

SACRED HEART COLLEGE (AUTONOMOUS)

School of Communication

BA ANIMATION & GRAPHIC DESIGN

Course plan

Academic Year 2018-19

Semester 1

PROGRAMME OUTCOME	
PO 1	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
PO 3	Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.
PO 4	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
PO5	Ethics: Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

BA ANIMATION & GRAPHIC DESIGN

PROGRAM SPECIFIC OUTCOMES	
PSO 1	Understand the basic concepts and theories of Animation, Graphic Design, Visual Effects, Photography and Editing, and develop software skills required to demonstrate competence in these fields.
PSO 2	Students should be equipped with the ability for multitasking in the areas of animation, graphic design, and VFX from concept development and production design to the completion of finished segments.
PSO 3	Develop confidence for entrepreneurship and innovations through positive attitude for practical living with strong updating in specialized areas.
PSO 4	Understand and apply the roles, practices and ethics of communication design for social awareness and education.
PSO 5	Be encouraged to cultivate and share ideas as well as develop their own philosophy and unique way of working as a team.

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 OUTCOMES	PO/PSO	CL
CO1	Read, write and speak English confidently	PO1, PO2, PO6, PSO3, PSO4	Ap
CO2	Express themselves creatively- through writing and storyboards	PO1, PO2, PO5, PSO3, PSO4	U, Ap
CO3	Analyse why and how we need to take care of our planet	PO4, PO6, PSO1, PSO3, PSO4, PSO5	An
CO4	Evaluate social issues like gender inequality, environmental unsustainability etc. and assess the need for selected movements that are socially and culturally important	PO6	An
CO5	Apply the knowledge and manage work-life balance thus leading a more balanced life in the future	PO6	A

CL* Cognitive Level : R- Remember, U- Understand, A-Apply, An- Analyze, E- Evaluate, Cr- Create

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2							2	1	
CO 2	2	3			2				2	3	
CO 3				2		3	3		2	2	2

CO 4						2				
CO 5						3				

Mapping Strength No Mapping strength

- 1- Low
- 2- Medium
- 3- High

Session	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
Module 1 GRAMMAR				
1	Introduction	Lecture		
2	General Grammar post school	Interaction, activity	Class exercise	CO1, 2
3	General Grammar post school	Interaction, activity	Class exercise	CO1, 2
4	What is an accent?	Discussion	Class exercise	CO1, 2
5	Mother tongue vs accent connection	Interaction, discussion	Class exercise	CO1, 2
6	Compliments	Interaction, discussion	Class exercise	CO1, 2
7	How to compliment? Is it always okay to compliment?	Interaction, activity, discussion	Class exercise	CO1, 2
8	Leadership: who is a good leader?	Interaction, discussion	Class exercise	CO1, 2
9	Why leadership matters	Interaction, discussion	Class exercise	CO1, 2
10	Work- life balance	Interaction, discussion	Class exercise	CO1, 2
11	What is stress?	Interaction, discussion	Class exercise	CO1, 2
12	How to overcome stress	Interaction, discussion	Class exercise	CO1, 2
13	Working in teams	Interaction, activity	Class exercise	CO1, 2
14	Communication	Interaction, discussion	Class exercise	CO1, 2
15	Evaluation	Quiz		CO1, 2
Module 2 ETIQUETTE				
16	How to introduce oneself and one's friends to others	Activity, discussion	Class activity	CO3
17	How to introduce oneself and one's friends to others	Activity, discussion	Class activity	CO3
18	How to invite someone to an important event	Activity, discussion	class activity	CO3
19	How to invite someone to an important event	Activity, discussion	class activity	CO3

