BOARD OF STUDIES

Journalism and Mass Communication

(For Animation and Design)

Kumaun University, Nainital

(11.06.2025)

SYLLABUS APPROVED

Integrated Four Year Undergraduate Programme-FYUP in Animation and Design

(Course Curriculum Design as per NEP 2020)

(Semesters VII to Semesters X)

List of Papers Semester Wise						
FOURTH YEAR	VII	DSC	History of Art, Animation & Design		Theory	4
		DSE/GE	VFX – Fusion	Animation Students can choose any three DSE subjects from given subjects OR, Two DSE subjects and one GE subject (From Pool of GE Subjects provided by University) OR, One DSE with two GE subjects From Pool of GE Subjects provided by University). Other department students can choose these subjects as GE subject also.	Practical	4
		DSE/GE	Game Design – Unity		Practical	4
		DSE/GE	Digital Graphics & Visual Design		Practical	4
		DSE/GE	Expressive Motion		Practical	4
		IAPC	Academic Project (Short Film Animation/VFX)		Project	6
		TOTAL CREDIT				**22**
	VIII	DSC	Marketing for Animation		Theory	4
		DSE/GE	Advanced Animation in Maya	Animation Students can choose any three DSE subjects from given subjects OR, Two DSE subjects and one GE subject (From Pool of GE Subjects provided by University)	Practical	4
		DSE/GE	Environment Design		Practical	4

		DSE/GE	Advanced VFX	OR, One DSE with two GE subjects From Pool of GE Subjects provided by University). Other department students can choose these subjects as GE subject also..	Practical	4
		DSE/GE	Virtual Reality Concept & Application		Theory	4
		IAPC	Academic Project		Project	6
		TOTAL CREDIT				**22**
Students on exit shall be awarded Undergraduate Bachelor of Animation & Design (Honours with Research/Academic Project) after securing the requisite 176 credit on completing of Semester VIII.						
FIFTH YEAR	**IX**	DSC	Modern Age Cinematography		Theory	4
		DSE/GE	Audio-Video Mixing	Animation Students can choose any three DSE subjects from given subjects OR, Two DSE subjects and one GE subject (From Pool of GE Subjects provided by University) OR, One DSE with two GE subjects From Pool of GE Subjects provided by University). Other department students can choose these subjects as GE subject also.	Practical	4
		DSE/GE	Game Design - Unreal Engine		Practical	4
		DSE/GE	Motion Graphics for Television		Practical	4
		DSE/GE	Concept of Vehicle Design		Theory	4
		IAPC	Academic Project (Portfolio)		Project	6
		TOTAL CREDIT				**22**
	X	DSC	Branding Package & Digital Marketing		Theory	4
		DSE/GE	UX/UI for Web Designing	Animation Students can choose any three DSE subjects from given subjects OR, Two DSE subjects and one GE subject (From Pool of GE Subjects provided by University) OR, One DSE with two GE subjects From Pool of GE Subjects provided by University). Other department students can choose these subjects as GE subject also.	Practical	4
		DSE/GE	Film Analysis		Practical	4
		DSE/GE	Match Moving 3D & Advanced Composition		Practical	4
		DSE/GE	Advanced Illustration-Comic Book		Theory	4
		IAPC	Internship		Internship	6

		TOTAL CREDIT	**22**
Students on exit shall be Masters in Animation & Design after securing the requisite 220 credit on completing of Semester X.			

Semester-VII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLIN SPECIFIC COURSE (DSC)- HISTORY OF ART, ANIMATION & DESIGN (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSC: History of Art, Animation & Design (Theory)	4	4	0	0	Passed Bachelor Degree in any Stream	Nil

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VII** **Paper: DSC**
Subject: Animation & Design		
Course: DSC	**History of Art, Animation & Design (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Demonstrate a comprehensive understanding of major art movements, styles, and techniques throughout history.
- Analyze and interpret artworks within their cultural, historical, and social contexts.
- Evaluate the impact of technological advancements on the development of animation and design.
- Apply knowledge of art history and design principles to contemporary creative practices.

Credits: 4	**Discipline Specific Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Foundations of Art and Design** • Introduction to key concepts in art history, including the elements and principles of design. • Overview of ancient art and architecture, from prehistoric cave	15

	paintings to classical civilizations. • Exploration of foundational artistic techniques and materials.	
Unit II	**Renaissance to Modern Art Movements** • Examination of the Renaissance, Baroque, Rococo, and Neoclassical periods. • Study of major art movements of the 19th and 20th centuries, such as Romanticism, Realism, Impressionism, Cubism, Surrealism, and Abstract Expressionism. • Analysis of influential artists and their contributions to the evolution of art and design.	15
Unit III	**Evolution of Animation** • History of animation from early experiments to contemporary digital techniques. • Exploration of key figures and studios in the development of animation as an art form. • Examination of different animation styles, including traditional hand-drawn, stop-motion, and computer-generated animation.	15
Unit IV	**Contemporary Trends and Future Directions** • Analysis of current trends and innovations in art, animation, and design. • Exploration of the role of technology and digital media in shaping contemporary creative practices. • Discussion of ethical and cultural issues in the production and consumption of visual culture.	15

Recommended Readings:

- *"The Illusion of Life: Disney Animation" by Frank Thomas and Ollie Johnston*
- *"Animation: A World History" by GiannalbertoBendazzi*
- *"The Animator's Survival Kit" by Richard Williams*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Suggested equivalent online courses: *www.pdfdrive.com/art-history-contemporary-perspectives-on-method-art-history-special-issues*

Semester-VII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLINE SPECIFIC ELECTIVE / GENERIC ELECTIVE (DSE / GE)- VFX FUSION (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: VFX Fusion (Practical)	4	0	0	4	Passed Bachelor Degree in any Stream	Nil

