

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

Examine the role and developments of 3D arts in past and present cultures throughout the world.
Better understanding on 3D art applications, aesthetic judgment, and to increase visualizing power and critical thinking skills.
To strengthen the artistic background of a student to a cognizable level.
Analyze the developments in the techniques of 3D Animation and its importance in Media and modern Architectural concept.
Evaluate the impact of industrial revolution and its influence in the 3D graphics .
Create new concepts and designs through advanced 3D Technology .

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1		Introduction about 3D Animation	Lecture, Group Discussion	Highlight the main design and research issues for each of the interfaces.
2		3D Animation working flowchart	Class Lecture ,PPT	Understanding web
3		Introduction about Maya Software	Class Lecture ,PPT	Understanding web
4		3D Animated clips Screening	Screening	Understanding web Interfaces
5		3D Animated clips Screening	Screening	Understanding web Interfaces
6		Parametric Modeling In 3D Animation	Lab Practical	Understanding web Interfaces
7		Key frame animation and workflow	Lab Practical	Understanding web Interfaces
8		Pixar short animation films (Oscar winning) & Review	Screening and Discussion	Understanding web Interfaces

9		Pixar short animation films (Oscar winning) & Review	Screening and Discussion	Understanding web Interfaces
10		Short animation films (Oscar winning) & Review	Screening and Discussion	Understanding the working of compact discs
		MODULE II		
11		Maya Interface (Menu bar , Menu Set)	Class Lecture ,PPT	Familiarizing various softwares
12		Layer panel , Channel box, Timeline , Shelf	Lab Practical	Familiarizing various softwares
13		Navigation Tools , Oorthogonal Views	Lab Practical	Familiarizing various softwares
14		Polygon Primitives & Parameters	Lab Practical	Study Basics of Web Design
15		Scale , Rotation , Move tools	Practical	Various programming languages in wesite design
16		Setting a Project In Maya	Practical	Creating web page

17		Basic Modeling Techniques	Practical ,PPT	Creating web page
18		Basic polygon object Creation (Chairs & Table)	Practical	Creating web page
19		Polygon Editing (Combine , Seprate , Merge)	Practical	Creating web page
20		Extrude Tool Technique	Practical	Creating web page
21		Insert Edge Loop tool	Practical	Creating web page
22		Split Polygon tool	Practical	Creating web page
23		EP Curve Polygon Extrude	Practical	Creating web page
24		Introduction about Booleans	Class Lecture , PPT	Creating web page
25		Union, Intersection , Difference	Practical	Creating web page

		MODULE III		
26		Introduction to Texturing	Class Lecture , PPT	Creating web page
27		Planar Mapping	Practical	Creating web page
28-30	CIA – I	3 hrs	At least 40% of portions to be covered before CIA 1	
31		Cylindrical Mapping	Practical	Analyzing various trends in website designing
32		Spherical Mapping	Practical	Presentation of various Layouts
33		Automatic Mapping & Shaders	Practical	
34		Introduction to lighting In 3D	Class Lecture , PPT	Designing various structures
35		Ambient Light	Practical	Designing various structures
36		Directional Lights	Practical	Designing various structures

37		Point Lights	Practical	Designing Web Pages
38		Spot light	Practical	Designing Web Pages
39		Area Light	Practical	Designing Web Pages
40		Volume light	Practical	Designing Web Pages
41		3 Point Lighting	Practical	Designing Web Pages
42		Key Light , Fill Light , Rimlight (Back Light)	Practical	Designing Web Pages
43		3 Point Lighting Production (Demo)	Practical	Designing Web Pages
		MODULE IV		
44		Hypershade	Practical	Designing Web Pages
45		Hypershade	Practical	Creating an Interactive Web Page

46	CIA II			
47		Materials and Shaders	Practical	
48		Automatic maping Advanced	Practical	Familiarizing Usability Elements
49		Automatic maping Advanced	Practical	
50		Introduction about UV Unwrapping	Practical	
51		UV Texture editor	Practical	
52		UV Unwrapping process	Practical	
53		UV Texturing in Photoshop	Practical	
54		UV texturing Final Process	Practical	

MODULE V

		MODULE V		
55		Maya Deformation	Practical	
56		Skeleton (Bone)	Practical	
57		Introduction To 3D Camera	Practical	
58		Camera Angles	Practical	
59		Camera Layout	Practical	
60		Camera Animation	Practical	
61		Camera Through 3D Environments	Practical	
62		Camera Through 3D Environments	Practical	
63		Camera for Architectural walkthroughs.	Practical	

64		Camera for Architectural walkthroughs.	Practical	
65		Camera for Architectural walkthroughs.	Practical	
66		Project		
67		Project		
68		Project		
69		Project		
70		Project		
71		Project		
72		Project Submission		

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1		Evaluation of 3D Animation films through own perspective	
2		Monster University film review	
3		Texture Album	
4			
5			
6			
7			
8			
9			
10			

ASSIGNMENTS/EXERCISES – Details & Guidelines

- Each assignments is given one week of time to complete.
- Late submissions should not be encouraged.

Basic Reference

Additional Reading List

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

Programme & Semester	BA AGD & S4
Name of the Course & Code	15U4PRAGD8-3D Animation II
Nature of Course & Credit	Core & 4
Course Faculty	Rohit Sivan / Malu Mohan
No. of Sessions to be handled	Rohit(30 Hrs) & Malu(30 Hrs)

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

- 1. Would know the modeling methodology**
- 2. How to keep topology while modeling, especially in character modeling**
- 3. The method of Advance unwrapping and texture creation in Photoshop**
- 4. Explore the dynamic effects and forces**
- 5. Understands the basics of Character animation using Character Studio**

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1.	Introductory Session for 3D Character modeling/Texturing/Lighting and Dynamics		Video presentation	
2	Anatomy Study - Figures		Workshop	
3	Anatomy Study - Body Details		Workshop	
4	Anatomy Study - Hand study		Workshop	
5	Anatomy Study - Leg study		Workshop	
6	Anatomy Study - Face study		Workshop	
7	Anatomy Study using Clay(Figure)		Workshop	
8	Anatomy Study using Clay(Body)		Workshop	
9	Anatomy Study using Clay(Hand)		Workshop	
10	Anatomy Study using Clay(Leg)		Workshop	
11	Anatomy Study using Clay(Face)		Workshop	
12	Introduction to 3D Character modeling		Software training	
13		Use of Poly Modeling techniques	Software training	

14	3D Character modeling	Use of Poly Modeling techniques	Software training	
15		Use of Poly Modeling techniques	Software training	
16		Use of Poly Modeling techniques	Software training	
17		Use of Poly Modeling techniques	Software training	
18		Use of Poly Modeling techniques	Software training	
19		Use of Poly Modeling techniques	Software training	
20		Use of Poly Modeling techniques	Software training	
21	CIA – I	5 hrs test	3D LAB	
22	Advanced Unwrapping	Creating textures with photoshop	Software training	
23		Creating textures with photoshop	Software training	
24		Creating textures with photoshop	Software training	
25		Creating textures with photoshop	Software training	
26		Creating textures with photoshop	Software training	

27		Creating textures with photoshop	Software training	
28	Dynamics		Software training	
29		Explosion	Software training	
30		PArrays	Software training	
31			Software training	
32			Software training	
33			Software training	
34			Software training	
35			Software training	
36			Software training	
37			Software training	
38		Soft Body, Cloth	Software training	
39			Software training	

40	Reactors		Software training	
41			Software training	
42			Software training	
43			Software training	
44	Character Studio		Software training	
45			Software training	
46			Software training	
47			Software training	
48			Software training	
49	Character Studio		Software training	
50	Character Studio		Software training	
51			Software training	
52			Software training	
53			Software training	
54			Software training	

55			Software training	
56			Software training	
57			Software training	
58			Software training	
59	CIA II	5 HOURS	3D LAB	
60	Discussions for Final Project		Discussions/Presentation	
61			Discussions/Presentation	
62			Discussions/Presentation	
63			Discussions/Presentation	
64			Discussions/Presentation	
65			Discussions/Presentation	
66	Concept development for Project	Pre Production process	Discussions/Presentation	
67	Concept development for Project	Pre Production process	Discussions/Presentation	
68		Pre Production process	Discussions/Presentation	
69		Pre Production process	Discussions/Presentation	

70		Pre Production process	Discussions/Presentation	
71		Pre Production process	Discussions/Presentation	
72	Submissions final draft		/Presentation & Submission	
73	Submissions final draft		/Presentation & Submission	
74	MODEL EXAM			
75	SEMESTER EXAM			

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1		Character model	
2		Unwrap given object	
3		Water flow animation	
4		Explosion animation	

