

B.A ANIMATION AND GRAPHIC DESIGN

**(Detailed semesterised syllabus for programme in
BA Animation & Graphic Design under the
Choice Based Credit System)**

OBJECTIVE

The graphic design and animation programme prepares graduates for a wide range of careers in the industry such as publication design, advertising design, animation, broadcast design, interactive design and illustration.

The skills taught in the programme encompass craft at a technical level; yet also include design, drawing, critical thinking, creativity, daring, collaboration, and a fundamental awareness of theory and history. Throughout the program, students are engaged in all aspects of animation/graphic design production, from concept development and production design to the completion of finished segments.

INTRODUCTION

The programme begins with design/animation history, theory and traditional hand skills, then progresses to current design/animation practices and technology. Students create animations, logos, multimedia/interactive applications, packaging, posters, publications, web pages and more. The program encourages innovation while stressing strong technical and presentation skills. Students gain a background in design/animation history and theory and then experiment and develop their own creative approaches. The Candidates become eligible for a Degree after six-semesters of study, spanning over a period of 3 years and successful completion of the Examination.

1. Programme

The programme gives an opportunity for the students to develop the basic skills in Design, Animation, Multimedia, Interactive Applications and Publications along with Communicative Skills in English.

2. Eligibility

- i. A pass in +2 or equivalent examination/Any Degree.
- ii. Candidates must appear for a written test and an interview. The test will be based on aptitude and general topics related to media and English.
- iii. The merit list will be drawn on the basis of the marks secured during the qualifying examination. The written test and interview will have equal weightage (i.e. 50:50).
- iv. 10% of the total intake of Students for admission may be reserved for Graduates and Post-Graduates in any Subject, provided they come in the merit list of the Candidates for admission. There will be separate merit lists for +2 and Degree Categories based on a common entrance test as stated at (ii). If the seats reserved for any of these categories fall short, it will be compensated from the existing list.

3. Programme Summary

COURSES	SEMESTER
1. English I: Creative Writing	1
2. Art and Visual Perception I	1
3. Computer Fundamentals	1
4. Elements of Graphic Design	1
5. Drawing for Animation	1
6. English II: Conversational Skills	2
7. Art and Visual Perception II	2
8. Animation Studio I	2
9. Vector Graphics for Designers	2
10. Photoshop for Designers	2
11. Design Studio I	3
12. Motion Studies	3
13. Animation Studio II	3
14. Reproduction Techniques	3
15. Typography	3
16. Scripting and Storyboarding for Animation	4
17. Design Studio II	4
18. Interaction Design I	4
19. Animation Studio III	4
20. 3D Animation I	4
21. Information Design	5
22. Animation for Web	5
23. Media Ethics	5
24. History of Animation	5
25. Motion Graphics	5
26. 3D Animation II	6
27. Post Production Techniques	6
28. Interaction Design II	6
29. Animation Project	6
30. Graphic Design Project	6
31. Internship I	6
32. Internship II	6

4. Evaluation

There shall be an End Semester examination (ESE) either written or practical for each course. A course carries a total of 4/3 credit marks each. The total credit for the entire programme is **120**.

Evaluation of each course shall contain two parts i) Internal or in semester assessment (ISA) ii) External or end semester assessment (ESA) the internal, external assessment ratio shall be 1:3.

The internal and external examination shall be evaluated using Direct grading system based on 5 point scale as given below:

Letter Grade	Performance	Grade Point (G)	Grade Range
A	Excellent	4	3.5 to 4.00
B	Very Good	3	2.5 to 3.49
C	Good	2	1.5 to 2.49
D	Average	1	0.5 to 1.49
E	Poor	0	0.00 to 0.49

5. Internal Evaluation

Internal evaluation forms an integral part of the course to ensure an effective and continuous assessment of the students throughout the programme. A register will be maintained in the College for this purpose. The faculty members in charge of the course shall award the grade based on the guidelines. The consolidated statement of these grade shall be exhibited in the College, and a copy duly certified by the HOD shall be submitted to the University. The break-up of weightage for internal evaluation in each theory paper shall be as follows:

Weightage

Seminar/Assignment	:	2
Attendance/Class Participation	:	1
Written Examination	:	2
		5
Total		5

The break-up of weightage for internal evaluation in practical papers will be as follows:

Weightage

Lab/Studio/Written	:	2
Attendance	:	1
Record	:	2
		5
Total		5

6. **End Semester Examination (ESE)**

The End Semester Examination (ESE) shall be of 3/5-hour duration for written/practical respectively. The minimum required attendance for each semester shall be 75%. Those who do not attain the minimum attendance will not be eligible to register for the ESE examination.