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**VFX Fusion (Practical)**	
Course Outcomes: After studying this course, the students will be able to: • Know about node-based compositing, tools, menu, rotoscoping, color correction, camera/object/animation of Maya/ Max into Fusion stereo tool, advance particle.		
Credits: 4	**Discipline Specific Elective / Generic Elective**	
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**	

Unit	Topic	No. of Hours
Unit I	• Fusion - What is node-based compositing? Interface overview & Bins working with tools & menu.	30
Unit II	• Timeline and rotoscoping, colour correction, keying, tracking and stabilize.	30
Unit III	• Rotoscope using tracking technique, use camera/object/animation of Maya/ Max into Fusion stereo tool, advance particle.	30
Unit IV	• Paint tool and clean up/Wire-rig remove.	30

Recommended Readings:

- *Digital Compositing with Blackmagic Fusion: Essential Techniques Author: Lee Lanier, Publisher: Routledge*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Suggested equivalent online courses: *https://documents.blackmagicdesign.com/UserManuals*

Semester-VII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLINE SPECIFIC ELECTIVE / GENERIC ELECTIVE (DSE / GE)- GAME DESIGN - UNITY (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Game Design - Unity (Practical)	4	0	0	4	Passed Bachelor Degree in any Stream	Nil

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Game Design - Unity (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Understand the principles of game design and how they apply to Unity.
- Gain proficiency in using Unity's interface for game development.
- Develop basic scripting skills in C# for game development.
- Apply game development best practices to create engaging game play experiences.

Credits: 4	**Discipline Specific Elective / Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Introduction to Game Design and Unity** • Overview of game design principles • Introduction to Unity interface and workspace • Creating and manipulating game objects • Implementing basic game mechanics	30
Unit II	**Scripting in Unity with C#** • Introduction to C# scripting basics • Scripting game mechanics such as player movement, input handling, and basic AI	30

	• Understanding variables, functions, and object-oriented programming concepts • Integrating scripts with game objects in Unity	
Unit III	**Advanced Unity Features and Gameplay Design** • Exploring advanced Unity features such as animations, particle systems, and audio • Designing gameplay mechanics for player progression and engagement • Implementing user interface elements and game feedback systems • Introduction to level design and environmental storytelling	30
Unit IV	**Game Optimization and Publishing** • Strategies for optimizing game performance in Unity • Testing and debugging game mechanics and scripts • Introduction to game publishing platforms and distribution methods • Packaging and preparing a game for deployment on multiple platforms • Assignment: Optimize and publish a final game project	30

Recommended Readings:

- *"Unity in Action" by Joseph Hocking*
- *"Game Design Workshop: A Playcentric Approach to Creating Innovative Games" by Tracy Fullerton*
- *"C# Programming for Unity Game Development" by Kelvin Sung and Jashua C. Medeiros*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-VII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLINE SPECIFIC ELECTIVE / GENERIC ELECTIVE (DSE / GE)- Digital Graphics & Visual Design (Practical)

No. of Hours-120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Digital Graphics & Visual Design (Practical)	**4**	**0**	**0**	**4**	**Passed Bachelor Degree in any Stream**	**Nil**

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Digital Graphics & Visual Design (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Apply visual design principles to real-world media projects
- Use Adobe Photoshop professionally for image editing and composition
- Create industry-standard vector graphics using Adobe Illustrator
- Develop complete design projects and follow professional workflows

Credits: 4	**Discipline Specific Elective / Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	Introduction to Visual Design	20
Unit II	Adobe Photoshop – Raster Graphics	20
Unit III	Adobe Illustrator – Vector Graphics	20
Unit IV	Typography & Visual Communication	30
Unit V	Design Execution & Professional Practices	30

Recommended Readings:

- *Typography, Referenced: A Comprehensive Visual Guide to the Language, History*
- ***"Graphic Design: The New Basics"****By Ellen Lupton & Jennifer Cole Phillips*
- **"Designing Brand Identity"***By Alina Wheeler*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-VII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLIN SPECIFIC ELECTIVE / GENERIC ELECTIVE (DSE / GE)- Expressive Motion (Practical)

No. of Hours-120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		

DSE/GE: Expressive Motion (Practical)	**4**	**0**	**0**	**4**	**Passed Bachelor Degree in any Stream**	**Nil**

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Expressive Motion (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Animate believable character performances
- Plan, stage, and execute complex animated scenes
- Produce a polished animation project showcasing expressive storytelling
- Design and animate emotionally driven sequences

Credits: 4	**Discipline Specific Elective / Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	**Topic**	**No. of Hours**
Unit I	Principles of Expressive Animation • Revisiting the 12 principles with focus on emotional storytelling • Body language, facial expressions, acting for animation • Advanced squash & stretch, anticipation, exaggeration • Case studies from Disney, Studio Ghibli, and anime	30
Unit II	Character Performance & Lip Sync • Dialogue-driven animation • Lip sync techniques in 2D • Phoneme study and breakdowns • Animating believable eye, brow, and mouth movement • Practicing with short audio clips	30
Unit III	**Scene Planning & Animatics** • Staging and shot composition for emotion • Camera movement in 2D space (pans, zooms, tracking) • Creating animatics (storyboard to motion) • Timing and pacing for expressive scenes	30
Unit IV	**Advanced Character Animation Workflow** • Acting scenes: full-body character with emotion • Walk cycles with personality (happy, sad, tired, excited) • Secondary motion and follow-through (hair, cloth, props) • Interaction between characters or with objects • Final compositing and presentation	30

Recommended Readings:

