

SACRED HEART COLLEGE (AUTONOMOUS)

School of Communication

BA ANIMATION & GRAPHIC DESIGN

Course plan

Academic Year 2016-17

Semester 1

BA ANIMATION & GRAPHIC DESIGN

COURSE STRUCTURE

Course Code	Title of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
15U1CRAGD01	English	5	3	72
15U1CRAGD02	Art and Visual Perception	5	4	72
15U1CRAGD03	History of Animation I	5	4	72
15U1PRAGD01	Elements of Graphic Design	5	4	72
15U1PRAGD02	Drawing for Animation	5	3	72

COURSE PLAN (COURSE 1)

English

COURSE 1: ENGLISH FOR COMMUNICATION

PROGRAMME	BA ANIMATION AND GRAPHICS DESIGN	SEMESTER	1
COURSE CODE	15U1CCAGD1	CREDIT	3
COURSE TITLE	Model III English I - English for Communication	HOURS/ SEM	72 HRS
FACULTY NAME	ANUBHA GEORGE	HOURS/ WEEK	5

COURSE OBJECTIVES

Read, write and speak English confidently
Express themselves creatively- through writing and storyboards
Analyse why and how we need to take care of our planet
Evaluate social issues like gender inequality, environmental unsustainability etc. and assess the need for selected movements that are socially and culturally important
Apply the knowledge and manage work-life balance thus leading a more balanced life in the future

Session	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
Module 1 GRAMMAR				
1	Introduction	Lecture		
2	General Grammar post school	Interaction, activity	Class exercise	
3	General Grammar post school	Interaction, activity	Class exercise	
4	What is an accent?	Discussion	Class exercise	
5	Mother tongue vs accent connection	Interaction, discussion	Class exercise	
6	Compliments	Interaction, discussion	Class exercise	
7	How to compliment? Is it always okay to compliment?	Interaction, activity, discussion	Class exercise	
8	Leadership: who is a good leader?	Interaction, discussion	Class exercise	
9	Why leadership matters	Interaction, discussion	Class exercise	
10	Work- life balance	Interaction, discussion	Class exercise	
11	What is stress?	Interaction, discussion	Class exercise	
12	How to overcome stress	Interaction, discussion	Class exercise	
13	Working in teams	Interaction, activity	Class exercise	

14	Communication	Interaction, discussion	Class exercise	
15	Evaluation	Quiz		
Module 2 ETIQUETTE				
16	How to introduce oneself and one's friends to others	Activity, discussion	Class activity	
17	How to introduce oneself and one's friends to others	Activity, discussion	Class activity	
18	How to invite someone to an important event	Activity, discussion	class activity	
19	How to invite someone to an important event	Activity, discussion	class activity	
20	How to invite someone to an important event	Activity, discussion	class activity	
21	How to compliment someone	Activity, discussion	Class exercise	
22	How to compliment someone	Activity, discussion	Class exercise	
23	How to compliment someone	Activity, discussion	Class exercise	
24	How to compliment someone	Activity, discussion	Class exercise	
CIA 1				
Module 3 ETIQUETTE				
26-30	How to complain effectively	Activity, discussion	Videos	
27	How to complain effectively	Activity, discussion	Videos	
28	How to complain effectively	Activity, discussion	Videos	
29	How to complain effectively	Activity, discussion	Videos	
30	How to complain effectively	Activity, discussion	Videos	
31	How to ask for help & refuse help politely	Activity, discussion	Videos	
32	How to ask for help & refuse help politely	Activity, discussion	Videos	
33	How to ask for help & refuse help politely	Activity, discussion	Videos	
34	How to ask for help & refuse help politely	Activity, discussion	Videos	
35	How to start a conversation with a stranger	Activity, discussion		
36	How to start a conversation with a stranger	Activity, discussion		
37	How to start a conversation with a stranger	Activity, discussion		
Module 4 CLIMATE				
38	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
39	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
40	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	