20	How to invite someone to an important event	Activity, discussion	class activity	CO3
21	How to compliment someone	Activity, discussion	Class exercise	CO3
22	How to compliment someone	Activity, discussion	Class exercise	CO3
23	How to compliment someone	Activity, discussion	Class exercise	CO3
24	How to compliment someone	Activity, discussion	Class exercise	CO3
CIA 1				
Module 3 ETIQUETTE				
26-30	How to complain effectively	Activity, discussion	Videos	CO3
27	How to complain effectively	Activity, discussion	Videos	CO3
28	How to complain effectively	Activity, discussion	Videos	CO3
29	How to complain effectively	Activity, discussion	Videos	CO3
30	How to complain effectively	Activity, discussion	Videos	CO3
31	How to ask for help & refuse help politely	Activity, discussion	Videos	CO3
32	How to ask for help & refuse help politely	Activity, discussion	Videos	CO3
33	How to ask for help & refuse help politely	Activity, discussion	Videos	CO3
34	How to ask for help & refuse help politely	Activity, discussion	Videos	CO3
35	How to start a conversation with a stranger	Activity, discussion		CO3
36	How to start a conversation with a stranger	Activity, discussion		CO3
37	How to start a conversation with a stranger	Activity, discussion		CO3
Module 4 CLIMATE				
38	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
39	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
40	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
41	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
42	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
43	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
44	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
45	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4

46	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4
47	Writing short stories	Activity	Classwork	CO5
48	Writing short stories	Activity	Classwork	CO5
49	Writing short stories	Activity	Classwork	CO5
50	Writing short stories	Activity	Classwork	CO5
51	Writing short stories	Activity	Classwork	CO5
52	Writing short stories	Activity	Classwork	CO5
53-58	Very short writings of uner 100 words	assignment	Homework	CO5
54	Very short writings of uner 100 words	assignment	Homework	CO5
55	Very short writings of uner 100 words	assignment	Homework	CO5
56	Very short writings of uner 100 words	assignment	Homework	CO5
57	Very short writings of uner 100 words	assignment	Homework	CO5
58	Very short writings of uner 100 words	assignment	Homework	CO5
59-64	Understanding and interpreting writing	Assignment	Homework	CO5
60	Understanding and interpreting writing	Assignment	Homework	CO5
61	Understanding and interpreting writing	Assignment	Homework	CO5
62	Understanding and interpreting writing	Assignment	Homework	CO5
63	Understanding and interpreting writing	Assignment	Homework	CO5
64	Understanding and interpreting writing	Assignment	Homework	CO5
CIA 2				
65-70	Film reviews	speaking in class	class activity	CO5
66	Film reviews	speaking in class	class activity	CO5
67	Film reviews	speaking in class	class activity	CO5
68	Film reviews	speaking in class	class activity	CO5
69	Film reviews	speaking in class	class activity	CO5
70	Film reviews	speaking in class	class activity	CO5
71	Revision and conclusion	Lecture and discussion		CO5
72	Revision and conclusion	Lecture and discussion		CO5

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	September 2018	Interviewing skills: Invited a guest over with students interviewing him- GRADED	CO 2
2	October 2018	Reading and interpreting the story An Anxious Man in class- GRADED	CO 3

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	Sept 2019	Preparing an interview activity as a group- GRADED	CO 5
2	Every week in July/August 2019	Watching a film together as a class and reviewing it- GRADED	CO1, CO2, CO3, CO4, CO5

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 OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1	Apply the knowledge in reading, writing and speaking English as a language confidently	PO1, PO2, PO6, PSO3, PSO4	Ap
CO 2	Identify grammatical errors, and construct appropriate sentences and usages	PO1, PSO3, PSO4, PSO5	U, Ap
CO 3	Demonstrate creative ways of using English language in different situations	PO1, PSO3, PSO4, PSO5	Ap
CO 4	Analyse why one needs to take care of our planet	PO4, PO6, PSO1, PSO3, PSO4, PSO5	An
CO 5	Create writeups like short stories, poems and travelogue	PO1, PO2, PO3, PO4, PO5, PSO4, PSO5	C

CL* Cognitive Level

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1				2			2	3	
CO 2	2								2	1	3
CO 3	2								2	2	2
CO 4				2		2	1		1	2	2
CO 5	2	2	1	2	2					2	2

