

BOARD OF STUDIES
Journalism and Mass Communication
(For Animation and Design)
Kumaun University, Nainital
(11.06.2025)

SYLLABUS APPROVED
Skill Enhancement Courses

List of SEC Papers:

- Semester I (SEC): Experimental Animation - I (Flip book / Cell Animation) (Practical)
 Semester II (SEC): Experimental Animation – II (PRACTICAL)
 Semester III (SEC): UI/UX DESIGNING (PRACTICAL)
 Semester IV(SEC): DIGITAL MARKETING (PRACTICAL)

Syllabus

Semester-I

Undergraduate Certificate in Animation and Design

SKILL ENHANCEMENT COURSE (SEC)- Experimental Animation - I (Flip book / Cell Animation) (Practical)
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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		
SEC: Experimental Animation-I (Flip book / Cell Animation)	2	0	0	2	Passed Class XII	Nil

UNDERGRADUATE CERTIFICATE IN ANIMATION & DESIGN		
Programme: <i>Undergraduate Certificate in Animation and Design</i>	Year: I	Semester: I Paper: SEC

Subject: Animation& Design		
Course: SEC	Experimental Animation - I (Flip book / Cell Animation)	
Course Outcomes:		
After studying this course, the students will be able to:		
<ul style="list-style-type: none"> • Learn about Flip book or Cell Animation. • Learn how to create story board with comprehensive details like camera angles, movements, dialogues, music etc. 		
Credits: 2	Skill Enhancement Course (SEC)	
Max. Marks: As per Univ. rules	Min. Passing Marks: As per Univ. rules	
Unit	Topic	No. of Hours
Unit I	Introduction to Animation and Flip Books <ul style="list-style-type: none"> • Overview of animation: definition, history, and significance • Introduction to flip book animation • Understanding the basic principles of animation (e.g., timing, spacing, squash and stretch) • Materials and tools required for creating flip books 	15
Unit II	Principles of Movement and Timing <ul style="list-style-type: none"> • Exploring the principles of movement in animation • Understanding timing and spacing in animation • Practice exercises to develop a sense of timing and movement • Analysis of existing flip book animations for timing and movement techniques 	15
Unit III	Advanced Flip Book Techniques <ul style="list-style-type: none"> • Introduction to advanced flip book techniques • Creating illusions of depth and perspective in flip book animations • Exploring techniques for character animation in flip books • Understanding the use of keyframes and breakdowns in flip book animation 	15
Unit IV	Introduction to Cell Animation <ul style="list-style-type: none"> • Overview of cell animation: definition, history, and techniques • Understanding the anatomy of a cell animation setup • Materials and tools required for cell animation • Project Submission - Making of a Flip book or Cell Animation 	15

Recommended Readings:

- *Prepare to Board! Creating Story and Characters for Animated Features and Shorts* by Nancy Beiman, Publisher- Adobe 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.

Semester-II

Undergraduate Certificate in Animation and Design

SKILL ENHANCEMENT COURSE (SEC)- EXPERIMENTAL ANIMATION – II (PRACTICAL)

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		
SEC: Experimental Animation – II (Practical)	2	0	0	2	Passed Class XII	Nil

UNDERGRADUATE CERTIFICATE IN ANIMATION & DESIGN

Programme: <i>Undergraduate Certificate in Animation and Design</i>			Year: I	Semester: II
Paper: SEC				
Subject: Animation & Design				
Course: SEC	Experimental Animation – II (Practical)			
Course Outcomes:				
After studying this course, the students will be able to:				
<ul style="list-style-type: none"> Create a Stop Motion or Claymation Video which includes - Compositions and its rules, Develop Background and elements, Prop designing 				
Credits: 2			Skill Enhancement Course	
Max. Marks: As per Univ. rules			Min. Passing Marks: As per Univ. rules	
Unit	Topic			No. of Hours
Unit I	Introduction to Stop Motion and Claymation <ul style="list-style-type: none"> Overview of stop motion animation and its history Introduction to Claymation Basic principles of animation Equipment and materials required for stop motion and Claymation			15
Unit II	Pre-production Planning <ul style="list-style-type: none"> Storytelling and scriptwriting for animation Character design and development Creating storyboards and animatics Set design and construction 			15
Unit III	Production Techniques <ul style="list-style-type: none"> Stop motion animation techniques Understanding frame rates and timing Clay sculpting and character rigging Lighting techniques for stop motion and Claymation 			15

Unit IV	Post-production and Presentation <ul style="list-style-type: none"> • Editing software for stop motion animation • Adding visual effects and enhancing footage • Voiceover recording and dialogue editing • Music selection and soundtrack creation 	15
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Recommended Readings:

- *Drawing Nature for the Absolute Beginner: A Clear & Easy Guide to Drawing Landscapes & Nature*

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-III

Undergraduate Diploma in Animation and Design

SKILL ENHANCEMENT COURSE (SEC)- UI/UX DESIGNING (PRACTICAL)

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		
SEC: UI/UX Designing (Practical)	2	0	0	2	Passed Certificate Course	Nil

UNDERGRADUATE DIPLOMA IN ANIMATION AND DESIGN

Programme: *Undergraduate Diploma in Animation and Design*

Year: II

Semester: III
Paper: SEC

Subject: Animation & Design

Course: SEC UI/UX Designing (Practical)

Course Outcomes:

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

- Understand the principles and importance of UI/UX design in software development and product design.
- Conduct user research using various methodologies and analyze research data to inform design decisions.
- Apply fundamental UI design principles to create visually appealing and user-friendly interfaces.
- Use prototyping tools to create interactive prototypes and conduct usability tests.