41	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
42	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
43	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
44	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
45	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
46	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
47	Writing short stories	Activity	Classwork	
48	Writing short stories	Activity	Classwork	
49	Writing short stories	Activity	Classwork	
50	Writing short stories	Activity	Classwork	
51	Writing short stories	Activity	Classwork	
52	Writing short stories	Activity	Classwork	
53-58	Very short writings of uner 100 words	assignment	Homework	
54	Very short writings of uner 100 words	assignment	Homework	
55	Very short writings of uner 100 words	assignment	Homework	
56	Very short writings of uner 100 words	assignment	Homework	
57	Very short writings of uner 100 words	assignment	Homework	
58	Very short writings of uner 100 words	assignment	Homework	
59-64	Understanding and interpreting writing	Assignment	Homework	
60	Understanding and interpreting writing	Assignment	Homework	
61	Understanding and interpreting writing	Assignment	Homework	
62	Understanding and interpreting writing	Assignment	Homework	
63	Understanding and interpreting writing	Assignment	Homework	
64	Understanding and interpreting writing	Assignment	Homework	
CIA 2				
65-70	Film reviews	speaking in class	class activity	
66	Film reviews	speaking in class	class activity	
67	Film reviews	speaking in class	class activity	
68	Film reviews	speaking in class	class activity	
69	Film reviews	speaking in class	class activity	
70	Film reviews	speaking in class	class activity	
71	Revision and conclusion	Lecture and discussion		

72	Revision and conclusion	Lecture and discussion		
----	-------------------------	------------------------	--	--

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	September 2016	Interviewing skills: Invited a guest over with students interviewing him- GRADED
2	October 2016	Reading and interpreting the story An Anxious Man in class- GRADED

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	Sept 2016	Preparing an interview activity as a group- GRADED
2	Every week in July/August 2016	Watching a film together as a class and reviewing it- GRADED

References

- Jhumpa Lahiri's short stories
- Podcasts, Reading some good articles from ESPN, New York Times etc
- CNN Quiz
- An Anxious Man short story by James Lumsden
- Films- Thappad, Pink, Annayum Rasoolum

PROGRAMME	BA ANIMATION AND GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15U1CRAGD02 ART AND VISUAL PERCEPTION	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ANUBHA GEORGE		

COURSE OBJECTIVES
Apply the knowledge in reading, writing and speaking English as a language confidently
Identify grammatical errors, and construct appropriate sentences and usages
Demonstrate creative ways of using English language in different situations
Analyse why one needs to take care of our planet
Create writeups like short stories, poems and travelogue

SESSI ON	TOPIC	LEARNING RESOURCES	VALUE ADDITI ONS	REMA RKS
	Module 1 GRAMMAR			
1	Introduction	Lecture		
2	Antonyms	Interaction, activity	Class exercise	
3	Antonyms	Interaction, activity	Class exercise	
4	Synonyms	Interaction, activity	Class exercise	
5	Synonyms	Interaction, activity	Class exercise	
6	Homonyms	Interaction, activity	Class exercise	
7	Homonyms	Interaction, activity	Class exercise	

8	Active voice	Interaction, activity	Class exercise	
9	Active voice	Interaction, activity	Class exercise	
10	Passive voice	Interaction, activity	Class exercise	
11	Passive voice	Interaction, activity	Class exercise	
12	General grammar as revision post school	Interaction, activity	Class exercise	
13	General grammar as revision post school	Interaction, activity	Class exercise	
14	General grammar as revision post school	Interaction, activity	Class exercise	
15	Evaluation	Quiz		
Module 2 ETIQUETTE				
16 - 17	How to introduce oneself and one's friends to others	Activity, discussion	Videos	
18-20	How to invite someone to an important event	Activity, discussion	Videos	
21-24	How to compliment someone	Activity, discussion	Videos	
CIA 1				
Module 3 ETIQUETTE				
26-30	How to complain effectively	Activity, discussion	Videos	
31-34	how to ask for help & refuse help politely	Activity, discussion	Videos	
35-37	How to start a conversation with a stranger	Activity, discussion		
Module 4 CLIMATE				
38 - 46	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	
Module 5 CREATIVITY				
47-52	Writing short stories	Activity	Classwork	
53-58	Poems	Discussion	Homework	
59-64	Travelogue	Assignment	Homework	
65-70	Public speaking	speaking in class	Videos	
71-72	Revision and conclusion	Lecture and discussion		

ASSIGNMENTS/SEMINAR – Details & Guidelines

Topic	Nature of Assignment
Short stories, poems, public speaking	Activity based, discussion, opinion
Listening to podcasts	Conversation
watching films	