Mapping Strength

0. No Mapping strength

1- Low

2- Medium

3- High

SESSI ON	TOPIC	LEARNING RESOURCES	VALUE ADDITI ONS	COURS E OUTC OME
	Module 1 GRAMMAR			
1	Introduction	Lecture		
2	Antonyms	Interaction, activity	Class exercise	CO1, 2
3	Antonyms	Interaction, activity	Class exercise	CO1, 2
4	Synonyms	Interaction, activity	Class exercise	CO1, 2
5	Synonyms	Interaction, activity	Class exercise	CO1, 2
6	Homonyms	Interaction, activity	Class exercise	CO1, 2
7	Homonyms	Interaction, activity	Class exercise	CO1, 2
8	Active voice	Interaction, activity	Class exercise	CO1, 2
9	Active voice	Interaction, activity	Class exercise	CO1, 2
10	Passive voice	Interaction, activity	Class exercise	CO1, 2
11	Passive voice	Interaction, activity	Class exercise	CO1, 2
12	General grammar as revision post school	Interaction, activity	Class exercise	CO1, 2
13	General grammar as revision post school	Interaction, activity	Class exercise	CO1, 2
14	General grammar as revision post school	Interaction, activity	Class exercise	CO1, 2
15	Evaluation	Quiz		CO1, 2
	Module 2 ETIQUETTE			
16 - 17	How to introduce oneself and one's friends to others	Activity, discussion	Videos	CO3
18-20	How to invite someone to an important event	Activity, discussion	Videos	CO3
21-24	How to compliment someone	Activity, discussion	Videos	CO3
CIA 1				
	Module 3 ETIQUETTE			
26-30	How to complain effectively	Activity, discussion	Videos	CO3
31-34	how to ask for help & refuse help politely	Activity, discussion	Videos	CO3
35-37	How to start a conversation with a stranger	Activity, discussion		CO3
	Module 4 CLIMATE			
38 - 46	Why is looking after the environment and climate important to our future	Discussion, quiz, opinion, Activity	Videos	CO4

Module 5 CREATIVITY				
47-52	Writing short stories	Activity	Classwork	CO5
53-58	Poems	Discussion	Homework	CO5
59-64	Travelogue	Assignment	Homework	CO5
65-70	Public speaking	speaking in class	Videos	CO5
71-72	Revision and conclusion	Lecture and discussion		CO5

ASSIGNMENTS/SEMINAR – Details & Guidelines

Sl No	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 OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1	Explain and compare the nature, styles and aesthetics of Art	PO1,PO2, PO6, PSO2, PSO3	U
CO 2	Classify the ways in which Art is applied for communication	PO1, PSO2, PSO3	U
CO 3	Demonstrate the nature of visual language	PO1, PO2, PSO1	U
CO 4	Develop the grammar of paintings, sculpture	PO1, PO2, PSO1, PSO2,PSO4	Ap
CO 5	Apply elements of art and design for communication and problem solving	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	Ap

CL* Cognitive Level

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1				2			2	3	
CO 2	2								2		
CO 3	2	2					2				
CO 4	2	1					1	2		3	
CO 5	2	2	1	2	2			2	2		

Mapping Strength

0. No Mapping strength
1. Low
2. Medium
3. High

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

19	Attempts of the cave man	Lecture		CO 4
19	Non- verbal communication	Lecture		
20	Symbolic art	PPT/Lecture	Video	CO 1&3
21	Symbolic art	PPT/Lecture	Video	CO 1&3
22	Basic Semiotics	PPT/Lecture	Video	CO 1&3
23	Basic Semiotics	PPT/Lecture	Video	CO 1&3
	CIA 1			
	MODULE 3			
24	Birth of Sagas	Lecture	Video	CO 1&3
25	Birth of Sagas Valmiki	Lecture	Video & Movie screening	CO 1&3
26	Birth of Sagas Valmiki		Video	
27	Birth of Sagas Valmiki	Lecture	Video	CO 1&3
28	Birth of Sagas - Homer	Lecture	Video	CO 1&3
29	Birth of Sagas - Homer	PPT/Lecture	Video	CO 1&3
30	Birth of Sagas - Homer	PPT/Lecture	Video	CO 1&3
31	Birth of Sagas - Homer	PPT/Lecture	Video	CO 1&3
32	Birth of Sagas - Homer		Video	CO 1&3
33	Birth of Sagas - Homer	PPT/Lecture	Video	CO 5
34	Birth of Sagas - Homer	PPT/Lecture	Video	CO 5
35	Birth of Sagas - Homer	PPT/Lecture	Video	CO 5
36	Birth of Sagas - Homer	Lecture	Video	CO 5
37	Birth of Sagas - Homer	Lecture	Video	CO 5
38	Birth of Sagas - Virgil	PPT/Lecture	Video	CO 5
39	Birth of Sagas - Virgil	PPT/Lecture	Video	CO 5
40	Birth of Sagas - Virgil	PPT/Lecture	Video	CO 5
41	Birth of Sagas - Bharath Muni	PPT/Lecture	Video	CO 5
42	Birth of Sagas - Bharath Muni	Lecture	Video	CO 5