7. **Internship (On the Job Training)**

The candidates will have to undergo two Internships, during the programme. The first internship (2 Weeks) will be at a professional Design Studio. The second Internship (2Weeks) will be at an Animation Studio. The candidates will prepare a comprehensive Report. The Report should be attested by the organisation where the candidate did the Internship and the Report will be submitted to the faculty for evaluation. A member of the faculty will supervise the candidates during their Internship. The internships would have a credit of 1 and the grade would be submitted to the university at the end of the six semester

8. Pass Requirements

- i. The aggregate grade (external + internal) required for a pass in each course shall be D. Separate minimum of D Grade for both internal and external evaluation are required for a pass for a course.
- ii. The candidates not achieving D in any papers in the semester examinations will have to reappear for the same along with the junior batch. (There will be no separate supplementary examination for the failed candidates). Internal grade secured by the candidate will be carried over to the supplementary appearance. The candidates will have to re-do/re-appear only the part in which he/she has failed to secure the grade. In case a candidate fails in the Internal evaluation he/she will have to re-do the same altogether with the subsequent batch, as a supplementary candidate.
- iii. The overall shall be based on cumulative Grade Point Average (CGPA) with a 7 – point scale given below.

CGPA	GRADE
3.80 to 4.00	A+
3.50 to 3.79	A
3.00 to 3.49	B+
2.50 to 2.99	B
2.00 to 2.49	C+
1.50 to 1.99	C
1.00 to 1.49	D

For successful completion of a programme and award of the degree, a student must pass all course satisfying the minimum credit requirements and must score a minimum CGPA of 2.00 or an overall grade of C+ or above.

BA Animation & Graphic Design

SEMESTER WISE DISTRIBUTION OF PAPERS AND SCHEME OF EXAMINATION

Course	Course Code	Name of the Course	Credit	Theory /Practical
Semester I				
Common	11ECW1	1-1 English I Creative Writing	4	T
Common	12 AVP 1	1-2 Art and Visual Perception I	4	T
Common	13 CF	1-3 Computer Fundamentals	4	T
Core	14 EGD	1-4 Elements of Graphic Design	4	P
Complementary	15DW	1-5 Drawing for Animation	4	P
		Total	20	
Semester II				
Common	21ECS 2	2-1 English II Conversational Skills	4	T
Common	22 AVP 2	2-2 Art and Visual Perception II 4 T 3	4	T
Complementary	23 HA	2-3 History of Animation	4	T
Complementary	24 VGD	2-4 Vector Graphics For Designers	4	P
Complementary	25 PD	2-5 Photoshop for Designers	4	P
		Total	20	
Semester III				
Core	31DS1	3-1 Design Studio I	4	P
Core	32MS	3-2 Motion Studies 4 T 3	4	P
Core	33AS1	3-3 Animation Studio I	4	P

Complementary	34 RP	3-4 Reproduction Techniques	3	P
Complementary	35TG	3-5 Typography	4	P
		Total	19	

Semester IV				
Complementary	41SSA	4-1 Scripting & Storyboarding for Animation	3	P
Core	42DS2	4-2 Design Studio II	4	P
Complementary	43ID1	4-3 Interaction Design I	4	P
Complementary	44DI	4-4 Digital Illustration	4	P
Core	45I3D1	4-5 3D Animation I	4	P
		Total	19	
Semester V				
Complementary	51ID	5-1 Information Design	4	P
Complementary	52 AW	5-2 Animation for Web	4	P
Core	53ME	5-3 Media Ethics	4	T
Core	54AS2	5-4 Animation Studio II	4	P
Complementary	55MG	5-5 Motion Graphics	4	P
		Total	20	
Semester VI				
Core	613D2	6-1 3D Animation II	4	P
Core	62AS3	6-2 Animation Studio III	4	P
Core	63ID2	6-3 Interaction Design II	4	P
Core	64AP	6-4 Animation Project	4	P
Core	65GDP	6-5 Graphic Design Project	4	P
Core		Internship I	1	
Core		Internship II	1	
		Total	22	
		Total Credits	120	

COURSE 1-1
ENGLISH I: CREATIVE WRITING

OBJECTIVE

- Creative writing helps students to express creatively their feelings.
- The course aims to teach students to write imaginatively rather than factually.
- Some interpretative writing, dealing with its subject from a limited personal point, will also be taught.