References

Jhumpa Lahiri's short stories

Podcasts, Reading some good articles from ESPN, New York Times etc

CNN Quiz

COURSE PLAN

ART AND VISUAL PERCEPTION

PROGRAMME	BA ANIMATION AND GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15U1CRAGD02 ART AND VISUAL PERCEPTION	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	APARNA S K		

COURSE OBJECTIVES

Explain and compare the nature, styles and aesthetics of Art

Classify the ways in which Art is applied for communication

Demonstrate the nature of visual language

Develop the grammar of paintings, sculpture

Apply elements of art and design for communication and problem solving

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE 1				
1	Introductory Session	PPT	video	
2	Narratives, Narrative Art	PPT/Lecture	video	
3	Narratives, Narrative Art	PPT/Lecture	video	
4	The nature and purpose of narrative art	PPT/Lecture	video	
5	The nature and purpose of narrative art	PPT/Lecture	video	
6	Man's desire to repeat pleasant events – Enjoyment of re-creation	PPT/Lecture	video	
7	Man's desire to repeat pleasant events – Enjoyment of re-creation	Lecture	video	
8	Memory and imagination	Lecture	video	
9	Origin of Story	Lecture	video	
10	Origin of Story	Lecture	video	
11	Verbal narration.	PPT/Lecture	video	
MODULE 2				
12	Pre-historic attempts at re-creation	PPT/Lecture	video	
13	Pre-historic attempts at re-creation	PPT/Lecture	video	
14	Pre-historic attempts at re-creation		video	
15	Attempts of the cave man		video	
16	Attempts of the cave man	PPT/Lecture	video	
17	Attempts of the cave man	Lecture	video	
18	Attempts of the cave man	Lecture	video	
19	Attempts of the cave man	Lecture		
19	Non- verbal communication	Lecture		
20	Symbolic art	PPT/Lecture	Video	
21	Symbolic art	PPT/Lecture	Video	
22	Basic Semiotics	PPT/Lecture	Video	

23	Basic Semiotics	PPT/Lecture	Video	
	CIA 1			
	MODULE 3			
24	Birth of Sagas	Lecture	Video	
25	Birth of Sagas Valmiki	Lecture	Video & Movie screening	
26	Birth of Sagas Valmiki		Video	
27	Birth of Sagas Valmiki	Lecture	Video	
28	Birth of Sagas - Homer	Lecture	Video	
29	Birth of Sagas - Homer	PPT/Lecture	Video	
30	Birth of Sagas - Homer	PPT/Lecture	Video	
31	Birth of Sagas - Homer	PPT/Lecture	Video	
32	Birth of Sagas - Homer		Video	
33	Birth of Sagas - Homer	PPT/Lecture	Video	
34	Birth of Sagas - Homer	PPT/Lecture	Video	
35	Birth of Sagas - Homer	PPT/Lecture	Video	
36	Birth of Sagas - Homer	Lecture	Video	
37	Birth of Sagas - Homer	Lecture	Video	
38	Birth of Sagas - Virgil	PPT/Lecture	Video	
39	Birth of Sagas - Virgil	PPT/Lecture	Video	
40	Birth of Sagas - Virgil	PPT/Lecture	Video	
41	Birth of Sagas - Bharath Muni	PPT/Lecture	Video	
42	Birth of Sagas - Bharath Muni	Lecture	Video	
43	Birth of Sagas - Bharath Muni	PPT/Lecture	Video	
44	Natya Sastra – Epics – Ramayana - Mahabharata.	PPT/Lecture	Video	
45	Natya Sastra – Epics – Ramayana - Mahabharata.	PPT/Lecture	Video	

46	Natya Sastra – Epics – Ramayana - Mahabharata.	PPT/Lecture	Video	
	MODULE 4			
47	Man's thought process and sense of movement	PPT/Lecture	Video	
48	Man's thought process and sense of movement	PPT/Lecture	Video	
49	Man's thought process and sense of movement	PPT/Lecture	Video	
50	Man's thought process and sense of movement	PPT/Lecture	Video	
51	Man's thought process and sense of movement	PPT/Lecture	Video	
52	CIA II	PPT/Lecture	Video	
53	Pictorial origins of written language	PPT/Lecture	Video	
54	Pictorial origins of written language	PPT/Lecture	Video	
55	Pictorial origins of written language		Video	
	MODULE 5			
56	Art and ancient civilization		Video	
57	Art and ancient civilization	<i>PPT/Lecture</i>	Video	
58	Ancient Civilization – Indian	PPT/Lecture	Video & Group discussion	
59	Ancient Civilization – Indian	PPT/Lecture	Video & Group discussion	
60	Ancient Civilization – Indian	PPT/Lecture	Video & Group discussion	
61	Ancient Civilization – Greek	PPT/Lecture	Video & Group discussion	
62	Ancient Civilization – Greek	PPT/Lecture	Video & Group discussion	
63	Ancient Civilization – Greek	Lecture	Video & Group discussion	
64	Ancient Civilization – Greek	Lecture	Video & Group discussion	