ASSIGNMENTS/EXERCISES – Details & Guidelines

Basic Reference

1. . Matt Chandler , Pawel Podwojewski, Jahirul Amin , Fernando Herrera , (2014) *3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and lighting* , 3DTotal Publishing
2. George Maestri ,(1999),*Digital Character Animation 2, Essential Techniques*,New Riders Press
3. Jason Osipa,(2010), *Stop Staring: Facial Modeling and Animation Done Right*, Sybex
4. Yancey Clinton,(2007), *Game Character Modeling and Animation with 3ds Max*, Focal Press

Additional Reading List

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

COURSE OUTCOMES:

1. Have a grounding foundation in Flash programming
2. Students study animation and its uses on the Internet.
3. Students assess both the aesthetic and technical aspects of animation as they relate specifically to an online environment.
4. Utilize several Flash tools and tactics learned throughout the course to produce an interactive Flash based website.
5. Demonstrate the ability to effectively utilize the timeline and motion tween affects to produce animation.
6. To make students well familiar with skill of creating computer Animation.
7. Create interactive multimedia web applications using Flash

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1	Introductory Session	Introduction to web animation.	Lecture, Group Discussion	
2		Introducing various flash animations	Class Lecture, PPT	
3		Introducing various flash applications	Class Lecture, PPT	

4		Gif animation- how to create	Class Lecture, PPT	
5		Introduction to Flash	Class Lecture, PPT	
6		Flash Work Areas (Stage, Toolbar)	Class Lecture ,PPT, Lab work	
7		Flash Work Areas (Timeline, Panels)	Class Lecture ,PPT, Lab work	
8-10		Exploring various Flash Drawing Tools	Class Lecture ,PPT, Lab work	
11-13		Drawing Simple Basic shapes using flash tools	Class Lecture ,PPT, Lab work	
14		Vector graphics in Flash.	Class Lecture , Discussion	
15-17		Drawing in Flash–shapes–fill and stroke–using colours	Class Lecture ,PPT, Lab work	
18		Tools: Flash Painting Tools & Text Tool.	Lab Work	
19-21		Time Line, Frames & Layers, Panels	Lab Work	

22		Using type in Flash.	Lab Work	
23		Creating Symbols (Graphic, Movie Clip, Button)	Lab Work	
24-28		Graphic Symbol : How to creating Symbol shapes & calling shapes from Graphic	Lab Work	
29-31		Motion tweening – using the timeline	Class Lecture ,PPT, Lab work	
32-34		Creating and using movie clips.	Class Lecture	
38		Practicing various examples related to motion tweening	Class Lecture, PPT	
39-47		Practicing various examples related to motion tweening	Lab Work	
48-50	CIA I	Create an e-card using flash	Lab Work	
51-53		Shape tweening	Class Lecture, PPT	
54-58		Practicing various examples related to shape tweening	Lab Work	

59-61		Masking	Class Lecture, PPT	
62-64		Examples related to Masking	Lab Work	
65		Adding interactivity, basic interactivity in Flash.	Class Lecture, PPT	
66		Introduction to Action scripting	Class Lecture, PPT	
67		Discussing various Actionsript versions and how each can be used in flash	Class Lecture, PPT	
68-69		Explaining Basic Vocabulary of Action Script- properties, methods, events	Class Lecture, PPT	
69-71		Examples related to methods and events	Lab Work	
72-73	CIA II		At least 80% of portions to be covered before CIA 1	
74-75		Using 3D elements in flash movies-discussion	Lab Work	
76-78		Introduction to game design	Lab Work	

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1		Creating basic objects in flash(Individual)	
2		Creating a character in flash(Individual)	
3		Creating basic animations(Individual)	
4		Creating animations using motion tween	
5		Creating animations using shape tween	
6		Animations using path tween(Individual)	
7		Animations related to masking(Individual)	
8		Creating Movie Clips(Individual)	
9		Animations related to flash and Action Scripting. (Individual)	
10		Webpage in flash(Group)	

ASSIGNMENTS/EXERCISES – Details & Guidelines

- All assignments should be done considering the principles of interaction design.
- Each assignments is given one week of time to complete.
- Late submissions should not be encouraged.

Basic Reference

- HTML5: Up and Running: Dive into the Future of Web Development, o'reily.
- Html5 Black Book:Covers Css3 Javascript Xml Xhtml Ajax Php And JQuery

Additional Reading List

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

Programme & Semester	BA AGD & S6
Name of the Course & Code	15U6PJAGD1-Animation Project
Nature of Course & Credit	Core & 4
Course Faculty	Rohit Sivan
No. of Sessions to be handled	Rohit(30 Hrs) & Malu(30 Hrs)

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

- 1. Would know the modeling methodology**
- 2. How to keep topology while modeling, especially in character modeling**
- 3. The method of Advance unwrapping and texture creation in Photoshop**
- 4. Explore the dynamic effects and forces**
- 5. Understands the basics of Character animation using Character Studio**

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1.	Introductory Session for 3D Character Rigging, Skinning		Video presentation	
2	Rigging-Leg		Workshop	
3	Rigging-Leg		Workshop	
4	Rigging-Leg		Workshop	
5	Rigging-Hand		Workshop	
6	Rigging-Hand		Workshop	
7	Rigging-Spine		Workshop	
8	Rigging-Spine		Workshop	
9	Rigging-Spine		Workshop	
10	Rigging-Head		Workshop	
11	Rigging-Head		Workshop	
12	Rigging-Head		Workshop	
13	Rigging-Head		Workshop	
14			Software training	

15	Skinning		Software training	
16			Software training	
17			Software training	
18			Software training	
19			Software training	
20			Software training	
21	CIA – I	5 hrs test	3D LAB	
22	Character Animation	Walk Cycle	Software training	
23		Walk Cycle	Software training	
24		Jump	Software training	
25		Jump	Software training	
26		Run	Software training	
27		Run	Software training	

28	FINAL PROJECT		PRODUCTIONS	
29				
30				
31				
32				
33				
34				
35				
36				
37				
38	FINAL PROJECT		PRODUCTIONS	
39				
40				

41				
42				
43				
44	FINAL PROJECT		PRODUCTIONS	
45				
46				
47				
48				
49				
50	FINAL PROJECT		PRODUCTIONS	
51				
52				
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56			
57			
58			
59			
60	FINAL PROJECT		PRODUCTIONS
61			
62			
63			
64			
65			
66			
67	FINAL PROJECT		JURY & SUBMISSION
68			
69			
70			
71			
72			
73			
74			
75			

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1		Character model	
2		Unwrap given object	
3		Water flow animation	
4		Explosion animation	

ASSIGNMENTS/EXERCISES – Details & Guidelines

Basic Reference

1. . Matt Chandler , Pawel Podwojewski, Jahirul Amin , Fernando Herrera , (2014) *3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and lighting* , 3DTotal Publishing
2. George Maestri ,(1999),*Digital Character Animation 2, Essential Techniques*,New Riders Press
3. Jason Osipa,(2010), *Stop Staring: Facial Modeling and Animation Done Right*, Sybex
4. Yancey Clinton,(2007), *Game Character Modeling and Animation with 3ds Max*, Focal Press

Additional Reading List

SACRED HEART COLLEGE, THEVARA
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COURSE PLAN

Programme & Semester	BA ANIMATION AND GRAPHICS DESIGNING - SEMESTER 2
Name of the Course & Code	ANIMATION STUDIO I
Nature of Course & Credit	Core & 4 (for eg.)
Course Faculty	KISHORE KUMAR P
No. of Sessions to be handled	78 SESSIONS

PROGRAMME OUTCOMES (PO)

PROGRAMME SPECIFIC OUTCOMES (PSO)

COURSE OUTCOMES

Students learn the basic principles of animation through studio exercises.

REFERENCE

1. Eadweard Muybridge , The Human Figure in Motion, Dover Publications (June 1, 1955)
2. Eadweard Muybridge, Animals in Motion, Dover Publications; 1st edition (June 1, 1957)
3. Osamu Tezuka ,Tezuka School of Animation, Watson-Guptill; First Edition (September 1, 2003)
4. Tony White, How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principles of Animation , Focal Press; 1 edition(May 12, 2009)

UNITS	Days	Hours	Session	Session Topic	Teaching Method	Value Addition/Remarks		
I	1	1	Introduction & Flip Book	Introduction of Principles of Animation.	CLASS & LAB			
		2		Life sketching with Line of action; Solidity of Drawing	LAB			
		3						
		4						
		5						
		6					Flip Book Creation Assignmetn to start : Flip Book	
			Flip Book Submission					
II	2	7	Planning an Animation	Pose to pose animation: Straight ahead animation;	CLASS			
		8		Timing and spacing A to B Coin	CLASS & LAB			
		9						
		10						
		11					Simple Pendulum	CLASS & LAB
		12					Using Exposure Sheet	
			Assignment Submission : Coin and Simple Pendulum (Deadline)					
		13	Bouncing Ball	Ball Across the Screen	CLASS & LAB			
		14						
		15			LAB			