UNIT I Book Reviews
Movie Critique

UNIT II Humorous Essays (Personal Events)
Diary Writing

UNIT III Autobiography
Short Stories

UNIT IV Poems
Short Plays and Skits

REFERENCE

- | | | |
|----------------------------|---|-----------------|
| 1. Basic Review of English | : | Alger, Ralph K. |
| 2. Writing | : | Hedge, Tricia |
| 3. Written Communication | : | Freeman, Sarah |

COURSE 1-2
ART AND VISUAL PERCEPTION
PART I

OBJECTIVE

To strengthen the artistic background of the student to a cognizable level.

UNIT I The nature and purpose of narrative art - Man's desire to repeat pleasant events – Enjoyment of re-creation – Memory and imagination - Origin of Story - Verbal narration.

UNIT II Pre-historic attempts at re-creation - Attempts of the cave man – Non- verbal communication - Recreation of an event through symbolic art - Flagellants of Mexico - Dionysia of ancient Greeks.

UNIT III Birth of Sagas - Valmiki, Homer, Virgil - Bharath Muni - Attempt at codification - Natya Sastra – Epics – Ramayana – Mahabharata.

UNIT IV Man's thought process and sense of movement - Pictorial origins of written language.

UNIT V Art and ancient civilization - Indian, Greek, Chinese, and Egyptian.

REFERENCE

- | | | |
|--|---|-------------------------|
| 1. Million And One Nights | : | Terry Ramsaye |
| 2. Natya Sastra (Bharath Muni) | : | Man Mohan Ghosh |
| 3. Necessity of Art | : | Ernest Fisher |
| 4. Social history of Art | : | Arnold Hauser |
| 5. Art and Visual Perception | : | Rudolf Arnheim |
| 6. Encyclopedia of World Art (Vol.I&II): | : | McGraw Hill Publication |
| 7. The Art of Pictorial Composition | : | Wolehonok |

COURSE 1-3 COMPUTER FUNDAMENTALS

OBJECTIVE

To introduce the fundamentals of Computer.

UNIT I Information Technology; Computer characteristics: Speed, storage, accuracy, diligence; Digital signals, Binary System, ASCII; Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, Mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet PC; Hardware & Software;

UNIT II Hardware: CPU, Memory, Input devices, output devices. Memory units: RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD-Writer; Input devices - keyboard, mouse, scanner, digital camera, Touch screen, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD; Printers: Dot-matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

UNIT III Software - System software, Application software; Introduction to Operating systems, Programming Languages, Application softwares, Compiler, Interpreter, Assembler, Linker, Databases; Different types of operating systems: single user, multitasking, time-sharing multi-user;

Application softwares: Generic Features of Word processors, Spreadsheets and Presentation softwares;

UNIT IV Computer Networks- Connecting computers, Requirements for a network: Server, Workstation, Hub/ switch,

UNIT V Internet: brief history, World Wide Web, Websites, URL, browsers, search engines, search tips; Internet connections: ISP, Dial-up, cable modem, WLL, DSL, leased line; email, email software features (send receive, filter, attach, forward, copy, blind copy).

REFERENCES:

1. Computers Today :Alexis Leon & Mathews Leon
2. SAMS Teach Yourself Open Office.org : Greg Perry
3. Fundamentals of Information Technology : Alexis & Mathews Leon
4. Computer Fundamentals : Pradeep K Sinha & Priti Sinha

COURSE 1-4 ELEMENTS OF GRAPHIC DESIGN

OBJECTIVE

- Fundamental components of design theory are introduced in this course.
- Students learn to use creative thinking to solve communication problems.

UNIT I Introduction to basic elements and concepts of visual design: line, texture, colour, form balance, proportion, size, shape, mass, unity and variety.

UNIT II Exercises on visual composition and layout. The use of grids in graphics composition.

UNIT III Concepts of visual design, visual structure and visual interest, visual analysis and refinement of visual representations.

UNIT IV Form in nature, Generation of visual images with analogies from nature. Relationship of colour and form. The use of colours, composition with colour.

UNIT V Design methodology, problem-solving, the relationship of visual form to meaning, type / image relationships.

