introduction To Gaming (DSE-1)						
2	II	MA18502-A	Compositing (After Effects) (DSE-2)	4	3	40	60	100	4
		MA18502-B	Digital Advertising (DSE-2)						
3	II	MA20509	Production Management (CORE-09)	3	3	40	60	100	3
PRACTICALS									
4	II	MA18503-A	Introduction To Advertising (DSE-1)	3	3	40	60	100	2
		MA18503-B	Introduction To Gaming (DSE-1)						
5	II	MA18504-A	Compositing (After Effects) (DSE-2)	3	3	40	60	100	2
		MA18504-B	Digital Advertising (DSE-2)						
6	II	MA18505	Production Demo Reel (Modeling & Texturing) (CORE-09)	3	3	40	60	100	2
7	II	MA18506	Production Demo Reel (Rigging & Animation) (CORE-09)	3	3	40	60	100	2
8	II	MA18507	Production Demo Reel (Lighting & Rendering) (CORE-09)	3	3	40	60	100	2
9	II	MA18508	Advance Audio & Video Editing(FCP) (SEC-6)	3	3	40	60	100	2
Total				29	-	360	540	900	23

* Discipline Specific Elective (DSE)

* Skill Enhancement Course (SEC)



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
SIXTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2020-23 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	MA18601 -A	Corporate Communication (DSE-3)	4	3	40	60	100	4
		MA18601 -B	Digital Painting (DSE-3)						
2	II	MA20602 -A	Introduction to UI (DSE-4)	4	3	40	60	100	4
		MA20602 -B	Concept Art (DSE-4)						
PRACTICALS									
3	II	MA20603 -A	Corporate Communication (2D, 3D) (DSE-3)	3	3	40	60	100	2
		MA20603 -B	Digital Painting (Matte Painting) (DSE-3)						
4	II	MA20604 -A	Introduction to UI (DSE-4)	3	3	40	60	100	2
		MA20604 -B	Concept Art (DSE-4)						
5	II	MA18605	Audio & Video Portfolio(SEC-7)	2	3	40	60	100	1
6	II	MA20606	Advanced Compositing VFX (Digital Fusion) (SEC-8)	3	3	40	60	100	2
7	II	MA18607	Project Work	12	3	40	60	100	6
Total				29	-	280	420	700	21

* Skill Enhancement Course (SEC)

* Discipline Specific Elective (DSE)

* Project Work/Internship: Students will expose and gain real time production experience.



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
FIRST SEMESTER
ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	EN18101	English – I (AECC-1)	3	3	40	60	100	3
2	I	IC19001	Indian Heritage and Culture (AECC-2)	2	2	40	60	100	2
3	II	MA18101	Principles of Visual Design (SEC-1)	4	3	40	60	100	4
4	II	MA18102	Graphic Designing (Core-1)	3	3	40	60	100	3
5	II	MA18103	Basic Concepts of Arts (Core-2)	3	3	40	60	100	3
6	II	MA18104	Programming Through 'C' (GE-1)	3	3	40	60	100	3
PRACTICALS									
7	II	MA18105	Principles of Visual Design (Drawing) (SEC-1)	3	3	40	60	100	2
8	II	MA18106	Graphic Designing (Core-1)	3	3	40	60	100	2
9	II	MA18107	Basic Concepts of Arts (Painting) (Core-2)	3	3	40	60	100	2
10	II	MA18108	Programming Through 'C' (GE-1)	2	3	40	60	100	1
Total				29	-	400	600	1000	25

*Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)

* Skill Enhancement Course (SEC)



GENERAL ENGLISH -I

Credits : 03
Subject Code: EN18101

Semester: I
No. of lecture hours: 45

Objectives:

- To enhance the learners' communication skills by giving adequate exposure in reading, writing, listening and speaking skills and the related sub-skills.
- To develop oral and written communicative skills among the students so that their employability enhances and English becomes the medium of their livelihood and personality.

Course Outcome:

CO1. To distinguish between words which are either spelt or pronounced alike, yet render distinct meanings; imparting a sound clarity on everyday usage of language and for developing the art of parallel listening and writing.

CO2. To construct vocabulary and to gain understanding on the tense component, a pivotal constituent for language structuring and vocabulary building.

CO3. To identify with economical word constructions, paying specific attention in constructing sound writing skills.

CO4. To interpret functional grammar, the basic part involved in sentence constructing to improve linguistic skills.

CO5. To develop communication skills to provide a platform for language efficiency for effective language delivery.

UNIT 1 : Wit and Humor

9 Hrs

From the text "A Tea Party" by Ruth Praver Jhabvala

- Explanation of the text 3
- Grammar----Nouns, Articles 2
- Vocabulary---Homonyms, homophones, homographs 2
- Writing Skill--- Note- Making 2

UNIT 2 : Risk Management

9 Hrs

From the text "Deadly Factory Fires in India."

Explanation of the text 3

- Grammar----Tenses – The Present Tense 2
- Vocabulary ---Synonyms 2
- Writing Skill--- Information Transfer 2

UNIT 3 : Human Values

9 Hrs

From the text "India's Contribution to World Unity"

- Explanation of the text 3
- Grammar--- Tenses- The Past Tense 2
- Vocabulary ---- Adjective and Adverb Suffixes 2
- Writing Skill--- Formal Letters. Curriculum Vitae 2



UNIT 4 : The Cyber Age **9 Hrs**

From the text “Polymer Bank Notes”

Explanation of the text 3

- Grammar----Concord or Subject Verb Agreement 2
- Vocabulary -----Word Formation. Collocations. 2
- Writing Skill---- References and Bibliographies. 2

UNIT 5: Sports **9 Hrs**

From the text “Sachin Tendulkar”

- Explanation of the text 3
- Grammar-----Adjectives, Comparison of Adjectives 2
- Vocabulary--CommonErrors,CommonlyMispelt Words,
CommonlyConfused Words 2
- Writing Skill- Technical Reports, Project Reports 2

ESSENTIAL READING:

Skills Annexe – Functional English for Success.Orient Black Swan.

SUGGESTED READING:

1. Balasubramaniam, M. 1985. **Business Communication**. New Delhi: Vani Educational Books,
2. Krishna Mohan and Meera Banerjee, 1990. *Developing Communication Skills*. Macmillan India Ltd. New Delhi.
3. Krishnaswamy.N. and Sriraman, T. 1995. *Current English for Colleges*. Macmillan India Ltd. Madras
4. Narayanaswamy, V.R. 1979. *Strengthen Your Writing*. Orient Longman, New Delhi
5. Sharma, R.C. and Krishna Mohan. 1978. *Business Correspondence*. Tata McGraw-Hill Publishing Co., New Delhi.



INDIAN HERITAGE & CULTURE

Credits : 02
Subject code : IC19101

Semester: I
No. of lecture hours: 30

Objectives:

- To apprise the students with a sound background of Indian Culture.
- To equip the students with social & community problems of India.
- To prepare the student for civil service exams where Indian Heritage & Culture paper is compulsory for all the streams.

Course Outcome:

CO1.This unit makes the student to *Understand* better about the origin of ancient Indian culture the contributions of great rulers from both north and south India for Indian culture in ancient days

CO2.Students will *Analyse* how Persian culture entered into India and it influence the Fine Arts of Indian society like Classical Music, Dance and Architecture.

CO3.Student is able to *Assess* how the Indian orthodox society turn into modern and western society in the 19th century .It also edifies the students with spiritual doctrines of various Religions.

CO4.Students will *Evaluate* various challenges face by the youth and the evils affects of terrorism on society

CO5.The topics in the unit Create belongingness among the students by bringing awareness of the rights and duties to make the world a better place and it throw light on gender sensitization issues of women, Children and LGBT.

UNIT-I

No of hours: 6

INTRODUCTION – IMPACT OF GEOGRAPHY ON INDIAN CULTURE:

- Meaning of culture – Characteristics of Indian Culture, Caste system
- Indus Valley Civilization and Vedic/Aryan Culture
- Golden Age of Indian Culture– Mauryas and Guptas, Satavahavas, Pallavas, Cholas.

UNIT-II

No of hours: 6

MEDIEVAL INDIA – INFLUENCE OF ISLAM ON INDIAN CULTURE:

- Cultural Development under the Delhi Sultanate and Mughals
- Contribution of Sher Shah and Akbar to Indian Administrative System
- Cultural Achievements of Kakatiya and Vijayanagara rulers
- Indian Fine Arts –Painting, Music, Dance and Sculpture

UNIT-III

No of hours: 6

IMPACT OF WEST AND REFORM MOVEMENTS:

- Influence of Western culture on Indian Society
- 19th century Socio Religious Reform Movement –Raja Ram Mohan,Ishwara Chandra Vidyasagar and Veerasalingam
- Rise of Subaltern Movements in India– Jyothirao Phule-Savitribai Phule,E.V Ramaswamy Naikar – Narayana Guru-Dr.B.R.Ambedkar
- Rise of Indian National movement-Moderate, Extremist and Gandhian Era



UNIT-IV

No of hours: 6

IMPACT OF RELIGION AND COSTITUTIONAL INSTITUTIONS:

- Hinduism – Islam – Christianity – Jainism and Buddhism -Sikhism – Zoroastrianism
- Democratic system in India- -Parliament and Judiciary- Election Commission
- Impact of Press and Social Pressure groups on Indian Culture
- Know your Rights – Classification of Rights and Importance

UNIT-V

No of hours: 6

IMPACT OF CONTEMPORARY GENDER ISSUES:

- Woman and Child rights- Violence against Women and Children
- Gender issues - LGBT
- Youth Unrest and Reasons- Alcoholism, Drug Addiction and other Addictions
- Terrorism – Causes and Consequences

SUGGESTED READING:

1. Jha, Dr K.N. 2006. **Studies in ancient & Medieval India**. COSMOS Book hive Ltd: Gurgaon.
 2. Mahajan, V.D. 2008. **Ancient India**. S.Chand, New Delhi.
 3. Manasseh, Dr P. 2010. **An Overview of Indian Culture**. Gamaleil Publishers, Hyderabad.
 4. Malpani, Madanlal & Malpani, Shamsunder. 2014. **Indian Heritage and Culture**. Kalyani Publishers, Ludhiana.
 5. Mhaske, Dr R.H. 2012. **Human Rights, Social Justice and Political Challenges**. Chandralok Prakashau, Kanpur.
- Singh, Gurdip & Ahuja, V.K. 2012. **Human Rights in 21st Century**. Universal Law Publisher, New Delhi.



PRINCIPLES OF VISUAL DESIGN
Credits : 04
Subject Code: MA18101
Semester :I
No. of lecture hours: 60

Objective: This course demonstrates an understanding of the way artist's work reflect their perceptions of the real and imagined world.

Course Outcome:
CO1. Recognise the principles of Visual Design

CO2. Tell the importance of visual language in daily life

CO3. Apply, organize, sketch & paint using the elements of visual language of Dots, Lines, and Shapes, Forms, Contour & texture.

CO4. Analyse, distinguish & identify the figurative reading of picturesque relationship among elements like perception, verbalization & creativity.

CO5. Compare visual building by exaggeration, distortion, stylization & abstraction

UNIT - I	12hrs
Introduction to Principles of Visual Design	3
Understanding the 2D Drawing	3
Perspective Drawing	3
Principles and Perspective Rules	3
UNIT - II	12hrs
Importance of visual language in daily life	3
Works of Raja Ravi Verma, Leonardo da Vinci	3
Vincent Van Gogh, Picasso, Jackson Pollack	3
Differences between oral and written language	3
UNIT - III	12hrs
Elements of Visual language	3
Importance of Dot, lines, shapes	3
Forms, Contour & Texture	3
Size & Perspective Drawing Painting	3
UNIT - IV	12hrs
Figurative reading of pictures relationship among elements	3
Perception	3
Perceptual grouping	3
Verbalization & Creativity	3
UNIT - V	12hrs
Introduction to Visual building by exaggeration	3
Exaggeration in paintings and drawings	3
Distortion in paintings and drawings	3
Stylization & Abstraction	3

SUGGESTED READING:

1. Asa Berger, Arthur (1989). Seeing is Believing. California Mayfield.
2. Vyas, H. Kumar. Design and Environment. Ahmedabad National Institute of Design.
3. Gill, Robert W (1981). Rendering with Pen and Ink. Thames & Hudson.



GRAPHIC DESIGNING

Credits : 03
Subject Code : MA18102

Semester :I
No. of lecture hours: 45

Objective: Students seeking a professional degree in Graphic Design will demonstrate proficiency in design principles, design process, theory, history and contemporary design practice.

Course Outcome:

CO1 Memorize & recognises, History, Generations, introduction to Hardware and software.

CO2.Analyse & compare raster graphic, vector graphic.

CO3.Apply the Photoshop software for editing images, doing 2Danimation.

CO4.Students will also be able to understand

CO5. Apply the software Illustrator to blend shapes, colors, text & transforming objects.

UNIT - I 9 Hrs

Introduction to IT and Computers

History Generations Characteristics Introduction to Hardware	3
Data Representation Input and Output Devices Storage Devices	2
Creating Folder Creating Files Saving Files Copying files / images	2
Pasting images / information Using basic DOS commands	2

UNIT - II 9 Hrs

Introduction to Graphic Design

What is Graphic Design, What is Raster Graphic & Vector Graphic	2
What are the Uses & Difference between Raster Graphic & Vector Graphic	1
What is Media, How Many Types of Media We Have	2
What are Color Formats & How Many formats we have	2
What type of Color Formats We use for different types of Medias.	2

UNIT - III 9 Hrs

Photoshop Using Tool Box What is Pallet and Knowing about Color Pallet

Layers Pallet and sub pallets in these pallets Using Menus	2
Knowing the Shortcut keys Modifying the Photos	1
Converting B&W Photo to Color Understanding Filters menu	1
Creating Designs using Tools Working with Color & Gradient Color	
Crop, Brush, Pen, Blur, Text etc., Tools and Filter Menu	
Doing Action & Animation in Photoshop	3

UNIT - IV 9 Hrs

Corel Draw Working with Tool Box Property Bar options Menu options

Working With Color Working With Paragraph Text Special Effects	2
Layouts and Layers Special Page Layouts Arranging Objects	2
Adding Pages Working With Transforming Objects Styles and Templates	
Advanced Effects.	3



UNIT - V	9 Hrs
Illustrator Understanding the UI of the Illustrator Understanding Tool Box	2
Using menus <u>Drawing Basic Shapes</u> <u>Drawing with Pencil Tool</u>	2
<u>Drawing with Pen Tool</u> <u>Using Brushes</u> <u>Creating Compound Paths</u>	2
<u>Working with Color and Strokes</u> <u>Editing Objects</u> <u>Layers & Groups</u>	
<u>Transparency & Graphic Styles</u> <u>Transforming & Moving Objects</u>	
<u>Basic Text</u> <u>Blending Shapes & Colors.</u>	3

SUGGESTED READING:

1. Introduction to Multimedia Systems, by Sugata Mitra, Gaurav Bhatnagar, Academic Press.
2. Understanding Adobe Photoshop CS6, by Richard Harrington, Peachpit Press.
3. CorelDRAW X6 the Official Guide, by Gary David Bouton, Corel Press.
4. Adobe Illustrator CS6 Digital Classroom, by Jennifer Smith, AGI Creative Team, John Wiley & Sons, Inc.



BASIC CONCEPTS OF ARTS

Credits : 03

Subject Code: MA18103

Semester: I

No. of lecture hours :45

Objective: This course demonstrates an understanding of the way artists does work with different styles of art work which reflects their perceptions of the real and imagined environment.

Course Outcome:

CO1. Describe, define & recognize the Variety of art media & Art careers.

CO2. Explain and interrelate the different modes of art.

CO3. Describe & memorize the evolution and history of art.

CO4. Demonstrating of artists knowledge ,art style and movement.

CO5. Judge, criticize Visual Art and compare fine arts and commercial art.

UNIT - I

9 Hrs

Introduction to Art, What is Artapplication of art

2

Different media of arts

2

Relation between art and society

3

Variety of art careers

2

UNIT II

9 Hrs

Different Modes of arts

3

Visual Arts Painting, Print making, Sculpture, Graphics and digital arts

3

Modes of arts Performing Arts Dance, Theater, music and traditional Arts

3

UNIT - III

9 Hrs

Evolution of Visual Arts

1

Brief history of Visual Art

2

major art movements in India and west

2

History of painting

2

Painting styles

2

UNIT - IV

9 Hrs

Different Types of Painting idioms

1

Body painting, Botanical Figure painting

2

Illustration, Industrial, Landscape, Portrait, Still life

2

Identifying works of art, Style, Culture & Historical period of the work

2

Demonstration of knowledge of an artist, art style, and art movement

2

UNIT - V

9 Hrs

Critical Judgment of the Visual Arts

2

Evaluation of visual expression through craftsmanship

2

composition, originality, and function

2

Distinction between fine art and commercial art

3

SUGGESTED READING:

1. Vyas, H. Kumar, Design and Environment.
2. Gill, Robert W (1981). Rendering with Pen and Ink.Thames & Husdon.
3. Indian Art Sivaram Murthy.



PROGRAMMING THROUGH 'C'

Credits : 03
Subject Code : MA18104

Semester :I
No. of lecture hours: 45

Objective: This course is designed to provide fundamentals of programming language and to gain knowledge in developing multimedia elements. It stresses the strengths of C, which provide students with the means of writing efficient, maintainable, and portable code. And thus Understands the basic terminology used in computer programming along with Write, compile and debug programs in C language.

Course Outcome:

CO1. Memorize & recognize the basic C program, work flow and Compiling a C programme.

CO2. Explain the different types of variables, datatypes, output formats.

CO3. Show how conditional statements work.