65	Ancient Civilization – Chinese	Lecture	Video & Group discussion	
66	Ancient Civilization – Chinese	Lecture	Video & Group discussion	
67	Ancient Civilization – Chinese	PPT/Lecture	Video & Group discussion	
68	Ancient Civilization - Egyptian.	PPT/Lecture	Video & Group discussion	
69	Ancient Civilization - Egyptian.	PPT/Lecture	Video & Group discussion	
70	Ancient Civilization - Egyptian.		Video & Group discussion	
71	Revision			
72	Revision			

ASSIGNMENTS/SEMINAR – Details & Guidelines

Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
Narratives- Individual, Written format
Symbolic art-Group, Collecting Ancient Symbols. Chart presentation and display
Pictorial origins of written language. Group, Written Chart presentation and display
On the life and works of sages, Character drawing workshop
Ancient Civilization – Clay Modeling / terra cotta workshop

References

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 PLAN (COURSE 3)

HISTORY OF ANIMATION I

PROGRAMME	BA ANIMATION AND GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15U1CRAGD03 - HISTORY OF ANIMATION I	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	APARNA S K		

COURSE OBJECTIVES

Explain and Demonstrate the history and aesthetics of animation, with references to related arts such as live-action cinema, puppetry and comics.

Compare the early animation attempts and demonstrate the optical devices.

Examine the range of commercial and experimental works produced throughout the world.

Analyze the role of pioneers and their contributions in the field of animation.

Analyze the issues and situations of different Animation studios in America

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introductory Session What is Animation, A Brief Pre-history of animation.	PPT	video	
2	Early Optical Contraptions	PPT/Lecture	video	
3	Early Optical Contraptions	PPT/Lecture	video	
4	Early Optical Contraptions	PPT/Lecture	video	
5	Early Optical Contraptions	PPT/Lecture	video	
6	Early Comic strips	PPT/Lecture	video	
7	Early Comic strips	Lecture	video	
MODULE 2				
8	Pioneers in animation	Lecture	video	
9	Pioneers in animation	Lecture	video	
10	Pioneers in animation	Lecture	video	
11	Pioneers in animation	PPT/Lecture	video	
12	Pioneers in animation	PPT/Lecture	video	
13	Pioneers in animation	PPT/Lecture	video	
14	Pioneers in animation			
15	Pioneers in animation			
16	Pioneers in animation	PPT/Lecture		
17	Pioneers in animation	Lecture		
18	Pioneers in animation	Lecture		
19	Pioneers in animation	Lecture		
19	CIA 1			
20	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	

21	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	
22	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture		
23	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	
24	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture		
25	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture	Video & Movie screening	
26	The Disney feature films - development of the Disney style, evolution of the principles of animation.			
27	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture	Video & Movie screening	
28	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture		
29	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	
30	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture		
31	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	
32	The Disney feature films - development of the Disney style, evolution of the principles of animation.		Video & Movie screening	
33	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
34	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	

35	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
36	American Animation: Silent Era	Lecture	Video & Movie screening	
37	American Animation: Silent Era	Lecture	Video & Movie screening	
38	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
39	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
40	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
41	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
42	American Animation: Silent Era	Lecture	Video & Movie screening	
43	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
44	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
45	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
46	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
47	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
48	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
49	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
50	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
51	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
52	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
53	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	