III	3	16			
		17			
		18		Ball at Same Spot	LAB
	Assignment Submission :				
	4	19	Grass Animation	Wave - one end (Grass Animation)	CLASS & LAB
			20		
		21	Pendulum With Thread	Drag and Wave - Thread on pendulum	CLASS & LAB
			22		LAB
			23		
			24		
	Assignment Submission :				
	5	25	Man on the Boat	Drag and Wave - wave-two end & one end	CLASS & LAB
			26	Adding -wave	
		27	Overlapping action-add boat		LAB
			28	Overlapping action-add man	
29			Cleanup the Animation for Submission		
30					
Assignment Submission :					
6	31	Surprise Reaction-Take	Take : Surprise	CLASS & LAB	
		32			
	33		Take Cont..	LAB	
		34			
		35			
		36		Cleanup the Animation for Submission	
Assignment Submission :					
7	37	Surprise Reaction- Double Take	Double Take : Surprise	CLASS & LAB	
		38			
	39		Double Take Cont..	LAB	
		40			
		41			
		42		Cleanup the Animation and Submit	
Assignment Submission :					
8	43	Walk Progressive: Two Legged Character	Planning Positions : Keys, BD, IB	CLASS & LAB	
		44			
	45		Progressive Walk Cont..	LAB	
		46			
		47			
		48		Progressive walk- submission	
Assignment Submission :					
9	49	Walk Cycles : Two Legged Character	Planning Walk Cycle	CLASS & LAB	
		50			
	51		Walk Cycle Cont..	LAB	
		52			
		53			
		54		Walk Cycle- submission	
Assignment Submission :					
10	55	Sneak Walk : Two Legged Character	Planning Positions : Keys, BD, IB	CLASS & LAB	
		56			
	57		Sneak Walk Cont..	LAB	
		58			
		59			
		60		Sneak walk- submission	
Assignment Submission :					

IV

11	61	Run Cycles : Two Legged Character	Planning Positions : Keys, BD, IB	CLASS & LAB
	62		Run Cycle Cont..	LAB
	63			
	64			
	65			
	66		Run Cycle- submission	
Assignment Submission :				
12	67	2ND CIA TEST	2ND CIA TEST	EXAM INTERNAL
	68			
	69			
	70			
	71			
	72			
Assignment Submission :				
V	13	73	Staging	CLASS
		74		
		75	Appeal	CLASS
		76		
		77	Exercises in fine-tuning	CLASS & LAB
		78	animation.	
Assignment Submission :				

INTERNAL ASSESSMENT DETAILS			
SI	DATE OF SUBMISSION & COMPLETION	TOPIC OF ASSIGNMENT & NATURE OF ASSIGNMENT (INDIVIDUAL, GROUP - WRITTEN/PRESENTATION -	WEIGHTAGE
1			
2			
3			
4			
5			

Assignment Exercise Details - Details & Guidelines

Basic Reference

1. Eadweard Muybridge , The Human Figure in Motion, Dover Publications (June 1, 1955)
2. Eadweard Muybridge, Animals in Motion, Dover Publications; 1st edition (June 1, 1957)
3. Osamu Tezuka , Tezuka School of Animation, Watson-Guption; First Edition (September 1, 2003)
4. Tony White, How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principles of Animation , Focal Press; 1 edition (May 12, 2009)

Additional Reading List

SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION

COURSE PLAN

Programme & Semester	BA ANIMATION AND GRAPHICS DESIGNING - SEMESTER 4
Name of the Course & Code	ANIMATION STUDIO II
Nature of Course & Credit	Core & 4 (for eg.)
Course Faculty	KISHORE KUMAR P
No. of Sessions to be handled	84 SESSIONS

PROGRAMME OUTCOMES (PO)

PROGRAMME SPECIFIC OUTCOMES (PSO)

COURSE OUTCOMES

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

REFERENCE

1. Preston Blair, Cartoon Animation (Collector's Series) Walter Foster Publishing(1 January 1994)
2. Richard Williams, Animator's Survival kit, Faber; Main - Revised Edition (5 November 2009)
3. Andrew Loomis, Drawing the Head and Hand, Titan Books (25 October 2011)
4. Victor Perard, Anatomy and Drawing, New Enlarged Edition (1 December 2006)

Sessions	Days	Hours	Lesson Plan	Topic	Method	Remarks/ Reference		
I	1	1	Begins Daily Sketches	Life sketching with Line of action; Solidity of Drawing	Class & Lab			
		2	Introduction of Principles of Animation.	Introduction of Principles of Animation.	Class			
		3						
		4						
		5						
		6						
	Assignment Submission :							
	2		7	Straight Ahead Action and Pose-to-Pose Action, Exaggeration & Secondary Action : Study Examples from from Animation Movies	Straight Ahead Action Study from Movie clips		Class & Lab	
			8		Pose-to-Pose Action Study from Movie clips			
			9		Exaggeration Study from Movie clips			
			10		Secondary Action Study from Movie clips			
			11					
12								
Assignment Submission :								
II	3	13	Weight, Mass and movement	–exercises in weight and mass Sack Animation	Class & Lab			
		14						
		15						
		16		–Secondary Action, Fast Action.	Class & Lab			
		17						
		18						

		Assignment Submission :					
III	4	19	Human Gesture- Study from 2D F	Human Gesture- Study from 2D Film	Lab		
		20					
		21					
		22		Human Gesture- Study from 2D Film	Class		
		23					
		24					
	Assignment Submission :						
	5	25	Gestures - Hand, Head with Body Cleanup to Submit	Basic head with body gestures	Class & Lab		
		26					
		27			Basic hand with body gestures		Class & Lab
		28					
		29		Lab			
		30					
	Assignment Submission :						
	6	31	Gesture - Shoulder with Body Cleanup to finish	Basic shoulder shrug with body gestures	Class & Lab		
		32					
		33					
		34		Test : For Full Body Gestures	Test		
35							
36							
Assignment Submission :							
IV	7	37	Study of Skelton Pivot Points Figure : weight, balance and momentum.	Study of skeletal pivot points	Class & Lab		
		38					
		39					
		40		figure weight, balance and momentum.	Class & Lab		
		41					
		42					
	Assignment Submission :						
	8	43	Weight Lifting	Weight Lifting	Class & Lab		
		44					
		45					
		46		Weight Lifting Cont..	Lab		
		47					
48							
Assignment Submission :							
9	9	49	Two Legged Walk Animation	Analysis of the two legged walk	Class & Lab		
		50					
		51					
		52		The two legged walk Cont. (Walk do Front, side, 3/4 and back of the character in the same sheet)	Lab		
		53					
		54					
	Assignment Submission :						
	10	10	55	Two Legged Run Animation	Analysis of the two legged run	Class & Lab	
			56				
			57				
			58		The two legged run Cont. (Run do Front, side, 3/4 and back of the character in the same sheet)	Lab	
			59				
60							
Assignment Submission :							
11	11	61	Study of Animal Gestures 2D Film Animal Skelton Pivot Study	Animal Gesture- Study from 2D Film	Screening		
		62					
		63					
		64		Animal Skelton Pivot Study	Class & Lab		
		65					
		66					

V	Assignment Submission :					
	12	67	ZOO STUDY Live Animals Study	ZOO STUDY	Visit	
		68				
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	Assignment Submission :					
	13	73	2ND CIA TEST	2ND CIA TEST	TEST	
		74				
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		77				
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	14	73	Four Legged Walk Animation	Analysis of the four legged walk	Class & Lab	
		74				
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	Assignment Submission :					
	15	79	Four Legged Run Animation	Analysis of the four legged run	Class & Lab	
		80				
		81				
		82				
		83				
		84				
	Assignment Submission :					

ERNAL ASSESSMENT DETAILS			
SI	DATE OF SUBMISSION & COMPLETION	TOPIC OF ASSIGNMENT & NATURE OF ASSIGNMENT (INDIVIDUAL, GROUP - WRITTEN/PRESENTATION - GRADED OR NON GRADED ETC.)	WEIGHTAGE
1			
2			
3			
4			
5			

Assignment Exercise Details - Details & Guidelines

Basic Reference

1. Preston Blair, Cartoon Animation (Collector's Series) Walter Foster Publishing(1 January 1994)
2. Richard Williams, Animator's Survival kit, Faber; Main - Revised Edition (5 November 2009)
3. Andrew Loomis, Drawing the Head and Hand, Titan Books (25 October 2011)
4. Victor Perard, Anatomy and Drawing, New Enlarged Edition (1 December 2006)

Additional Reading List

**15U3CRAGD05
ART AND SOCIETY**

COURSE OBJECTIVES

- This course focuses on the history and aesthetics of art and artistic attempts.
- Learn how to see movies and write reviews (the aesthetic views and technical details of the movies).
- Screenings include a wide range of commercial and experimental works produced throughout the world.
- To strengthen the artistic background of the student to a cognizable level.

Basic Reference

- Powell, Barry B. 2009. *Writing: Theory and History of the Technology of Civilization*, Oxford: Blackwell.
- Chandra Rajan (1999). [*Loom Of Time, Kalidasa*](#). Penguin Books.