CO4. Analyze Array Basics & functions in C language.

CO5. Compose Random numbers, strand fractions, using strings in a programme.

UNIT - I

9 Hrs

Introduction and history of C Language,	3
Introduction to Basic C Programming.	
Study about the workflow of a C Program with flow chart.	
What does Compiling mean? How does a Compiler work,	3
What are Variables, Constants, and Keywords with Rules for constructing it.	
What are the different types of Data Types in C	3
What are the different types of C Control Instructions in C	
Different Programs using above concepts.	

UNIT - II

9 Hrs

Types of Decision Control Instructions	3
If, If-Else, Nested If-Else. Its formats and flow charts.	
Programs using DCI.	2
Relational, Logical and Conditional Operators.	
Its formats and flow charts.	2
Programs using Operators.	
Conversions of data types and Hierarchy of Operations	2

UNIT - III

9 Hrs

Types of Loop Control Instructions	3
While, Do-While, For Loop. Its formats and flow charts.	
Nesting of loops ,finite & infintie loops and Programs using Loops Concept.	3
What are Break and continue Statements.	
Switch Case Control Statement with format, flow chart and programs.	3



UNIT - IV

12 Hrs

What are Functions? Declaration of functions.

6

Why do we use Functions? Passing Values between Functions

Function Types: Call by Value and Call by Reference.

What is Recursion? Programs using functions and its executions.

What are Arrays? Declaration & Initialization of Arrays.

6

Study about Array Basics in C Language

Array types in C Language: 2 Dimensional & 3 Dimensional arrays.

Programs using arrays and its executions.

6 Hrs

UNIT- V

What are Strings? Declaration & Initialization of Strings.

6

2 Dimensional Array String with using program.

Types of String functions in C Language:

strlen, strcat, strcpy, strcmp, strdup, strev etc..

Programs using strings and its executions.

SUGGESTED READING:

1. Let Us C by yeshwanth kanatkar.



**PRINCIPLES OF VISUAL DESIGN (DRAWING)
PRACTICALS**

Credits : 02
Subject Code : MA18107

Semester :I
No. of practical hours: 60

Objective: To Develop a working concept of what it means to be an artist and create Painting reinforcing the principles of traditional Painting skills. And developing new ways of thinking , seeing, and creating.

Course Outcome: Students will develop to demonstrate achievements of use imagination to develop new ways of seeing .Manipulate and organize materials to make a drawing form with appreciate the different drawing effects created by different artists.

STILL LIFE PAINTING

Drawing	3 hrs
Composition	4 hrs
Tonal variation	3 hrs
Light, shadow and highlights	4 hrs
Working with pencil, water color, acrylic colors & oil pastels	3 hrs
Working with Texture, size and perspective	4 hrs

NATURE STUDY

Sketching	4 hrs
Shading	3 hrs
Draw the shape of natural objects like trees, flowers	4 hrs
Composition and perspective	3 hrs
Outdoor study, nature study, architectural study	4 hrs
Working with pencil, water color, charcoal, oil pastels and acrylic paints	3 hrs

STILL LIFE PAINTING

Composition	3 hrs
Texture, Material	4 hrs
Light, shadow and highlights	4 hrs
Color pencils	3 hrs
Glasses, books, vases, flowers, plants, and rocks	4 hrs



GRAPHIC DESIGNING PRACTICALS

Credits : 02
Subject Code : MA18106

Semester : I
No. of practical hours: 60

Objective: Students will demonstrate proficiency in identified technical skills, understand and apply basic principles in the process of creating, analyzing, and evaluating graphic design solutions in relation to specific end uses and consumer needs. Students will demonstrate proficiency in research, writing, communication and presentation skills.

Course Outcome: Students will develop the diverse skills needed for employment and growth success in the Graphic Design field. The Graphic Design program incorporates professional business practices, career options, ethics and a liberal arts foundation.

Photoshop	20 Hrs
Drawing and Creating Design Designing Pamphlets Image Color Corrections	4 hrs
Morphing One Image with the Other Images Doing B&W Photo to Color	4 hrs
Designing & Crating Logos Working with Brush, Pen, Text Tools	
Blending Options Creating Text Effects	4 hrs
Designing Layout for the Web Page Designing Web Banners and Buttons	
Doing Actions in Photoshop	4 hrs
Doing Animation in Photoshop Creating Posters with Text Effects	
Creating the Out Line Designs Drawing the Basic Shapes with Pencil and Pen	
Designing the Frame Layouts for Photos	4 hrs
 CorelDraw	 20 Hrs
Working with Shaping Options Working with Transformation options	4 hrs
Page Settings for CorelDraw Designing the Pamphlets, Visiting Cards etc	4 hrs
Creating Logos Preparing Table Formats Designing Application Forms	4 hrs
Preparing Letter heads Setting Background Colors Using Artistic Media Tool	4 hrs
Color Building a Background Creating a Pattern	4 hrs
 Illustrator	 20 Hrs
Working with Drawing Tools Working with Selection Tools	4 hrs
Working with Background objects Working with Artistic Tools	4 hrs
Creating Logos Cover Pages Creating Backgrounds	4 hrs
Designing Pamphlets Brochures	4 hrs
Creating Comic Characters with colors using Tools	4 hrs



List of Practical's

- Design a Poster in Photoshop
- Design a Banner in Photoshop
- Design a Website Front Page using Photoshop
- Convert Black & White Photograph to Color using Photoshop
- Create Animation using Photoshop
- Design an Invitation using Photoshop
- Design a Cover Page using CorelDraw
- Design a Company Logo using CorelDraw
- Design a News Letter using CorelDraw
- Design a Pamphlet using Illustrator
- Design a Comic Character using Illustrator
- Design a Company Logo using Illustrator
- Design a Cover Page using Illustrator



BASIC CONCEPTS OF ARTS (PAINTING) PRACTICALS

Credits : 02
Subject Code : MA18105

Semester :I
No. of practical hours: 60

Objective: To Develop a working concept of what it means to be an artist and create Drawing reinforcing the principles of traditional Drawing skills. And developing new ways of thinking, seeing, and creating.

Course Outcome: Students will develop to demonstrate achievements of use imagination to develop new ways of seeing .Manipulate and organize materials to make a drawing form with appreciate the different drawing effects created by different artists.

STILL LIFE DRAWING 20 hrs

Composition	2 hrs
Sketching	4 hrs
Texture, material	2 hrs
Light, shadow and highlights	2 hrs
Drawing pencils	4 hrs
Color pencils	2 hrs
Glasses, books, vases, flowers, plants & rocks.	4 hrs

NATURE STUDY 21 hrs

Sketching	2 hrs
Shading	2 hrs
Draw the shape of natural objects like trees, flowers.	4 hrs
Composition and perspective	4 hrs
Outdoor study, nature study, architectural study	4 hrs
Working with pencil, water color, charcoal, oil pastels and acrylic paints	5 hrs

MEMORY DRAWING 19 hrs

Drawing and composition	4 hrs
Drawing from imagination	4 hrs
Illustration based on imaginary concepts	3 hrs
Experimenting with dot, lines, shapes, forms, contour, texture, size perspective	4 hrs
Working with pencil, water color, charcoal, oil pastels and Acrylic paints	4 hrs



PROGRAMMING THROUGH 'C' PRACTICALS

Credits : 01
Subject Code: MA18108

Semester :I
No. of practical hours: 30

Objective: To gain knowledge over C language is emphasized in the wide variety of examples and applications ultimately learn and acquire art of computer programming Language.

Course Outcome: Students will be able to write their own basic programs using all rules and regulations and will have enough practical skills in solving their programming problems.

Introduction to C:	2 hrs
What is C? A Basic C Program	
Compiling:	2 hrs
Compile? GCC Common Compile Time Errors	
What Happens When You Compile a C program	
Variables and Data Types:	3 hrs
Variables, Printing Multiple Variables with data types	
More on Declaring Variables, Math Variables, Doing Math	2 hrs
Output :	3 hrs
Print Printing Variables Formatting Output	
Input:	3 hrs
Scanf, Getchar	
Conditional Statements:	3 hrs
If Statements, Embedded If Statements, Switch Statements	
Loops:	3 hrs
Finite loops, Infinite Loops, While Loops, Do-While Loops, For Loops	
Arrays:	3 hrs
Array Basics, Declaring Arrays, Traversing Arrays, Program on Arrays	
Functions:	3 hrs
What's a Function? Program on functions	
Character Arrays and Strings:	3 hrs
Strings, Intializing Strings, Declaring Strings	
Program using String functions like strcat, strcmp, strlen etc..	



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
SECOND SEMESTER
ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours / Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	EN18201	English – II (AECC-3)	3	3	40	60	100	3
2	I	VE18001	Value Education and Personality Development (AECC-4)	2	3	40	60	100	2
3	II	MA18201	Intro to Animation (SEC-2)	3	3	40	60	100	3
4	II	MA18202	Camera Techniques (Core-3)	3	3	40	60	100	3
5	II	MA18203	Concept Development Through Storyboard (Core-4)	3	3	40	60	100	3
6	II	MA18204	Web Design (Core-5)	4	3	40	60	100	4
PRACTICALS									
7	II	MA18205	Intro to Animation (SEC-2)	3	3	40	60	100	2
8	II	MA18206	Camera Techniques (Core-3)	2	3	40	60	100	1
9	II	MA18207	Concept Development Through Storyboard (Core-4)	3	3	40	60	100	2
10	II	MA18208	Web Design (Core-5)	3	3	40	60	100	2
11	III	PL18001	PLANET * (Outrich)	-	-	-	-	-	1
Total				29	-	400	600	1000	25

* Program of Loyola Academy for Neighbourhood Empowerment & Transformation

*Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)

**GENERAL ENGLISH - II**

Credits : 03
Subject Code : EN18201

Semester: II
No of lecture hours: 45

Objective:

- To enhance the learners' communication skills by giving adequate exposure in reading, writing, listening and speaking skills and the related sub-skills.
- To develop oral and written communicative skills among the students so that their employability enhances and English becomes the medium of their livelihood and personality.

Course Outcome: Students will be able to improve Language in a holistic way through application, differentiation, organization and creation of their own composition in writing skills.

UNIT-I: Biography 9 hrs

From the text "Mokshagundam Visvesvaraya"

Explanation of the text, 3 hrs

- Grammar-Conjunctions, Adverbs 2 hrs
- Vocabulary-Prefixes and Suffixes 2 hrs
- Writing Skill-Paragraph Writing 2 hrs

UNIT-II: Health 9 hrs

From the text "Three Days to See"

Explanation of the text 3 hrs

- Grammar-Usage of Modal Auxiliary Verbs 2 hrs
- Vocabulary-Collective Nouns ,Technical Vocabulary 2 hrs
- Writing Skill-Report Writing 2 hrs

UNIT-III: Short Story 9 hrs

From the text "Leela's Friend" by R.K.Narayan

Explanation of the text 3 hrs

- Grammar-Phrasal Verbs, Wh- Questions 2 hrs
- Vocabulary-Noun and Verb Suffixes 2 hrs
- Writing Skill-Writing a Narrative 2 hrs

UNIT-IV: Inspiration 9 hrs

From the text "The Last Leaf" by O. Henry

Explanation of the text 3 hrs

- Grammar-Prepositions 2 hrs
- Vocabulary-Idioms 2 hrs
- Writing Skill-Précis Writing 2 hrs

UNIT-V: Human Interest 9 hrs

From the text "The Convocation Speech"

Explanation of the text 3 hrs

- Grammar-Active and Passive Voice 2 hrs
- Vocabulary-One-word Substitutes 2 hrs
- Writing skill-Essay Writing 2 hrs



ESSENTIAL READING:

1. Epitome of Wisdom, Maruthi Publications.

SUGGESTED READING:

1. Krishna Mohan and Meera Banerjee, 1990. *Developing Communication Skills*. Macmillan India Ltd. New Delhi.
2. Krishnaswamy.N. and Sriraman, T. 1995. *Current English for Colleges*. Macmillan India Ltd. Madras
3. Narayanaswamy, V.R. 1979. *Strengthen Your Writing*. Orient Longman, New Delhi
4. Sharma, R.C. and Krishna Mohan. 1978. *Business Correspondence*. Tata McGraw-Hill Publishing Co., New Delhi.



VALUE EDUCATION AND PERSONALITY DEVELOPMENT

Credits : 02
Subject Code: VE18201

Semester: II
No. of lecture hours: 30

Objectives: To produce intellectually competent, morally upright, socially committed, spiritually inspired citizens in the service of the Nation and the World.

Course Outcome:

CO1.Students will be able to identify Accepted norms and Counter values.

They will be able to differentiate the various Dimensions of Human Development.

CO2Students will be able to demonstrate Love and Experience of God. They will be able to identify the Basic Issues of Life and Happiness as a life goal.

CO3.They will be able to understand the importance of Concern for others. They will be able to critique the various problems that deter the growth of the society.

CO4.The students will be able to recognize the traits of a good personality.

They will be able to identify their personality by Self-Exploration.

CO5.Students will be able to interpret the Purpose of Life and Goal Setting.

They will be able to learn Self-Management.

UNIT- I

No. of hours: 6

INTRODUCTION TO ETHICS

- Why Value Education?
- Reasons to have Ethics for Life
- Accepted Norms and Counter Values
- Dimensions of Human Development: Physical, Intellectual, Emotional, Moral, Spiritual and Social

UNIT-II

No of hours: 6

APPROACH TO LIFE

- Conscience and Pseudo-Conscience
- Happiness as Life-goal
- Values revealed and lived in Religions
- Experience of God
- Love: The three components of Love
- Some of the basic stages and issues of Life: Family, Love, Sex, Marriage

UNIT-III

No of hours: 6

CONCERN FOR OTHERS

- Self and Another
- Human Context
- Moral Problems of a Society / True Society : Social Desire, Social Fear, Social Silence, Social Indifference



UNIT-IV

No of hours: 6

TRANSFORMATION OF SELF

- Definitions of personality
- Characteristics of personality
- Elements of personality
- Traits of good personality
- Self-Identity, self concept
- Self-Discovery, self-acceptance
- Self-Esteem

WORK SHEET (1): Self Estimation

UNIT-V

No of hours: 6

LIFE ENRICHMENT SKILLS

- Purpose of life - Goal setting
- Characteristics of Goals
- Building Relationships
- Time Management
- Stress Management
- Emotional Management
- Conflict Management
- Team Management (Group Dynamics)

WORK SHEETS (1) & (2): 1) Anger Management
2) Team Management

TEXT BOOKS:

1. *Human Values - Development Programme - AIACHE*
2. *In Harmony*



INTRODUCTION TO ANIMATION

Credits : 03
Subject Code : MA18201

Semester :II
No. of lecture hours: 45

Objective: This course aims to give sufficient knowledge for students to evaluate principals of animation along with history of animation with animation methods.

Course Outcome:

- CO1.** Identify the history of Animation
- CO2.** Compare the Traditional and Computer generated Animation.
- CO3.** Compare in which way the 2D,3D Animation pipe line works.
- CO4.** Describes the History of Disney & Pixar Animation studios.
- CO5.** Creates advance flip card animation, building models, lighting.

UNIT - I

Introduction to the history of Animation
 technical conceptual and Aesthetic landmarks from the early 1900's
 to the present.

Total no. of hours 8

4 hrs
4 hrs

UNIT - II

Introduction to fundamentals of Animation
 Traditional Animation
 Computer Animation
 Types of computer Animation Challenges and the future of
 computer animation

Total no. of hours 7

2 hrs
1 hrs
2 hrs
2 hrs

UNIT - III

2D Animation Pipe Line
 3D Animation Pipe Line
 2D Animation techniques
 sensitivity to timing

Total no. of hours 10

2 hrs
4 hrs
2 hrs
2 hrs

UNIT - IV

History of Disney Animation Studio
 Pixar Animation studio
 Three dimensional computer
 Generated animation

Total no. of hours 10

4 hrs
2 hrs
2 hrs
2 hrs

UNIT - V

Understanding of Basic Colors
 Color Theory
 Creation of advance motion
 Model building, Lighting

Total no. of hours 10

4 hrs
2 hrs
2 hrs
2 hrs

SUGGESTED READING:

1. Parent Rick and Kauffman Morgan, (2004). Computer Animation Algorithm and Techniques.
2. Roberts Steve (2204). Character Animation 3D. Focal Press.



CAMERA TECHNIQUES

Credits : 03
Subject Code : MA18202

Semester: II
No. of lecture hours: 45

Objective: This Course aims to introduce students to the basic principles of digital video camera technology, production, lighting Concepts, digital video terminology, audio-recording, narrative development and digital video editing techniques.

Course Outcome:

- CO 1.** Describe Early experiments in photography, history of camera.
- CO 2.** Categorize various types of lens & characteristics of lens, focal length etc.
- CO 3.** Generalize the importance of light, properties of light & basic lighting techniques..
- CO 4.** Explain colour theory, colour psychology, camera angles and movements.
- CO 5.** Demonstrate video camera operation.