REFERENCE

1. A History of Graphic Design : Philip Meggs
2. The Elements of Graphic Design: Space, Unity, Page Architecture, and Type: Alexander W. White.
3. Exploring the Elements of Design : Mark A. Thomas, Poppy Evans
4. Graphic Style : From Victorian to Digital : Steven Heller, Seymour Chwast

COURSE 1-5 DRAWING FOR ANIMATION

OBJECTIVE

- This course is intended to provide the student a basic understanding of drawing techniques for animation.
- Students develop a basic skill in drawing through various exercises.

UNIT I Introduction to drawing fundamentals - Drawing lines, curves and shapes - Basic shapes and forms - Rendering 3D forms - Shading and shadows - Types of shadows - Drawing still life.

UNIT II Perspective drawing - Vanishing point and orthogonal lines - Single point perspective - Overlapping and intersection - Two point perspective - Overlapping and intersection in two point perspective - Three point perspective – Foreshortening.

UNIT III Cartoon construction - Construction of the head - squash and stretch on heads - Character types - Cute, screwball, goofy characters - Basic features of the different character types.

UNIT IV Sketching basics - Drawing cartoon characters - Drawing birds - Animal characters –

UNIT V Figure drawing - Proportions of the male and female - Human skeletal system – Skull - Hand and leg bones - Drawing a human model – Contour Drawing and Gesture Drawing.

REFERENCE

1. Cartoon Animation : Preston Blair
2. Anatomy and Drawing : Victor Perard

COURSE 2-1
ENGLISH II: CONVERSATIONAL SKILLS

OBJECTIVE

- To develop conversational skills meant for informal occasions.
- To attain conversational skills for formal occasions such as club meetings, social gatherings, formal discussions at professional meetings and interviews.

UNIT I How to introduce oneself and one's friends to others.
How to invite someone to an important event.

UNIT II How to make a request.
How to ask for help and how to refuse help politely.

UNIT III How to express one's gratitude.
How to persuade someone to do something.
How to compliment people, to congratulate them, to express sympathy to them, to apologize to them, and to give someone a fair warning.

UNIT IV How to initiate a conversation with a total stranger.
How to complain effectively.
How to make suggestions and how to say goodbye.

UNIT V How to carry on a conversation on topics of mutual interest at a social gathering.
How to carry on a telephone conversation.
How to conduct a job interview with the students as the interviewer and as the candidate for a job.

REFERENCE

1. English in Situations : O'Neil, R.
2. Success with English : Broughton, Geofferey
3. English Conversation Practice: Taylot, Grant

COURSE 2-2
ART AND VISUAL PERCEPTION
PART II

OBJECTIVE

To provide the student with an opportunity of understanding the growth of Art through ages.

UNIT I Aristotelian concept of art - Imitation of Reality – Empathy - Concept of Tragic Hero and Tragedy - Classical Theatre forms - Greek and Sanskrit.

UNIT II Different art forms – Environmental Art – Architecture – Sculpting - Performing Art - Literature and Poetry, Drama, Music, Dance, – Photography - Moving images.

UNIT III Perception of movement through images - Line of Force - Composition - The Art of Colour and Lighting - Mixing of colour lights - Mixing of painter’s pigments.

UNIT IV A short history of art from 500 BC to AD 1930.

UNIT V Art in modern times - An introduction AD 1930 – Present.

REFERENCE

- | | | |
|---|---|--------------------------------|
| 1. Poetics | : | Aristotle (Translated Version) |
| 2. A Concise History of art | : | G.Buzin |
| 3. The art of interior design | : | V.K. Ball |
| 4. Film as Art | : | Rudolf Arnheim |
| 5. The Meaning of Art | : | Herbert Read |
| 6. The Art of Composition | : | Michael Jacobs |
| 7. The Art of Colour and Design
(Part I, II & III) | : | Mitland Graves |
| 8. Indian Architecture Vol. I & II
Buddhist and Hindu period
And Islamic period | : | Perry Brown |
| 9. Art and Visual Perception | : | Rudolf Arnheim |
| 10. Lighting for Portraits | : | Walter Nuremberg |
| 11. Amateur Photographic handbook | : | Sussman |
| 12. Pocket Guide to 35mm
Photography | : | Kodak |
| 13. Photographic Optics | : | Arthur Cox |

COURSE 2-3
HISTORY OF ANIMATION

OBJECTIVE

- This course focuses on the history and aesthetics of animation, with references to related arts such as live-action cinema, puppetry and comics.
- Screenings include a wide range of commercial and experimental works produced throughout the world.

