SACRED HEART COLLEGE(AUTONOMOUS)

SCHOOL OF COMMUNICATION

BA ANIMATION AND GRAPHIC DESIGN

COURSE PLAN

ACADEMIC YEAR: 2016 - 17

SEMESTER – 6

BA ANIMATION AND GRAPHIC DESIGN

COURSE PLAN

Course Structure (SEMESTER 6)

Course Code	Title of The Course	No. Hrs./ Week	Credits	Total Hrs./Sem
15U6PJAGD1	Animation Project P	5	10	72
15U6PJAGD2	Graphic Design Project P	5	10	72

COURSE 1: ANIMATION PROJECT

PROGRAMME	**BA ANIMATION AND GRAPHICS DESIGN**	SEMESTER	**6**
COURSE CODE	**15U6PRAGD21**	CREDIT	**10**
COURSE TITLE	**ANIMATION PROJECT**	HOURS/ SEM	**72 HRS**
FACULTY NAME	**ABIN JOSE**	HOURS/ WEEK	**5**

COURSE OBJECTIVES
Build Concepts and develop story
Create Script and Screenplay, Animatics & Storyboard,
Analyze   characteristics of well-designed and executed animation.
Understanding of the industry as a whole by executing all components of development, pre-production, production and post-production planning
Demonstrate the skills through final output.

Sessions (Hours)	Topics	Teaching Method	Value Addition/ Remarks	Remarks
		MODULE 1		
1	Introduction and Instruction of final 3D Animation Project	Lecture & Practical	Live Session	
2	Production Pipe- line	Lecture & Practical	Live Session	
3	Concept Development	Lecture & Practical	Live Session	
4	Concept Development	Lecture & Practical	Live Session	
5	Concept Development	Lecture & Practical	Live Session	
6	Concept Finalization and approval	Lecture & Practical	Live Session	
7	Story Development	Lecture & Practical	Live Session	
8	Story Development	Lecture & Practical	Live Session	
9	Story Development.	Lecture & Practical	Live Session	
10	Story Development	Lecture & Practical	Live Session	
11	Final Story	Lecture & Practical	Live Session	
12	Thumbnail Story boarding	Lecture & Practical	Live Session	
13	Thumbnail Story boarding	Lecture & Practical	Live Session	
14	Thumbnail Story boarding	Lecture & Practical	Live Session	
15	Final Storyboard	Lecture & Practical	Live Session	

16	Final Storyboard	Lecture & Practical	Live Session	
17	Final Storyboard Presentation	Lecture & Practical	Live Session	
18	Animatics	Lecture & Practical	Live Session	
19	Animatics	Lecture & Practical	Live Session	
20	Character Concept Art	Lecture & Practical	Live Session	
MODULE 2				
21	Character Concept Art	Lecture & Practical	Live Session	
22	Background Concept Art	Lecture & Practical	Live Session	
23	Props /set concept art	Lecture & Practical	Live Session	
24	Props/set concept art	Lecture & Practical	Live Session	
25	Character Blue print Design	Lecture & Practical	Live Session	
26	Character Blue print Design	Lecture & Practical	Live Session	
27	Final character /props/BG digital concept art	Lecture & Practical	Live Session	
28	Final character /props/BG digital concept art	Lecture & Practical	Live Session	
29	Animation Production	Lecture & Practical	Live Session	
30	Animation Production	Lecture & Practical	Live Session	
31	Animation Production	Lecture & Practical	Live Session	
32	Animation Production	Lecture & Practical	Live Session	
33	Progress updating	Lecture & Practical	Live Session	
34	Animation Production	Lecture & Practical	Live Session	
35	Animation Production	Lecture & Practical	Live Session	
36	Animation Production	Lecture & Practical	Live Session	
37	Animation Production	Lecture & Practical	Live Session	
38	Animation Production	Lecture & Practical	Live Session	
39	Animation Production	Lecture & Practical	Live Session	
40	Animation Production	Lecture & Practical	Live Session	
MODULE 3				