UNIT - I

Introduction to photography	3 hrs
Early experiments in photography. Brief history of camera	2 hrs
Common terminologies and Principles of photography Types of Cameras	2 hrs
Basics of Motion Picture Photography	2 hrs

Total no. of hours 9

Total no. of hours 9

UNIT - II

What is a Lens? Characteristics of a lens like Focal length, Focus, Iris, Depth of field, Shutter speed	4 hrs
What are different Types of lens in detail?	
Zoom lens, prime lens, narrow Angle lens, Wide Angle lens, Normal lens	5 hrs

UNIT - III

Importance of lighting in photography & videography	3 hrs
Properties of light, how light travels, color source	2 hrs
Basic lighting techniques: Three point lighting, Key light, Fill light	2 hrs
Back light and background light	
Lighting instruments: Flood lights, Spot light, Umbrella, Reflectors, Yoke	2 hrs

Total no. of hours 9

UNIT - IV

Color theory & Color psychology	2 hrs
Picture composition, Framing Effective Shots	2 hrs
What is a Shot, Scenes, Sequences, and types of shots	2 hrs
Shots based on Camera's distance from the subject	2 hrs
Camera angles and Camera movements	1 hrs

Total no. of hours 9

UNIT - V

Introduction to Video camera	2 hrs
Camera movements: Pan, Tilt, dolly, track	3 hrs
Simple shot, complex shot	2 hrs
Developing shot, and Video camera operation	2 hrs

Total no. of hours 9



SUGGESTED READING:

1. Boardwell K and Thomson K (1990) Film Art An Introduction, New York James Monaca (1986), How to Read a Film, Delhi Macmillan
2. 100 Advanced Camera Techniques to Get an Expensive Look on Your Low Budget Movie by Christopher Kenworthy (Author)
3. Master Shots Vol 1, 2nd edition. Published by Michael Wiese Productions
4. Learning to Photograph Camera, Equipment, and Basic Photographic Techniques by Cora Banek (Author), Georg Banek (Author)
5. Volume 1 ISBN10 1937538206 | ISBN13 9781937538200
6. Distributed by O'Reilly Media.
7. Point and Shoot Digital Photography Basics for Beginners and Amateurs Master your DSLR in 21 Days by Michael Hansen (Author)
8. Kindle Edition VM Publishers
9. Directing the Camera How Professional Directors Use a Moving Camera to Energize Their Films Paperback by Gil Bettman (Author)
10. Published by Michael Wiese Productions : ISBN9781615931668(PBK)



CONCEPT DEVELOPMENT THROUGH STORYBOARD

Credits : 03

Subject Code : MA18203

Semester: II

No. of lecture hours: 45

Objective: To create and develop advanced contents and evolved narrative ideas through heightened conceptual process. This includes visual perception and interpretation, creative thinking, story development.

Course Outcome:

CO 1.Identify, list & memorize basic story of idea & organize ideas into concepts.

CO 2.Explains, differentiates & distinguish about narrative structure & Case study of Animation Films.

CO 3.Define & explain the Visual elements in concept development.

CO 4.Demonstrate, distinguish & explain about Illustration, Perspective & Composition.

CO 5.Difine,Classify & explains, the Framing, Movement and Meaning

UNIT - I

Total no. of hours 9

Basic story of idea

2 hrs

organizing ideas into concepts

2 hrs

developing idea into treatment

2 hrs

Script and scene breakdown

3 hrs

UNIT - II

Total no. of hours 9

Narrative structure beginning middle end

2 hrs

characters and characterization

1 hrs

Case study of Animation Films

2 hrs

Avatar, Madagascar

2 hrs

Tangled, Wall-E, Spirit & Lion King

2 hrs

UNIT - III

Total no. of hours 9

Visual elements in concept development

2 hrs

Miseen Scene Character movement

2 hrs

Setting, Props

2 hrs

costume, makeup, lighting

3 hrs

UNIT - IV

Total no. of hours 9

Visual Thinking

2 hrs

Visual story telling

2 hrs

Illustration

1 hrs

Perspective

2 hrs

Composition

2 hrs

UNIT - V

Total no. of hours 9

Framing, Movement and Meaning Closed Frame

3 hrs

Open Frame, Rule of thirds

3 hrs

Head room, Lead room

3 hrs

SUGGESTED READING:

1. Wendy Tumminello, (2005),Exploring Story boarding, Thomson Delmar Learning, New York

2. Boardwell K and Thomson K (1990) Film Art An Introduction, McGraw Hill Publishing Company, New York



WEB DESIGN

Credits : 04

Subject Code : MA18204

Semester :II

No. of lecture hours: 60

Objective: To identify basic web design concepts and customize the Dreamweaver interface, build a website, design web pages, create reusable site assets, work with different types of links, upload a website.

Course Outcome:

CO 1. Define & identify the user interface for web design.

CO 2. Explain basic tags & advanced tags, elements, heading, line forms, images, tables, formats, frame settings etc.

CO 3. Design front page, layout design, background etc. using Photoshop.

CO 4. Design banners, animation, tweening types, button creation, linking text types etc. using Flash.

CO 5. Develop the technical skills to create the site with link page, image importing HTML conversion.

UNIT – I INTRODUCTION

12 Hrs

Definition Introduction to Web Design Graphical User Interface

4 hrs

Basic Size, Intro to A. The Internet, the Web, and HTML

4 hrs

B. Browsers C. Knowing Web Standards D. Hexadecimal

4 hrs

UNIT – II HTML

12 Hrs

Basic Tags & Advanced Tags Elements Headings Paragraphs

4 hrs

Links Forms Images Table Formats List Items

4 hrs

Frame Setting Text Styles Alignments

4 hrs

UNIT – III PHOTOSHOP

12 Hrs

Designing Front Page, Backgrounds, Banners Creating Icons

4 hrs

Slicing Button Creation Layout Design

4 hrs

File type Conversion (JPG, Gif, Tiff & etc..) Basic Fonts

4 hrs

UNIT – IV FLASH

12 Hrs

Banners Designing, Designing Animation Frame by Frame, Tweening types

4 hrs

Object Conversions Button, Graphic, Movie Clip Button Creation

4 hrs

Controlling Buttons Linking Text Types Static, Dynamic, Input

File Formats used for web. Sound Forge Adding Sound Clips.

4 hrs

UNIT – V DREAMWEAVER

12 Hrs

Understand and develop technical skills to develop the site with links

4 hrs

Page Properties Table & Column Properties Slicing Rollovers

Image Importing HTML Conversion Style Sheet Site Conversion

4 hrs

Links Form Designing Creating forms Site Conversion

Demonstrate the planning and creation of interactive images

Add images to portfolio, slices, layers, frames, and behaviors

Produce a useable, effective website

4 hrs

SUGGESTED READING:

HTML Black Book, by Steven Holzner, Coriolis Group Books.

1. Adobe Dreamweaver CS5 Digital Classroom, by Jeremy Osborn, AGI Creative Team, Greg Heald, Published by John Wiley & Sons, Inc.



INTRO TO ANIMATION PRACTICALS

Credits : 02
Subject Code : MA18205

Semester: II
No. of practical hours: 60

Objective: To learn the basic concepts of animation as an art. To produce exercises as well as a final project in animation using Flash. With understand the basic animation techniques and concepts covered in the films and projects viewed in class.

Course Outcome: Students will develop an understanding of the tools used for creating two dimensional (2D) Graphics and Animation. To facilitate the students to design 2D Graphics, 2D characters modeling and Animation. And make them to create a project presentation.

Understanding Classical Animation	3 hrs
Doing Cell Animation	2 hrs
Understanding the Light Board	4 hrs
Designing the Layout	2 hrs
Preparing the Rough Sketch for Animation	4 hrs
Drawing Key Poses for Animation	2 hrs
Shade and Color Filling.	4 hrs
Doing Animation Human Walk	2 hrs
Doing Animation Animal Walk	4 hrs
Introduction to Flash	2 hrs
Using motion tweening to create Animation	3 hrs
Using shape tweening to create Animation	2 hrs
Creating masking effects	3 hrs
Frame by Frame Animation	2 hrs
Page Falling, Page Turning, Page Rolling Animation	2 hrs
Using the frame by frame Animation	3 hrs
Creating a movie clip	2 hrs
Introducing action script	2 hrs
Characters Drawings	3 hrs
Backdrop	2 hrs
Tracing	2 hrs
Props	3 hrs
Creating Site in Flash	2 hrs



CAMERA TECHNIQUES PRACTICALS

Credits : 01
Subject Code : MA18206

Semester :II
No. of practical hours: 30

Objective: This Course aims to introduce students to the basic terminologies of Camera, its working principles, and understanding of different shots along with editing techniques.

Course Outcome: Students will develop complete digital imaging workflow that includes capture, post processing, ethical considerations of digital techniques based on genre and asset management techniques from image capture to image archive.

Operating Still and Video Camera	6 hrs
Picture composition	3 hrs
Recording still and moving image	5 hrs
Shooting simples shots, complex shots and developing shots	6 hrs
Tilt and pan exercise	4 hrs
Designing three point lighting	6 hrs



CONCEPT DEVELOPMENT THROUGH STORYBOARD PRACTICALS

Credits : 02
Subject Code : MA18207

Semester: II
No. of practical hours: 60

Objective: This Course aims to introduce students to learn basics of digital and manual methods using different camera shots including scripts and pictorial forms.

Course Outcome: Students will be able to apply different methods to create storyboards using digital and manual methods, camera shots, script converts in pictorial format.

1. Narrative structure.	5 hrs
2. Story line.	5 hrs
3. Visualization and rhythm.	6 hrs
4. Illustration.	8 hrs
5. Shot composition.	6 hrs
6. Perspective.	5 hrs
7. Story board for ad film.	5 hrs
8. Story board for public service message.	10 hrs
9. Story board for short film.	10 hrs



WEB DESIGNING PRACTICALS

Credits : 02
Subject Code : MA18208

Semester: II
No. of practical hours: 60

Objective: To understand the importance of the web as a medium of communication. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture. Become familiar with graphic design principles that relate to web design and learn how to implement these theories into practice.

Course Outcome: Students will develop fundamental computer theory to basic programming techniques. Create and manipulate web media objects using editing software. And combine multiple web technologies to create advanced web components.

Adobe Photoshop For Web

10 Hr

Basics of Web Page Design in Photoshop Designing Web Pages with Photoshop Important Tips for Naming Files Image Size 5 hrs
Web File Formats in Photoshop Color on the Web in Photoshop Layer Styles in Photoshop Styles Palette Creating Animations in Photoshop Tween 5 hrs

DREAMWEAVER For Web

40 Hrs

Planning Your Site Site Structure Introducing Dreamweaver Start Page The Interface Document Views Working with HTML in Dreamweaver HTML Fundamentals Code Reference Hand Coding in Dreamweaver Adding Text in Dreamweaver Inserting vs. Importing Text Character and Paragraph Formatting Creating Lists 15 hrs
Inserting Special Characters Finding and Replacing Checking Spelling Introduction Cascading Style Sheets in Dreamweaver Content vs. Presentation Adding Text and images Creating Links Building Tables Frames and Framesets 10 hrs
Site Management Positioning Page Content in Dreamweaver Building Forms in Dreamweaver Inserting Form Objects Check Boxes Radio Buttons/Groups/Lists/Menu Image and File Fields Inserting Buttons Field sets and Legends 15 hrs

Flash For Web

10 Hrs

Creating Flash Strips for Ads in Web site. 2 hrs
Keeping Videos in Flash Player for Web Creating Menus in Flash for Web Site 2 hrs
Flash Animation for Ads in the web page. 6 hrs



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
THIRD SEMESTER
ACADEMIC YEAR 2022-23 OF 2021-24 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	G18AD1-T	Inter-Disciplinary Generic Elective (Creative Arts) (ID)	2	3	40	60	100	2
2	I	MA18301	Introduction to MAYA (Core-6)	3	3	40	60	100	3
3	II	MA18302	Narrative Techniques (SEC-3)	3	3	40	60	100	3
4	II	MA18303	Media Education (GE-2)	2	3	40	60	100	2
PRACTICALS									
5	II	G18AD1-P	Inter-Disciplinary Generic Elective (Creative Arts) (ID)	2	3	40	60	100	1
6	II	MA18304	Introduction to MAYA {Modeling & Texturing} (Core-6)	3	3	40	60	100	2
7	II	MA18305	Introduction to MAYA {Animation & Rigging} (Core-6)	3	3	40	60	100	2
8	II	MA18306	Introduction to MAYA {Dynamics} (Core-6)	3	3	40	60	100	2
9	II	MA18307	Introduction to MAYA {Lighting & Rendering} (Core-6)	3	3	40	60	100	2
10	II	MA18308	Figure Drawing (SEC-4)	3	3	40	60	100	2
11	II	MA18309	Flash Scripting (SEC-5)	3	3	40	60	100	2
Total				30	-	440	660	1100	23

*Ability Enhancement Compulsory Course (AECC)

* Skill Enhancement Course (SEC)

* Generic Elective (GE)

* Inter-Departmental/Inter-Disciplinary (ID)



**GENERIC ELECTIVE
(INTER-DEPARTMENTAL/INTER-DISCIPLINARY)**

UG COURSES

S. No.	Department	Subject
1.	Chemical Technology	Solar Processing Technologies
2.	Agri. Science & Rural Development	Fundamentals of Horticulture/ Principles of Organic Farming
3.	Biotechnology	Medical Lab Technology
4.	Food Technology	Food Processing & Quality Control
5.	Mathematics	Quantitative Aptitude
6.	Statistics	Data Analysis
7.	Multimedia & Animation	Creative Arts
8.	Computer Science & Engg.	PC Operating Systems
9.	Computer Systems & Engg.	PC Hardware and Software Installation
10.	Computer Data Science & Data Analytics Engg.	Python Programming
11.	Electronics Technology	Repair and Maintenance of Home Appliances
12.	Commerce (Honors)	Taxation
13.	Commerce (Advertising, Sales Promotion & and Sales Management)	Marketing Management
14.	Commerce (General)	Banking
15.	Commerce (Computers & IAF)	Accounting
16.	B.B.A.	Principles of Management
17.	Mass Communication	Photography
18.	Mass Communication	Film Appreciation
19.	English	Communication Skills
20.	English	Career Skills
21.	Psychology	Psychology for Living



CREATIVE ARTS
(GE Inter-Departmental/Inter-Disciplinary)

Credits : 2
Subject Code : G18AD1-T

Semester: III
No. of lecture hours : 30

Objectives:

- To gain knowledge that will demonstrate a facility in design theory as the foundation for further growth in specific media.
- To use any media to communicate their interpretation of a subject through the concept of art.

Course Outcome:**CO1.** Recognize the principles of Visual Design**CO2.** Tell the importance of visual language in daily life.**CO3.** Apply, organize, sketch & paint using the elements of visual language of Dots, Lines, and Shapes, Forms, Contour & texture.**CO4.** Analyze, distinguish identify the figurative reading of picturesque relationship among elements like perception, verbalization & creativity.**CO5.** Compare visual building by exaggeration, distortion, stylization & abstraction.**UNIT – I**

Introduction to Art & What is Art application of art

Different media of arts

Relation between art and society

6 hrs

2 hrs

2 hrs

2 hrs

UNIT – II

Importance of visual language in daily life

Understanding of visual language

Art Works of Raja Ravi Varma, M.F Hussein, Picasso, Leonardo da Vinci

6 hrs

2 hrs

2 hrs

2 hrs

UNIT - III

Elements of Visual language

Importance of Dot, lines, shapes

Forms, contour, texture, Size & perspective drawing painting

6 hrs

2 hrs

2 hrs

2 hrs

UNIT – IV

Working with pencil, color pencils

Water color, poster colors, charcoal

Oil Pastels, Oil Paints, Acrylic Paints and Dry Pastels

6 hrs

2 hrs

2 hrs

2 hrs

UNIT –V

Painting idioms include Body painting, Illustration

Landscape, Portrait, Still life

Identifying works of art and the Style

6 hrs

2 hrs

2 hrs

2 hrs

SUGGESTED READING:

1. Asa Berger, Arthur. 2009. **Seeing is Believing**. California: Mayfield.
2. Vyas, H. Kumar. 2009. **Design and Environment**. Ahmadabad: National Institute of Design.
3. Gill, Robert W. 2011. **Rendering with Pen and Ink**. London: Thames & Hudson.



INTRODUCTION TO MAYA

Credits : 03
Subject Code : MA18301

Semester : III
No. of lecture hours : 45

Objective: To teach users the commands and tools for Autodesk Maya. After completing this Course users will have sound knowledge on user interface of Maya and other modules.

Course Outcome:

CO1. Identify Maya user interface.

CO2. Analyze the Animation & Rigging module of Maya interface & identify the different tools & settings, to animate characters & props etc.

CO3. Analyze the Modeling & texturing module of Maya interface & identify the different tools & settings, to do character modeling, props & set modeling etc.

CO4. Analyze the Lighting & Rendering module of Maya interface & identify the different tools & settings, to create a realistic environment & quality output.