UNIT I A brief prehistory – phenakistoscope, Praxinoscope , Kinetsocope, zoetrope, thaumatrope, early comic strips.

UNIT II Pioneers in animation - Winsor McCay, Otto Messmer, Max Fleischer, Walt Disney, John Bray. Use of cels, peg system.

UNIT III The Disney feature films – development of the Disney style, evolution of the principles of animation.

UNIT IV Animation in Europe and Canada – Experimental animations from the National Film Board of Canada, Japanese animation – anime, manga styles – the Miyazaki feature films.

UNIT V Growth of computer animation – the Pixar movies, 3D feature films. Animation in India.

REFERENCE

1. Of Mice and Magic:
A History of American Animated Cartoons : Leonard Maltin
2. The History of Animation : Charles Solomon
3. The Anime Encyclopedia:
A Guide to Japanese Animation Since 1917 : Jonathan Clements, Helen McCarthy

COURSE 2-4
VECTOR GRAPHICS FOR DESIGNERS

OBJECTIVE

- This course covers the most popular illustration programs used by graphic designers.
- The potential applications for these programs are explored, from fine-tuned illustrations to successful typographic studies.
- Emphasis is placed on both technical and artistic mastery.

UNIT I Introduction to vector graphic programs – Adobe Illustrator, Properties of vector graphics - Stroke and fill tools – basic shapes, Bezier drawing with the pen tool.

UNIT II Creative use of shapes – using the pathfinder – Boolean operations using shapes.

UNIT III Vector drawing techniques – node editing – tracing from raster images – different styles of vector illustrations.

UNIT IV Using colour in vector graphics – different colour palettes – gradients and gradient mesh.

UNIT V Using type tools and type controls – type along a path – using filters and effects.

REFERENCE

1. Adobe Illustrator Classroom in a Book : Adobe Creative Team
2. Adobe Illustrator CS Creative Studio : Luanne Seymour Cohen

COURSE 2-5 PHOTOSHOP FOR DESIGNERS

OBJECTIVE

This course is designed to help graphic designers master professional studio techniques—including custom typographic treatments and special photographic effects—in Adobe Photoshop.

UNIT I Introduction to raster images – Image resolution - RGB, CMYK Indexed colour modes and their applications, Basic drawing in Photoshop – Using airbrush, pencil, paint brush tools.

UNIT II Concept of layers in Photoshop – Transparency and blending modes – creative use of layers and blending modes.

UNIT III Using the selection tools, using the path tool to create selections – Type tools in Photoshop.

UNIT IV Channels – using alpha channels to save selections – Colour correction in Photoshop – adjusting hue, saturation and value of images.

UNIT V Advanced colour correction and image manipulation techniques – using filters and effects – preparing images for print and web.

REFERENCE

1. Adobe Photoshop Classroom in a Book : Adobe Creative Team
2. Adobe Photoshop CS Studio Techniques : Ben Willmore

**COURSE 3-1
DESIGN STUDIO
PART I**

OBJECTIVE

- In this course, students develop creative strategies for problem solving and investigate design issues.
- The focus is on establishing effective design methods.

UNIT I Techniques of representation to acquire the necessary skill to represent visual images. Exercise on converting visual images into 2D representation.

UNIT II Corporate Design - students design a corporate logo.

UNIT III Symbols and Signage – graphic symbol design project.

UNIT IV Poster design project – students design a poster for an event/cause/awareness campaign.

UNIT V Brochure design project - students design a brochure for an event/cause/awareness campaign.

REFERENCE

1. Corporate Identity Design : Veronica Napoles
2. Typography Workbook: A Real-World Guide to Using Type in Graphic Design : Timothy Samara
3. Design Issues:
How Graphic Design Informs Society : D. K. Holland

COURSE 3-2 MOTION STUDIES

OBJECTIVE

This course concentrates on study and analysis of human and animal movement.

UNIT I Study of anatomical motion relevant to the animation industry.

UNIT II Study of skeletal pivot points, figure weight, balance and momentum.

UNIT III Analysis of the two legged and four legged walk and run.

UNIT IV Study of gestures – analysis of human and animal gestures.

UNIT V Applying motion principles in animation – exaggerating natural motion for animation.