COURSE OUTCOMES:

At the end of the course, the student

Would know what is the ideology behind art? The different aspects how art emerged!
Would develop a basic knowledge about history of art and ancient civilizations.
Students will get a brief idea about the epics and sagas. The importance of Storytelling.
The basic concept about art management and research.

Se	Date	Topic	Method	Remarks/Referenc
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sessions				e
1		Introductory Session - Unit 01 What is Art? <ul style="list-style-type: none"> - What is the importance of art in a society - What is aesthetics? - Why art and aesthetics? 	Lecture, Discussions, Interactions with Students.	
2		Unit 01 conti.- <ul style="list-style-type: none"> - Ancient Civilization - Indian Civilization - Indus valley civilization (art and craft) 	Lecture and discussions	
3		Unit 01 – conti.- <ul style="list-style-type: none"> - Chinese civilization and Art - Greek civilization and Art - Egyptian civilization 	Group Seminar and Discussions	
4		Unit 01 – conti.- <ul style="list-style-type: none"> - Chinese civilization and Art - Greek civilization and Art - Egyptian civilization 	Group Seminar and Discussions	
5		Unit 01 – conti.- <ul style="list-style-type: none"> - Ancient Civilizations 	Movie & Video clip Screening	

6		Unit 02 – Man’s Thought process <ul style="list-style-type: none"> - Imagination - Sense of movement - Artistic Products of early man - Pictorial Origins and evidence 	Lecture with PPT Video clips	
7		Unit 02 – History of writing <ul style="list-style-type: none"> - Concept of writing - Invention of writing - Writing systems - Literature and writing - Time frame of writing - Writing materials - Sign & Signals (Abhishek/Anu) 	Lecture with PPT Video clips and Guest Sessions	
8		Unit 03 – Epics <ul style="list-style-type: none"> - Indian Epics (Valmiki, Ramayana & Mahabharata) - Importance of Sanskrit Literature - Tamil, Kannada and Hindi - Importance of storytelling introduction to Story. 	Movie Screenings and Discussions	
9		Unit 03 – Homer (illiad and oddyssy) <ul style="list-style-type: none"> - Virgil (the epic Aeneid) - Bharatamuni (Natyasasthra) 	Assignment/ Seminar	
10		Unit 04 – Contemporary trends in art <ul style="list-style-type: none"> - Photography - Sculpture - Painting - Story telling 	Assignment/ Seminar	

		<ul style="list-style-type: none"> - Cinema - Music - Drawing 		
11		Unit 04 – Contemporary trends in art <ul style="list-style-type: none"> - Photography - Sculpture - Painting - Story telling - Cinema - Music - Drawing 	Discussions	
12		Unit 04 – Contemporary trends in art <ul style="list-style-type: none"> - Photography - Sculpture - Painting - Story telling - Cinema - Music - Drawing 	Movie Screening / Video Clips Screening and Discussions	
13		Unit 04 – Contemporary trends in art	Movie Screening / Review Writing	
14		Unit 04 – Contemporary trends in art	Movie Screening / Review Writing	
15		Unit 04 – Art management and Research	Lecture / Guest Sessions / Discussions	
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31		CIA – I	1 hr; descriptive answers only	
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57		CIA II	2 HOURS	
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62		Discussion on the CIA		
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67		REVISION		
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75		Evaluation of the Course		

ASSIGNMENTS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weighttage
1		<ul style="list-style-type: none">- Ancient Civilizations and Art- Chinese- Egypt & Greek (Group)	
2		<ul style="list-style-type: none">- Recreate a Sculpture or painting of ancient times- Presentation date will be provided so that we can do it as an Exhibition- (Individual)	
3		Create own type set with alphabets and numbers (Hand-drawn & Graphical) – Individual	

4		<p>Video Clip screening and Discussions</p> <ul style="list-style-type: none"> - Akira kurasova, Dreams - Art Movements Through Photography, Documentary by B&H - Modern Art Documentary (Bebb Fine art) 	
5		<p>Homer (illiad and oddyssy) Virgil (the epic Aeneid) Bharatamuni (Natyasasthra)</p>	Assignment / Seminar
6		<p>Unit 04 – Contemporary trends in art</p> <ul style="list-style-type: none"> - Photography - Sculpture - Painting - Story telling - Cinema - Music - Drawing 	Assignment / Seminar

ASSIGNMENTS/EXERCISES – Details & Guidelines

1. Painting practices with various colors schemes.
2. Photography basic techniques and practices.
3. Writing skill development.
4. Introducing handmade collage, collage making techniques and basic idea.

Additional Reading List

- ["Natyashastra"](#) (PDF). *Sanskrit Documents*.
- *Bunson, Matthew. [Encyclopedia of the Roman Empire](#). Infobase Publishing.*
- [Kristine Stiles](#) and [Peter Howard Selz](#), [Theories and Documents of Contemporary Art, A Sourcebook of Artists's Writings](#) (1996)
- *Goldman, Robert P. (1994). [The Ramayana of Valmiki: An Epic of Ancient India: Kiskindhakanda](#)*
- *Haviland, William et al. (2013). [Cultural Anthropology: The Human Challenge](#)*

15U1CRAGD02
ART AND VISUAL PERCEPTION

COURSE OBJECTIVES

- This course focuses on the history and aesthetics of art and artistic attempts.
- Learn how to see movies and write reviews (the aesthetic views and technical details of the movies).
- Screenings include a wide range of commercial and experimental works produced throughout the world.
- To strengthen the artistic background of the student to a cognizable level.

Basic Reference

- 1.
- 2.
- 3.

COURSE OUTCOMES:

At the end of the course, the student

Would know what is the ideology behind art, and the different aspects how art emerged.

would develop a basic knowledge about history of art & non-verbal communication.

Would understand the Different concepts about art.

The basic concept about colors and lighting.

Sessions	Date	Topic	Method	Remarks/Reference
1		Introductory Session - Unit 01 What is Art? <ul style="list-style-type: none"> - nature and purpose of art. - Aesthetics. - Imagination - Mans desire to repeat pleasant events - Enjoyment of recreation 	Lecture with PPT and video clips	
2		Unit 01 conti.- <ul style="list-style-type: none"> - Narrative art - Memory and imagination - Origin of story - Verbal narration 	Lecture with PPT and video clips	
3		Unit 02 – Pre – historic attempts at re-creation <ul style="list-style-type: none"> - Cave man - Non verbal communication - Sign and symbols - Recreation of an event (symbolic art) - Flagellants of Mexico 	Lecture with PPT and video clips	
4		Unit 02 – Dionysia of ancient Greeks	Lecture with PPT and Movie Screening	

5		Unit 03 – concepts of art <ul style="list-style-type: none"> - Aristotelian concept - Imitation of Reality - Empathy - Concept of tragic hero and tragedy 	Lecture with PPT	
6		Unit 03 – Classical theatre forms <ul style="list-style-type: none"> - Greek - Sanskrit 	Lecture with PPT	
7		Unit 04 – Art <ul style="list-style-type: none"> - Art forms - Environmental Art (Architecture, Sculpture) 	Lecture with PPT and video clips	
8		Unit 04 - Performing Art (Literature and Poetry, drama, Music, Dance) Moving Images (Photography and cinema)	Movie Screenings	
9		Unit 05 – what is perspective? Different aspects of perspective. <ul style="list-style-type: none"> - Perspective drawing 	Lecture with PPT and video clips	
10		Unit 05 – perception of movement through images <ul style="list-style-type: none"> - Line of action - Composition (introduction) 	Lecture with PPT	
11		Unit 05 – composition in Painting	Lecture with PPT and Assignment	
12		Unit 05 – composition in Painting	Assignment presentation and	

			discussion	
13		Unit 05 – composition in Photography	Practical with assignment	
14		Unit 05 – composition in Photography	Assignment presentation and discussion	
15		Unit 05 – Art of Color and Lighting - Mixing of Color - Mixing of Lights	Lecture with PPT	
16		Unit 05 – Art of Color and Lighting	Group Assignment and Discussion	
17		Unit 05 – Art of Color and Lighting - Mixing of painter’s pigments	Assignment and Student presentation	
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21		CIA – I	1 hr; descriptive answers only	
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61		CIA II	2 HOURS	
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66		Discussion on the CIA		
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71		REVISION		
72		REVISION		
73		REVISION		
74		REVISION		
75		Evaluation of the Course		

ASSIGNMENTS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weighttage
1		composition in Painting (Individual) - Create a landscape composition with details	
2		composition in Photography (Individual) - Submit 5 photographs with different elements in it.	
3		Create color wheels (group)	
4		Detailed film reviews (individual) - The Ten Commandments (1956)	

		<ul style="list-style-type: none"> - Prince of Persia (2010) - Ben – Hur (2016) - Dreams (akira-kurasova) 	
5		Create collages with themes (group)	

ASSIGNMENTS/EXERCISES – Details & Guidelines

1. Painting practices with various colors schemes.
2. Photography basic techniques and practices.
3. Writing skill development.
4. Introducing handmade collage, collage making techniques and basic idea.