CO5. Analyze Dynamics a module in Maya interface & identify the different tools & settings, to create VFX, special effects etc to the scene

UNIT – I

9 hrs

- | | | |
|---|-------|------|
| a) Introduction to MAYA Interface | | |
| b) Software and Hardware Requirement | a & b | 2 hr |
| c) Understanding about View Ports | | |
| d) Tool bar & Menu bar | c & d | 3 hr |
| e) Layers, Shortcut Keys, Understanding Primitive objects | | 2 hr |
| f) Channel Box & Hot Box | | |
| g) Channel Attributes & Outline Editor | f & g | 2 hr |

UNIT - II

9 hrs

Animation

- | | |
|--|-------|
| Introduction to Animation in MAYA & Time Codes | 1 hrs |
| Principles of animation (squash and stretch, timing....etc) | 2 hrs |
| Doing Object animation & Understanding the Behavior of Shapes of Objects | 1 hrs |
| Making play blasts Working with Animation Curves Graph Editor | 1 hrs |
| Time Line Shortcuts, Camera Animation & Setting Resolution Gates. | 1 hrs |

Rigging

- | | |
|--|-------|
| Knowing Deformers and there functionality (Linear & Non Linear Deformers) | 1 hrs |
| Knowing Constraints (Point, Orient, Scale, Parent, Pole Vector, Aim...) | 1 hrs |
| Introduction to Joints difference between Local Axis and World Axis for Joints | 1 hrs |

UNIT - III

9 hrs

Modeling

- | | | |
|--|-------|-------|
| a) Introduction to modeling with Primitive objects NURBS & polygon tools | | |
| b) Organic and Industrial designs | a & b | 2 hrs |
| c) Editing Nurbs & Polygons | | 1 hrs |
| d) Learning Menus in Surfaces and Polygons Tabs & Shortcut. | | 2 hrs |



Texturing

- | | | |
|--|-------|-------|
| a) Introduction to Materials & Understanding Materials & Behavior | | |
| b) Understanding UV Texture Editor & Applying Single Color to object | a & b | 2 hrs |
| c) Hyper shade Understanding different types of Maps | | |
| d) Understanding UV mapping & UV manipulation | c & d | 1 hrs |
| e) Editing texture in Photoshop UV snap shot | | |
| f) Applying materials and textures to models and props Shortcuts | e & f | 1 hrs |

UNIT - IV

9 hrs

Lighting

- | | | |
|---|-------|-------|
| a) Understanding Color Theory & Introduction to lighting | | |
| b) Importance of light in Animation | a & b | 2 hrs |
| c) Basic Lighting Concepts types of lights | | 1 hrs |
| d) Change the color of the light, light attributes, rendering | | 2 hrs |

Rendering

- | | | |
|---|-------|-------|
| a) Introduction to rendering & Knowing Renderers | | |
| b) Software Rendering & Hardware Rendering | a & b | 1 hrs |
| c) Vector Rendering & Mental Ray Rendering | | 2 hrs |
| d) Selecting a Render Type & Interactive Photorealistic Rendering (IPR) | | |
| e) Batch Rendering, Working with the Options in Render setting. | d & f | 1 hrs |

UNIT - V

9 hrs

Dynamics

- | | | |
|---|-------|-------|
| a) Introduction to Particles & Crating Particles & Emitter, | | |
| b) Knowing Different types of Particle, particle object | a & b | 2 hrs |
| c) Knowing about Hardware rendering Particles & Software Rendering Particles | | |
| d) Particle collisions, Emit from Object, Goals | c & d | 2 hrs |
| e) Understanding the Physics of Dynamics, Knowing Fields, Understanding Dynamics | | |
| f) Constrains Knowing Soft Body & Rigged Bodies, Emitting From Object | e & d | 2 hrs |
| g) Understanding Fields, Setting Particle Life Span and Setting Color for Particles | | 2 hrs |
| h) Understanding Basic Particle Attributes. | | 1 hrs |

SUGGESTED READING:

1. George Maestri. 2016. **Digital Character Animation**. 2 and 3 editions. Author New Riders.
2. Richard Williams. 2013. **The Animator's Survival Kit**. Focal Press.
3. Tereza Flaxman. **Maya 2015 Character Modeling and Animation**. Focal Press.
4. ADariush Derakhshani. **Introducing Autodesk Maya 2016**. Paperback
5. Paperback. **The Art of Maya An Introduction to 3D Computer Graphics**. Autodesk Maya Press



NARRATIVE TECHNIQUES

Credits : 03

Subject Code : MA18302

Semester: III

No. of lecture hours : 45

Objective: To develop the skills in writing, as well as examples of the literary techniques relevant to style, plot, and perspective/point of view.

Course Outcome:

CO1. Recognize narrative elements & elements of script format.

CO2. Explain the content, plane of discourse, point of View etc.

CO3. Identify narrative functions & means of expression on plane of discourse & event.

CO4. Differentiate narrative fiction and documentary, narrative approach image and sound.

CO5. Appraise the narrative efficiency & richness with the use of metonymy & metaphor.

UNIT - I

09 hrs

Narrative Elements Story Plot

3 hrs

Differences between story and plot

3 hrs

Diegesis Diegetic Elements and Non diegetic Elements

2 hrs

Elements of Script Format

1 hrs

UNIT - II

09 hrs

Content and form Plane of Events,

3 hrs

Plane of discourse Point of View

3 hrs

Presence or absence of the story teller omniscient point of view

character related point of view neutrally observing point of view.

3 hrs

UNIT - III

09 hrs

Narrative Functions realist functions dramatic function

Thematic function lyrical function

3 hrs

Means of expression on the plane of event (what we see and hear)

3 hrs

means of expression on the plane of discourse (how we see and hear)

3 hrs

UNIT - IV

09 hrs

Audio Visual Narrative Fiction and Documentary

3 hrs

The difference between Fiction and Documentary

3 hrs

The Narrative Approach Image and Sound

3 hrs

UNIT - V

09 hrs

Narrative efficiency the use of metonymy

3 hrs

Narrative richness the use of metaphor

3 hrs

Film Space Screen geography Spatial relations

2 hrs

Time The story time and narrative time.

1 hrs

SUGGESTED READING:

1. Bob Foss. 2012. **Narrative and Structural Techniques.** Silman James Press. Beverly Hills.
2. Boardwell K and Thomson K. 2010. **Film Art an Introduction.** New York: McGraw Hill Publishing Company



MEDIA EDUCATION

Credits : 2
Subject Code : MA18303

Semester: III
No. of lecture hours : 30

Objectives:

- To arouse students' awareness of the role mass media play in their lives and society.
- To develop students' critical analytical ability to deconstruct media messages.
- To cultivate the skill of creative expression.

Course Outcome:

- CO1.** Describe Media, new media literacy, media message.
CO2. Recognize community, society, democracy and their role in media.
CO3. Generalize the thinking about behavior & consequences in media.
CO4. Analyze the thinking about the health issues (tobacco, alcohol & drugs) portrayed by media.
CO5. Develop teaching methodologies of project based learning as projected by media.

UNIT – I

What is new media literacy? Why integrate media?	6 hrs 2 hrs
How to develop parent and community awareness?	1 hr
What is this thing called media?	1 hr
What is a media Message, and what is media Literacy?	2 hrs

UNIT - II

Thinking about community Society and Democracy What is a community?	6 hrs 2 hrs
What is a Society? What is a Democracy?	1 hr
The role of Media Thinking about the power of images Have you seen me?	2 hrs
The “Perfect “look What is normal, and Target audiences	1 hr

UNIT - III

Thinking about behavior and consequences Violence in Television and Movies language in media messages	6 hrs Inappropriate 6 hrs
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UNIT – IV

Thinking about health issues Tobacco use as portrayed by media	6 hrs 1 hr
Alcohol use as portrayed by Media Drug use as portrayed by media.	1 hr
Looking at health through the eyes of Media.	1 hr
Thinking about real people What is a celebrity?	1 hr
What is a Hero? What is a leader?	1 hr

UNIT - V

Media projects teaching methodologies of project based learning	6 hrs 4 hrs
Creating media messages Sample media project descriptions	2 hrs



SUGGESTED READING:

1. Elana Yonah Rosen et.al. 2008. **Changing the World through Media Education**. Colorado: Fulcrum Foundation
2. Pat Brereton. 2011. **Continuum Guide to Media Education**. London.
3. Jacob Scrampickal & Leela Joseph. 2010. **Teaching Media Education Devorsons**. New Delhi.
4. Arthur Asa Berger. 2015. **Media Analysis Techniques** Sage Publications. New Delhi.
5. Len Masterman. 2010. **Teaching the Media**. London: Comedia Publishing Group.



**CREATIVE ARTS
PRACTICALS
(GE Inter-Departmental/Inter-Disciplinary)**

Credits : 1

Subject Code : G18AD1-P

Semester: III

No. of practical hours: 30

Objective: To understand the importance of art and learn the concept of layout, color theory, drawing, and painting along with composition imitating the real world.

Course Outcome: Students will be able to apply different methods to create, composition, sketching, painting, Nature study, still life and using different mediums.

STILL LIFE DRAWING

Composition & Sketching	1 hr
Texture & Material	1 hr
Light, shadow and highlights	1 hr
Drawing pencils & Color pencils	1 hr
Glasses, books, vases, flowers, plants, and rocks	1 hr

NATURE STUDY

Sketching & Shading	1 hr
Draw the shape of natural objects like trees, flowers.	1 hr
Composition and perspective	1 hr
Working with pencil, water color, charcoal, oil pastels and acrylic paints.	2 hrs
Draw the shape of natural objects like trees, flowers.	1 hr

MEMORY DRAWING

Composition	1 hr
Imagination Drawing	1 hr
Illustration based on imaginary concepts	2 hrs
Experimenting with dot, lines, shapes, forms, contour, texture, size perspective	1 hr

STILL LIFE PAINTING

Composition & Sketching	1 hr
Texture, material, Light, shadow and highlights	2 hrs
Drawing pencils & Color pencils	1 hr
Glasses, books, vases, flowers, plants, and rocks.	2 hrs



NATURE PAINTING

Sketching & Shading	1 hr
Draw the shape of natural objects like trees, flowers.	1 hr
Composition and perspective	1 hr
Working with pencil, water color, charcoal, oil pastels and acrylic paints.	1 hr

MEMORY PAINTING

Composition	1 hr
Imagination	1 hr
Illustration based on imaginary concepts	1 hr
Experimenting with dot, lines, shapes, forms, contour, texture, size perspective	1 hr



INTRODUCTION TO MAYA (ANIMATION & RIGGING) PRACTICALS

Credits : 2

Subject Code : MA18304

Semester : III

No. of practical hours : 60

Objectives:

- To present the fundamentals of animating in a 3D environment.
- To explore the principles used in traditional cartoon animation, and how they affect modern digital animation techniques used in current industries.

Course Outcome: Students will integrate the concepts of principles of animation, by doing bouncing ball animation, polygon-primitives animation, path animation, animation using set driven keys, and understand the concept of rigging by giving joint setup, binding skin, and adds controls for characters and props. Creates IK and FK controls.

Understanding Maya Key frames & Frame Rates	2 hrs
Pendulum Animation	2 hrs
Knowing the Importance of Spacing & Timing	2 hrs
Understanding Graph Editor & Tangents in Graph	2 hrs
Understanding what is rigging	2 hrs
Knowing Set Driven Keys	2 hrs
Types of Rigging	2 hrs
Knowing Non Linear Deformers & Knowing Constraints	2 hrs
Bouncing Ball Animation How Giving Weight to the Object	2 hrs
Editing & Controlling the Graph for Animation	2 hrs
Knowing Animate Menu	2 hrs
Difference between Normal Parent & Parent Constraint	2 hrs
Know the Importance of Group for rigging	2 hrs
Creating Controller's for the object	2 hrs
Adding Attributes for the Controller	2 hrs
Doing Box Walk	3 hrs
Doing Exercises on Spacing and Timing	6 hrs
Follow Through Animation & Knowing Joints	4 hrs
Understand Local & World Orientation's	2 hrs
Knowing IK RP & SC Solver & IK Spine Solver	1 hr
Anticipation Actions for Objects	2 hrs
Follow Through and Over Lapping Action Animation	3 hrs
Setting a Staging through Camera	1 hr
Doing Motion Path Animation & Setting Resolution Gate	1 hr
Doing IK FK Rig for Hand & Leg	3 hrs
Knowing the Skeleton Menu	1 hr
Knowing how to Bind Mesh to Joints	2 hrs
Understanding Skinning	2 hrs
Box Walk with Character Walk Cycle	3 hrs
Antic Action with Character	3 hrs
Doing Rig for Props using Constraints	3 hrs
Doing Follow through Animation with Character	4 hrs



**INTRODUCTION TO MAYA
(MODELING & TEXTURING)
PRACTICALS**

Credits : 2
Subject Code : MA18305

Semester : III
No. of practical hours : 60

Objective: To impart the practical Knowledge about 3D modeling along with Texturing & Shading using Maya.

Course Outcome: Students will be able to apply different methods to create, render, and present professional quality of 3D models with pleasing textures on them.

**MODELING
MODELING WITH NURBS**

Creating NURBS curves & Understanding Creating primitive objects, CV Curve & EP Curve.	2 hrs
NURBS basics (control vertices, curves (Isoparms), Hulls & Patches) Tools to Edit Curve.	2 hrs
Creating Surfaces with Curves. Moving Objects in the 3D Space Channel Box and Manipulators	2 hrs
Knowing Options Revolve, Loft, Extrude, Birla (Biral 1, Biral 2, Biral3). Layouts, Saved Layouts	4 hrs
Editing NURBS Surfaces using Edit Nurbs Menu. Grouping and Parenting. Trimming ,Attach & Detach Surfaces, Booleans Insert Isoparms,Stitching. The Sculpt Geometry Tool	2 hrs
Modeling with NURBS Surfaces. Objects Modeling with Loft, Revolve, Extrude & Brail. About Nurbs (Nonuniform rational Bspline)	2 hrs
Creating Bottles, Lids, bulbs, fans, pots, glass, etc., Creating Curve and Surfaces ,Attaching and closing Surfaces	2 hrs



MODELING WITH POLYGONS

Polygon Basics, About polygons, Create and reshape polygons, Knowing, Mesh Menu. 2hrs.	1 hr
Edit Polygons Menu. Combining, separating, and splitting, Booleans, Create Polygon, insert Edge Loop, Make Hole, Fill Hole, Extrude, Bridge, Slide edge Tool, Sculpt Geometry Tool etc,	1 hr
Reflections, rotations, and scaling (using animation software tools) Splitting polygons	1 hr
Modeling Props & sets	3 hrs
Small Vehicle, Objects, low polygon modules	4 hrs
Animals Modeling(dinosaur, fish , crow)	4 hrs

TEXTURING

Surfacing Enhancing Form through Texture	2 hrs
Applying texture to Basic Primitives.	1 hr
Materials, Textures & their properties	2 hrs
Introduction to UV Texture Editor	1 hr
Introduction to Hypershade	1 hr
Knowing the types of materials in hydersshade	1 hr
Visualize how UV coordinates from a 3D model relate to assign 2D Texture map.	1 hr
UV mapping & UV manipulation.	3 hrs
Hyper shade & Hyper shade Operations to apply wood, rock, ice, and more.	2 hrs
Unwrapped and stitched together in Photoshop.	4 hrs
Unwrapping & Texturing Ball (Tennis Ball, Foot ball, Volley Ball, Cricket Ball).	6 hrs
Editing texture in Photoshop & Unwrapping & Texturing Sets, Props.	6 hrs



INTRODUCTION TO MAYA (DYNAMICS) PRACTICALS

Credits : 2

Subject Code : MA18306

Semester : III

No. of practical hours : 60

Objective: From this course students learn skills to develop physics based simulations such as creating realistic particle effects, Soft/Rigid body simulations and movie related title effects with concepts behind it.

Course Outcome: Students will develop the techniques and skills required to achieve the fluid and physical simulations which are more close to natural behaviors and implement them in their works.

Creating Particle.	3 hrs
Creating Emitter.	3 hrs
Using Particle Life Span.	3 hrs
Coloring the Particles.	3 hrs
Using Software & Hardware Render Particles.	3 hrs
Using different types of Fields.	
Air, Drag, Gravity, Radial.	4 hrs
Vortex, Newton, Uniform, Turbulence.	4 hrs
Using Goal & Controlling Goal Attributes.	4 hrs
Making Colliding Objects and Controlling the Collide.	4 hrs
Using Sprite Wizard.	3 hrs
Using Selected as Emitter.	3 hrs
Effects Using Soft and Rigid bodies	3 hrs
Creating Active Rigid Bodies & Passive Rigid Bodies.	3 hrs
Using different types of Constraints in effects	
Creating Nail Constraint.	4 hrs
Creating Pin Constraint.	3 hrs
Creating Hinge Constraint.	3 hrs
Creating Spring Constraint.	3 hrs
Creating Soft Body & Creating Springs.	4 hrs



**INTRODUCTION TO MAYA
(LIGHTING & RENDERING)
PRACTICALS**

Credits : 2
Subject Code : MA18307

Semester: III
No. of practical hours: 60

Objective: To impart the knowledge to illuminate the scene to produce a good quality as well as a pleasing picture with good camera sense.

Course Outcome: Students will be able to assess the production reality & to implement various methods to replicate natural lighting.

Type of lights usage of each, techniques for each	3 hrs
Explaining the different types of lighting, Light attributes	2 hrs
What you're adjusting and why show manipulators	
Basic 3 point lighting Theory. Basic 5 Point Lighting Theory.	3 hrs
Directional light, Ambient light, Spot light	2 hrs
Depth map shadows, Basic Lighting	4 hrs
Concepts Maya Lights, Intensity Curves	2 hrs
Adding Shadows, Lighting Effects New linking to Objects (and sets)	3 hrs
Tips for Using and Animating Lights	2 hrs
Change the color of the light being cast	3 hrs
Intensity & Decay Rate, How intense the light is being cast .	2 hrs
Illuminates by default, Light Fog, Cone Angle	4 hrs
Enables and disables the casting of light from this object	2 hrs
Adjust how wide or narrow the cone angle is for the spotlight.	3 hrs
Penumbra Angle, Reason for light linking	
matching live footage lighting	2 hrs
Increases or decreases the size of the penumbra.	3 hrs
The rate of decay from the cone angle to the penumbra angle	2 hrs
Rendering objects & Types of Rendering.	3 hrs
Using IPR Rendering, Software Rendering and Vector Rendering.	3 hrs
Using Mental Ray Rendering.	2 hrs
Getting the Reflection in Rendering.	3 hrs
Playing Values in Rendering Global Setting.	2 hrs
Rendering a Complete Scene.	3 hrs



FIGURE DRAWING PRACTICALS

Credits : 2
Subject Code : MA18308

Semester : III
No. of practical hours : 60

Objective: This course provide the right balance between technical and artistic skills. They also learn techniques and develop the skills like proper anatomy of figure, proportions, with right gestures.