54	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	
55	American Animation: Silent Era		Video & Movie screening	
56	CIA II			
57	American Animation: Renaissance Era	<i>PPT/Lecture</i>	Video & Movie screening	
58	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	
59	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	
60	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	
61	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	
62	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	
63	American Animation: Renaissance Era	Lecture	Video & Movie screening	
64	American Animation: Renaissance Era	Lecture	Video & Movie screening	
65	American Animation: Renaissance Era	Lecture	Group discussion	
66	American Animation: Renaissance Era	Lecture	Group discussion	
67	American Animation: Renaissance Era	PPT/Lecture	Group discussion	
68	American Animation: Renaissance Era	PPT/Lecture	Group discussion	
69	American Animation: Renaissance Era	PPT/Lecture	Group discussion	
70	American Animation: Renaissance Era		Group discussion	
71	American Animation: Renaissance Era			
72	American Animation: Renaissance Era			

ASSIGNMENTS/SEMINAR – Details & Guidelines

Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
The Disney feature films – development of the Disney style, evolution of the principles of animation - (group)
Make optical contraptions (group)
Seminar Presentation on early animation devices - (group) Make devices (group work)
Seminar Presentation on Pioneers in animation - (individual) Prepare hand drawn colorful charts of the same.
Detailed film review of 5 movies. <u>Zootopia(2016)</u> . <u>Inside Out (2015,)</u> <u>Pinocchio (1940)</u> , <u>Ratatouille (2007)</u> , <u>Spirited Away (2002)</u>
Create a comic strip with 6 pages

References

1. Of Mice and Magic: A History of American Animated Cartoons: Leonard Maltin
2. The History of Animation : Charles Solomon
3. Enchanted Drawings : The History of Animation, Charles Solomon

COURSE PLAN

ELEMENTS OF GRAPHIC DESIGN

PROGRAMME	BA ANIMATION & GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15U1PRAGD01: ELEMENTS OF GRAPHIC DESIGN	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

COURSE OBJECTIVES
Explain basic elements, history and theories of graphic design.
Make use of the elements, principles and theories involved in the fundamental study of design.
Create designs using techniques, skills and aesthetic sense.
Interpret the psychology of the audience for effective communication design inspired by nature.
Develop creativity in design production and out of the box thinking.

SESSI ON	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to Graphic Design	Lecturing, discussions	PPT	
2	Introduction History- emergence. Design as Visual language.	Lecturing, discussions, screening	PPT	
3	Graphic design industry and professions.	Lecturing, Discussions	PPT	
4	Elements of design -Point, line	Lecturing, Discussions	PPT	
5	Elements of design – Shape, Form	Lecturing Discussions	PPT	
6	Elements of design – Colour wheel, schemes, modes, psychology: Space	Lecturing Discussions	PPT	
7	Elements of design – Texture, Typography	Lecturing Discussions	PPT, Video	
MODULE 2				
8	Challenges faced by the graphic designers			
9	Principles of Design- Balance	Lecturing Discussions	Assignment and assessment	
10	Principles of Design- Scale	Lecturing Discussions	PPT	
11	Principles of Design- Unity, Variety	Lecturing Discussions	PPT	
12	Principles of Design- Emphasis	Discussions	PPT	
13	Principles of Design- Contrast	Lecturing Discussions	Assignment and assessment	
14	Principles of Design- Activity	Lecturing Discussions	Assignment and assessment	
15	Difference between graphic design and fine arts, traits of a graphic designer.	Lecturing Discussions	Assignment and assessment	
16	Principles of Design- Hierarchy	Lecturing Discussions	Assignment and assessment	

17	Principles of Design- Alignment	Lecture, presentations, videos, design activity	PPT	
18	Elements and Principles of Design- Rhythm	Lecturing Discussions	Assignment and assessment	
19	Elements and Principles of Design- Movement	Lecture, presentations, videos, design activity	Assignment and assessment	
20	Elements and Principles of Design	Lecture, presentations, videos, design activity	PPT	
21	Elements and Principles of Design	Lecture, presentations, videos, design activity	Assignment and assessment	
22	Seminar	Student Presentation	PPT	
23	Quiz & Design	Exam Written	Assignment and assessment	
MODULE 3				
24	Visual theories of Composition	Lecture, presentations, videos, design activity	PPT	
25	Gestalt's Theories of Visual Perception	Lecture, presentations	PPT	
26	Gestalt's Theories of Visual Perception	Lecture Discussions	PPT	
27	Gestalt's Theories of Visual Perception	Lecture, presentations, videos, design activity	PPT	
28	Visual Compositional Theories: Rule of thirds, perspective, golden ratio	Lecturing Discussions	PPT	
29	Visual Compositional Theories: Rule of thirds, perspective, golden ratio	Lecture, presentations, videos, design activity	Assignment and assessment	
30	Visual Interest -Tessellation 1	Lecture, presentations, videos, design activity	PPT	
31	Visual Interest -Tessellation 2	Lecture, presentations, videos, design activity	Assignment and assessment	