Additional Reading List

- The Designer's Guide to **Color** Combinations: Leslie Cabarga
- Marks of Excellence: the history and taxonomy of trademarks
- Graphic Design Referenced: A visual guide to the language, applications, and history of Graphic design
- The Designer's Guide to Global Color Combinations: Leslie Cabarga
- The art of Interior Design: A text in the Aesthetics of Interior Design: Victoria Kloss Ball.

DESIGN STUDIO - BA ANIMATION & GRAPHIC DESIGN (15U3PRAGD08)

OBJECTIVE

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

Guest faculties Full Day sessions

- Prasad sir - 2 days
- Fathima sir - 2 days

SESSION	TOPIC	METHOD
1.	BASIC SESSION IN PHOTOSHOP	PRACTIAL
2.	BASIC SESSION IN ILLUSTRATOR	PRACTIAL
3.	BASIC SESSION IN INDESIGN	PRACTIAL
4.	INTRO TO BROCHURE DESIGN	LECTURE
5.	TYPES OF BROCHURE DESIGNS	LECTURE/PPT
6.	BROCHURE DESIGN - 1	PRACTIAL
7.	BROCHURE DESIGN - 2	PRACTIAL
8.	First C.I.A	
9.	CONVERTING VISUAL IMAGES TO 3D	PRACTIAL
10.	INTRO TO SYMBOL TO SIGNAGE	LECTURE
11.	DIFFERENT TYPES OF SYMBOL & SIGNAGE	LECTURE/PRACTIAL
12.	DESIGN SYMBOL AND SIGNAGES	PRATICAL
13.	INTRO TO CORPORATE LOGOS	PPT/LECTURE
14.	CORPORATE LOGO DESIGN - 1	PRACTIAL
15.	CORPORATE LOGO DESIGN - 2	PRACTIAL
16.	INTRO TO POSTER DESIGN	PPT/LECTURE
17.	TYPES OF POSTER DESIGN	LECTURE/PPT
18.	POSTER DESIGN - 1	PRACTIAL
19.	POSTER DESIGN - 2	PRACTIAL
20.	Second C.I.A	
21.	WORKSHOP(Prasad/Fathima)	
	Final Exam	

ASSIGNMENTS

1. 3 ASSIGNMENTS AFTER EVERY SESSION.
2. CONSTRUCT LOGOS. POSTERS & BROCHURE TO PROVIDE INTENDED MEANING

TO DESIGN.

3. TO BRING SAMPLE DESIGNS DAILY FOR ANALYSIS.
- 4 . DEVELOP A DESIGN DEVELOPMENT PROCESS FOR DESIGN PROCESS.
5. COMPLETE DESIGN WORKS IN THE SAID DEADLINE.

REFERENCE

1. W. de Jong, Cees, Burger, Stefanie & Both, Jorre. *New Poster Art*. Thames & Hudson Ltd, 16 June 2008
2. Gallo, Max; Quintavalle, Carlo Arturo; Flowers, Charles. *The Poster in History*. W. W. Norton & Company, 16 January 2002
3. Napoles, Veronica .*Corporate Identity Design (VNR Book)* . John Wiley & Sons, 1 November 1987
4. Samara, Timothy .*Typography Workbook: A Real-World Guide to Using Type in Graphic Design* . Rockport Publishers; New edition, 1 November 2006
5. Holland, Dk. *Design Issues: How Graphic Design Informs Society* . Allworth Press, 1 November 2001

DESIGN STUDIO II - BA ANIMATION & GRAPHIC DESIGN (15U4PRAGD12)

OBJECTIVE

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

Guest faculties Full Day sessions

- Prasad sir - 2 days

SESSION	TOPIC	METHOD
1.	WHAT IS PUBLICATIONS DESIGN	LECTURE
2.	HISTORY & CURRENT PUBLICATION TECHNIQUES	LECTURE/PPT
3.	TYPES OF LAYOUTS	PRACTIAL/PPT
4.	INTRO TO MAGAZINE DESIGN	PPT/PRACTIAL
5.	DESIGNING A COVER PAGE	PRACTIAL
6.	DESIGNING TABLE OF CONTENTS PAGE	PRACTIAL
7.	DESIGNING A FULL MAGAZINE	PRACTIAL
8.	First C.I.A	
9.	INTRO TO PACKAGE DESIGN	LECTURE
10.	TYPES OF PACKAGE DESIGN	LECTURE/PPT
11.	DESIGNING A PACKAGE OR CONTAINER FROM SCRACH(DUMMY)	LECTURE/PRACTIAL
12.	DESIGNING A PACKAGE USING SOFTWARE	PRATICAL
13.	WORKSHOP(Prasad Sir)	PRACTIAL
14.	INTRO TO IDENTITY DESIGN	PRACTIAL
15.	THINGS REQUIRED TO BUILD AN IDENTITY OF COMPANY(AADVNCED)	PRACTIAL
16.	DESIGN A LOGO AND DECIDING A TAG LINE (ADAVNCED SESSIONS)	PRACTIAL
17.	DESIGN A BROCHURE ,LETTER HEAD ,BUSINESS CARD	PRACTIAL
18.	DESIGNING A FULL IDENTITY FOR A COMPANY	PRACTIAL
19.	Second C.I.A	
20.	WORKSHOP(Prasad Sir)	
	Final Exam	

ASSIGNMENTS

1. 5 ASSIGNMENTS AFTER EVERY SESSION.
2. CONSTRUCT LOGOS, POSTERS & BROCHURE TO PROVIDE INTENDED MEANING TO DESIGN.
3. TO BRING SAMPLE DESIGNS DAILY FOR ANALYSIS.
4. DEVELOP A DESIGN DEVELOPMENT PROCESS FOR DESIGN PROCESS.
5. COMPLETE DESIGN WORKS IN THE SAID DEADLINE.

REFERENCE

1. E. Carte, David. *The Big Book of Layouts*. Harper Design, 16 June 2009
2. Tondreau, Beth. *Layout Essentials: 100 Design Principles for Using Grids*. Rockport Publishers, 1 February 2009
3. Cullen, Kristin. *Layout Workbook: A Real-World Guide to Building Pages in Graphic Design*. Rockport Publishers, 1 May 2007
4. Hurlburt, Allen. *Grid: A Modular System for the Design and Production of Newspapers, Magazines, and Books*. Wiley; 1 edition, 21 April 2008
5. Hochuli, Jost and Kinross, Robin. *Designing Books: Practice and Theory*. Hyphen Press, 1 February 1997

EDITING PRINCIPLE
BA AGD 5th SEM

OBJECTIVE

The student should grasp the various methods through which shots are juxtaposed so that the process of communication becomes meaningful and simple.

TEACHING HOURS: 14 SESSIONS

Sessions	Units	Method	Assignments/Seminars
1	Unit I Form and Function with regard to Editing, Montage Concepts – Relational / Constructive Editing-Advanced Montage/Principles	Lecture&Demonstration	Nil
2	Unit I Adobe Primere Introduction	Practical	
3	Unit I Adobe Primere	Practical	
4	Unit II Concept of Continuity, Physical Continuity& Psychological Continuity, Concept of Imaginary Line.	Lecture and Demonstration	Assignment-1
5	Unit II Premiere Pro	Practical	
6	Unit III Unity of Time and Space – Filmic Time and Space – Time and Space in Theatre	Lecture and Demonstration	Nil

7	Unit III Unity of Time and Space in Cinema & Television.	Lecture and Demonstration	Nil
8	Mis-en-Scene/Mis-en-Shot- Mis-en-Scene in Theatre	Lecture&Demonstration	
9	Mis-en-Scene in Cinema & Television	Lecture&Demonstration	Nil
10	Editing Photographic Materials	Practical	
11	Editing Electronic Images.	Practical	Assignment-2 Project 1
12	Linear Editing – Non-Linear Editing (Practical Work)	Practical	
13	Aesthetic of Editing	Guest Faculty	Final project
14	Aesthetic of Editing	Guest Faculty	

REFERENCE

P. Spottis, Woode .*Film and Its Technique*. University of California Press. (1970).

John, Burder .*Technique of Editing* 16mm Films. Focal Press; 1 edition (January 20, 1976).

Karel, Rreiz and Carvin, Miller. *The Technique of Film Editing*. Focal Press; 2 edition (29 September 2009).

S.M. Eisenstein . *Notes of A Director/Bursar*. Foreign Languages Pub. House Year 1959.