Course Outcome: Students will develop ability to create the illusion of depth on their picture plan using 1 or 2 point linear perspective or using the 5 techniques of depth: overlapping, placement, detail, contrast, and size. And use the techniques of depth to create a game in gamester mechanic at the end of the course

Intro to the figure. The skeleton complexity into simplicity / bones into boxes	2 hrs
Gesture Drawing Quick sketches	4 hrs
Proportion	4 hrs
Head/Skull	4 hrs
Shoulder Girdle	4 hrs
Muscles of the trunk	4 hrs
Muscles of the arms and legs	4 hrs
2 Facial muscles	4 hrs
Anatomy Drawing Due, Color	4 hrs
Two Figure long pose	4 hrs
Draped Figures	4 hrs
Perspective	4 hrs
Hands and feet	6 hrs
Head and face expression.	8 hrs



FLASH SCRIPTING PRACTICALS

Credits : 2
Subject Code : MA18309

Semester : III
No. of practical hours : 60

Objective: To understand about Action Script and its classes. Also develops knowledge related to interactive application, game development, flash websites and scripting based animation.

Course Outcome: Students will have ability to create their own products related to flash games , 2D Animation and web design.

Variables and Data Types	3 hrs
Adding Buttons Functionality	3 hrs
Working With Dynamic Text Fields	3 hrs
Creating Event Handlers	3 hrs
Working with Conditionals Scripts	5 hrs
Navigating to Web Pages	3 hrs
Creating Feathered Masks	3 hrs
Dynamically Loading Videos	3 hrs
Designing a Small Game	6 hrs
Creating Motions	3 hrs
Dynamic & Input Text	3 hrs
Duplicating the Movie Clip Randomly	3 hrs
Loading the Images Dynamically	3 hrs
Creating Functions	4 hrs
Dynamic Loading Bar	3 hrs
Tracing Games and Changing Color with the change of time	5 hrs
Advanced Interactivity	4 hrs



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
FOURTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2021-24 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	ES18001	Environmental Studies & Gender Sensitization (3) (AECC-5)	3	3	40	60	100	3
2	II	MA18401	Video Editing (Premier & Sound Forge) (Core-7)	3	3	40	60	100	3
3	II	MA19402	Advanced MAYA (Core-8)	3	3	40	60	100	3
4	II	MA18403	Visual Aesthetics and Analysis (GE-3)	2	3	40	60	100	2
PRACTICALS									
5	II	MA18404	Video Editing (Premier & Sound Forge) (Core-7)	3	3	40	60	100	2
6	II	MA18405	Advanced MAYA {Animation & Rigging} (Core-8)	3	3	40	60	100	2
7	II	MA18406	Advanced MAYA {Lighting & Rendering} (Core-8)	3	3	40	60	100	2
8	II	MA18407	Advanced MAYA {Modeling} (Core-8)	3	3	40	60	100	2
9	II	MA18408	Advanced MAYA {Texturing} (Core-8)	3	3	40	60	100	2
10	II	MA18409	Advanced MAYA {Dynamics} (Core-8)	3	3	40	60	100	2
Total				29	-	400	600	1000	23

*Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)

* Skill Enhancement Course (SEC)



ENVIRONMENTAL STUDIES & GENDER SENSITIZATION

Credits : 3

Subject Code : ES18201

Semester : IV

No. of lecture hours: 45

Objectives:

- To understand the importance of ecological balance for Sustainable Development
- To understand the impacts of developmental activities and mitigation measures
- To understand the environmental policies and regulations.
- To develop students sensibility with regard to issues of gender in contemporary India
- To provide a perspective on the socialization of men and women
- To expose the students to debate on the politics and economic works and on gender violence

Course Outcome:

CO1. Understand the importance of Environmental education, conservation of natural resources & Understand the importance of ecosystems and biodiversity.

CO2. Understand the pollution problems and Apply the environmental science knowledge on solid waste management, disaster management.

CO3. Apply the environmental science knowledge to Improve the resources and Evaluate and understand the sustainable environmental conditions and control methods.

CO4. Identify the interactions and intersections of identities (e.g., gender, race, ethnicity, class, sexuality, and so on) and assess the ways in which they contribute to instances of privilege and power dynamics across cultures, space, and time. And their problems.

CO5. Understand the gender problems and ways of addressing them, including interactions across local to global scales in communities and overcome inequalities with legislations.

UNIT- I

9hrs

Natural Resources, Ecosystems, & Biodiversity

- Definition, Scope and importance of environmental studies. Need for public awareness.
- Renewable & Non Renewable resources, Brief account on Forests, Water, Minerals and Energy (Solar, Wind, and Geo-thermal & Bio-energy).
- Definition of Ecosystem, Structure and functions—food chains, food webs, ecological pyramids, producers, consumers and decomposers.
- Energy flow and example ecosystems--- Forest, Desert, Aquatic ecosystems.
- Definition of Biodiversity, types (Genetic, Species, Ecosystem), India- mega diversity Nation.
- Hotspots, Threats to biodiversity, Conservation of biodiversity (In-Situ and Ex-Situ).

UNIT-II

9hrs

Environmental Pollution

- Definition of Environmental pollution
- Brief account of causes, effects, prevention and control measures of



- (a) Air pollution
 - (b) Water Pollution
 - (c) Soil pollution
 - (d) Noise pollution
 - (e) Marine Pollution
- Solid Waste Management: Causes, Effects & Control measures of urban and industrial wastes
 - Disaster Management: floods, Earth quakes, and Cyclones.

UNIT-III

9hrs Social

Issues and Environment

- Rain-Water Harvesting, Water-shed Management, and From Unsustainable to Sustainable Development.
 - Global Warming, Ozone depletion, and Acid rains
 - Environmental Legislation: Air Act, Water Act, Environmental Protection Act, Forest Act, Wildlife Act.
 - Environmental & Human Health---- HIV/AIDS
-
- Welfare Programs---- Family, Women & Child Welfare, Population Explosion
 - Role of Information Technology in Environmental Studies.

UNIT-IV

9hrs

Gender Studies

- Why should we study gender issues?
- Socialization- Making women and making men
- Being together as equals-Through the lens of gender
- Missing women: Gender selection and its consequences
- Health issues of Women

UNIT-V

9hrs

Gender & Labour -Gender Violence & Law

- House work : The invisible labour- my mother doesn't work "share the load"
- Sexual harassment – say no eve teasing – the caste based violence –Nirbhaya Act
- Domestic violence - Is home a safe place? - Blaming the victim.-Domestic violence Act
- Forums of justice-Hindu Inheritance Act(2005)

Field Visit for Environmental Studies:

1. Visit to a local Polluted site- Industrial effluent plant/ Polluted Lake/Agricultural Land
2. Visit to any Ecosystem



ESSENTIAL READING (for Gender Sensitization)

1. A. Suneetha, Uma Bhrugubanda, Duggirala Vasanta, Rama Melkote, Vasudha Nagaraj, Asma Rasheed, Gogu Shyamala, Deepa Sreenivas and Susie Tharu. 201. **Towards a World of Equals : A Bilingual Text on Gender**. Hyderabad: Telugu Akademi.

SUGGESTED READING (for Environmental Studies)

1. Rajagopalan R. 2015. **Environmental Studies-from Crisis to Cure**. Third Edition. Chennai: Oxford University Press.
2. Dr D K Asthana and Dr Meera Asthana. 2014. **A Text Book of Environmental Studies** Revised Edition. New Delhi: S. Chand & Company.
3. Anubha Kaushik and C.P. Kaushik Published. 2016. **Perspectives in Environmental Studies**. Fifth Edition. New Delhi: New Age International.

(for Gender Sensitization)

4. Sen Amartya **More Than One Million Women Are Missing**. New York Review of Books 37.20 (20 December 1990). Print. **We Were Making History...Life Stories of Women in the Telangana People's Struggle**. New Delhi: Kali for Women. 1998.
5. Tripti Lahiri. **By the Numbers: Where Indian Women Work**. **Women's Studies Journal** . (14 November 2012). Available online at: <<http://blogs.wsj.com/India/real-time/2012/11/14/by-the-numbers-where-indian-women-work/>>
6. K. Satyanarayana and Susie Tharu. Ed. **Steel Nibs Are Sprouting : New Dalit Writing From South India, Dossier 2: Telugu and Kanada** Code=3732.
7. Vimala. **Vantillu (The Kitchen)**". **Women Writing in India: 600 Bc to the Present. Volume II. The 20th Century**. Ed. Suise Tharu and K.Laltitha. Delhi: Oxford University Press, 1995.599-601.
8. Shatrughna, Veena. **Women's Work and its Impact on Child Health and Nutrition**. Hyderabad: National Institute of Nutrition, Indian Council of Medical Research .1993.



VIDEO EDITING (PREMIER AND SOUND FORGE)

Credits : 3
Subject Code : MA18401

Semester : IV
No. of lecture hours : 45

Objectives:

- To develop learners' skills in, and understanding of, moving image post-production processes. To explore the professional practice of editing, and developing their own technical and creative skills.
- To develop an understanding of how their work can affect the final outcome of a production.

Course Outcome:

CO1. Describe the Historical development of editing.

CO2. Explain stages of editing, selection of shots, assembly & fine cut, principles of continuity editing.

CO3. Create basic transitions like cut, dissolve, fade in, fade out, and intercut, cross cut, jump cut.

CO4. Do the titles and credits using linear, on linear, offline, online editing through final cut pro and avid.

CO5. Do the sound editing using nonlinear editing techniques, capturing & importing footage

UNIT - I	9 hrs
Historical development of editing	1 hrs
Contribution of George Melees' Edwin S porter	2 hrs
D W Griffith	2 hrs
Sergei Eisenstein	2 hrs
Dziga Vertov, Kuleshev experiment	2 hrs
UNIT - II	9 hrs
INTRODUCTION TO EDITING	
Stages of Editing	2 hrs
Selection of Shots	2 hrs
Assembly and fine cut	2 hrs
Principles of continuity editing	3 hrs
UNIT -III	9 hrs
CREATING TRANSITIONS	
Basic transitions	2 hrs
Cut, Dissolve, Fade in, and Fade out	2 hrs
Types of editing	2 hrs
Intercut, Cross cut, Jump cut	3 hrs



UNIT - IV	9 hrs
TITLES AND CREDITS	
Linear editing	2 hrs
Non liner editing	1 hrs
Online editing, offline editing	2 hrs
Introduction to digital video editing systems	2 hrs
Final cut Pro and Avid	2 hrs

UNIT - V	9 hrs
WORKING WITH SOUND	
Non liner editing	1 hrs
Techniques, Capturing	2 hrs
Importing footage	1 hrs
Organizing footage, in bins	2 hrs
Developing sequences and exporting	1 hrs
Video Capture and Import	2 hrs

SUGGESTED READING:

1. Ken Dancynger. 2010. **The Technique of Film and Video Editing Theory and Practice.** Focal Press.
2. Steven Ascher. 2014. **The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age.** Plume Books.



ADVANCED MAYA

Credits : 03
Subject Code : MA19402

Semester : IV
No. of lecture hours: 45

Objectives: To equip students with fundamental knowledge in the creation of 3D scenes with advanced textures, Riggs, pre-visualizing an animation before producing it with skills of physics based simulations such as creating realistic fire effects and finally producing Photo Realistic 3D assets along with digital lighting and Rendering Techniques.

Outcome: Students will be familiar and able to create photorealistic 3D renders by exploring basic composition and aesthetic elements of 3D images and to manipulate basic render settings to optimize the render time. Students will be able to employ industry standard software to create 3D modeling And Character modeling with Integration of concepts of principles of animation to pre-rigged characters and props with concepts of simulations and behaviors of objects to make look more natural to realistic effects.

UNIT –I	9 Hrs
Light Linking Concept, Depth Map Shadows, Ray trace Shadows	2 hrs
Lighting Special effects,	1 hrs
Final Gathering, Different types & techniques in Rendering,	2 hrs
Shadow Techniques (For realism and Optimization).	1 hrs
Shafts of Light, light fog, Occlusion as applies to light glow	1 hrs
Auto exposure as applies to Shader Glow	1 hrs
Multithreaded tile based batch renderer concepts	1 hrs
 UNIT –II	 9 Hrs
Poses for Different Actions.	
Weight for the character in Poses, Timing & Anticipation in Animation	1 hrs
Constraint Animation and group animation	1 hrs
Component Editor, Connection Editor.	1 hrs
Doing Joint Set & IK/FK Rigging for biped character & Quadruped character.	4 hrs
Rigging Vehicles.& props	2 hrs
Skinning & paint weights to the rigged character.	1 hrs
 UNIT –III	 9 Hrs
NURBS	
The Sculpt Geometry Tool.	1 hrs
Still Life Modeling, Props & Vehicles etc.	1 hrs
Set modeling & Patch Modeling Using Biral Tool.	1 hrs
 <i>POLYGONS</i>	
Polygonal modeling tools.	
Boolean operations. Sculpt Tool.	1 hrs
Modeling with Smooth Proxy.	1 hrs
Creating Cartoon Character.	1 hrs
Low poly modeling for Games.	1 hrs



High polygons modeling.	1 hrs
Set Modeling	1 hrs
UNIT –IV	9 Hrs
Completely understanding about the Hyper shade	1 hrs
Creating PSD Network and working with Maps	1 hrs
Understanding completely UV Texture Editor.	1hrs
Importance of Checker Box for Texturing.	1 hrs
Wrapping, Unwrapping, & Texturing the Character, Animals, Vehicles & props etc.	1 hrs
Using Specular Maps, Bump Maps. Apply Alpha Map.	1hrs
Exporting and Importing the Network.	1hrs
Using Photoshop for Texturing.	1hrs
Knowing About 3D Paint Effects, 2D Textures and 3D Textures.	
Stamping Of Face Image for Texturing.	1 hrs
UNIT –V	9 Hrs
What are 2D and 3D Containers? Working With Sprite Wizards	4 hrs
What is Instancer (Replacement)? Discuss about Oceans and Ponds	2 hrs
What are Particle collision events, Per Particle Attributes	2 hrs
What are Soft and Rigid Body	1 hrs

SUGGESTED READING:

1. George Maestri. 2016. **Digital Character Animation**. 2nd and 3rd Editions. Author New Riders.
2. Richard Williams. 2013. **The Animator's Survival Kit**. Focal Press.
3. Tereza Flaxman. **Maya 2015 Character Modeling and Animation**. Focal Press.
4. A Dariush Derakhshani. **Introducing Autodesk Maya 2016**. Paperback
5. Paperback. **The Art of Maya An Introduction to 3D Computer Graphics**. Autodesk Maya Press



VISUAL AESTHETICS AND ANALYSIS

Credits : 2
Subject Code : MA18403

Semester : IV
No. of lecture hours : 30

Objectives:

- To identify key problems in the interpretations of visual and/or written texts and images
- To understanding of materials and how to problem solve through practice and experimentation through the studio research.

Course Outcome:

- CO1.** Define & describes Visual message and meanings different perceptions of visual messages.
CO2. Classify, explain& interpret the Navarrese theories and principles of Art.
CO3. Explain & defend The major art movement in India and in the Western countries.
CO4. Analyze & compare Signs codes, connotations, image, semiotic, syntagmatic and paradigmatic approach.
CO5. Compare, criticize & judge the Gender issues along the Psychoanalytic & Feministic approach.

UNIT - I	6 Hrs
Visual message and meanings different perceptions of visual message	3 hrs
Personal, historical, technical, cultural, Critical perspectives.	3 hrs
UNIT - II	6 Hrs
Basic concepts of aesthetics	2 hrs
Aesthetic Theories functions of art, principals of art	2 hrs
social nature of art Indian aesthetics <i>Nava rasas</i>	2 hrs
UNIT - III	6 Hrs
Introduction to major art movements in India	3 hrs
and the west latest trends in Visual aesthetics	3 hrs
UNIT - IV	6 Hrs
Image analysis semiotic approach media text,	2 hrs
Signs and codes denotation and connotation	2 hrs
Syntagmatic and paradigmatic analyses	2 hrs
UNIT - V	6 Hrs
Psychoanalytic approach	2 hrs
Feminist approach	2 hrs
Gender issues	2 hrs

SUGGESTED READING:

1. Yuri Borev. 2015. **Aesthetics**. Moscow: Progress Publishers.
2. Edith Tomory. **History of Fine Arts in India and the West**. Oxford University press.
3. Gillian Rose. 2010. **Visual Methodologies**. London: Rutledge.
4. Theo Van. 2013. **Handbook of Visual Analysis**. London: Sage publications.



**VIDEO EDITING (PREMIER AND SOUND FORGE)
PRACTICALS**

Credits : 2
Subject Code : MA18404

Semester: IV
No. of practical hours: 60

Objectives:

- To impart practical knowledge about Linear, non-linear editing and how it can be used for film & television editing & post-production.
- To make students familiar with the various kinds and techniques of editing, and some key names associated with the technique of editing.

Course Outcome: Students will able to plan, design, and create digital video projects incorporating graphic and audio elements.

Introduction to Adobe Premiere Working with Timeline	4 hrs
Adding Transitions Adding Sound Clips	4 hrs
Introduction to Editing (Adobe premiere)	4 hrs
Frame rate frame dimension, Windows	4 hrs
Shortcut keys ,Camera Trimming, Title toll	4 hrs
Working with effects ,Freeze frame	4 hrs
Trim to fill, fit to fill ,Nesting effects	4 hrs
Load filer, fade effects, Capturing	4 hrs
Decompose, Chrome key Luma key, Mat key	4 hrs
Precompute clips	4 hrs
Color boors, create tone media	4 hrs
Multi camera Presets	4 hrs
Audio & Video Effects, Transitions	4 hrs
Audio & Video How to create a short film.	4 hrs
Color corrections	4 hrs



**ADVANCED MAYA
(ANIMATION & RIGGING)
PRACTICALS**

Credits : 02
Subject Code: MA18405

Semester: IV
No. of practical hours: 60

Objectives:

- To learn how to pre-visualize an animation before producing it, and then move through a series of basic digital animation techniques to realize the final product.
- To develop animation skills through animating objects and infusing them with human characteristics, including a realistic walk cycle, action studies, and a final acting scene.
- To learn the technique of adding joints to a character using different concepts of rigging.