- ***The Animator's Survival Kit****By Richard Williams*
- ***Acting for Animators****By Ed Hooks*
- ***Cartoon Animation****By Preston Blair*
- ***Character Animation Crash Course!****By Eric Goldberg*
- ***Timing for Animation****By Harold Whitaker and John Halas*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-VII

Bachelor of Animation & Design (Honours with Research/Academic Project)

INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH (IAPC)- ACADEMIC PROJECT I (SHORT FILM ANIMATION/VFX)

No. of Hours-90

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
IAPC: Academic Project I (Short Film Animation/VFX)	6	0	0	6	Passed Bachelor Degree in any Stream	Nil

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VII Paper: IAPC**
Subject: Animation & Design		
Course: IAPC	**Academic Project I (Short Film Animation/VFX)**	
Course Outcomes: After studying this course, the students will be able to: • The course involves student researching in an area related to design and is expected to produce an insightful report or a paper on the topic. Students need to choose a topic suggested by a faculty member and work under faculty guidance. The work may involve primary and secondary research, creative exploration out alternatives, experimental set-ups and methodical documentation. Students are encouraged to explore new fields, materials and media, with a focus on analysis. The student is required to present a seminar on the topic at the end of the semester.		
Credits: 6		**IAPC Course**
Max. Marks: As per Univ. rules		**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	Student need to submit ideation, script, story, storyboard	40

Unit II	Need to submit final short film min 2 max 5 mins.	50

Suggested Continuous Evaluation Methods: Evaluation will be based on final output (Project) Suggested

Semester-VIII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLINE SPECIFIC COURSE (DSC) –MARKETING FOR ANIMATION (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSC: Marketing for Animation (Theory)	**4**	**4**	**0**	**0**	**Bachelor Degree**	**Nil**

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: *Bachelor of Animation & Design (Honours with Research/Academic Project)*	**Year: IV**	**Semester: VIII** **Paper: DSC**
Subject: Animation & Design		
Course: DSC	**Marketing for Animation (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Learn about Marketing principles, Understanding Animation History, Clientage and Theory of Marketing Management.

Credits: 4	**Discipline Specific Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Marketing Principle:** Animate Your Logo, advertise on social media, Explain Your Business, and Place Animated Videos on Landing Pages, Keep Your Videos Short and Simple, Keep Auto play's Features.	15
Unit II	**Understanding Animation Industry:** Professional animators and animation studios Required Autodesk 3D Studio Max & Autodesk Maya for the industry standard. This 3Danimation software's is ideal for character creation, modeling, Props modeling, Simulation, motion graphics, and many more. It's been used to create animation for movies including "Shrek"	15

	"Finding Nemo" "Monsters, Inc.," "Avatar and many more movies" the following list of the tools for animators use: -3ds Max (Autodesk), Maya(Autodesk), Adobe After Effects, Adobe Animate CC	
Unit III	**Clientage:** This will make you more visible on the web to clients who are looking for animators. The best freelancers to showcase on their site to find the clientage, which saves companies time as well money also. Some web link given to search for clientage on Fiverr.com, Behance.com, Freelancer.com, SimplyHired.com etc.	15
Unit IV	**Theory of marketing management:** R&D for new technology and invest money to develop new products to cater for the existing market. Need to know competitor's product and merging resources to create a new product that better meets the need of the existing market Making new strategic for partnerships with other firms to gain access to each partner's distribution channels for branding	15

Recommended Readings:

- *Animation and Advertising (Palgrave Animation) Editor: Malcolm Cook, Publisher: Palgrave Macmillan*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Suggested equivalent online courses:*www.researchgate.net/publication/337994833_Introduction_to_Animation_and_Advertising*

Semester-VIII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLIN SPECIFIC COURSE/GENERIC ELECTIVE (DSE/GE) – ADVANCEDANIMATION IN MAYA (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: AdvancedAnimation in Maya (Practical)	**4**	**0**	**0**	**4**	**Passed Bachelor Degree in**	**Nil**

					any Stream	

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VIII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Advanced Animation in Maya (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Develop advanced skills in character animation using Autodesk Maya.
- Understand the principles of character rigging and dynamics simulation.
- Create sophisticated animation sequences for various media platforms.
- Explore motion graphics techniques and integrate 3D elements into motion graphic projects.

Credits: 4	**Discipline Specific Course/Generic Elective Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	**Topic**	**No. of Hours**
Unit I	**Character Animation** • Understanding character rigging and skinning • Advanced keyframing techniques for character animation • Principles of character acting and performance Lip-syncing and facial animation	30
Unit II	**Rigging and Dynamics** • Advanced rigging techniques for complex characters and creatures • Introduction to dynamic simulations for animation • Cloth, hair, and fluid simulations Integrating dynamics into character animation	30
Unit III	**Advanced Motion Graphics** • Introduction to motion graphics in Maya • Utilizing Maya's animation and simulation tools for motion graphics • Creating complex motion graphic sequences Integrating 3D elements into motion graphics projects	30
Unit IV	**Special Topics in Animation** • Exploring advanced animation plugins and scripts • Industry-standard workflows and pipelines • Collaboration and teamwork in animation projects • Critique and refinement of animation work Final project: Self-directed animation project showcasing advanced skills	30

Recommended Readings:

- *Autodesk Maya 2022 Basics Guide, Author: Kelly L. Murdock*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Suggested equivalent online courses:
https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf

Semester-VIII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLIN SPECIFIC COURSE/GENERIC ELECTIVE (DSE/GE) – ENVIRONMENT DESIGN (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Environment Design (Practical)	4	0	0	4	Passed Bachelor Degree in any Stream	Nil

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VIII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Environment Design (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Understand the principles of environmental design and their application in 3D modeling.
- Create spatial compositions using 3D modeling software.
- Apply lighting techniques to enhance the visual appeal and realism of environments.
- Texture environments effectively to convey different materials and surfaces.