ELEMENTS OF GRAPHIC DESIGN

I BAAGD

2015

Anu Cherian

- Name of Course: **ELEMENTS OF GRAPHIC DESIGN**
- Total no. of hours for the course : **90 HRS**
- No. of sessions in TT: **30 Sessions**
- No. of lecture sessions: 32hrs
- No. of practical assignment sessions: 58hrs

ELEMENTS OF GRAPHIC DESIGN

Unit I

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

Lecture Sessions: 9 sessions (1hr each)

1. Introduction to Visual Design, design in everything around us.
2. Elements of Visual Design – line & space
3. Shape and form
4. Texture and pattern – types and samples in nature
5. Value and color
6. Principles of design - Balance
7. Size: Proportion vs scale
8. Unity & Variety
9. Emphasis

Practical Sessions: 18 sessions (2hrs each)

Activities:

1. Create feelings emotions with different types of lines.
2. Design by breaking down an image into various shapes on a picture plane.
3. Draw an image as a shape and convert it into form.
4. Create textures by transferring paints from various surfaces.
5. From a leaf with varied designs, render them through drawing and recreate design from it and repeat the design in linear, reflective and non-linear repetition.
6. Draw colour wheel and identify the categories of colour.
7. Read messages using colour psychology.

8. Design a picture using colour schemes.
9. Design using different types of balance
10. Show contrast in images using proportion
11. Show different sizes in a picture plane through scaling.
12. Design elements using principles of design.

Preparatory activities to be done by students:

1. Cut 10 white chart papers, each into four and use each one for each activity in class. This will accumulate to be a record at the end of the semester.
2. Buy and maintain 1 set poster paints, 1 drawing pad, medium to small charcoal pencil/graphite sticks, 1 gray board, 1 black marker, 2 black chart papers, glue, penknife, eraser and pencils.
3. Observe things around them on daily basis and keep defining them through contours in the drawing pad.
4. Read topics to be taken in advance.

Unit II

Exercises on Visual composition and layout. The use of grids in graphic composition.

Lecture Sessions: 5 sessions (1hr each)

1. Visual composition and layout
2. Grids and its function
3. Grids as a design format in graphic composition

Practical Sessions: 8 sessions (2hrs each)

Activities:

1. Design using visual composition
2. Design using different layouts
3. Design using grids (typographic grids)

Unit III

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

Lecture Sessions: 8 sessions (1hr each)

1. *Concepts of visual design:*
Rule of thirds, Golden Rectangle, Z format, Gestalt s Laws: Proximity, Similarity vs anomaly, closure, continuance, figure and ground.
2. *Visual structure*
3. *Visual interest:*
Tessellations, Positive and negative space,
4. *Visual analysis*
5. *Refinement of Visual Representations*

Practical Sessions: 16sessions (2hrs each)

Activities:

1. Rule of thirds
Rule of thirds, Golden Rectangle
Gestalt s Laws: Proximity, Similarity vs anomaly, closure, continuance, figure and ground.
2. *Visual structure*
3. *Visual interest:*
Tessellations, Positive and negative space,
4. *Visual analysis: Semiotics*
5. *Refinement of Visual Representations*
6. Identify letters from natural designs, compose them in design.

Preparatory activities to be done by students:

1. Black poster paints and charts
2. Camera for capturing images for figure and ground activity.

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.

Lecture Sessions: 4sessions (1hr each)

1. Abstraction of form in nature
2. Generating designs from nature
3. Color and form relationship
4. Use of coloursn color composition

Practical Sessions: 7sessions (2hrs each)

Activities :Cutworks/ black paint and brush

1. Abstraction of form in nature
2. Generating designs from nature
3. Color and form relationship
4. Use of colours and color composition

Preparatory activities to be done by students:

1. *Through reading of concepts, design and cut or paint shapes according to design.*
2. *Select print content for the last activity.*

Unit V

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

Lecture Sessions: 6 sessions (1hr each)

1. Design Methodologies
2. Problem solving
3. Visual form to meaning
4. Type/image relationships

Practical Sessions: 9 sessions (2hrs each)

Activities:

1. Design Methodologies
 2. Problem solving
 3. Visual form to meaning
 4. Type/image relationships
-

COURSE PLAN	
PROGRAMME	BA ANIMATION & GRAPHIC DESIGN
COURSE CODE AND TITLE	ENGLISH
SEMESTER	I
HOURS/SEM	72
FACULTY NAME	Anubha George

MODULE I				
Sl.No	Session	Topic	Method of Teaching	Value Additions
	GRAMMAR	Antonyms, synonyms, homonyms, active voice, passive voice, general grammar as revision post school	ACTIVITY	ASSIGNMENTS
MODULE II				
	ETIQUETTE	How to introduce oneself and one's friends to others	ACTIVITY	ASSIGNMENTS
		How to invite someone to an important event	Activity, discussion	
		How to compliment someone	Activity, discussion	
MODULE III				
	ETIQUETTE	How to complain effectively	Activity, discussion	
		how to ask for help & refuse help politely	Activity, discussion	
		How to start a conversation with a stranger	Activity, discussion	
MODULE IV				
	CLIMATE	Why is looking after the environment and climate	Discussion, quiz, opinion	Quiz
		important to our future		
MODULE V				
	Creativity	Writing short stories	Activity	Classwork
		poems	Discussion	Homework
		travelogue	Assignment	
		public speaking	speaking in class.	
			All to be continued	

			next semester	
ASSIGNMENTS AND SEMINARS				
Sl No	Module	Topic	Nature of Assignment	
	Creativity	Short stories, poems, public speaking	Activity based, discussion, opinion	
		Listening to podcasts	Conversation	
		watching films		

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

Programme & Semester	II
Name of the Course & Code	History of Animation II
Nature of Course & Credit	Core & 4 Credits
Course Faculty	Aparna S K
No. of Sessions to be handled	72

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

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

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
I	1.	Introductory Session : General Introduction about the whole idea of the subject And movie preview.	Interaction Session - Discussion	
	2.	Movie Screening - Chicken Run	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	3.	Movie Screening - Chicken Run	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	4.	Movie Screening - Chicken Run	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	5.	Introduction to European Animation, Japanese animation & Canadian animation	Lecture and PPT & Group Discussion.	Ability to communicate with each other
	6.	European animation movies - Shots and Experimental movies	Seminar Presentation	Learning process of being in a group and making effective use of the the group.
	7.	NFBC - National Film Board of Canada	Seminar Presentation	Learning process of being in a group and making effective use of the the group.
II	8.	Japanese Animation - Anime, Manga - Styles – The Miyazaki Feature Films - Studio Ghibli	Seminar Presentation	Learning process of being in a group and making effective use of the the group.
	9.	Japanese Animation - Anime, Manga - Styles – The Miyazaki Feature Films - Studio Ghibli	Seminar Presentation	Learning process of being in a group and making effective use of the the

				group.
	10.	Movie Screening - Castle in the sky 1986	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	11.	Movie Screening - Castle in the sky 1986	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	12.	Movie Screening - Castle in the sky 1986	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	13.	Movie Screening - My Neighbor Totoro	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	14.	Movie Screening - My Neighbor Totoro	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	15.	Movie Screening - My Neighbor Totoro	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	16.	Movie Screening - Kiki's Delivery Service	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	17.	Movie Screening - Kiki's Delivery Service	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	18.	Movie Screening - Kiki's Delivery Service	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	19.	Brief Review about the Two Units - NFBC - National Film Board of Canada	Revision Test Notebook Check and Movie Review Submission	

		- European animation movies - Shots and Experimental movies - Japanese Animation - Anime, Manga - Styles – The Miyazaki Feature Films - Studio Ghibli		
	CIA – I	1 Hr Test	At least 40% of portions to be covered before CIA 1	
IV	20.	Growth of computer animation–the Pixar movies, 3D feature films.		
	21.	Brief History on the origin of Computer graphics - 1950's - 1960's	Lecture with PPT/ Group Discussion	
	22.	Brief History on the origin of Computer graphics - 1970's - 1980's	Lecture with PPT/ Group Discussion	
	23.	Brief History on the origin of Computer graphics - 1990's - 2000s	Lecture with PPT/ Group Discussion	
	24.	Brief History on the origin of Computer graphics - 1990's - 2000s	Lecture with PPT/ Group Discussion	
	25.	Movie Screening - Tron I	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	26.	Movie Screening - Tron I	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	27.	Movie Screening - Tron I	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	28.	Movie Screening - Star Wars I	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	29.	Movie Screening - Star Wars I	General Discussion about the	Movie Review writing

			movie and the techniques that used in the movie.	and analysis
	30.	Movie Screening - Star War I	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	31.	Movie Screening - Dawn of the Planet of the Apes	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	32.	Movie Screening - Dawn of the Planet of the Apes	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	33.	Movie Screening - Dawn of the Planet of the Apes	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	34.	Animation in India - History of Indian Animation	Lecture with PPT and Discussion	
	35.	Animation in India : Pioneers of Indian Animation - Major movies of Indian Animation	Lecture with PPT and Discussion	
	36.	Movie Screening - Roadside romeo	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	37.	Movie Screening - Roadside romeo	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	38.	Movie Screening - Roadside romeo	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	39.	Movie Screening - Jumbo	General Discussion about the movie and the techniques that	Movie Review writing and analysis