Outcome: Students will be able to Integrate the concepts of principles of animation to pre-rigged characters and props. Utilize their skills to produce a number of biped, quadruped walks, animates actions like pushing , pulling , throwing , diving , lifting required for 3d Animated films. Students will be able to identify advanced rigging and create contemporary rig for animation .Creates Rig for biped, quadruped characters, winged characters.

Sneaky walk cycle	4 hrs
Knowing the Importance of Line of Arc, weight and Balance.	3 hrs
Keeping Poses for Different Actions.	3 hrs
Understanding the timing and Designing Scene Frames.	3 hrs
Constraint Animation.	3 hrs
Understanding the Jump.	4 hrs
Lifting the Heavy Object.	3 hrs
Pushing Heavy Object.	3 hrs
Pulling Heavy Object.	3 hrs
Understanding Dope Sheet, Trax Editor(Nonlinear Animation Editor).	3 hrs
Action Showing Anticipating and Weight for the Character.	3 hrs
Creating Joint Set for Characters and Hierarchy for the Joints.	3 hrs
Creating IK/FK Rigging for entire character.	3 hrs
IK Spine Rig for Character.	3 hrs
Understanding Skinning.	3 hrs
Understanding Component Editor, Connection Editor, Hyper graph and Outliner.	3 hrs
Understanding the Grouping Concept.	3 hrs
Rigging Four Leg Character.	3 hrs
Face Rigging and Vehicles.	4 hrs



**ADVANCED MAYA
(ADVANCED LIGHTING & RENDERING)
PRACTICALS**

Credits : 2
Subject Code : MA18406

Semester : IV
No. of practical hours : 60

Objectives:

- To equip students with fundamental knowledge in the creation of Photo Realistic 3D assets.
- To focus on texture acquisition/creation, digital lighting, Rendering Techniques such as Ray tracing, Global Illumination and Caustics.
- To apply the knowledge in creating 3D scenes.

Course Outcome: Students will able to create photorealistic 3D renders.exploring basic composition and aesthetic elements of 3D images and to manipulate basic render settings to optimize the render time.

Using Light Linking Concept	3 hrs
Using the Depth Map Shadows.	3 hrs
Using Light Special effects.	3 hrs
Using Fog for Light.	2 hrs
Controlling the Fog for Light.	2 hrs
Using the Ray trace Shadows.	3 hrs
Using Objects illuminated by Light	2 hrs
Using Final Gathering.	3 hrs
Using the Occlusion Rendering.	3 hrs
Using Environmental Rendering.	2 hrs
Batch Rendering.	3 hrs
Layer wise Rendering.	3 hrs
Mental Ray for Maya Rendering.	3 hrs
Shadow Techniques (For realism and Optimization).	2 hrs
Adding hard or soft shadows to a scene	3 hrs
Shafts of Light, light fog	3 hrs
Trouble shooting section for shadow problems	2 hrs
Motion Blur OptiFX Techniques and Tips	3 hrs
Occlusion as applies to light glow	2 hrs
Auto exposure as applies to shader glow	3 hrs
Rendering Performance	3 hrs
Selective Ray tracing	3 hrs
Multithreaded tile based batch renderer concepts	3 hrs



**ADVANCED MAYA
(ADVANCED MODELING)
PRACTICALS**

Credits : 2
Subject Code : MA18407

Semester : IV
No. of practical hours : 60

Objectives:

- To give the students the skills they need to create a complex 3d character using Maya's specialized character modeling features.
- To teach the techniques and tools for the three of Maya's modeling surface types: Polygons, NURBS, and Subdivision Surfaces.
- To create intricate objects with an amazing level of detail and higher level control over them.

Course Outcome: Students will be able to employ industry standard software to create 3D modelling And Character modelling – representing body geometry and geometry deformation.

NURBS

The Sculpt Geometry Tool.	3 hrs
Still Life Modeling.	
Set designing, set modeling	3 hrs
Modeling Props & Vehicles.	3 hrs
Patch Modeling Using Biral Tool.	3 hrs

POLYGONS

Polygonal modeling tools.	3 hrs
Boolean operations. Sculpt Tool.	2 hrs
Modeling with Smooth Proxy.	3 hrs
Creating Cartoon Character.	2 hrs
Modeling Human Hands. (Male)	3 hrs
Modeling Human Hands (Female)	2 hrs
Modeling Legs. (Male & Female)	3 hrs
Modeling Body. (Male & Female)	2 hrs
Modeling Face. (Male)	3 hrs
Modeling Face (Female)	3 hrs
Modeling Animals.	3 hrs
Modeling Creatures.	3 hrs
Modeling Props & Vehicles.	3 hrs
Low poly modeling for Games.	3 hrs
High polygons modeling.	3 hrs
Modeling a Set.	3 hrs
Final low polygon Gaming modeling	3 hrs



**ADVANCED MAYA
(ADVANCED TEXTURING)
PRACTICALS**

Credits : 2
Subject Code : MA18408

Semester : IV
No. of practical hours : 60

Objective: From this course students will learn how to unwrap the models and add textures for the characters.

Course Outcome: Students will be able to apply different methods to create materials, giving life to characters and props with texturing.

TEXTURING

Completely understanding about the Hyper shade	3 hrs
Creating PSD Network and working with Maps	2 hrs
Understanding completely UV Texture Editor.	3 hrs
Knowing the Importance of Checker Box for Texturing.	2 hrs
Unwrapping the Character.	3 hrs
Unwrapping Animals.	2 hrs
Unwrapping & Texturing Vehicles.	2 hrs
Understanding Diffuse in Materials.	3 hrs
Understanding Specular in Materials.	3 hrs
Using Specula Maps.	3 hrs
Using Bump Maps.	3 hrs
Apply Alpha Map.	2 hrs
Exporting and Importing the Network.	2 hrs
Creating Shading Networks	8 hrs
Glass.	
Gold.	
Silver.	
Blood.	
Steel.	
Eye	
Skin.	
Wood.	
Texturing Like Old And Rusty Wood.	3 hrs
Giving Realistic Texture for Character.	3 hrs
Using Photoshop for Texturing.	3 hrs
Knowing About 3D Paint Effects.	3 hrs
Knowing about 2D Textures and 3D Textures.	3 hrs
Stamping Of Face Image for Texturing.	3 hrs



**ADVANCED MAYA
(ADVANCED DYNAMICS)
PRACTICALS**

Credits : 2

Subject Code : MA18409

Semester : IV

No. of practical hours : 60

Objective: To apply skills of physics based simulations such as creating realistic fire effects, cloud simulations and fluid dynamic oceans for movie field with concepts behind it.

Course Outcome: Students will develop the required skills in more advanced stage with concepts of simulations and behaviors of objects to make look more natural to realistic effects.

Working With Sprite Wizards.	2 hrs
Doing 2D and 3D Containers.	2 hrs
Creating Oceans.	4 hrs
Creating or Using Instancer (Replacement).	2 hrs
Using Particle collision events.	2 hrs
Using Per Particle Attribute.	4 hrs
Creating fire Effect.	2 hrs
Creating Smoke Effect.	2 hrs
Creating Lighting Effect.	2 hrs
Create Sparks Effect.	2 hrs
Creating Cloud Effects.	2 hrs
Create Shatter Effect.	2 hrs
Using Particle Shape Node.	4 hrs
Using Emitter node.	2 hrs
Using geo Connector node.	4 hrs
List of particle attributes.	2 hrs
Sprite attributes.	2 hrs
Using geo Connector attributes.	4 hrs
Particle Cloud attributes.	2 hrs
Particle Sampler Info node.	2 hrs
Dyn Global.	2 hrs
Soft and Rigid Body nodes :	
Rigid Body Node, Rigid Solver Node .	4 hrs
Rigid Constraint Node, Spring Shape Node.	4 hrs



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
FIFTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2020-23 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours / Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	MA18501-A	Introduction To Advertising (DSE-1)	4	3	40	60	100	4
		MA18501-B	Introduction To Gaming (DSE-1)						
2	II	MA18502-A	Compositing (After Effects) (DSE-2)	4	3	40	60	100	4
		MA18502-B	Digital Advertising (DSE-2)						
3	II	MA20509	Production Management (CORE-09)	3	3	40	60	100	3
PRACTICALS									
4	II	MA18503-A	Introduction To Advertising (DSE-1)	3	3	40	60	100	2
		MA18503-B	Introduction To Gaming (DSE-1)						
5	II	MA18504-A	Compositing (After Effects) (DSE-2)	3	3	40	60	100	2
		MA18504-B	Digital Advertising (DSE-2)						
6	II	MA18505	Production Demo Reel (Modeling & Texturing) (CORE-09)	3	3	40	60	100	2
7	II	MA18506	Production Demo Reel (Rigging & Animation) (CORE-09)	3	3	40	60	100	2
8	II	MA18507	Production Demo Reel (Lighting & Rendering) (CORE-09)	3	3	40	60	100	2
9	II	MA18508	Advance Audio & Video Editing(FCP) (SEC-6)	3	3	40	60	100	2
Total				29	-	360	540	900	23

* Discipline Specific Elective (DSE)

* Skill Enhancement Course (SEC)



INTRODUCTION TO ADVERTISING

Credits : 4

Subject Code : MA18501-A

Semester : V

No. of lecture hours : 60

Objective: To synthesize and broaden liberal arts knowledge with the principles of advertising in order to create effective advertising campaign.

Course Outcome :

CO1. Describe evolution of advertising, its objectives, need & role in India & World.

CO 2. Classify the different types of advertising media, product, and service, institutional/corporate, PSA, financial, global industrial.

CO 3. Compare AAAI, ASCI, IMRB, ABC, NRS, TRP, Pre-test and post- test methods, digital media, communication technology.

CO4. Identify creativity in advertising, needs of research in advertising.

CO5. Appraise Copy right Act, National symbols and emblems act, Ambiguous advertising, Vulgarity in advertising, Ethics and Codes of advertising.

UNIT-I

(12 hrs)

Advertising evolution Indi/World

4 hrs

Advertising definition, meaning, objective, benefits, need and role.

4 hrs

Advertising and other methods of communication.

2 hrs

Publicity, personal sale, sales promotion, Publicity and PR

2 hrs

UNIT-II

(12 hrs)

Types of advertising media Print, Broadcast, Outdoor, Direct Mail.

4 hrs

Types of advertising media Point of Purchase, Internet.

2 hrs

Types of advertising Product, service, Institutional/corporate

Nonprofit/public service, Financial, Global & Industrial

6 hrs

UNIT-III

(12 hrs)

AAAI, ASCI, IMRB, ABC, NRS, TRP Pretest and Posttest methods

8 hrs

Communication Technology and Digital Media

4 hrs

UNIT-IV

(12 hrs)

Creativity in advertising, Need of research in advertising

4 hrs

Types of advertising research, Media Mix, Market Mix/IMC

4 hrs

Advertising campaign, DAGMAR Approach

4 hrs

UNIT-V

(12 hrs)

Copy Right Act, Drugs and Magic Remedies Act

3 hrs

National Symbols and Emblems Act

3 hrs

Ambiguous Advertising, Vulgarity In advertising

3 hrs

Ethics and Codes of advertising, Self regulation

3 hrs

SUGGESTED READING:

Principles and Foundation of Advertising by SA Chunnawalla & Sethia

White, Rderick Advertising Foruth Edition, 2000 Mc Graw Hill Publishing Company, Shankar, Amita Essentials of advertising.



INTRODUCTION TO GAMING

Credits: 04

Course Code: MA18501-B

Semester : V

No. Of Lecture Hours : 60

Course Objectives: The course covers an Introduction to the electronic game design and development careers. It includes the history and types of games, the Pipeline & Game production process in 2D & 3D, with practices in the game development industry.

Course Outcome:

CO1. Identify History of Gaming industry, introduction to different types of consoles/platforms.

CO 2. Explain the Design document, types of design document, Game play mechanics, platforms and its limitations.

CO 3. Differentiate isometric view, side scrolling and open world games, types of game genres.VR, AR and MR.

CO4. Interpret Maya LT & Unity 3D basic user interface, role of lighting & VFX for gaming

CO5. Explain spine animation, sprite sheet, texture atlas, openGL.

UNIT-I

12 Hrs

Introduction to Gaming and its types.

4 hrs

History of Gaming Industry.

2 hrs

Introduction to different types of Consoles / Platforms.

2 hrs

Developing Game concepts / Idea and concept building.

2 hrs

Game Pipeline structure for all 2D and 3D Game Platforms.

2 hrs

UNIT-II

12 Hrs

What is a Design Document.?

2 hrs

Types of Design Documents – Game Design Document(GDD),

Technical Design Document(TDD), Art Design Document(ADD).

4 hrs

Different Tools/Technology's available for Game Development with pros and cons

4 hrs

What is Game Play and Mechanics.Different Gaming Platforms and its limitations.

2 hrs

UNIT-III

12 Hrs

Introduction to types of game genres.

4 hrs

Difference between Isometric View , Side Scrolling and Open World Games.

2 hrs

What is a server based games. What is Gamification (games in studys).

2 hrs

What is VR, AR and MR.

4 hrs



UNIT-IV **12 Hrs**

Introduction to Maya LT & Unity 3D basic user interface. 4 hrs

What is a texture and light baking concept for Game. 4 hrs

Role of Lighting & VFX for Games 4 hrs

UNIT-V **12 Hrs**

Introduction to Spine Animation, What is sprite sheet - Creating sprite sheet. 4 hrs

What is Texture Atlas . How to Use a Texture Atlas to Optimize Your Game. 4 hrs

What is OpenGL, Understanding Game Rendering flow network .

What is Shader Programming. 4 hrs

SUGGESTED READING:

Introduction to Game Design, Prototyping, and Development by **Jeremy Gibson**

Introduction to Game Design 2nd Edition, by **Jeremy Gibson Bond** (Author).



COMPOSITING (After Effects)

Credits : 04
Subject Code : MA18502-A

Semester : V
No. of lecture hours : 60

Objective: This course Introduces the creation of motion graphics using industry standard software. Illustrates the basic concepts of motion graphics, as well as the functions and capabilities of the software tools including their extensive compositing, keying, animation, and special effects capabilities.

Course Outcome :

CO1. Identify user interface for compositing , Views and Previews, Layers and Properties & Animation, Colors, Masks, Transparency and Keying, Text, Drawing and Painting, Motion Tracking, Effects and Animation, Presets, Rendering and Exporting.

CO2. Differentiate Image Based Motion Graphics & Video Based Motion Graphics

CO3. Create Effects & Title effects.

CO4. Do color correction & Keying after effects tools.

CO5. Use Match mover, Motion tracking Overview, Motion Tracking, Workflow and Controls, Rotoscoping , Wire Removal.

UNIT - I	15 hrs
USER INTERFACE Work Space	2 hrs
Importing, Compositions, Views and Previews	2 hrs
Layers and Properties & Animation	2 hrs
Colors, Masks, Transparency and Keying	2 hrs
Text, Drawing and Painting	2 hrs
Motion Tracking, Effects and Animation	3 hrs
Presets, Rendering and Exporting	2 hrs
UNIT - II	10 hrs
MOTION GRAPHICS Image Based Motion Graphics	5 hrs
Video Based Motion Graphics	5 hrs
UNIT - III	10 hrs
EFFECTS & TITLE EFFECTS 3d Channel, Audio, Blur and Sharpen	2 hrs
Color Correction, Distort, Expression Control	2 hrs
Generator, Keying, Matte	2 hrs
Noise and Grain, Paint, Perspective	2 hrs
Stylize, Text, Time, Transition, Simulation	2 hrs



UNIT - IV	15 hrs
COLOR CORRECTION & KEYING Auto Colors, Auto Contrast, Auto Levels	2 hrs
CC Color Offset, CC Toner Channel Mixer, Color Balance	2 hrs
Color Link, Colorama, Curves, Equalizers, Exposures, Levels	2 hrs
Levels (Individual Controls), Photo Filters, Shadows / Highlights, Tint, Tritone	2 hrs
CC Simple Wire Removal, Color Difference Key, Color Key	3 hrs
Color Range, Difference Matte, Extract, Inner /Outer Key	2 hrs
Key Light , Linear Color key, Luma Key, Spill Suppressor	2 hrs

UNIT - V	10 hrs
MATCH MOVER Motion tracking Overview, Motion Tracking Workflow and Controls	2 hrs
Tracking , Rotoscoping , Wire Removal	2 hrs
Motion Tracking Options and Properties	2 hrs
Using Garbage Matte Clearing Unwanted Data	2 hrs
3 rd Party Plugin	2 hrs

SUGGESTED READING:

Creating Motion Graphics with After Effects, By Chris and Trish Meyer.
Creative After Effects 7, By Angie Taylor.



DIGITAL ADVERTISING

Credits : 04
Subject Code : MA18502-B

Semester : V
No. of lecture hours : 60

Objective: The AIDA model (attention, interest, desire, action) allows the objectives assigned to a digital advertising strategy to be structured.

Course Outcome :

CO1. Identify Digital advertising Fundamentals, AdWords User Interface, and Strategic flow for Ad activities.

CO2. Explain Facebook advertising Fundamentals.

Profiles and pages, business categories, getting assets ready. Creating Facebook pages, Page info and settings. Pin post and highlights, Scheduling posts. Facebook events, Reply and messages, Facebook insights reports.