<ul style="list-style-type: none"> Evaluate and iterate on UI/UX designs based on user feedback and usability testing results. Develop a portfolio showcasing their understanding and application of UI/UX design principles through real-world projects and case studies., test and iterate designs based on user feedback, and communicate their design process and solutions. 		
Credits: 2		Skill Enhancement Course
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	Topic	No. of Hours
Unit I	Introduction to UI/UX Design <ul style="list-style-type: none"> Understanding User Interface (UI) and User Experience (UX) Importance of UI/UX in software development and product design Historical overview and evolution of UI/UX design Principles of good UI/UX design: usability, consistency, accessibility, and aesthetics Case studies of successful UI/UX designs 	6
Unit II	User Research and Analysis <ul style="list-style-type: none"> Introduction to user research methodologies (surveys, interviews, observations, etc.) Creating user personas and scenarios Conducting usability tests and gathering feedback Analyzing and interpreting user research data Introduction to information architecture and content strategy 	6
Unit III	UI Design Principles and Prototyping <ul style="list-style-type: none"> Fundamentals of UI design: visual hierarchy, layout, typography, color theory UI design tools and software (e.g., Sketch, Adobe XD, Figma) Wireframing and prototyping techniques Responsive design principles Interaction design basics: affordances, signifiers, feedback 	6
Unit IV	UX Design Process and Evaluation <ul style="list-style-type: none"> Adobe XD Understanding the UX design process: research, design, prototype, test Interaction design principles: navigation, information architecture, and micro-interactions Accessibility and inclusive design considerations 	12

Recommended Readings:

- "The Elements of User Experience" by Jesse James Garrett*
- "Lean UX: Designing Great Products with Agile Teams" by Jeff Gothelf and Josh Seiden*
- "Quantifying the User Experience" by Jeff Sauro and James R. Lewis*

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/ux-fundamentals-for-non-ux-professionals-user-experience-principles-for-managers-writers-designers-and-developers

Semester-IV

Undergraduate Diploma in Animation and Design

SKILL ENHANCEMENT COURSE (SEC)- DIGITAL MARKETING (PRACTICAL)

No. of Hours- 30

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		
SEC: Digital Marketing (Practical)	2	2	0	0	Passed Certificate Course	Nil

UNDERGRADUATE DIPLOMA IN ANIMATION AND DESIGN

Programme: <i>Undergraduate Diploma in Animation and Design</i>		Year: II	Semester: IV Paper: SEC
Subject: Animation & Design			
Course: SEC	Digital Marketing (Practical)		
Course Outcomes:			
After studying this course, the students will be able to: <ul style="list-style-type: none"> Understand the principles and techniques of digital marketing. Develop effective digital marketing strategies for different business objectives. Implement various digital marketing tactics, including SEO, social media, and email marketing. Analyse digital marketing metrics to evaluate campaign performance and optimize strategies. 			
Credits: 2		Skill Enhancement Course	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Introduction to Digital Marketing <ul style="list-style-type: none"> Overview of Digital Marketing Landscape Understanding Consumer Behaviour Online Digital Marketing Channels and Platforms Ethical and Legal Considerations in Digital Marketing 		10

Unit II	Search Engine Optimization (SEO) <ul style="list-style-type: none"> • Fundamentals of SEO: On-page and Off-page Optimization • Keyword Research and Analysis • SEO Copywriting and Content Optimization • Technical SEO: Site Structure and Performance 	10
Unit III	Social Media Marketing <ul style="list-style-type: none"> • Social Media Platforms and Audience Targeting • Content Strategy and Creation for Social Media • Social Media Advertising and Campaign Management • Community Management and Engagement 	12
Unit IV	Email Marketing and Digital Analytics <ul style="list-style-type: none"> • Email Marketing Strategy and Best Practices • Email Campaign Planning and Execution • Automation and Personalization in Email Marketing • Introduction to Digital Analytics Tools 	8

Recommended Readings:

- *"Digital Marketing: Strategy, Implementation and Practice"* by Dave Chaffey, Fiona Ellis-Chadwick
- *"SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies"* by Adam Clarke
- *"Social Media Marketing Workbook: How to Use Social Media for Business"* by Jason McDonald

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/understanding-digital-marketing-marketing-strategies-for-engaging-the-digital-generation