Credits: 4	**Discipline Specific Course/Generic Elective Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Introduction to Environmental Design** Overview of environmental design principles	30

	Importance of 3D modeling in environmental design Introduction to 3D modeling software (e.g., Autodesk Maya, Blender)Basics of navigation, modeling tools, and interface	
Unit II	**Spatial Composition and Layout** Principles of spatial composition Creating layouts and scenes Incorporating architectural elements (e.g., buildings, landscapes)Understanding scale and proportion	30
Unit III	**Lighting and Texturing** Fundamentals of lighting in 3D environments Types of lighting sources and their effects Techniques for creating realistic textures Mapping textures onto 3D models	30
Unit IV	**Rendering and Presentation** Introduction to rendering engines (e.g., Arnold, V-Ray) Rendering techniques for achieving realism Post-processing effects and compositing Presentation techniques for showcasing 3D environments	30

Recommended Readings:

- *"ZBrush Character Sculpting: Volume 1" by Rafael Grassetti*
- *"Introducing ZBrush 4" by Eric Keller*
- *"ZBrush Digital Sculpting Human Anatomy" by Scott Spencer*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Suggested equivalent online courses:

www.pdfdrive.com/zbrush-character-creation-advanced-digital-sculpting

Semester-VIII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLIN SPECIFIC COURSE/GENERIC ELECTIVE (DSE/GE) – ADVANCED VFX (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		

DSE/GE: Advanced VFX (Practical)	**4**	**0**	**0**	**4**	**Passed Bachelor Degree in any Stream**	**Nil**

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VIII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Advanced VFX (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Learn about special effects that are applied to Music Videos, YouTube Videos, Advertisements, Games and Movies post-production to make them more presentable. Students can learn a perfect creation of many scenes, which could not have been possible in reality. In other words, it makes things look real in a convenient way and at a lesser cost.

Credits: 4	**Discipline Specific Course/Generic Elective Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	**Topic**	**No. of Hours**
Unit I	Introduction of Nuke, Nuke workflow, Merge tools with basic composition	30
Unit II	Transformation & animation, Rotoscope, shuffle & Shuffle copy Color management, Compose render passes, Keying,	30
Unit III	Tracking, Stabilize, Cleanup, Introduction to 3D	30
Unit IV	Project based on learning	30

Recommended Readings:

- *101: Professional Compositing and Visual Effects (Digital Video & Audio Editing Courses)Author: Ron Ganbar, Publisher: Peach pit Press*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Suggested equivalent online courses:

www.pdfdrive.com/digital-compositing-with-nuke-101-d34416145.html

Semester-VIII

Bachelor of Animation & Design (Honours with Research/Academic Project)

DISCIPLIN SPECIFIC COURSE/GENERIC ELECTIVE (DSE/GE) –VIRTUAL REALITY CONCEPT & APPLICATION (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION,ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Virtual Reality Concept & Application (Theory)	4	4	0	0	Passed Bachelor Degree in any Stream	Nil

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: ***Bachelor of Animation & Design (Honours with Research/Academic Project)***	**Year: IV**	**Semester: VIII** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Virtual Reality Concept & Application (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Understand how the design of VR technology relates to human perception and cognition.
- Discuss applications of VR to the conduct of scientific research, training, and industrial design.
- Gain first-hand experience with using virtual environment technology, including 3D rendering software, tracking hardware, and input/output functions for capturing user data.
- Learn the fundamental aspects of designing and implementing rigorous empirical experiments using VR.
- Learn about multimodal virtual displays for conveying and presenting information and techniques for evaluating good and bad virtual interfaces.

Credits: 4	**Discipline Specific Course/Generic Elective Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Introduction to Virtual Reality** History of VR, Types of VR technology	15
Unit II	**Introduction to Unity UI** Creating a new project, importing standard assets, adding a playercharacterObjects, lighting, scenes, prefabs, asset store	15
Unit III	**Presence in VR:** What is it? How do you quantify it? How do you fosterit? Tracking, Latency, Field of View in Real life, HMDs, Caves, DesktopVR, Fidelity, depth, isolation, smell, range of motion (DoF) Sensory Influence: Kinetics, Spatial Audio, Haptics, Other senses?	15

Unit IV	Creating a New Script, (naming) Syntax, Functions, Variables,Key/Mouse, Input, Unity, Support Object-Oriented Scripting in Unity Public variables, the inspector Unity support Project	15

Recommended Readings:

1. *Unity Virtual Reality Projects*
2. *Building Virtual Reality with Unity and Steam VR by Jeff W Murray*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-VIII

Bachelor of Animation & Design (Honours with Research/Academic Project)

INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH (IAPC) – ACADEMIC PROJECT (PORTFOLIO)

No. of Hours- 90

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
IAPC: Academic Project(Portfolio)	**6**	**0**	**0**	**6**	**Passed Bachelor Degree in any Stream**	**Nil**

BACHELOR OF ANIMATION & DESIGN (HONOURS WITH RESEARCH/ACADEMIC PROJECT)		
Programme: *Bachelor of Animation & Design (Honours with Research/Academic Project)*	**Year: IV**	**Semester: VIII** **Paper: IAPC**
Subject: Animation & Design		
Course: IAPC	**Academic Project (Portfolio)**	
Course Outcomes: After studying this course, the students will be able to: • The course involves student researching in an area related to design and is expected to produce an insightful report or a paper on the topic. Students need to choose a topic suggested by a faculty member and work under faculty guidance. The work may involve primary and secondary research, creative exploration out alternatives, experimental set-ups and methodical documentation. Students are encouraged to explore new fields, materials and media, with a focus on analysis. The student is required to present a seminar on the topic at the end of the semester.		
Credits: 6	**IAPC Course**	

Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	**Topic**	**No. of Hours**
Unit I	Final Show reel of any chosen topic from the curriculum.	40
Unit II	Final dissertation of any chosen topic from the curriculum.	50

Suggested Continuous Evaluation Methods: Evaluation will be based on final output (Project).