CO3. Explain Video Flow, Google Pages for YouTube Channel.

Channel ART, Channel Links, Channel Keywords. Branding Watermark.

CO4. Produce Videos for YouTube with the knowledge of Camera Angles, Setting up Lightings, Shooting Techniques. Editing Videos, Editing Audio, Background Music. White Board Animation, Publishing HD Videos

CO5. Creating Animated Contents, Designing Image Ads. Creating Animated Ads, Examples on Animated Ads, Creating Video Ads. Hi-Jack Competitor's Video Audience Practical Examples.

UNIT-I	(12 hrs)
Digital advertising Fundamentals	
What is Digital Advertising.	2 hrs
Strategic flow for Ad activities.	2 hrs
Google Adwords Basics. Google Ad Types, Adwords User Interface.	8 hrs

UNIT-II	(12 hrs)
Facebook advertising Fundamentals.	
Profiles and pages, business categories, getting assets ready.	4 hrs
Creating Facebook pages, Page info and settings.	2 hrs
Pinpost and highlights, Scheduling posts.	2 hrs
Facebook events, Reply and messages, Facebook insights reports.	4 hrs

UNIT-III	(12 hrs)
YouTube advertising Fundamentals	
Video Flow Google, Pages for YouTube Channel.	2 hrs
Channel ART, Channel Links, Channel Keywords.	4 hrs
Branding Watermark.	2 hrs
Uploading Videos, Uploading Defaults Creator Library Practice Examples.	4 hrs



UNIT-IV (12 hrs)

Video Making for YouTube	
How to make videos, Camera Angles, Setting up Lightings, Shooting Techniques.	4 hrs
Editing Videos, Editing Audio, Background Music.	4 hrs
White Board Animation, Publishing HD Videos.	4 hrs

UNIT-V (12 hrs)

Creating Animated Contents	2 hrs
Designing Image Ads.	2 hrs
Creating Animated Ads.	2 hrs
Examples on Animated Ads.	2 hrs
Creating Video Ads.	2 hrs
Hi-Jack Competitor's Video Audience Practical Examples.	2 hrs

SUGGESTED READING:

Principles and Foundation of Advertising by SA Chunnawalla & Sethia
White, Rderick Advertising Foruth Edition, 2000 Mc Graw Hill Publishing Company, Shankar, Amita
Essentials of advertising.



PRODUCTION MANAGEMENT

Credits : 3
Subject Code : MA21509

Semester : V
No. of lecture hours : 45

Objective: To develop , coordinate and manage the production work in any of an animation short film or even a big production house.

Course Outcome :

- CO1.** Explain, express & demonstrate the work flow in 2D/3D production houses.
- CO2.** Shows & interrelate the basic preparation for modelling demo reel.
- CO3.** Plan how to make a scene for animation.
- CO4.** Plan how to combine hardware particles for a scene.
- CO5.** Formulate Dynamic related visual Effects.

UNIT - I	8 hrs
Understanding Pipe Line Work Flow	3 hrs
Time Management	3 hrs
Quality Control	2 hrs
UNIT - II	7 hrs
Basic Preparation for Modeling Demo Reel	2 hrs
Preparing UV Layouts	2 hrs
Characters Modeling	2 hrs
Modeling Props & BG	1 hr
UNIT - III	10 hrs
Planning how to make a Scene for Animation	2 hrs
How to split a length Clip to Scenes	2 hrs
Using Layer Animation for Animation	2 hrs
Preparing Rig Sets for Character	2 hrs
Showing Rig for Demo	2 hrs
UNIT - IV	10 hrs
How to Combine Hardware Particles for the Scene	2 hrs
How to Control Fluid Dynamics	3 hrs
Refining Final Render Effect	2 hrs
Types of Render, Quality of Renders & V Ray	3 hrs



UNIT - V	10 hrs
Dynamics Related Visual Effects	3 hrs
Cloud Simulation	2 hrs
Color Theory for lighting and texturing	2 hrs
Clean Ups in animation for final output	3 hrs

SUGGESTED READING:

Acting for Animators by Ed Hooks, Brad Bird, and Mike Caputo.

The Animator's Workbook by Tony White.

The Art of Animation Production Management Author Ranjit Singh Publisher Macmillan Publishers (2013)



INTRODUCTION TO ADVERTISING PRACTICALS

Credits : 2
Subject Code : MA18503-A

Semester : V
No. of practical hours : 60

Objective: To develop practical and creative approach to the study and this process will involved in the formation of visual outcomes.

Course Outcome: Students will have Practical and creative approach to the study and this process involved in the formation of visual outcomes, like applying these skills through manual art work and through different software's like adobe illustrators , Photoshop, CorelDraw etc.

Critical Analysis of Advertising Content	16 hrs
Procedure for Print and Visual Advertising	16 hrs
Demonstration of Print Advertising	16 hrs
PSA Production	12 hrs



INTRODUCTION TO GAMING PRACTICALS

Credits : 2
Subject Code : MA18503-B

Semester : V
No. of practical hours : 60

Course Objectives: The course covers an Introduction to the game design & development. It includes concept developing, creating the Pipeline & Game production process in 2D & 3D.

Course Outcome: On completion of course students will have clear idea about structure of the game play, game genres with gaming assets using light baking techniques.

- Creating concepts for both 2D and 3D games. 10 Hrs
- Creating pipeline for GDD, TDD, ADD. 10 Hrs
- Creating low poly game assets for different game genres. 10 Hrs
- Implementation of Gamification over created concepts. 10 Hrs
- Light baking concepts for different game prop's and assets. 10 Hrs
- Creating sprite sheets for 2D game concepts. 10 Hrs



COMPOSITING (After Effects) PRACTICALS

Credits : 2
Subject Code : MA18504-A

Semester : V
No. of practical hours : 60

Objective: From this course, you will be able to navigate the After Effects interface well enough to create intermediate level 2D and 3D compositions. You will also appreciate the basic foundations of the layered based timeline format and apply to your skills for editing.

Course Outcome : Students will have sound knowledge on all topics covered along with practical knowledge of trouble shooting techniques while working on high-end production works.

After Effects User Interface.	2 hrs
Working On Composition And Different Layers In Time Line.	5 hrs
Creating Motion Graphics Image and Video Based Footages.	6 hrs
Creating Effects.	6 hrs
Making Title Effects.	5 hrs
Keying on the Footages.	7 hrs
Making Color Corrections.	3 hrs
Wire Removal on The Live Shot Footages.	5 hrs
Rotoscoping.	6 hrs
Making Match Mover of CG Object In Live Footages.	6 hrs
Tracking Footages for Special Effects.	6 hrs
Evaluation of 3 rd Party Plugins In After Effects.	3 hrs



DIGITAL ADVERTISING PRACTICALS

Credits : 2
Subject Code : MA18504-B

Semester : V
No. of practical hours : 60

Objective: The AIDA model (attention, interest, desire, action) allows the objectives assigned to a digital advertising strategy to be structured.

Course Outcome : Students will create effective animated Ads, video Ads, image Ads, for digital advertising campaign.

Creating Animated Contents	12 hrs
Designing Image Ads.	12 hrs
Creating Animated Ads.	12 hrs
Examples on Animated Ads.	12 hrs
Creating Video Ads.	12 hrs

SUGGESTED READING:

Principles and Foundation of Advertising by SA Chunnawalla & Sethia
White, Rderick Advertising Foruth Edition, 2000 Mc Graw Hill Publishing Company,Shankar, Amita
Essentials of advertising.



**PRODUCTION DEMO REEL
[MODELING & TEXTURING]
PRACTICALS**

Credits : 2
Subject Code : MA18505

Semester : V
No. of practical hours : 60

Objective: To apply skills of Advanced shader and Textures creation in Maya , Uv-layout, Texture painting using Photoshop, Organic Texturing & intro to Body Paint, and getting Inspiration with Reference, Human Anatomy, Topology ,Organic modeling techniques , Other Highlights.

Course Outcome : Students will know the advanced modelling techniques, Research and critically evaluate to apply advanced character modeling techniques and methods.

MODELING :

Detailing of the character modeling. Exploring modeling techniques.	4 hrs
Taking care of mesh and Card Flow for Texturing & Rigging.	2 hrs
Modeling muscle Character. Spline modeling, Deformations	2 hrs
Modeling Face with Different facial Expressions.	2 hrs
Giving The Detailing for the character.	2 hrs
Making the Perspectives for Models.	2 hrs
Modeling Creatures. Polygon modeling basics. Modeling a cartoon head	2 hrs
Modeling a cartoon head continued	4 hrs
Your Characters Head basic cage	2 hrs
Modeling a cartoon head continued	2 hrs
Filling in the back of the head, Building in mouth interior.	2 hrs
Building basic cartoon body	2 hrs
Modeling Four Leg Character in detail.	2 hrs

TEXTURING :

Texturing character in detail.	6 hrs
Doing Matte Painting.	5 hrs
Creating the Shading Network	4 hrs
Flowers.	1 hrs
Glass.	1 hrs
Ice Cube.	1 hrs
Old Rusty Iron.	1 hrs
Old Rusty Wood ,Blood.	1 hrs
Using Color Utility Nodes	1 hrs
Bend Color utility.	1 hrs
Rgb To Hsv.	2 hrs
Surface Luminance. Clamp.	2 hrs
Hypershade	4 hrs



**PRODUCTION DEMO REEL
[RIGGING & ANIMATION]
PRACTICALS**

Credits : 2
Subject Code : MA18506

Semester : V
No. of practical hours : 60

Objective: To be able to create and animate different type of scenes, group of characters, props by creating a scene required for 3d animated films. To create facial rig , flexible and Non flexible IK and FK controls, skinning and Smooth skin paint weights.

Course Outcome : Students will Animate different type of scenes, group of characters, props by creating a scene required for 3d animated films. Creates facial rig , flexible and non flexible , IK and FK controls, skinning and Smooth skin paint weights.

Rigging Flexible Spine Rigging for Bi Pad (Two Leg) Character.	5 hrs
Rigging Flexible Spine Rigging for Quad Pad(Four Leg) Character.	5 hrs
Facial Rigging using Blend Shapes with all the controllers.	4 hrs
Rigging a bird.	4 hrs
Showing Character with all weights.	6 hrs
Understanding the Graph Editor for Removing the Unwanted Keys.	4 hrs
Dope sheet for Adjusting the Timing of the Animation.	3 hrs
Showing Weight for the character	5 hrs
Doing the Group Animations.	3 hrs
Setting Timing for the Animation.	5 hrs
Working with the Secondary Actions.	3 hrs
Working with Follow Through Actions.	6 hrs
Working the Arc's and Slow in and Slow Out.	6 hrs
Working with Anticipation for Action.	6 hrs



**PRODUCTION DEMO REEL
[LIGHTING & RENDERING]
PRACTICALS**

Credits : 2
Subject Code : MA18507

Semester : V
No. of practical hours : 60

Objective: To apply skills of Lighting & Rendering which are the key areas for bringing beauty to the scene, and we also know the value of it, the realistic lighting with realistic look and feel of effects. Maya Lights and Lighting Design ,Shadows and Additional Lighting Options, Mental ray shaders, Mental Ray Render Settings.

Course Outcome : Students will be able to operate hardware and software in the generation of creative assets using Maya to apply light scenes.

Using the Light Linking Concept.	2 hrs
Using the Final Gathering.	2 hrs
Doing Layer wise Rendering.	2 hrs
Working with Mental Ray Rendering.	2 hrs
Ray tracing	2 hrs
Hypershade and mental ray for Maya	2 hrs
Lighting in Maya	2 hrs
Scripting with RenderMan	2 hrs
Illumination Models	2 hrs
Global Illumination & Caustics	4 hrs
Patterns and Noise	2 hrs
Bump and Displacement Shaders	2 hrs
Environment and Reflection Maps	2 hrs
Atmospheric Effects	2 hrs
Backgrounds & Toon Shading	4 hrs
NPR Techniques	2 hrs
HDR Imaging	2 hrs
Antialiasing	2 hrs
Rendering and Compositing	2 hrs
Network Rendering	2 hrs
Create believable materials and textures in Maya utilizing both	2 hrs
The Multi lister	2 hrs
Hypershade.	2 hrs
Light 3D scenes with all the various types of lights	2 hrs
Lighting theory	2 hrs
Production & Set lighting	4 hrs
Rendering plugins	2 hrs



ADVANCED AUDIO & VIDEO EDITING PRACTICALS

Credits : : 2
Subject Code : MA18508

Semester : V
No. of practical hours : 60

Objective: To apply skills of Advanced digital Audio & video techniques including scripting, lighting, shooting, editing and the overall video/audio production sequence. Students will develop advanced skills for any profession that involves video production such as television, documentation, filmmaking, contemporary art, web design, multimedia communication, animation and computer gaming.

Course Outcome : Students will be able to Edit and compress video for use in various delivery modes of digital media using standard digital video editing software.

(Advance Audio & Video Editing “FINAL CUT PRO”)

Create a Final Cut Pro project and sequence	2 hrs
Understanding Final Cut Pro	2 hrs
Using Menus, Shortcuts, and Controls	2 hrs
Editing With the Tool Palette Tools Editing With the Tool Palette Tools	2 hrs
Background Information and Concepts	2 hrs
Creating, Opening, Closing, and Saving Projects	2 hrs
Creating Sequences and Editing.	2 hrs
Creating Transitions, Adding Transition Effects, Changing Transition Settings.	4 hrs
Compositing and Special Effects	2 hrs
Setting Effects Parameters, Using Video Filters, Changing Filters Over Time	2 hrs
Creating a Motion Path.	2 hrs
Rendering.	2 hrs
Rendering Versus Real Time Playback	2 hrs
How to Avoid Rendering.	2 hrs
Creating Final Output.	2 hrs
List of Audio and Video Effects	4 hrs
Keyboard Shortcuts.	2 hrs
Color Corrections.	8 hrs
Adding Effects.	8 hrs
Removing the Blue Matt or Green Matt.	6 hrs



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF B.SC MULTIMEDIA AND ANIMATION
SIXTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2020-23 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	MA18601 -A	Corporate Communication (DSE-3)	4	3	40	60	100	4
		MA18601 -B	Digital Painting (DSE-3)						
2	II	MA20602 -A	Introduction to UI (DSE-4)	4	3	40	60	100	4
		MA20602 -B	Concept Art (DSE-4)						
PRACTICALS									
3	II	MA20603 -A	Corporate Communication (2D, 3D) (DSE-3)	3	3	40	60	100	2
		MA20603 -B	Digital Painting (Matte Painting) (DSE-3)						
4	II	MA20604 -A	Introduction to UI (DSE-4)	3	3	40	60	100	2
		MA20604 -B	Concept Art (DSE-4)						
5	II	MA18605	Audio & Video Portfolio(SEC-7)	2	3	40	60	100	1
6	II	MA20606	Advanced Compositing VFX (Digital Fusion) (SEC-8)	3	3	40	60	100	2
7	II	MA18607	Project Work	12	3	40	60	100	6
Total				29	-	280	420	700	21

* Skill Enhancement Course (SEC)

* Discipline Specific Elective (DSE)

* Project Work/Internship: Students will expose and gain real time production experience.



CORPORATE COMMUNICATION

Credits : 04
Subject Code : MA18601-A

Semester : VI
No. of lecture hours : 60

Objective: To develop skills of characterized as a management function that is responsible for overseeing and coordinating the work done by communication practitioners in different specialist disciplines, such as media relations, public affairs and internal communication.

Course Outcome:

- CO1.** Describe Concept, Definition, Nature, Scope
 Functions of PR Role of PR , Historical perspective of PR ,Corporate
 Communication and Publicity, Propaganda, Advertising and Lobbying.
- CO2.** Explain Corporate Communication Publics; Internal and External,
 Corporate Communication Process; Four stages of Corporate Communication
 Corporate Communication Consultancy and Counseling.
- CO3.** Explain Tools of Corporate Communication; House Journals, Press Release, Press
 Conference, Planned Tours, Brochures, Posters, Open House
 Exhibitions, Audiovisual Aid, TV, Film, Radio, Video and Demonstrations
- CO4.** Apply Corporate Communication and Management
 Employee Relations, Financial Relations, Consumer Relations
 Media Relations, Corporate Communication in Crisis Management, Case Studies
- CO5.** Evaluate Corporate Communication Programs
 Event Management Process & Techniques,
 Broadcasting; Genesis and Growth of media units in Central Govt. Corporate Communication
 Research.

UNIT- I 12 hrs

- | | |
|--|-------|
| Corporate Communication; Concept, Definition, Nature, Scope | 4 hrs |
| Functions of PR Role of PR as an effective means of organizational and social
communication | 4 hrs |
| Historical perspective of PR Differentiation between Corporate
Communication and Publicity, Propaganda, Advertising and Lobbying. | 2 hrs |
| | 2 hrs |

UNIT- II 10 hrs

- | | |
|---|-------|
| Corporate Communication Publics; Internal and External, | 4 hrs |
| Corporate Communication Process; Four stages of Corporate Communication | 2 hrs |
| Corporate Communication Consultancy and Counseling. | 4 hrs |



UNIT - III **16 hrs**

Tools of Corporate Communication; House Journals, Press Release, Press	6 hrs
Conference, Planned Tours, Brochures, Posters, Open House	6 hrs
Exhibitions, Audio Visual Aid, TV, Film, Radio, Video and Demonstrations.	4 hrs

UNIT - IV **12 hrs**

Corporate Communication and Management	4 hrs
Employee Relations, Financial Relations, Consumer Relations	4 hrs
Media Relations, Corporate Communication in Crisis Management, Case Studies.	4 hrs

UNIT- V **10 hrs**

Govt. Corporate Communication Indian Information Service; Ministry of Information	4 hrs
Broadcasting; Genesis and Growth of media units in Central Govt. Corporate	2 hrs
Communication Research and Evaluation of Corporate Communication Program	4 hrs
Event Management Process & Techniques.	