			used in the movie.	
	40.	Movie Screening - Jumbo	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	41.	Movie Screening - Jumbo	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	42.	Movie Screening - Printed Rainbow	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	43.	Movie Screening - Printed Rainbow	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	44.	Movie Screening - Printed Rainbow	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	45.	Movie Screening - Arjun: The Warrior Prince	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	46.	Movie Screening - Arjun: The Warrior Prince	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	47.	Movie Screening - Arjun: The Warrior Prince	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	48.	Movie Screening - Kochadaiiyaan	General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
	49.	Movie Screening - Kochadaiiyaan	General Discussion about the movie and the techniques that	Movie Review writing and analysis

			used in the movie.	
50.	Movie Screening - Kochadaiiyaan		General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
51.	Indian animation styles and movie making styles		Brief Discussion	Brief Discussion
52.	Unit test - Indian Animation		Unit test	Unit test
53.	Movie Screening - Ponyo (Anime- Miyazaki)		General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
54.	Movie Screening - Ponyo (Anime- Miyazaki)		General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
55.	Movie Screening - Ponyo (Anime- Miyazaki)		General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
56.	Movie Based Analysis		Discussion and Review Book Revision	Wide knowledge about the Animation Industry and trends
57.	Pixar Shot animations Preview		Pixar Shot animations Preview	Understand the Techniques of Pixar Studios
58.	CIA II Revision		Oral Test	
CIA II	2 HOURS		At least 80% of portions to be covered before CIA 2	
59.	Movie Screening - Ponyo (Anime- Miyazaki)		General Discussion about the movie and the techniques that used in the movie.	Movie Review writing and analysis
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	Discussion on the CIA			
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	REVISION			
	REVISION			
	REVISION			
	REVISION			
	Evaluation of the Course			

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
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3			
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ASSIGNMENTS/EXERCISES – Details & Guidelines

Basic Reference :

Movies to Screen :

1. The Adventures of Prince Achmed (1926, Germany) Dir. by Lotte Reiniger
2. The Snow Queen (1957, USSR) Dir. by Lev Atamanov
3. A Midsummer's Night Dream (1959, Czechoslovakia) Dir. by Jiri Trnka
4. Adventures of Mowgli (1967-1971, USSR) Dir. by Roman Davydov
5. The King and the Mockingbird (1952/1980, France) Dir. by Paul Grimault
6. Kirikou and the Sorceress (1998, France/Belgium/Luxembourg) Dir. by Michel Ocelot
7. Persepolis (2007, France/USA/Iran) Dir. by Marjane Satrapi and Vincent Parronau
8. The Breadwinner (2017)
9. Sausage Party (2016)
10. Ballerina (2016)
11. My Little Pony: A Very Minty Christmas (2005)
12. Every Child (1979)
13. Castle in the sky
14. Chicken Run
15. [My Neighbor Totoro](#) (1988)
16. Tron I
17. Star wars I
18. Ponyo

Additional Reading List :

1. <http://www.tasteofcinema.com/2015/the-40-best-european-animated-feature-films-of-all-time/4/>
2. https://en.wikipedia.org/wiki/History_of_Canadian_animation
3. <http://www.tasteofcinema.com/2015/the-20-best-japanese-animated-movies-of-the-21st-century/>
4. <https://www.creativebloq.com/3d/10-greatest-vfx-movies-all-time-21619264>
5. https://en.wikipedia.org/wiki/List_of_Indian_animated_feature_films#Feature_Films

U1CRAGD03 - History of Animation I

COURSE OBJECTIVES

- 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.

Basic Reference

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 OUTCOMES:

At the end of the course, the student

Would know what is ideology behind Animation, and different aspects of how animation emerged.

To develop a Social understanding about analyzing issues and situations of different Animation studios in America and a basic understanding of world wide range of commercial and experimental works produced throughout the world.

Se ssi on s	Date	Topic	Method	Remarks/Reference
1		Introductory Session - Unit 01 What is Animation, A Brief Pre-history of animation.	Lecture with PPT and movie clips	
2		Unit 01 conti.- Early Optical Contraptions	Lecture with PPT and video	

			clips, Students are asked to make these optical contraptions.	
3		Unit 02 - Pioneers in animation: 1906-1916	Lecture with PPT and video clips	
4		Unit 02 - Pioneers in animation: 1906-1916	Movie Screenings	
5		Unit 02 - Pioneers in animation: 1916-1926	Lecture with PPT and video clips	
6		Unit 02 - Pioneers in animation: 1916-1926	Movie Screenings	
7		Unit 04 - American Animation: Silent Era	Lecture with PPT and video clips	
8		Unit 04 - American Animation: Silent Era	Movie Screenings	
9		Unit 04 - American Animation: Golden Age	Lecture with PPT and video clips	
10		Unit 04 - American Animation: Golden Age	Movie Screenings	
11		Unit 05 - American Animation: Television Era	Lecture with PPT and video clips	
12		Unit 05 - American Animation: Television Era	Movie Screenings	
13		Unit 05 - American Animation: Television Era	Lecture with PPT and video clips	
14		Unit 05 - American Animation: Renaissance Era	Movie Screenings	
15		Unit 05 - American Animation: Renaissance Era	Lecture with PPT and video clips	
16		Unit 05 - American Animation: Renaissance Era	Movie Screenings	
17		Unit 03 - The Disney feature films - development of the Disney style, evolution of the principles of animation.	Assignment and Student presentation	
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21		CIA – I	1 hr; descriptive answers only	
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61		CIA II	2 HOURS	
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66		Discussion on the CIA		
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71		REVISION		
72		REVISION		
73		REVISION		
74		REVISION		
75		Evaluation of the Course		

ASSIGNMENTS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weighttage
1		The Disney feature films – development of the Disney style, evolution of the principles of animation - (group)	
2		Seminar Presentation on early animation devices - (group) Prepare hand drawn charts of timeline -(group) Make devices (group work)	
3		Seminar Presentation on Pioneers in animation - (individual) Prepare hand drawn colorful charts of the same.	
4		Detailed film review of 5 movies. - Zootopia (2016) - Inside Out (2015) - Pinocchio (1940) - Ratatouille (2007) - Spirited Away (2002)	

5		300 Hundred Sketches - 50 Line drawings - 200 Character Sketches - Actions and poses - 10 Landscapes with colors (introduction to painting) - 40 Detailed Expressions	
6		Create a comic strip with 6 pages	

ASSIGNMENTS/EXERCISES – Details & Guidelines

1. Color theory - introduction (color charts, painting techniques)
2. Puppet making workshop
3. Animation day preparations
4. Sketching
5. hand-drawn charts
6. Movie references :

-

Additional Reading List

- Olive Johnson and Frank Thomas: *Illusion of Life* (1981)
- Currell, David (1992): *An Introduction to Puppets and Puppet making*
- Jonathan Clements & Helen McCarthy, *The Anime Encyclopedia: A Guide to Japanese Animation Since 1917* (2001)

Papers & Role for the Even Semester 2015- 2016.

ANU CHERIAN

- **Typography**

Anu (8 sessions)

Theory: Type history, Printing processes, Type set methods, Anatomy & Classifications, Typefaces, Type for different communication, Case studies in Type design.

Mode: Presentations, videos, lectures, questionnaire

Hashim Sir (7 sessions)

Practical: Type controls, typographic grids, layouts & hierarchy; type and their identity, expressive type, type on screen, Indian language type faces.

- **Information design**

Anu (12 sessions)

Theory: Introduction to Information Design: Process, Pros and cons in design

Weekly Study and analysis: Graphs, Pie charts, Route maps, Life cycle, Visualisation of Incidents, symbols and graphics in locations.

Mode: Presentations, videos, design and analysis, process and output

George Sir (4 sessions)

Practical: Application & design

- **Evaluation Backup & Coordination of BA & MA Design Department**
Guest Faculties: Weekly and regular (except 3yr.BAGD & 2yr.MAGD)
Tracking of classes and alternate week evaluation of students works.
Monitoring sessions in their delay.
- **Planning and scheduling Design field visits**
- **Attendance entry of 3rd BAGD – Knowledge Pro**

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

- **A simple and useful understanding of interaction design.**
- **Select and apply mark-up languages for processing, identifying, and presenting of information in web pages.**
- **Use mark-up languages to create websites and add interactive components to web pages.**
- **Create and manipulate web media objects using editing software.**

- **Incorporate aesthetics and formal concepts of layout and organization to design websites that effectively communicate using visual elements.**

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1	Introductory Session	Introduction of web interfaces	Lecture, Group Discussion	Highlight the main design and research issues for each of the interfaces.