Semester-IX

Masters in Animation and Design

DISCIPLINE SPECIFIC COURSE (DSC)- MODERN AGE CINEMATOGRAPGHY (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical/Practice		
DSC:Modern Age Cinematography	4	4	0	0	Bachelor Degree (Honours with R/AP)	Nil

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: IX** **Paper: DSC**
Subject: Animation & Design		
Course: DSC	**Modern Age Cinematography (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Understand the fundamental principles of cinematography, including lighting, camera operation, composition, and visual storytelling.
- Analyze and critique the cinematography of contemporary films, television shows, and online content.
- Demonstrate proficiency in operating digital cinema cameras, lenses, and other essential equipment used in modern filmmaking.
- Apply lighting techniques to create mood, atmosphere, and visual interest in various cinematic scenarios.

Credits: 4	Discipline Specific Course
Max. Marks: As per Univ. rules	Min. Passing Marks: As per Univ. rules

Unit	Topic	No. of Hours
Unit I	**Fundamentals of Cinematography** • History and Evolution of Cinematography Techniques • Basic Principles of Lighting for Film • Camera Operation and Control • Composition Techniques in Cinematography Introduction to Visual Storytelling	15
Unit II	**Advanced Cinematography Techniques** • Advanced Lighting Techniques and Equipment • Camera Movement and Stabilization • Framing and Blocking for Cinematic Effect • Visual Composition for Emotional Impact Color Theory and Color Grading	15
Unit III	**Cinematography in Production** • Pre-production Planning and Collaboration • On-set Workflow and Communication • Case Studies of Cinematography in Film and Television Collaboration with Directors and Production Designers	15
Unit IV	**Personal Vision and Style** • Developing a Personal Artistic Vision as a Cinematographer • Experimentation with Lighting and Composition Techniques • Critique and Feedback on Creative Projects Exploring Different Visual Styles and Approaches	15

Recommended Readings

- *"Cinematography: Theory and Practice" by Blain Brown*
- *“The Visual Story: Creating the Visual Structure of Film, TV and Digital Media” by Bruce Block*
- *"The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-IX

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- AUDIO-VIDEO MIXING (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Audio-Video Mixing (Practical)	**4**	**0**	**0**	**4**	**Bachelor Degree (Honours with R/AP)**	**Nil**

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: IX** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Audio-Video Mixing (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Develop a comprehensive understanding of audio and video signals and their manipulation in the context of mixing.
- Gain proficiency in using audio and video mixing software and hardware.
- Apply advanced audio mixing techniques such as EQ, dynamics processing, and effects to create polished audio tracks.
- Apply advanced video mixing techniques such as transitions, effects, and color correction to enhance visual presentations.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Fundamentals of Audio-Video Production & Shooting Techniques** • Basics of audio and video formats (frame rate, resolution, bit rate) • Types of shots, camera angles, and framing • Camera operations: DSLR/smartphone setups for video • Lighting basics for indoor and outdoor shooting • Audio recording techniques (boom mic, lapel, shotgun) • Planning a shoot (storyboarding, shot division, sync sound)	30
Unit II	**Video Editing in Adobe Premiere Pro** • Project setup, importing media, organizing footage • Timeline editing: cuts, trims, ripple edits • Multi-camera editing and synchronizing clips • Basic transitions, speed control, freeze frame • Titles, lower thirds, and basic animation • Color correction and grading using Lumetri tools	30

Unit III	**Audio Editing & Sound Design in Adobe Audition** • Importing and syncing audio with video • Noise reduction, EQ, compression, and reverb • Dialogue editing and ADR (Automated Dialogue Replacement) • Sound effects layering and ambient sound design • Mixing background score with voice and effects • Exporting audio mix for video projects	30
Unit IV	**Audio-Video Integration & Final Project** • Importing final audio into Premiere Pro • Syncing cleaned and mixed audio with final video • Mastering audio levels for delivery • Exporting using correct formats and codecs (broadcast, web, social) • Final project workflow: shoot → edit → sound → export • Peer review and critique	30

Recommended Readings

- "The Audio Mixing Bootcamp" by Bobby Owsinski
- "The Mixing Engineer's Handbook" by Bobby Owsinski
- "Adobe After Effects Classroom in a Book" by Adobe Creative Team
- **Adobe Premiere Pro Classroom in a Book" (Latest Edition)***By Maxim Jago / Adobe Creative Team*
- **"Grammar of the Shot"***By Christopher J. Bowen & Roy Thompson*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-IX

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- GAME DESIGN - UNREAL ENGINE (PRACTICAL)

No. of Hours-120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Game Design – Unreal	**4**	**0**	**0**	**4**	**Bachelor Degree**	**Nil**

Engine(Practical)					**(Honours with R/AP)**	

MASTERS IN ANIMATION & DESIGN			
Programme: ***Masters in Animation and Design***		**Year: V**	**Semester: IX** **Paper: DSE/GE**
Subject: Animation & Design			
Course: DSE/GE	**Game Design – Unreal Engine (Practical)**		

Course Outcomes:

After studying this course, the students will be able to:

- Gain proficiency in level design and scripting with Blueprints.
- Implement basic game mechanics.
- Master advanced game mechanics and AI implementation.
- Understand optimization techniques.
- Create immersive game environments.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	**Topic**	**No. of Hours**
Unit I	**Introduction to Unreal Engine** • Introduction to Unreal Engine • Interface Overview • Content Browser and Asset Management • Basic Level Design • Introduction to Blueprints	30
Unit II	**Intermediate Unreal Engine Development** • Advanced Level Design Techniques • Blueprints Scripting: Variables and Functions • Implementing Player Controls and Input • Introduction to Materials and Textures • Lighting and Effects Basics	30
Unit III	**Advanced Unreal Engine Development** • Advanced Blueprints Scripting • AI Behavior Trees and Navigation • Optimizing Performance • Advanced Lighting and Effects • Particle Systems and Special Effects	30
Unit IV	**Specialization and Project Development** • Choosing a Project • Project Management in Unreal Engine • Specialization: Multiplayer, VR, or Mobile Development • Testing and Debugging • Project Presentation and Portfolio Building	30

Recommended Readings

- *"Unreal Engine 4 Game Development in 24 Hours" by Aram Cookson*
- *"Unreal Engine 4 Scripting with C++ Cookbook" by William Sherif, Stephen Whittle*
- *"Mastering Unreal Engine 4.X" by Joshua Kinney*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-IX

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- MOTION GRAPHICS FOR TELEVISION (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Motion Graphics for Television(Practical)	4	0	0	4	Bachelor Degree (Honours with R/AP)	Nil

MASTERS IN ANIMATION & DESIGN		
Programme: *Masters in Animation and Design*	Year: V	Semester: IX Paper: DSE/GE
Subject: Animation & Design		
Course: DSE/GE	Motion Graphics for Television (Practical)	

Course Outcomes:

After studying this course, the students will be able to:

- Students will have gained a comprehensive understanding of motion graphics principles and techniques specific to television broadcasting.
- They will be able to design and produce visually compelling motion graphics content for various television platforms.
- Applying industry-standard software and adhering to professional standards of quality and creativity.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	**Topic**	**No. of Hours**
Unit I	**Introduction to Motion Graphics** • Overview of motion graphics and its role in television broadcasting • Historical background and evolution of motion graphics in television • Principles of animation and motion design	30
Unit II	**Design Principles for Television Motion Graphics** • Understanding visual hierarchy and composition • Typography and text animation for television • Color theory and its application in motion graphics for television • Incorporating branding and identity elements into motion graphics	30
Unit III	**Advanced Techniques in Motion Graphics** • Animation and integration into motion graphics • Special effects and visual enhancements • Advanced compositing techniques • Character animation for television	30
Unit IV	**Project Development and Portfolio Building** • Developing a motion graphics project from concept to completion • Client brief interpretation and project planning • Effective project management and time management skills • Presentation and critique of student projects	30

Recommended Readings

- *"Design for Motion: Fundamentals and Techniques of Motion Design" by Austin Shaw*
- *"Animating with Adobe After Effects CC: Visual Effects and Motion Graphics Techniques" by Chris Jackson*
- *"The Animator's Survival Kit" by Richard Williams*
- *"Motion Graphics: Principles and Practices from the Ground Up" by Ian Crook and Peter Beare*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-IX

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- CONCEPT OF VEHICLE DESIGN (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Concept of Vehicle Design (Theory)	4	4	0	0	Bachelor Degree (Honours with R/AP)	Nil

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: IX** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Concept of Vehicle Design (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Understand the fundamental principles of vehicle design as applied in video games.
- Acquire skills in 3D modeling, animation, and integration of vehicles into game environments.
- Apply gameplay mechanics and design considerations specific to vehicle-based gameplay.
- Develop proficiency in creating concept art and design documents for game vehicles.
- Collaborate effectively in a team environment to create compelling vehicle designs for games.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Introduction to Vehicle Design in Gaming** • Overview of vehicle design principles applied in video games • Historical perspective on the evolution of vehicle design in gaming	15

	• Understanding the role of vehicles in game mechanics and storytelling • Introduction to different types of vehicles in games: land, air, water, and space	
Unit II	**Vehicle Modeling and Animation** • Fundamentals of 3D modeling for vehicles in game development • Techniques for creating detailed vehicle models and textures • Introduction to rigging and animation for vehicle movement and interaction • Optimization strategies for efficient vehicle assets in game engines	15
Unit III	**Gameplay Integration and Mechanics** • Designing vehicle-based gameplay mechanics: controls, physics, and AI behavior • Balancing realism and fun in vehicle handling and performance • Implementing vehicle customization and progression systems • Exploring different game genres featuring vehicle gameplay: racing, action, simulation	15
Unit IV	**Concept Art and Design Iteration** • Conceptualizing vehicle designs through sketches, mood boards, and reference gathering • Iterative design process: from initial concepts to final polished designs • Incorporating feedback and iteration loops in vehicle design pipeline • Importance of visual storytelling and thematic consistency in vehicle design	15

Recommended Readings

- *"The Art of Game Design: A Book of Lenses" by Jesse Schell*
- *"Game Development Essentials: Game Interface Design" by Kevin Saunders and Jeannie Novak*
- *"3D Game Development with Unity" by Will Goldstone*
- *"Vehicle and Weapon Props Creation in Blender" by Darrin Lile*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-IX

Masters in Animation and Design

INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH (IAPC)- ACADEMIC PROJECT (MAKING VIDEO GAME CONCEPT/MOTION GRAPGICS)

No. of Hours- 90

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
IAPC: Academic Project	**6**	**0**	**0**	**6**	**Bachelor Degree (Honours with R/AP)**	**Nil**

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: IX** **Paper: IAPC**
Subject: Animation & Design		
Course: IAPC	**Academic Project (Making Video game concept/ Motion Graphics)**	

Course Outcomes:

After studying this course, the students will be able to:

- The course involves student researching in an area related to design and is expected to produce an insightful report or a paper on the topic.
- Students need to choose a topic suggested by a faculty member and work under faculty guidance. The work may involve primary and secondary research, creative exploration out alternatives, experimental set-ups and methodical documentation.
- Students are encouraged to explore new fields, materials and media, with a focus on analysis. The student is required to present a seminar on the topic at the end of the semester.