32	Visual Interest - Tessellation 3	Lecture, presentations, videos, design activity	Assignment and assessment	
33	Visual Interest - Abstraction	Lecture, presentations, design activity	Assignment and assessment	
34	Symbols, Icons	Lecture, presentations, design activity		
35	Logos & Psychology	Lecture, presentations, videos, design activity	Assignment and assessment	
36	Types of logo	Lecture, presentations, videos, design activity	Assignment and assessment	
37	Imagery for posters, packaging, print advertisements, websites and blogs	Lecture, presentations, videos, design activity	Assignment and assessment	
38	Imagery for posters, packaging, print advertisements, websites and blogs	Lecture, presentations, videos, design activity	Assignment and assessment	
MODULE 4				
39	Colour & Form	Lecture, presentations, videos, design activity	PPT	
40	Space & shape	Lecture, presentations, videos, design activity	PPT	
41	Design Creation	Lecture, presentations, videos, design activity	PPT	
42	Design Creation	Presentations, design activity	PPT	
43	Design Creation	Presentations, design activity	PPT	
44	Design Creation	Presentations, design activity	PPT	
45	Design Creation	Lecture, presentations, videos, design activity	PPT	

46	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	
47	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	
48	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	
49	Grid	Lecturing	PPT	
50	Grid theory	Lecturing	PPT	
51	Types of Grids	Lecturing	PPT	
52	Grid Layouts in Print	Lecturing	Assignment and assessment	
53	Grid Layouts in Websites	Practical	Assignment and assessment	
54	CIA 2	Written Practical		
MODULE 5				
55	Elements & Principles in Logo Design	Lecturing	PPT	
56	Elements & Principles in Logo Design	Lecture, presentations, videos, design activity	Assignment and assessment	
57	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	PPT	
58	Concepts & Brainstorming	Lecture, presentations, videos, design activity	Assignment and assessment	
59	Concepts & Brainstorming	Lecture, presentations, videos, design activity	Assignment and assessment	
60	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	Assignment and assessment	

61	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	Assignment and assessment	
62	Elements & Principles in Advertisement Print Design	Lecture, presentations, videos, design activity	Assignment and assessment	
63	Elements & Principles in Advertisement Print Design	Design activity		
64	Brand Identities	Lecture, presentations, videos, design activity	Assignment and assessment	
65	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	
66	Identity Design Workshop	Design activity	Assignment and assessment	
67	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	
68	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	
69	Identity Design Workshop	Design activity	Assignment and assessment	
70	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)
1	Silhouette
2	Pointillism
3	Abstraction 1 (Tea Cup and Saucer, watch)
4	Abstraction 2 (cameras, key, lampshade)
5	Metamorphosis 1 (Jellyfish - Parachute)
6	Monochromatic Design
7	Analogous Design

8	Triadic Design
9	Quadratic Design
10	Complimentary Design
11	Split - Complementary Design
12	Positive and Negative - Square
13	Positive and Negative - Doodle
14	High Key and Low Key
15	Object & 5 perspectives
16	Contour & Form – Hand or Object
17	Tessellation 1- Repetition
18	Tessellation 2 - Translation
19	Tessellation 3 - Rotation
20	Gestalt Laws (Similarity, Anomaly)
21	Gestalt Laws (Proximity, Closure)
22	Gestalt Laws (Continuity, Figure & Ground)
23	Logo using Gestalt 1
24	Logo using Gestalt 2
25	Book Cover 1
26	Patterns from Nature
27	Poster Design 1
28	Image completion with drawing
29	Grid in Newspapers, Magazines

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written /Presentation – Graded or Non-graded etc)
1	Mid Sem	Colour Psychology in Brand Identity Design
2	End Sem	Elements & Principles analysis in Communication Design

References

1. The Language of Graphic Design: Richard Poulin
2. The Elements of Design: Poppy Evans & Mark A. Thomas
3. Design Elements: Color Fundamentals, by Aaris Sherin
4. Creative Workshop: David Sherwin
5. Color Design Workbook, Adams Morioka and Terry Stone
6. Form, Function and Design: Klee, Paul.