SUGGESTED READING:

Handbook of PR in India D S Mehta
Public Relations Ahuja and Chhabra



DIGITAL PAINTING

Credits : 04
Subject Code: MA18601-B

Semesters : VI
No. of lecture hours: 60

COURSE OBJECTIVES: A comprehensive course on digital computer painting techniques with a focus on Animation Backgrounds, 2D & 3D textures. The student will also receive extensive training in the use of computer drawing tablets.

Course Outcomes:

CO1. Describe Digital painting. Photoshop Basics with Workspace using Photoshop and Photoshop Vector Tools.

CO2. Explain Role of color in digital painting and color theory.

Create an original vehicle concept Drawing utilizing the techniques learned in the previous exercises

CO3. Explain Advanced Painting Techniques. Creating the illusion of volume and space with light and shadow.

CO4. Paint Digitally a Fantasy or Science Fiction City in Perspective.

CO5. Explain blend & shading.

Layers, touch up, detail, blending, filters.

Custom Brushes for Rock, Metal, Stone Textures, Trees, leaves and Branches.

UNIT- I

12 Hrs

Introduction to Digital painting. Photoshop Basics with Workspace.

4 hrs

Brush Basics Pen Tool Basics, Photoshop Brushes, Capture Brush Tip Shapes

2 hrs

Adding and changing Brush Dynamics, Painting and Blending Techniques

2 hrs

Photoshop Vector Tools, Creating Shape Layers and Paths.

2 hrs

Stroking Paths with Brushes, Photoshop Selection and Masking Techniques.

2 hrs

UNIT-II

12 Hrs

Role of color in digital painting and color theory.

4 hrs

Create an original vehicle concept

4 hrs

Drawing utilizing the techniques learned in the previous exercises.

4 hrs

UNIT-III

12 Hrs

Photoshop Smart Objects, Seamless Tiling Techniques.

4 hrs

Seamless Tiles and applying to an image, Light and Shadow.

4 hrs

Advanced Painting Techniques.

2 hrs

Creating the illusion of volume and space with light and shadow.

2 hrs

UNIT-IV

12 Hrs

Digital Painting of a Fantasy or Science Fiction City in Perspective.

4 hrs

What is perspective- 1 point perspective, 2 point perspective.

4 hrs

The hard stuff 3 point Perspective

4 hrs



UNIT-V

12 Hrs

Understanding of blend & shading .	4 hrs
Layers, touch up, detail, blending, filters.	4 hrs
Custom Brushes for Rock, Metal, Stone Textures, Trees, leaves and Branches	4 hrs

SUGGESTED READING:

- Digital Painting Techniques: Practical Techniques of Digital Art Masters Hardcover – Import, 6 Nov 2017 by 3dtotal.Com (Author)
- Digital Painting for the Complete Beginner Paperback – April 24, 2012, by Carlyn Beccia (Author)
- Digital Painting in Photoshop Hardcover – Import, 28 Jul 2017, by Susan Ruddick Bloom (Author)



INTRODUCTION TO UI

Credits : 04
Subject Code: MA21602-A

Semesters : VI
No. of lecture hours: 60

Objective: Students will develop the skills of Interaction models, styles & design patterns. Will develop interaction design for different application areas along with analysis of a user interface from a communication perspective.

Outcome: Students will have knowledge of design patterns and their applicability skill set. Understand relation between interaction design and users expectations and work as per the needs of professional UI designing skills.

UNIT- I	12 hrs
Introduction to UI	
History of UI design, Basic introduction about UI and its types	4 hrs
Elements of UI design and analyzing existing UI	4 hrs
Differentiation of IOS, Android and windows platforms	4 hrs
UNIT- II	12 hrs
Understanding current scenario and problem analysis with UI	
Understanding the design principles	4 hrs
Role of color in UI Designing	4 hrs
Layout and composition techniques with development	4 hrs
UNIT - III	12 hrs
Understanding of Details of UI	
Clear focus on application development, minimum complexity, prioritize content	4 hrs
Prototype of working structure, flow and hierarchy of UI	4 hrs
Fonts, background patterns, propositions, Contrast window and Tagline differences	4 hrs
UNIT - IV	12 hrs
Understanding Design Principles	
Mental Model, Metaphors, Explicit and Implies Actions	4 hrs
Direct Manipulation, User Control and Consistency	4 hrs
Aesthetic Integrity	4 hrs
UNIT- V	12 hrs
Introduction to UI with respect to games	
Case Study on Game User Interface for (Hit & Flop) games with examples	6 hrs
Case study on 3D applications UI with Cons and Pros	6 hrs

SUGGESTED READING:

1. The Essential Guide to user Interface Design: An Introduction to GUI Design Principles and Techniques by Wilbert O.Galitz (Author), **Publisher:** Wiley,**ISBN-13:** 978-8126502806.



CONCEPT ART

Credits : 04
Subject Code: MA21602-B

Semesters : VI
No. of lecture hours: 60

Objective: The main goal of concept art is to convey a visual representation of a design, idea, and/or mood for use in films, video games, animation, or comic books before it is put into the final product.

Outcome: Students will be able to plan, produce, and analyze concept art. They will have ability to create Concept art is the heart and soul of your animation. Clear and fruitful communication between the artist, the design team and the client is necessary to discuss the initial visual ideas early in the project.

Unit - 1:	Total no. of hours 12
What is concept art	3 hrs
Introduction to history of Concept Art	3 hrs
Drawing from cubes, cones, cylindrical objects, drapery, still life groups	3 hrs
Study of various rendering media and Techniques in various light conditions	3 hrs
Unit - 2:	Total no. of hours 12
Introduction to color fundamentals	4 hrs
Color –interpretation and meaning -connotation, symbolism	4 hrs
Color and composition using basic geometrical shape -Color interaction	4 hrs
Unit - 3:	Total no. of hours 12
The role of a concept artist, variety of rough design ideas	4 hrs
Production artist produces elements that are put into motion	4 hrs
Such as backgrounds, models, textures and animation	4 hrs
Unit - 4:	Total no. of hours 12
Introduction to elements of perspective study basic solid, plan	4 hrs
Create visual images of ideas for use in areas such as animation,	4 hrs
Comic book illustration, gaming, advertising, print, and many others	4 hrs
Unit - 5:	Total no. of hours 12
Perspective and Drawing from life	3 hrs
Observation of Proportions of human body and various forms in nature	3 hrs
Environment Concept Art, Fantasy concept art, Concept Art Prop Design	3 hrs
Video game character concept	3 hrs

SUGGESTED READING:

- 1.The Big Bad World of Concept Art for Video Games: An Insider's Guide for Students by Author Elliott Lilly,
Publisher: Taxmann Publications Private Limited,**ISBN-13:** 978-1624650208.
- 2.The Ultimate Concept Art Career Guide by 3DTotal Publishing, **Publisher:** 3DTotal Publishing,**ISBN-13:** 978-1909414518.



**CORPORATE COMMUNICATION
(2D,3D) PRACTICALS**

Credits : 2
Subject Code : MA21603-A

Semester : VI
No. of practical hours : 60

Objective: To master the art of creating skills and digital sets using Adobe Photoshop and Maya. To develop either 2d/3d skills or more advanced visual effects skills.

Course Outcome : Students will be able to plan, produce, analyze and critique there 2d/3d work done. They will have ability to create skills of characterized as a management function that is responsible for overseeing and coordinating the work done by communication practitioners in different specialist disciplines, such as media relations, public affairs and internal communication.

- | | |
|---|-------|
| • Letter heads and visiting cards | 6 hrs |
| • Promotions, exhibitions and brochures | 6 hrs |
| • Corporate presentation videos and photography | 6 hrs |
| • Corporate Advertising | 6 hrs |
| • House Journal | 6 hrs |
| • Corporate Logos | 6 hrs |
| • Brochures | 6 hrs |
| • Newsletters | 6 hrs |
| • Internal and external exhibitions | 6 hrs |
| • Web development and web design | 6 hrs |



DIGITAL PAINTING (MATTE PAINTING) PRACTICALS

Credits : 2
Subject Code : MA21603-B

Semester : VI
No. of practical hours : 60

Objective: To master the art of creating matte skills and digital sets using Adobe Photoshop and Maya. To develop either 2d/3d skills or more advanced visual effects skills.

Course Outcome : Students will be able to plan, produce, analyze and critique their 2d/3d work done. They will have ability to create story board and screenplay for animation, animate character, objects and environment in 3d, develop skills and techniques to create special effects. Overall they will create a professional 2d/3d digital portfolio of their works.

- | | |
|--|-------|
| • Setting up the canvas and going from Concept to Matte Painting | 5 hrs |
| • Color Theory. | 5 hrs |
| • Perspective and Light / Shadow concepts. | 5 hrs |
| • Painting. | 5 hrs |
| • Cloning. | 5 hrs |
| • Photo Manipulation and Layer Techniques. | 5 hrs |
| • Creating new Concepts. | 5 hrs |
| • Working on Script. | 5 hrs |
| • Story Board. | 5 hrs |
| • Character Design. | 5 hrs |
| • Set Design. | 5 hrs |
| • Creating Color Reference. | 5 hrs |



INTRODUCTION TO UI PRACTICALS

Credits : 02
Subject Code: MA21604-A

Semesters :VI
No. of lecture hours: 60

Objective: In this course students learn to develop skills of characterized as a management function that is responsible for overseeing and coordinating the work done by communication practitioners in different specialist disciplines, such as media relations, public affairs and internal communication.

Outcome: Students will develop confidence and skills related to the creation of media productions such as film and video. As well as global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

- Introduction to User Interface 8 Hrs
- Creating prototype development & Design for making mobile apps UI for some reference images 10 Hrs
- Creating prototype development of simple game UI with some references 8 Hrs
- Creating prototype development for the basic concept of UI for commercial adds 10 Hrs
- Creating prototype development and designing UI for medical apps 8 Hrs
- Creating Icons for UI design concepts 8 Hrs
- Creating templates for UI concept Backgrounds 8 Hrs



CONCEPT ART PRACTICALS

Credits : 02
Subject Code: MA21604-B

Semesters :VI
No. of lecture hours: 60

Objective: The main goal of concept art is to convey a visual representation of design, idea, and mood for use in films, video games, animation, or comic books before it is put into the final product.

Outcome: Students will be able to plan, produce, and analyze concept art that will have ability to create heart and soul of your animation. Students will have a clear and fruitful communication between the artist, the design team and the client in which it is necessary to discuss the initial visual ideas early in the project.

Fundamentals of Drawing & Digital Painting	15 hrs
<ul style="list-style-type: none"> • Visual Language • Contour Drawing • Space & Light • Perspective Drawing • Digital Painting 	<ul style="list-style-type: none"> 3 hrs 3 hrs 3 hrs 3 hrs 3 hrs
Concept & Character Design	15 hrs
<ul style="list-style-type: none"> • Shape Language • Character Design • Character Line up • Creature Design • Creature Sculpting 	<ul style="list-style-type: none"> 3 hrs 3 hrs 3 hrs 3 hrs 3 hrs
Visual Story-telling	15 hrs
<ul style="list-style-type: none"> • Story-Telling • Storyboard • Color Script • Animatic • Story, Concept & Pitch 	<ul style="list-style-type: none"> 3 hrs 3 hrs 3 hrs 3 hrs 3 hrs
Going for character casting	15 hrs
Basic study of face, hands, arms, body, shoulders, legs and feet	3 hrs
Using human anatomy for creatures creation,	2 hrs
Environment Concept Art	3 hrs
Fantasy concept Art	2 hrs
Concept Art Prop Design	3 hrs
Game character concept	2 hrs



AUDIO & VIDEO PORTFOLIO PRACTICALS

Credits : 1
Subject Code : MA18605

Semester : VI
No. of practical hours : 30

Objective: To apply skills of various kinds and techniques of editing, and some key names associated with the technique of editing. Students will develop advanced skills for any profession that involves video production such as television, documentation, filmmaking, contemporary .

Course Outcome : Students will able to create a demo real for short film / documentary.

- | | |
|------------------------------------|--------|
| • Creating Corporate Film Editing. | 07 hrs |
| • Creating Add Film Editing. | 05 hrs |
| • NEWS Editing. | 04 hrs |
| • Creating some Title Effects. | 07 hrs |
| • Making of Demo. | 07 hrs |



ADVANCED COMPOSITING VFX (DIGITAL FUSION) PRACTICALS

Credits : 02
Subject Code : MA21606

Semester : VI
No. of practical hours : 60

Objective: In this course students learn to showcase their works done using layer/node based compositing software and prepare their portfolio of what they learnt in creating visual effects and editing.

Course Outcome: Students will have ability to create their own portfolio with all sorts of visual and special effects .

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|---|-------|
| • Introduction to Fusion, Difference between Node based and Layer Based- | 4 hrs |
| • What is Node, giving input & output connections | 3 hrs |
| • Understanding Bins, Preferences Settings and Render Setting- | 4 hrs |
| • Tools and Flow Editor in fusion- | 3 hrs |
| • Frame Formats and Keyboard shortcuts | 3 hrs |
| • Arranging Node and giving connections | 4 hrs |
| • Loading Sequence Images and compositing | 3 hrs |
| • Creating Sequences and Editing | 4 hrs |
| • Using an image to create a Gradient | 3 hrs |
| • Color Suppression and Color Corrections | 4 hrs |
| • Adding Effects and Pulling an Ultra key | 3 hrs |
| • Glinting Text Edges and Bitmap based Particles | 4 hrs |
| • Painting, Rot scoping, and Motion Tracking with 3D CG Objects in Fusion | 4 hrs |
| • Titles Designing Including Text Effects. | 3 hrs |
| • Keying Footages. | 4 hrs |
| • Logo Designing. | 3 hrs |
| • Editing and rendering special Effects Like Smoke, Fog, Bomb Explode,
Sparks Using Particle System. | 4 hrs |



B.SC MULTIMEDIA & ANIMATION

BRIDGE COURSE- Art & Animation

Semester: I

No. of lecture hours: 30

- | | |
|--|-------|
| • What is an art | 1 Hr |
| • Role of art in animation | 2 Hrs |
| • Animation Pipeline and its uses | 2 Hrs |
| • Basic animation flow with 12 principles | 2 Hrs |
| • Understanding of basic 2D drawings | 2 Hrs |
| • Understanding of shades and highlights | 1 Hr |
| • Principles of perspective rules | 1 Hr |
| • Perspective drawings | 2 Hrs |
| • Elements of basic visual arts | 2 Hrs |
| • Importance of dot & lines | 1 Hr |
| • Importance of forms & contour | 1 Hr |
| • Size & perspective drawing painting | 2 Hrs |
| • Importance of shapes & textures | 1 Hr |
| • Role of color in art & color wheel | 2 Hrs |
| • What is programming language and its use in animation stream | 1 Hr |
| • Role of programming language in movie and gaming filed | 2 Hrs |
| • Scope of jobs in animation and gaming filed | 2 Hrs |
| • Importance of portfolio and demo reel in animation field | 1 Hr |
| • Importance of freelance and part time jobs for animation | 2 Hrs |



B.SC MULTIMEDIA & ANIMATION

ADDON COURSE - (Stop Motion Animation)

Semester: IV

No. of lecture hours: 30

Concept Development (4 classes)	4 Hrs
<ul style="list-style-type: none"> Story & Script writing Story Boarding, shots division Character designing, set & props designing, development, model sheet 	
Sound (2 classes)	2 Hrs
<ul style="list-style-type: none"> Sound designing – Dialogues & sound recording 	
Modeling (5 classes)	5 Hrs
<ul style="list-style-type: none"> Set Modeling (miniature) Character Modeling Props Modeling Moulds & Dyes preparation 	
Rigging (2 classes)	2 Hrs
<ul style="list-style-type: none"> Fabricating aluminum/copper wires for making armature (rig sets) for the models 	
Lighting & Camera (1 classes)	1 Hr
<ul style="list-style-type: none"> Lighting & Camera setup with Light box. Camera to be fixed and connected to a computer for easy operation 	
Animation (10 classes)	10 Hrs
<ul style="list-style-type: none"> Drawing key frames, breakdowns & in betweens Keeping the poses Capturing the poses with cameras/micro cameras Collection of images of captured poses/shoot data in a computer for quick line testing Executing planned animation, limited animation or full animation with all the sound tracks Line testing followed by cleanups 	
Editing (4 classes)	4 Hrs
<ul style="list-style-type: none"> Collected animation data & title animation to be edited 	
Compositing (2 classes)	2 Hrs
<ul style="list-style-type: none"> Compositing for color & final output of stop motion animation film 	



B.SC MULTIMEDIA & ANIMATION

SELF LEARNING COURSE- (“Photography & Film Making”)

Semester: V

No. of lecture hours: 30

Basic Level:

- What is Photography & Videography 2 Hrs
- Important terminologies to be know while handling camera 2 Hrs
- Controlling ISO, Shatter Speed, and Aperture Values for best outputs 2 Hrs
- Exposure control and white balance techniques 2 Hrs
- Focus control including depth of field 2 Hrs
- Setting up tripod professional video camera 2 Hrs
- Hand-held shooting technique using a professional video camera and still camera 2 Hrs
- Getting good sound for interviews 2 Hrs
- Filming a sequence 2 Hrs
- Filming uncontrolled action 2 Hrs
- Filming for the edit purpose 2 Hrs

Advanced Level:

- Using green matte and blue matte shots for special effects 2 Hrs
- Making PSM (Public Service Message) 2 Hrs
- Making documentary films on chosen topics 2 Hrs
- Making short films for acting and direction field expose. 2 Hrs