REFERENCE

1. The Human Figure in Motion : Eadweard Muybridge
2. Animals in Motion : Eadweard Muybridge
3. Tezuka School of Animation
Animals in Motion : Osamu Tezuka

**COURSE 3-3
ANIMATION STUDIO
PART I**

OBJECTIVE

Different methods for creating animation are explored in this course.

UNIT I Introduction to animation techniques – drawn, cutout & stop motion.

UNIT II Creating a cutout animation - group assignment.

UNIT III Creating a flip book using drawings - individual assignment.

UNIT IV Creating a stop motion animation – group assignment.

UNIT V Exploring other methods in animation - group assignment.

REFERENCE

1. Cartoon Animation : Preston Blair
2. The Animator's Survival Kit : Richard Williams
3. Disney Animation - The Illusion of Life: Thomas, Frank and Johnston, Ollie
4. Timing for Animation : Whitaker, Harold and Halas, John

COURSE 3-4

REPRODUCTION TECHNIQUES

OBJECTIVE

- A study of printing technology. Introduction to all the major processes of printing.
- Attention is drawn to the influence of printing process on design.

UNIT I History of printmaking – different printing techniques – letter press, screen printing, engraving, gravure & offset printing.

UNIT II Screen printing process - Screen Preparation, printing and Screen Reclamation, screen printing inks - Exercises in screen printing and submission.

UNIT III Offset printing – preparing artwork, plate-making process, offset printing machines, printing inks.

UNIT IV Industrial visit – Report Submission

REFERENCE

1. Screen Printing Techniques : Albert Kosloff
2. Introduction to Printing Techniques : Hugh M. Speirs
3. Printing Types: Their History, Forms, and Use : Daniel Berkeley Updike

COURSE 3-5 TYPOGRAPHY

OBJETIVE

- Through lectures, demonstrations and studio work, students are introduced to all aspects of typography.
- Strong emphasis is placed on the history of type and the technical, problem-solving and aesthetic use of display and text type.

UNIT I History of type; The Anatomy of Type; Type Specifications; Type Classifications.

UNIT II Designing with Type – legibility and readability, communicating a message through type, choosing appropriate typefaces.

UNIT III Digital typography; exploring variables in type – size, weight, kerning, leading, tracking.

UNIT IV Dynamic typography; Titling; 3d typography; Use of type in web and interactive media.

UNIT V A typographical project using any regional language.

REFERENCE

1. Stop Stealing Sheep
& Find Out How Type Works, Second Edition: Erik Spiekermann
2. Designing with Type:
A Basic Course in Typography :James Craig, William Bevington,

**COURSE 4-2
DESIGN STUDIO
PART II**

OBJECTIVE

This course consolidates previous graphic design knowledge and skills, offering students the opportunity to focus on a major, self-initiated design project.

UNIT I Introduction to layout and design of publications.

UNIT II Historical and current practices and technologies used to produce multi-page publications.

UNIT III Publication design short project - visualizations for several publications using the elements of layout with typography and art.

UNIT IV Packaging Design - students explore 3-D form and surface graphics by designing containers for a variety of products and construct 3-D prototypes.

UNIT V Corporate Identity design – students work on developing a visual identity for a company/product.

REFERENCE

1. Grid: A Modular System for the Design and Production of Newspapers, Magazines, and Books : Allen Hurlburt
2. The Magazine From Cover to Cover : Inside a Dynamic Industry : Sammye Johnson, Patricia Prijatel
3. Designing Books: Practice and Theory : Jost Hochuli, Robin Kinross

**COURSE 4-3
INTERACTION DESIGN
PART I**

OBJECTIVE

Students are introduced to web authoring techniques and technologies as they learn how to create and develop basic projects in which interactivity is the focus.

UNIT I Introduction to interactive interfaces – web, CDROM and software applications.

UNIT II Introduction to web design – basics of html – study and analysis of web sites.

UNIT III Information and interfaces - information structure, the interactive design process and designing visual interfaces.

UNIT IV Advanced html, introduction to Dreamweaver, creating websites with Dreamweaver.

UNIT V Usability in web based interfaces – study of different factors affecting usability.

REFERENCE

1. Interactive Design for New Media and the Web : Nicholas V. Iuppa
2. Principles of Interactive Design : Lisa Graham
3. The Design of Everyday Things : Donald A. Norman

COURSE 4-4 DIGITAL ILLUSTRATION

OBJECTIVE

- Various tools and techniques in digital illustration are explored in detail.
- Vector, paint and 3D applications are used to create different styles of illustrations.