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

62	Ancient Civilization – Greek	PPT/Lecture	Video & Group discussion	CO 5
63	Ancient Civilization – Greek	Lecture	Video & Group discussion	CO 5
64	Ancient Civilization – Greek	Lecture	Video & Group discussion	CO 5
65	Ancient Civilization – Chinese	Lecture	Video & Group discussion	CO 5
66	Ancient Civilization – Chinese	Lecture	Video & Group discussion	CO 5
67	Ancient Civilization – Chinese	PPT/Lecture	Video & Group discussion	CO 5
68	Ancient Civilization - Egyptian.	PPT/Lecture	Video & Group discussion	CO 5
69	Ancient Civilization - Egyptian.	PPT/Lecture	Video & Group discussion	CO 5
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)	Course Outcome
1	Narratives- Individual, Written format	CO3
2	Symbolic art-Group, Collecting Ancient Symbols. Chart presentation and display	CO1 & CO 2
3	Pictorial origins of written language. Group, Written Chart presentation and display	CO1 & CO 2
4	On the life and works of sages, Character drawing workshop	CO4
5	Ancient Civilization – Clay Modeling / terracotta workshop	CO1 & CO5

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 OUTCOMES	PO/ PSO	CL
	At the end of the course, students will be able to:		
CO 1	Explain and Demonstrate the history and aesthetics of animation, with references to related arts such as live-action cinema, puppetry and comics.	PO1,PO2, PO6, PSO2, PSO3	U
CO 2	Compare the early animation attempts and demonstrate the optical devices.	PO1, PSO2, PSO3	U
CO 3	Examine the range of commercial and experimental works produced throughout the world.	PO1, PO2, PSO1	An
CO 4	Analyze the role of pioneers and their contributions in the field of animation.	PO1, PO2, PSO1, PSO2,PSO4	An
CO 5	Analyze the issues and situations of different Animation studios in America	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	An

CL* Cognitive Level

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1				2			2	3	
CO 2	2	2							2		
CO 3	2	2					2				
CO 4	2	2					3	2		1	
CO 5	2	2	1	2	2			2	2		

Mapping Strength

0. No Mapping strength
1. Low
2. Medium
3. High

SESSIO N	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1	Introductory Session What is Animation, A Brief Pre-history of animation.	PPT	video	CO 1&2
2	Early Optical Contraptions	PPT/Lecture	video	CO 1&2
3	Early Optical Contraptions	PPT/Lecture	video	CO 1&2
4	Early Optical Contraptions	PPT/Lecture	video	CO 1&2
5	Early Optical Contraptions	PPT/Lecture	video	CO 1&2
6	Early Comic strips	PPT/Lecture	video	CO 1&2
7	Early Comic strips	Lecture	video	CO 1&2
MODULE 2				
8	Pioneers in animation	Lecture	video	CO 4
9	Pioneers in animation	Lecture	video	CO 4
10	Pioneers in animation	Lecture	video	CO 4
11	Pioneers in animation	PPT/Lecture	video	CO 4
12	Pioneers in animation	PPT/Lecture	video	CO 4
13	Pioneers in animation	PPT/Lecture	video	CO 4
14	Pioneers in animation			CO 4

15	Pioneers in animation			
16	Pioneers in animation	PPT/Lecture		CO 4
17	Pioneers in animation	Lecture		CO 4
18	Pioneers in animation	Lecture		CO 4
19	Pioneers in animation	Lecture		CO 4
19	CIA 1			
20	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	CO 1&3
21	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	CO 1&3
22	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture		CO 1&3
23	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	CO 1&3
24	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture		CO 1&3
25	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture	Video & Movie screening	CO 1&3
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	CO 1&3
28	The Disney feature films - development of the Disney style, evolution of the principles of animation.	Lecture		CO 1&3
29	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	CO 1&3
30	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture		CO 1&3