COURSE PLAN (COURSE 5)
DRAWING FOR ANIMATION (PRACTICAL)

PROGRAMME	BA ANIMATION AND GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15U1PRAGD02: DRAWING FOR ANIMATION (PRACTICAL)	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	KISHORE KUMAR. P		

COURSE OBJECTIVES
Draw life sketches quickly with line of action
Build the dimensions of perspectives
Make use of the anatomy of human Body in drawing for animation
Make use of the anatomy of animals, birds and reptiles
Analyse characters according to the concept/story

Sessions (Hours)	Topics	Teaching Method	ValueAdditions	Remarks
UNIT - 1				
1	Introduction	Lecture		
2	Sketching and Loosening exercises	Lecture	Live Session	
3				
4				
5				
6	Drawing from:			
7	Still-life Drawing	Lecture	Live Session	
8				
9				
10	Sketching Poses	Lecture	Live Session	
11				
12				
13	Life Sketching	Lecture	Live Session	
14				
15				
16	Line of Action	Lecture	Live Session	
17				
18				
19	Shading and shadows	Lecture	Live Session	
20				
21	Silhouettes	Lecture	Live Session	
22	Caricaturing	Lecture	Live Session	
23				
24				
UNIT - 2				
25	Perspective drawing		Live Session	
26	<u>Basics of Perspective Drawing</u>	Lecture	Live Session	
27	<u>Single point perspective</u>	Lecture	Live Session	
28				
29				
30				
31	<u>Two point perspective</u>	Lecture	Live Session	
32				
33				
34				
35				
36				
37	<u>Three point perspective</u>	Lecture	Live Session	
38				
39				
40				
41	<u>Multi- Point Perspective</u>	Lecture	Live Session	

42				
UNIT - 3				
43	Human Anatomy			
44	Male and Female Anatomy –	Lecture	Live Session	
45				
46				
47	Anatomy of Different Age Groups	Lecture	Live Session	
48				
49	Basic Understanding of the Skeletal and Muscle System	Lecture	Live Session	
50				
51				
52	Study of Poses	Lecture	Live Session	
53				
54				
UNIT - 4				
55	Anatomy of Animals, Birds, Reptiles			
56	Body Structure -	Lecture	Live Session	
57				
58				
59				
60				
61	Perspective drawing	Lecture	Live Session	
62				
63				
64				
65				
66				
UNIT - 5				
67	Character Types:			
68	Character Analysis	Lecture	Live Session	
69	Understanding Cartoon Characters:	Lecture	Live Session	
70				
71				
72				
73	Cartoon Character:	Lecture	Live Session	
74				
75				
76	Expressions: (Facial)	Lecture	Live Session	
77				
78				
79	Expressions: (Hand)	Lecture	Live Session	
80				
81				
82	Classic Cartoon Characters:	Lecture	Live Session	
83				
84				
85	Types of Construction:	Lecture	Live Session	
86				
87				
88	Fairy Tale Characters:	Lecture	Live Session	

89				
90				
Module	Topic	Remarks		
1	Still Life Sketching			
1	Sketching Poses			
2	Perspective : One Point			
2	Perspective : Two Point			
2	Perspective : Three Point			
3	Human Anatomy : Male			
3	Human Anatomy : Female			
4	Anatomy Animal, Reptiles			
4	Anatomy Birds, Insects			
5	Character design & Expressions			
5	Type of Characters			
5	Fairy Tale Characters			
References				
1	Andrew Loomis, Drawing the Head and Hand, Titan Books (25 October 2011)			
2	Victor Perard, Anatomy and Drawing, New Enlarged Edition (1 December 2006)			
3	The Art of Composition : Michael Jacobs			
4	Perspective Drawing Handbook: Joseph D'Amelio			
5	Figure Drawing All its worth – Andrew Loomis			
6	Drawing Dynamic Hands : Burne Hogarth			
7	The Art of Animal Drawing: Construction, Action, Analysis, Caricature: Ken Hultgen			
8	Bird Anatomy for Artists: Natalia Balo			
9	Cartoon Animation: Preston Blair			
10	Disney Animation - The Illusion of Life: Frank Thomas and Ollie Johnston			