UNIT I Introduction – Digital illustration Applications – illustrate Site maps – Route maps etc. – Botanical illustration.

UNIT II Paint Packages – Photoshop – Coral Painter - Story illustration – Poem illustrations.

UNIT III Character création – Human - Animals – Birds – objects – différent information symbols.

UNIT IV Medical illustration – using strokes and fills , gradients – different styles in vector illustrations.

UNIT V Digital Illustration applications - Exploring 3d illustration techniques.

REFERENCE

1. Secrets of Award-Winning Digital Artists: Creative Techniques and Insights for Photoshop, Painter and More : Jeremy Sutton, et al
2. Pen and Mouse: Commercial Art and Digital Illustration: Angus Hyland, Roanne Bell

COURSE 4-5
3D ANIMATION
PART I

OBJECTIVE

Students are introduced to 3D animation using any one of the popular 3D Animation Softwares like Softimage XSI or Alias Wavefront Maya or Discreet 3DS Max.

UNIT I Digital Animation workflow, Animation Packages, Parametric Modeling and Key frame Animation.

UNIT II Modeling using polygons and sub divisional surfaces.

UNIT III Basic lighting concepts, Applying textures and shaders.

UNIT IV Basic shaders, Maps, Designing materials using textures from various sources.

UNIT V Deformations, Bones, Camera, Rendering, 3D Environments, Architectural Walkthroughs.

REFERENCE

1. Digital Character Animation 2, Essential Techniques: George Maestri
2. Digital Lighting and Rendering : Jeremy Birn
3. XSI User guide

COURSE 5-1 INFORMATION DESIGN

OBJECTIVE

- This course provides an overview of this important graphic design sub-speciality.
- Selected studio projects emphasize visual problem solving.

UNIT I Basics of information visualization – translating data into visuals.

UNIT II Designing statistical information graphics.

UNIT III The representation of objects – the process of simplification.

UNIT IV Visualizing complex data – process of converting data into useful information using graphics.

UNIT V Recreating events in space and time.

REFERENCE

1. The Visual Display of Quantitative Information : Edward R. Tufte
2. Visual Explanations:
Images and Quantities, Evidence and Narrative : Edward R. Tufte
3. Envisioning Information : : Edward R. Tufte
4. Information Design : Robert Jacobson

COURSE 5-2 ANIMATION FOR WEB

OBJECTIVE

- In this course, students study animation and its uses on the Internet.
- Students assess both the aesthetic and technical aspects of animation as they relate specifically to an online environment.

UNIT I Introduction to web animation – gif animation, flash, Vector graphics in Flash.

UNIT II Drawing in Flash – shapes – fill and stroke – using colours – using type in Flash.

UNIT III Animating in Flash – shape and motion tweening – using the timeline – creating and using movie clips.

UNIT IV Adding interactivity – basic interactivity in Flash – introduction to Actionscripting.

UNIT V 3D and Flash – using 3D elements in flash movies.

REFERENCE

1. Flash Cartoon Animation: Learn from the Pros : Glenn Kirkpatrick, et al
2. Hollywood 2D Digital Animation:
The New Flash Production Revolution : Sandro Corsaro, Clifford J.
3. The Art of Cartooning with FLASH : Daniel Gray, et al

COURSE 5-3 MEDIA ETHICS

OBJECTIVE

To provide the concept of ethics and the importance of media ethics.

UNIT I Introduction to Ethics - What is Ethics - Divisions and different ethical approaches - Different ethical perspective. The nature of ethics and its ultimate purpose:

UNIT II Notion of moral law and origin of Conscience - What is Conscience – Different types of Conscience - How to form good Conscience?

UNIT III Mass Communication and Society: The meaning of 'Effects' - Theories of Media effects and media uses – Effects of media on education – The Mass Media and the Indian Family – Children and the Media – Representations of Women in the Mass Media – Media and Consumerism – Violence in the Media and Violence in society.

UNIT IV Ethics of what we see: Visual Persuasion – Ethical perspectives for analyzing Photography, Computers, Graphic Design, Cartoons, Motion pictures, Television, and World Wide Web.

UNIT V Journalism Ethics – Ethics of Cinema – Ethics of Broadcasting & Telecasting – Ethics in Advertising.