31	The Disney feature films - development of the Disney style, evolution of the principles of animation.	PPT/Lecture	Video & Movie screening	CO 1&3
32	The Disney feature films - development of the Disney style, evolution of the principles of animation.		Video & Movie screening	CO 1&3
33	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
34	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
35	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
36	American Animation: Silent Era	Lecture	Video & Movie screening	CO 5
37	American Animation: Silent Era	Lecture	Video & Movie screening	CO 5
38	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
39	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
40	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
41	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
42	American Animation: Silent Era	Lecture	Video & Movie screening	CO 5
43	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
44	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
45	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
46	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
47	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
48	American Animation: Silent Era	PPT/Lecture	Video & Movie	CO 5

			screening	
49	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
50	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
51	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
52	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
53	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
54	American Animation: Silent Era	PPT/Lecture	Video & Movie screening	CO 5
55	American Animation: Silent Era		Video & Movie screening	CO 5
56	CIA II			
57	American Animation: Renaissance Era	<i>PPT/Lecture</i>	Video & Movie screening	CO 5
58	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	CO 5
59	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	CO 5
60	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	CO 5
61	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	CO 5
62	American Animation: Renaissance Era	PPT/Lecture	Video & Movie screening	CO 5
63	American Animation: Renaissance Era	Lecture	Video & Movie screening	CO 5
64	American Animation: Renaissance Era	Lecture	Video & Movie screening	CO 5
65	American Animation: Renaissance Era	Lecture	Group discussion	CO 5

66	American Animation: Renaissance Era	Lecture	Group discussion	CO 5
67	American Animation: Renaissance Era	PPT/Lecture	Group discussion	CO 5
68	American Animation: Renaissance Era	PPT/Lecture	Group discussion	CO 5
69	American Animation: Renaissance Era	PPT/Lecture	Group discussion	CO 5
70	American Animation: Renaissance Era		Group discussion	CO 4,5
71	American Animation: Renaissance Era			CO 4,5
72	American Animation: Renaissance Era			CO 4,5

ASSIGNMENTS/SEMINAR – Details & Guidelines

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	The Disney feature films – development of the Disney style, evolution of the principles of animation - (group)	CO3
2	Make optical contraptions (group)	CO1 & CO 2
3	Seminar Presentation on early animation devices - (group) Make devices (group work)	CO1 & CO 2
4	Seminar Presentation on Pioneers in animation - (individual) Prepare hand drawn colorful charts of the same.	CO4
5	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>	CO1 & CO5
6	Create a comic strip with 6 pages	CO1 & CO 2

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 OUTCOMES	PO/ PSO	CL
	At the end of the course, students will be able to:		
CO 1	Explain basic elements, history and theories of graphic design.	PO1 PSO1	U
CO 2	Make use of the elements, principles and theories involved in the fundamental study of design.	PO2 PSO2	Ap
CO 3	Create designs using techniques, skills and aesthetic sense.	PO2, PSO2,3	C
CO 4	Interpret the psychology of the audience for effective communication design inspired by nature.	PO4 PSO2	E
CO 5	Develop creativity in design production and out of the box thinking.	PO3,5 PSO5	C

CL* Cognitive Level

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2						3				
CO 2		1						2			
CO 3		2						3	1		
CO 4				2				3			
CO 5			1		2						2

Mapping Strength

0. No Mapping strength 1. Low, 2. Medium, 3.High

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

17	Principles of Design- Alignment	Lecture, presentations, videos, design activity	PPT	1,2,3,5
18	Elements and Principles of Design- Rhythm	Lecturing Discussions	Assignment and assessment	1,2,3,5
19	Elements and Principles of Design- Movement	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,3,5
20	Elements and Principles of Design	Lecture, presentations, videos, design activity	PPT	1,2,3,5
21	Elements and Principles of Design	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,3,5
22	Seminar	Student Presentation	PPT	1,2,3,5
23	Quiz & Design	Exam Written	Assignment and assessment	1,2,4,6
24	Visual theories of Composition	Lecture, presentations, videos, design activity	PPT	1,3,5
25	Gestalt's Theories of Visual Perception	Lecture, presentations	PPT	1,2,4,5,6
26	Gestalt's Theories of Visual Perception	Lecture Discussions	PPT	1,2,4,5,6
27	Gestalt's Theories of Visual Perception	Lecture, presentations, videos, design activity	PPT	1,2,4,5,6
28	Visual Compositional Theories: Rule of thirds, perspective, golden ratio	Lecturing Discussions	PPT	1,2,4,6
29	Visual Compositional Theories: Rule of thirds, perspective, golden ratio	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,4,6
30	Visual Interest -Tessellation 1	Lecture, presentations, videos, design activity	PPT	1,2,4,6
31	Visual Interest -Tessellation 2	Lecture, presentations, videos,	Assignment and assessment	1,2,4,6