41	Animation Production	Lecture & Practical	Live Session	
42	Animation Production	Lecture & Practical	Live Session	
43	Animation Production	Lecture & Practical	Live Session	
44	Animation Production	Lecture & Practical	Live Session	
45	Animation Production	Lecture & Practical	Live Session	
46	Animation Production	Lecture & Practical	Live Session	
47	Animation Production	Lecture & Practical	Live Session	
48	Animation Production	Lecture & Practical	Live Session	
49	Animation Production	Lecture & Practical	Live Session	
50	Project progress updating Jury	Lecture & Practical	Live Session	
MODULE 4				
51	Animation Production	Lecture & Practical	Live Session	
52	Animation Production	Lecture & Practical	Live Session	
53	Animation Production	Lecture & Practical	Live Session	
54	Animation Production	Lecture & Practical	Live Session	
55	Animation Production	Lecture & Practical	Live Session	
56	Animation Production	Lecture & Practical	Live Session	
57	Animation Production	Lecture & Practical	Live Session	
58	Animation Production	Lecture & Practical	Live Session	
59	Animation Production	Lecture & Practical	Live Session	
60	Animation Production	Lecture & Practical	Live Session	
61	Animation Production	Lecture & Practical	Live Session	
62	Animation Production	Lecture & Practical	Live Session	
63	Animation Production	Lecture & Practical	Live Session	
64	Animation Post-Production	Lecture & Practical	Live Session	
65	Animation Post-Production	Lecture & Practical	Live Session	
MODULE 5				
66	Animation Post-Production	Lecture & Practical	Live Session	

67	Animation Post-Production	Lecture & Practical	Live Session	
68	Sound Mixing	Lecture & Practical	Live Session	
69	Effects	Lecture & Practical	Live Session	
70	Final Presentation	Presentation	Live Session	
71	Final Presentation	Presentation	Live Session	
72	Conclusion	Lecture & Practical	Live Session	

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	December 12, 2016	Concept Presentation
2	Jan 26, 2017	Pre-Production / art works
3	March 05, 2017	Production Modelling character / set deign
4	March 31, 2017	Postproduction, Final out put

REFERENCES
1   Autodesk Knowledge
2   Mastering Maya
3   Writing for Animation, Comics and Games: Christy Marx
4   Animation Writing and Development: From Script Development to Pitch: Jean Ann Wright
     How to Draw Animation - Learn the Art of Animation from Character Design to Storyboards and
5   Layouts: Christopher Hart

COURSE 2: GRAPHIC PROJECT

PROGRAMME	BA ANIMATION AND GRAPHICS DESIGN	SEMESTER	6
COURSE CODE	15U6PJAGD22	CREDIT	10
COURSE TITLE	**GRAPHIC PROJECT**	HOURS/ SEM	**72 HRS**
FACULTY NAME	**ABHISHEK R (ANU CHERIAN & ROSHINA)**	HOURS/ WEEK	**5**

COURSE OBJECTIVES
Build project design works to display their specialisation, creativity and skills.
Utilize research processes to create strong brand building concepts and strategies.
Develop entrepreneurship skills and suggest innovative methods for communication design.
Construct live projects from concept to the final production.
Design projects using various production mediums (art, photography, content writing design, editing, multimedia) for on and off social media platforms.

Sessions (Hours)	Topics	Teaching Method	Value Addition/ Remarks	Remarks
1	Introduction to the GD Project & Schedule	PPT/Lecture		
2	Introduction to the GD Project & Schedule	PPT/Lecture		
3	Introduction to the GD Project & Schedule	PPT/Lecture		
4	Branding Expert Session 1	PPT/Lecture	Expert Session	
5	Branding Expert Session 1	PPT/Lecture	Expert Session	
6	Branding Expert Session 1	PPT/Lecture	Expert Session	
7	Branding Expert Session 2	PPT/Lecture	Expert Session	
8	Branding Expert Session 2	PPT/Lecture	Expert Session	
9	Branding Expert Session 2	PPT/Lecture	Expert Session	
10	Branding Expert Session 3	PPT/Lecture	Expert Session	
11	Branding Expert Session 3	PPT/Lecture	Expert Session	
12	Branding Expert Session 3	PPT/Lecture	Expert Session	
13	Project Mentor introduction	Guidance	Expert Session	
14	Project Mentor introduction	Guidance	Expert Session	
15	Project Mentor introduction	Guidance		
16	Project Mentor introduction	Guidance		
17	Project Mentor introduction	Guidance		
18	Branding Topic Finalisation - Expert Session 1	Discussion	Expert Session	
19	Branding Topic Finalisation - Expert Session 1	Discussion	Expert Session	
20	Branding Topic Finalisation - Expert Session 1	Discussion	Expert Session	
21	Branding Topic Finalisation - Expert Session 2	Discussion	Expert Session	
22	Branding Topic Finalisation - Expert Session 2	Discussion	Expert Session	
23	Branding Topic Finalisation - Expert Session 2	Discussion	Expert Session	
24	Branding Topic Finalisation - Expert Session 3	Discussion	Expert Session	
25	Branding Topic Finalisation - Expert Session 3	Discussion	Expert Session	
26	Brainstorming and Ideation with Mentors	PPT/Lecture	Expert Session	
27	Brand Building Process	PPT/Lecture	Video	
28	Brand Building Process	PPT/Lecture	Video	
29	Brand Building Process	Designs	Video	