Credits: 6	**IAPC Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	Student need to submit ideation, script, story, storyboard	40
Unit II	Need to submit at least 3 level of game design or 50 secs motion graphics	50

Suggested Continuous Evaluation Methods: Evaluation will be based on final output (Project).

Semester-X

Masters in Animation and Design

DISCIPLINE SPECIFIC COURSE (DSC)- BRANDING PACKAGE AND DIGITAL MARKETING DESIGN (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSC: Branding Package& Digital Marketing (Theory)	**4**	**4**	**0**	**0**	**Bachelor Degree (Honours with R/AP)**	**Nil**

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: X** **Paper: DSC**
Subject: Animation & Design		
Course: DSC	**Branding Package & Digital Marketing (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Understand the concept of branding and its importance in digital marketing.
- Identify key elements of a brand package.
- Explain the basics of digital marketing and its relevance to branding.

Credits: 4	**Discipline Specific Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Introduction to Branding and Digital Marketing** • Definition and importance of branding • Elements of a brand package (logo, colors, typography, etc.) • Overview of digital marketing channels (social media, SEO, email marketing, etc.)	15
Unit II	**Brand Identity and Design** • Brand identity development process • Principles of graphic design (layout, typography, color theory) • Creating visual assets (logo design, brand guidelines)	15
Unit III	**Digital Marketing Strategies** • Digital marketing strategy development • Content marketing and storytelling • Social media marketing • Search Engine Optimization (SEO)	15
Unit IV	**Branding in the Digital Age** • Challenges of digital branding (brand consistency, consumer engagement) • Emerging trends in digital branding (AI, VR, AR) • Innovative branding strategies (influencer marketing,	15

	experiential marketing)	

Recommended Readings

- *"Building Strong Brands" by David A. Aaker*
- *"Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey*
- *"The Digital Transformation Playbook: Rethink Your Business for the Digital Age" by David L. Rogers*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-X

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- UX/UI FOR WEB DESIGNING (PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: UX/UI for Web Designing (Practical)	4	0	0	4	Bachelor Degree (Honours with R/AP)	Nil

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: X** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**UX/UI for Web Designing (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Demonstrate a deep understanding of advanced UX/UI principles and methodologies.
- Design and prototype complex web interfaces using industry-standard tools and techniques.
- Conduct usability tests and analyze user feedback to iteratively improve designs.
- Apply responsive design principles to create seamless user experiences across devices.

Credits: 4	Discipline Specific Elective/Generic Elective
Max. Marks: As per Univ. rules	Min. Passing Marks: As per Univ. rules

Unit	Topic	No. of Hours
Unit I	**Advanced Interaction Design** • Understanding advanced principles of interaction design • Designing for complex user interactions and gestures • Advanced prototyping techniques using tools like Adobe XD or Figma	30
Unit II	**Information Architecture and Navigation Design** • Information architecture principles for organizing complex web content • Advanced navigation design patterns and best practices • Conducting card sorting and tree testing for information architecture validation	30
Unit III	**Usability Testing and Feedback Analysis** • Planning and conducting advanced usability tests • Analyzing user feedback and behavior using quantitative and qualitative methods • Iterative design based on usability test results	30
Unit IV	**Responsive Design and Emerging Technologies** • Advanced techniques for creating responsive web designs • Designing for new and emerging devices (e.g., wearables, voice interfaces) • Exploring the impact of emerging technologies (e.g., AR/VR) on UX/UI design	30

Recommended Readings

- *"Don't Make Me Think: A Common Sense Approach to Web Usability" by Steve Krug*
- *"Designing Interfaces: Patterns for Effective Interaction Design" by Jenifer Tidwell*
- *"The Elements of User Experience: User-Centered Design for the Web and Beyond" by Jesse James Garrett*
- *"Responsive Web Design" by Ethan Marcotte*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-X

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- FILM ANALYSIS (THEORY)

No. of Hours-60

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Film Analysis (Theory)	**4**	**4**	**0**	**0**	**Bachelor Degree (Honours with R/AP)**	**Nil**

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: X** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Film Analysis (Theory)**	

Course Outcomes:

After studying this course, the students will be able to:

- Demonstrate a comprehensive understanding of film analysis theories and methodologies.
- Analyze and interpret various elements of film including narrative structure, cinematography, editing, sound, and mise-en-scène.
- Critically evaluate films within their cultural, historical, and social contexts.
- Communicate their analyses effectively through written and oral presentations.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Introduction to Film Analysis** • Understanding the language of cinema • Basic elements of film analysis: narrative, cinematography, editing, sound, mise-en-scène • Key film theories and methodologies	15
Unit II	**Narrative Structure and Storytelling** • Classical Hollywood narrative structure • Alternative narrative structures (e.g., non-linear storytelling) • Character development and arcs • Genre conventions and subversions	15
Unit III	**Cinematography and Visual Style** • Camera techniques and movements • Lighting and color theory • Framing and composition • Visual symbolism and motifs	15
Unit IV	**Sound and Editing** • Role of sound in film (e.g., dialogue, music, sound effects) • Sound design and editing techniques • Continuity editing vs. montage	15

	• Pacing and rhythm in editing	

Recommended Readings

- *"Film Art: An Introduction" by David Bordwell and Kristin Thompson*
- *"Understanding Movies" by Louis Giannetti*
- *"How to Read a Film: Movies, Media, and Beyond" by James Monaco*
- *"Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-X