		design activity		
32	Visual Interest - Tessellation 3	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,4,6
33	Visual Interest - Abstraction	Lecture, presentations, design activity	Assignment and assessment	1,2,4,6
34	Symbols, Icons	Lecture, presentations, design activity		1,2,3,4,5,6
35	Logos & Psychology	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,3,4,5,6
36	Types of logo	Lecture, presentations, videos, design activity	Assignment and assessment	1,2
37	Imagery for posters, packaging, print advertisements, websites and blogs	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,4,5
38	Imagery for posters, packaging, print advertisements, websites and blogs	Lecture, presentations, videos, design activity	Assignment and assessment	1,2,4,5
MODULE 4				
39	Colour & Form	Lecture, presentations, videos, design activity	PPT	1,2,3,5
40	Space & shape	Lecture, presentations, videos, design activity	PPT	1,2,3,5
41	Design Creation	Lecture, presentations, videos, design activity	PPT	2,4,6
42	Design Creation	Presentations, design activity	PPT	2,4,6
43	Design Creation	Presentations, design activity	PPT	2,4,6
44	Design Creation	Presentations, design activity	PPT	2,4,6
45	Design Creation	Lecture, presentations, videos,	PPT	2,4,6

		design activity		
46	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
47	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
48	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
49	Grid	Lecturing	PPT	1
50	Grid theory	Lecturing	PPT	1
51	Types of Grids	Lecturing	PPT	1
52	Grid Layouts in Print	Lecturing	Assignment and assessment	1,4,5,6
53	Grid Layouts in Websites	Practical	Assignment and assessment	1,4,5,6
54	CIA 2	Written Practical		1,2,4,6
MODULE 5				
55	Elements & Principles in Logo Design	Lecturing	PPT	2,4,5,6
56	Elements & Principles in Logo Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
57	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	PPT	2,4,5,6
58	Concepts & Brainstorming	Lecture, presentations, videos, design activity	Assignment and assessment	2,3,5,6
59	Concepts & Brainstorming	Lecture, presentations, videos, design activity	Assignment and assessment	2,3,5,6
60	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,6

61	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,6
62	Elements & Principles in Advertisement Print Design	Lecture, presentations, videos, design activity	Assignment and assessment	2,3,5,6
63	Elements & Principles in Advertisement Print Design	Design activity		2,3,5,6
64	Brand Identities	Lecture, presentations, videos, design activity	Assignment and assessment	1,3,5
65	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
66	Identity Design Workshop	Design activity	Assignment and assessment	2,4,5,6
67	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
68	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6
69	Identity Design Workshop	Design activity	Assignment and assessment	2,4,5,6
70	Identity Design Workshop	Lecture, presentations, videos, design activity	Assignment and assessment	2,4,5,6

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

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

8	Triadic Design	1,2,4,6
9	Quadratic Design	1,2,4,6
10	Complimentary Design	1,2,4,6
11	Split - Complementary Design	1,2,4,6
12	Positive and Negative - Square	1,2,4,6
13	Positive and Negative - Doodle	1,2,4,6
14	High Key and Low Key	1,2,4,6
15	Object & 5 perspectives	1,2,4,6
16	Contour & Form – Hand or Object	4
17	Tessellation 1- Repetition	2,4,6
18	Tessellation 2 - Translation	2,4,6
19	Tessellation 3 - Rotation	2,4,6
20	Gestalt Laws (Similarity, Anomaly)	2,4,5
21	Gestalt Laws (Proximity, Closure)	2,4,5
22	Gestalt Laws (Continuity, Figure & Ground)	2,4,5
23	Logo using Gestalt 1	2,3,4,5,6
24	Logo using Gestalt 2	2,3,4,5,6
25	Book Cover 1	2,3,4,5,6
26	Patterns from Nature	4,6
27	Poster Design 1	2,3,4,5,6
28	Image completion with drawing	3,4
29	Grid in Newspapers, Magazines	1,3,2,4,5,6