30	Study of Market, Strategies and Design Analyses	Designs	Video	
31	Study of Market, Strategies and Design Analyses	Designs	Video	
32	**CIA - I Presentation**			
33	Presentation of Concept and Plan	Presentation		
34	Presentation of Concept and Plan	Presentation		
35	Presentation of Concept and Plan	Presentation		
36	Collateral Design	PPT/Lecture		
37	Collateral Design	PPT/Lecture		
38	Direct Mails Product Packaging / Container Design	PPT/Lecture		
39	Direct Mails Product Packaging / Container Design	PPT/Lecture		
40	Point of Purchase	PPT/Lecture		
41	Point of Purchase	PPT/Lecture		
42	Point of Purchase	PPT/Lecture		
43	TVC	PPT/Lecture		
44	TVC	PPT/Lecture		
45	TVC	PPT/Lecture		
46	Website Design	PPT/Lecture		
47	Website Design	PPT/Lecture		
48	Website Design	PPT/Lecture		
49	Website Design Process	Presentation		
50	Website Design Process	Presentation		
51	Website Design Process	Presentation		
52	Initial stage Ads & Target specific ads	Videos		
53	Initial stage Ads & Target specific ads	Videos		
54	Initial stage Ads & Target specific ads	Videos		
55	Social Media Ads	PPT/Lecture		
56	Social Media Ads	PPT/Lecture		
57	**CIA – II Presentation**			
58	Evaluation Later Stage Ads	Videos	Expert Session	
59	Evaluation Later Stage Ads	Videos	Video	
60	Evaluation Later Stage Ads	Videos	Video	
61	Gift and compliment ideas	Presentation		
62	Gift and compliment ideas	Presentation		
63	Gift and compliment ideas	Presentation		
64	Final Thesis Submission for Review	Evaluation & Guidance		
65	Final Thesis Submission for Review	Evaluation & Guidance		
66	Final Thesis Submission for Review	Evaluation & Guidance		
67	GD Project Submission	Presentation		
68	GD Project Submission	Evaluation & Guidance		
69	GD Project Review	Evaluation & Guidance		
70	VIVA VOCE & Live Display	ESE EXAM	Exam	
71	VIVA VOCE & Live Display	ESE EXAM	Exam	
72	VIVA VOCE & Live Display	ESE EXAM	Exam	

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	11.2.2017	Topic Submission
2	19.2.2017	Research & Concept Plan: Brand & Strategy
3	8.2.2017	Collateral Design
4	2.2.2017	Direct mail
5	7.2.2017	Product Packaging / Container Design
6	8.2.2017	Point of Purchase
7	1.3.2017	TVC Concept
8	2.3.2017	TVC: Storyboard
9	3.3.2017	Website Design: Layout and Wireframe
10	5.3.2017	Launch Ads
11	6.3.2017	Initial stage Ads
12	7.3.2017	Target specific ads
13	11.3.2017	Social Media Ads
14	14.3.2017	Later Stage Ads (Indoors)
15	17.3.2017	Gift and compliment ideas
16	21.3.2017	TVC
17	27.3.2017	Website
18	25.3.2017	Final Submission for Review
19	29.3.2017	Print submission with all the finishes in form
20	31.3.2017	Live Branding Display - Exhibition

References: (Mainly Online and Live Branding Case Study and Designs)

1. Book of Branding: A guide to creating brand identity for start-ups and beyond: Radim Malinic
2. Creating a Brand Identity: A Guide for Designers: Catharine Slade-Brooking
3. Design Elements: Color Fundamentals, by Aaris Sherin
4. Form, Function and Design: Klee, Paul.
5. Graphic Design Referenced: Bryony Gomez- Palacio & Armin Vit.