REFERENCE

- | | |
|---|-----------------------|
| 1. Visual Communication | : Paul Martin Lester |
| 2. Mass Communication | : Keval J. Kumar |
| 3. Ethical Issues in Journalism and the Media | : Andrew Belsey |
| 4. Media Ethics | : Bart Pattyn |
| 5. Communication Ethics and Universal Values | : Clifford Christians |
| 6. Mass Media and the Moral Imagination | : Philip J. Rossi |

**COURSE 5-4
ANIMATION STUDIO
PART II**

OBJECTIVE

Students learn the basic principles of animation through studio exercises.

UNIT I Animation Overview, Line of Action, Solidity, Wave Principle, Timing & Spacing.

UNIT II Squash and Stretch, Ease-in/Ease-out, Anticipation, Action Reaction, Overlap and Follow Through.

UNIT III Weight, Mass and movement – exercises in weight and mass, Secondary Action, Fast Action.

UNIT IV Arcs, Cycling Animation, Walk, Run and Sneak cycles, Surprise Reaction-Takes and Double Takes.

UNIT V Staging and Appeal, Exercises in fine-tuning animation.

REFERENCE

1. Cartoon Animation : Preston Blair
2. The Animator's Survival Kit : Richard Williams
3. Disney Animation - The Illusion of Life: Thomas, Frank and Johnston, Ollie
4. Timing for Animation : Whitaker, Harold and Halas,
John

COURSE 5-5 MOTION GRAPHICS

OBJECTIVE

This course trains students in the essential vocabularies and concepts of motion graphics using type, shapes, objects and images.

UNIT I Fundamental concepts for motion graphics, including graphics and promos for television networks and film titles and logos for advertising.

UNIT II Time-based Typography. Students construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships.

UNIT III Exploring form transitions – using shapes in motion.

UNIT IV Introduction to 3-D Motion Graphics, foundations of 3-D environments. Modeling, textures, lighting and animating

UNIT V Motion graphics for the web – using Flash for creating motion graphics.

REFERENCE

1. Motion Graphic Design and Fine Art Animation : Principles and Practice : Jon Krasner
2. On Screen In Time: Transitions in Motion Graphic Design for Film, TV and New Media: Melanie Goux, James A. Houff
3. Motion Graphics: How Did They Do That? : David Greene

**COURSE 6-2
ANIMATION STUDIO
PART III**

OBJECTIVE

Students go through the steps of creating an animated short from conceptualization to final output.

UNIT I Straight Ahead Action and Pose-to-Pose Action, Exaggeration & Secondary Action.

UNIT II Planning an animation, Using exposure sheets, Timing and spacing.

UNIT III Creating a short animation – concept, script and storyboard development.

UNIT IV Creating a short animation – character development.

UNIT V Animating the storyboard – final output.

REFERENCE

1. Cartoon Animation : Preston Blair
2. The Animator's Survival Kit : Richard Williams
3. Disney Animation - The Illusion of Life: Thomas, Frank and Johnston, Ollie
4. Timing for Animation : Whitaker, Harold and Halas, John

**COURSE 6-3
INTERACTION DESIGN
PART II**

OBJECTIVE

Students go through the process of creating an interactive CDROM using Flash/Director from concept generation to final output.

UNIT I Introduction to authoring tool – Flash, Process of creating an interactive CDROM.

UNIT II Planning a CDROM – data collection - structuring information – flow charting and storyboarding.

UNIT III Creating and collecting content – visual, textual and audio.

UNIT IV Authoring using various tools and techniques in Flash.

UNIT V Testing the movie – outputting to final format – creating the master CD.

REFERENCE

1. Designing Visual Interfaces:
Communication Oriented Techniques : Kevin Mullet, Darrell Sano
2. A Practical Guide to Usability Testing: Joseph S. Dumas, Janice C. Redish

COURSE 6-4 ANIMATION PROJECT

Students develop an innovative body of work making use of the skills and knowledge acquired during the previous courses. This guided project culminates in a final presentation accompanied by a written component.

Working closely with the professor, students define specific production goals to explore or complete an animation project of their choosing. Emphasis is on the conceptual, aesthetic and technical processes. Students are encouraged to share their specific areas of expertise while producing individually directed projects.

COURSE 6-5
GRAPHIC DESIGN PROJECT

All students develop an original body of work, culminating in a final presentation accompanied by a written component. This module offers students the opportunity to develop their own design project focussing on each student's personal design vision.

Final design outcomes may range from small or large scale printed artefacts to electronic, time-based and/or interactive applications. The project work is carried out under close guidance of a faculty member.