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- MATCH MOVING 3D ADVANCED COMPOSITION(PRACTICAL)

No. of Hours- 120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Match Moving 3D & Advanced Composition (Practical)	4	0	0	4	Bachelor Degree (Honours with R/AP)	Nil

MASTERS IN ANIMATION & DESIGN		
Programme: *Masters in Animation and Design*	Year: V	Semester: X Paper: DSE/GE
Subject: Animation & Design		
Course: DSE/GE	Match Moving 3D & Advanced Composition (Practical)	

Course Outcomes:

After studying this course, the students will be able to:

- Understand the principles of match moving and its applications in visual effects.
- Develop proficiency in using industry-standard software for match moving and compositing.
- Apply advanced composition techniques to create seamless integration of 3D elements into live-action footage.
- Analyze and troubleshoot common issues in match moving and compositing projects.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	**Topic**	**No. of Hours**
Unit I	**Introduction to Match Moving** • Understanding match moving principles • Types of match moving: 2D tracking, 3D tracking, camera tracking • Introduction to industry-standard match moving software	30
Unit II	**3D Match Moving Techniques** • Advanced camera tracking techniques • Solving complex camera movements • Integrating 3D objects into live-action footage	30
Unit III	**Advanced Composition Techniques** • Introduction to advanced composition principles • Layering and blending techniques • Matte painting and set extensions	30
Unit IV	**Specialized Applications and Project Work** • Introduction to specialized match moving applications (e.g., object tracking, facial tracking) • Project-based learning: Students work on individual or group projects integrating match moving and advanced composition techniques • Critique and feedback sessions	30

Recommended Readings

- *"The Art and Science of Digital Compositing" by Ron Brinkmann*
- *"Matchmoving: The Invisible Art of Camera Tracking" by Tim Dobbert*
- *"The Green Screen Handbook: Real-World Production Techniques" by Jeff Foster*

Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Semester-X

Masters in Animation and Design

DISCIPLINE SPECIFIC ELECTIVE/GENERIC ELECTIVE (DSE/GE)- ADVANCED ILLUSTRATION – COMIC BOOK (PRACTICAL)

No. of Hours-120

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE/GE: Advanced Illustration – Comic Book (Practical)	4	0	0	4	Bachelor Degree (Honours with R/AP)	Nil

MASTERS IN ANIMATION & DESIGN		
Programme: ***Masters in Animation and Design***	**Year: V**	**Semester: X** **Paper: DSE/GE**
Subject: Animation & Design		
Course: DSE/GE	**Advanced Illustration – Comic Book (Practical)**	

Course Outcomes:

After studying this course, the students will be able to:

- Develop advanced skills in character design, storytelling, and sequential art.
- Gain proficiency in digital illustration software and tools.
- Create original comic book pages demonstrating a strong grasp of composition, perspective, and visual narrative.
- Explore various artistic styles and techniques to develop a unique artistic voice.

Credits: 4	**Discipline Specific Elective/Generic Elective**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	**Foundations of Comic Book Illustration** • Introduction to the history and evolution of comic books. • Understanding the role of illustration in storytelling. • Fundamentals of character design and development. • Basic principles of composition, layout, and paneling.	30
Unit II	**Advanced Character Design and Penciling Techniques** • Exploring advanced character design principles. • Anatomy studies and dynamic posing. • Mastering penciling techniques for comic book art. • Creating expressive characters and conveying emotions.	30

Unit III	**Digital Inking and Coloring** • Introduction to digital illustration software (e.g., Adobe Photoshop, Clip Studio Paint). • Techniques for digital inking and line art refinement. • Understanding color theory and its application in comic book illustration. • Digital coloring techniques: Flatting, rendering, and special effects.	30
Unit IV	**Sequential Art and Portfolio Development** • Advanced storytelling techniques for sequential art. • Crafting engaging page layouts and visual storytelling. • Finalizing comic book pages: Inking, coloring, and lettering. • Building a professional portfolio for submission to publishers or clients.	30

Recommended Readings

- *"Understanding Comics: The Invisible Art" by Scott McCloud*
- *"Drawing Cutting Edge Comics" by Christopher Hart*
- *"Making Comics: Storytelling Secrets of Comics, Manga and Graphic Novels" by Scott McCloud*
- *"Framed Ink: Drawing and Composition for Visual Storytellers" by Marcos Mateu-Mestre*

Suggested Continuous Evaluation Methods: Since the class is conceived as learner-centric and built around tasks that require learners to actively use various language skills, formative assessment can and should be used extensively. Oral presentations, peer interviews, and group tasks can be used for this purpose. The end-semester written examination will test all the areas targeted in the course.

Semester-X

Masters in Animation and Design

INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH (IAPC)- INTERNSHIP

No. of Hours- 90

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
IAPC: Internship	**6**	0	**0**	**6**	**Bachelor Degree (Honours with R/AP)**	**Nil**

MASTERS IN ANIMATION & DESIGN			
Programme: ***Masters in Animation and Design***		**Year: V**	**Semester: X** **Paper: IAPC**
Subject: Animation & Design			
Course: IAPC	**Internship**		

Course Outcomes:

After studying this course, the students will be able to:

- Gain first hand exposure of working in the real world.
- Allow harnessing skills, knowledge and theoretical practice learnt during the course.
- Develop and refine skills to suit the industry demands and build a strong network with professionals in the field.
- Gain confidence and improve chances as a job applicant.

Credits: 6	**IAPC Course**
Max. Marks: As per Univ. rules	**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
Unit I	• Internship will be undertaken with any reputed organization/Industry/NGO and will be evaluated by an Internal examiner.	90

Suggested Continuous Evaluation Methods: Evaluation will be based on final output (Internship Report& Project)