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written /Presentation – Graded or Non-graded etc)	Course Outcome
1	Mid Sem	Colour Psychology in Brand Identity Design	1,3,2,4,5,6
2	End Sem	Elements & Principles analysis in Communication Design	1,3,2,4,5,6

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 OUTCOMES	PO/PSO	CL
CO1	Draw life sketches quickly with line of action	PO1 PSO1	AP
CO2	Build the dimensions of perspectives	PO1 PSO1,2	C
CO3	Make use of the anatomy of human Body in drawing for animation	PO1 PSO1,2	AP
CO4	Make use of the anatomy of animals, birds and reptiles	PO1 PSO1,2	AP
CO5	Analyse characters according to the concept/story	PO1 PSO1,2,3	AN

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2						3				
CO 2	2						1	2			
CO 3	2						1	2			
CO 4	2						1	2			
CO 5	2						2	2	3		

Mapping Strength

0. No Mapping strength 1. Low, 2. Medium, 3.High

Sessions (Hours)	Topics	Teaching Method	ValueAddition/ Remarks	CO
UNIT - 1				
1	Introduction	Lecture		CO1
2	Sketching and Loosening exercises			
3				
4		Lecture	Live Session	
5				
6	Drawing from: Still-life Drawing			CO1
7		Lecture	Live Session	
8				
9				
10	Sketching Poses	Lecture	Live Session	CO1
11				
12				
13	Life Sketching	Lecture	Live Session	CO1
14				
15				
16	Line of Action	Lecture	Live Session	CO1
17				
18				
19	Shading and shadows	Lecture	Live Session	CO1
20				
21				
21	Silhouettes	Lecture	Live Session	CO1
22	Caricaturing	Lecture	Live Session	
23				
24				
UNIT - 2				
25	Perspective drawing		Live Session	CO2
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	CO2
32				
33				
34				
35				
36				
37	<u>Three point perspective</u>	Lecture	Live Session	CO2
38				
39				
40				
41	<u>Multi- Point Perspective</u>	Lecture	Live Session	CO2
42				
UNIT - 3				
43	Human Anatomy			CO3
44	Male and Female Anatomy –	Lecture	Live Session	
45				
46	Anatomy of Different Age Groups			
47		Lecture	Live Session	
48				
49	Basic Understanding of the Skeletal and Muscle System			CO3
50		Lecture	Live Session	
51				
52	Study of Poses			
53		Lecture	Live Session	
54				
UNIT - 4				
55	Anatomy of Animals, Birds, Reptiles			CO4
56	Body Structure -	Lecture	Live Session	
57				
58				
59				
60				
61	Perspective drawing			CO4
62		Lecture	Live Session	
63				
64				
65				
66				
UNIT - 5				
67	Character Types:			CO5
68	Character Analysis	Lecture	Live Session	
69	Understanding Cartoon Characters:			CO5
70		Lecture	Live Session	
71				
72				
73	Cartoon Character:			CO5
74		Lecture	Live Session	

75				
76	Expressions: (Facial)	Lecture	Live Session	CO5
77				
78	Expressions: (Hand)	Lecture	Live Session	
79				
80	Classic Cartoon Characters:	Lecture	Live Session	
81				
82				
83	Types of Construction:	Lecture	Live Session	CO5
84				
85	Fairy Tale Characters:	Lecture	Live Session	
86				
87				
88				
89				
90				

Module	Topic	Alignment with POs, PSOs and COs
1	Still Life Sketching	CO1
1	Sketching Poses	CO1
2	Perspective : One Point	CO2
2	Perspective : Two Point	CO2
2	Perspective : Three Point	CO2
3	Human Anatomy : Male	CO3
3	Human Anatomy : Female	CO3
4	Anatomy Animal, Reptiles	CO4
4	Anatomy Birds, Insects	CO4
5	Character design & Expressions	CO5
5	Type of Characters	CO5
5	Fairy Tale Characters	CO5

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