2		Web interfaces and its application	Class Lecture ,PPT	Understanding web
3		The main two types of interfaces	Class Lecture ,PPT	Understanding web
4		Command Line Interface(CLI) and User Interface(UI)	Class Lecture ,PPT	Understanding web Interfaces
5		User Interface	Class Lecture ,PPT	Understanding web Interfaces
6		Scope of UI	Class Lecture ,PPT	Understanding web Interfaces
7		Web programming interfaces	Class Lecture ,PPT	Understanding web Interfaces
8		Application Program Interface(API).	Class Lecture ,PPT	Understanding web Interfaces
9		Graphical User Interfaces(GUI)	Class Lecture ,PPT	Understanding web Interfaces
10		CD ROMS and its data interfaces	Class Lecture ,PPT	Understanding the working of compact discs
11		Software Applications	Class Lecture ,PPT	Familiarizing various softwares
12		Application Software	Class Lecture ,PPT	Familiarizing various softwares
13		System Software	Class Lecture ,PPT	Familiarizing various softwares
14		Introduction to Web	Class Lecture , Discussion	Study Basics of Web Design

		Programming		
15		Characteristics of Web Programming Languages	Class Lecture ,PPT	Various programming languages in wesite design
16		HTML Intro & Basics, HTML Tags	Class Lecture ,PPT	Creating web page
17		Heading and Paragraphs	Class Lecture ,PPT	Creating web page
18		Inserting Hyperlinks & Images	Lab Work	Creating web page
19		Inserting Hyperlinks & Images contd..	Lab Work	Creating web page
20		Text Formatting Elements	Class Lecture	Creating web page
21		Short Quotations, Comment Tags	Class Lecture	Creating web page
22		HTML LISTS	Lab Work	Creating web page
23		HTML TABLES	Lab Work	Creating web page
24		Creating TABLES	Lab Work	Creating web page
25		HTML FORMS	Lab Work	Creating web page
26		Creating various types of FORMS	Lab Work	Creating web page

27		Creating various types of FORMS	Lab Work	Creating web page
28-30	CIA – I	3 hrs	At least 40% of portions to be covered before CIA 1	
31-33		Study and analysis of various websites	Seminar presentation	Analyzing various trends in website designing
34		Introduction to information and interfaces- Information Architecture Basics	Class Lecture, Discussion	Presentation of various Layouts
35-37		Presenting Information Architecture (Wireframe , Bread crumb etc)	Seminar presentation	
38		Interactive Design Process- Organizational Structures And Schemes	Class Lecture	Designing various structures
39		Interactive Design Process - Content Strategy Basics	Class Lecture	Designing various structures
40		Interactive Design Process- Web Analytics Basics	Class Lecture	Designing various structures
41		Introduction to CSS	Class Lecture, PPT	Designing Web Pages

42		Types of Styling	Lab Work	Designing Web Pages
43		Inserting Styles to HTML pages	Lab Work	Designing Web Pages
44-46		Basic Html Page using CSS	Lab Work	Designing Web Pages
47-49		Inserting styling in HTML LISTS	Lab Work	Designing Web Pages
50-52		Inserting styling in HTML TABLES	Lab Work	Designing Web Pages
53-55		Inserting CSS in HTML FORMS	Lab Work	Designing Web Pages
56-60		Creating navigation bar	Lab Work	Designing Web Pages
61-65		Creating a HTML home page	Lab Work	Creating an Interactive Web Page
66-68	CIA II	3 hrs	At least 80% of portions to be covered before CIA 1	
69	Discussion on the CIA			
70		Usability in web-based interfaces	Class Lecture	Familiarizing Usability Elements
71		Website Usability Tools	Class Lecture	
72-73		Factors affecting Usability	Class Lecture	

74	REVISION	Creating websites	LabWork	
75	REVISION			
76	REVISION			
77	Evaluation of the Course			

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1		Creating a web page using basic page elements	
2		Inserting images and Hyperlinks in a Webpage.	
3		Displaying Lists (Using css)	
4		Displaying Table (Using css)	
5		Displaying Frames (Using css)	
6		Displaying Forms (Using css)	
7		Presenting Information Architecture(Seminar)	
8		Creating a Page structure in CSS	
9		Creating web pages using Div elements.	
10		Creating Website	

ASSIGNMENTS/EXERCISES – Details & Guidelines

- All assignments should be done considering the principles of interaction design.
- Each assignments is given one week of time to complete.
- Late submissions should not be encouraged.

Basic Reference

- HTML5: Up and Running: Dive into the Future of Web Development, o'reily.
- Html5 Black Book:Covers Css3 Javascript Xml Xhtml Ajax Php And JQuery

Additional Reading List

BA AGD - MOTION GRAPHICS & VISUAL EFFECTS

COURSE OBJECTIVES

1. Designed for students from all artistic backgrounds,
2. Establish motion graphics with industry techniques.
3. Gain strong working knowledge of After Effects and related plug-ins
4. Develop understanding of motion graphics and visual effects beyond software and industry trends.
5. Understand the work culture.
6. Develop expertise and specialization in motion graphics and visual effects using related software.
7. Integrate various media resources or inputs into a realistic output.
8. Understand the classification and working principles for Film, Commercials and Games Industry.
9. Develop tools and skills to train others in various aspects of post production.
10. Develop Industry standard portfolio

Basic Reference (BOOKS)

1. Creating Motion Graphics with After Effects, Essential and Advanced Techniques Authors: Trish and Chris Meyer
2. The Art and Science of Digital Compositing Author: Ron Brinkman
3. Design Process and Theory: Thoughts on Design, Paul Rand
4. A Designer's Art, Paul Rand
5. A Primer of Visual Literacy, Donis A. Dondis
6. Ways of Seeing, John Berger
7. Art as Experience, John Dewey
8. Digital Storytelling: A Creator's Guide to Interactive Entertainment, Carolyn Miller
9. Asymmetric Typography, Tschichold
10. Moving Type: Designing for Time and Space, Matt Woolman and Jeff Bellantoni

Basic Reference (ONLINE RESOURCES)

Pre-research

<http://www.csszengarden.com/> (css design inspiration)
<http://cssvault.com/> (css design inspiration)
<http://www.cssbeauty.com/> (css design inspiration)
<http://www.w3schools.com/> (web markup information, tutorials and resources)
<http://www.alistapart.com/> (A magazine for web designers and developers)
<http://css.maxdesign.com.au/index.htm> (Web Standards Tutorials)

Digital Painting

<http://www.ryanchurch.com/>
<http://www.derekmonster.com/>
<http://www.sangjunart.com/>
<http://www.carloshuanteart.com/>
<http://www.fengzhudesign.com/>
<http://www.bobotheseal.com/>
<http://members.shaw.ca/dmandryk/>
<http://digitalart.org/>
<http://www.davidho.com/>
<http://www.christianhaley.com/>

Color

http://www.steeldolphin.com/color_scheme.html (color scheme tool)
<http://beta.dailycolorscheme.com/> (color palettes)
<http://www.colourlovers.com/> (color trends, color palettes)

Video/Motion Graphics/Animation

<http://www.ilm.com> (Industrial Lights and Magic)
<http://www.blueskystudios.com> (Animation)
<http://www.imaginaryforces.com> (Film Titles)
<http://www.promax.tv/awards.asp> (TV / Motion Graphics Awards)
<http://www.designinmotion.com> (Motion Graphics)
<http://www.pixar.com/> (Animation)
<http://corporate.disney.go.com/careers/index.html> (Animation)
http://www.dreamworks.com/dreamworks_home.html (Animation, film)
<http://www.rezn8.com/> (Motion Graphics)
<http://www.belief.com/> (Motion Graphics)
<http://www.imageworks.com/> (Animation)
<http://www.rhythm.com/> (Animation)

COURSE OUTCOMES

At the end of the course,

1. Students will be able to discover the area of specialization in post production where they can perform their best.
2. Build precision, control and fluency within post production work environments.
3. Develop a vocabulary and visual language for motion.
4. Demonstrate an understanding of motion graphic design principles in applied practice.
5. Shall be familiar with Industry standard motion graphic- visual effects toolsets and plug-ins
6. Shall be able to work and fulfill various visual effects requirements
7. Become a team person who can complete their expertise at the best possible way
8. Will be able to handle a motion graphic project with requirement of 2D, 3D elements and real footages.

Sessions	Date	Topic	Method	Remarks/Reference
1		INTRODUCTION TO MOTION GRAPHICS	Presentation	
2		INTRODUCTION TO VISUAL FX	Presentation	
3		INTRODUCTION TO PHTOSHOP	Practical Presentation	
4		INTRODUCTION TO AFTER EFFECTS	Presentation	
5		ANIMATING TEXT	Practical Presentation	
6		BASIC TRANSFORM	Presentation	
7		ANIMATING SHAPES	Presentation	
8		ANIMATION BASICS	Presentation	
9		TEXT PRESETS	Presentation	
10		ADVANCED TEXT ANIMATION	Practical Presentation	
11		WORKING WITH MASKS	Presentation	

12		ROTOSCOPE 01	Practical Presentation	
13		ROTOSCOPE 02	Practical Presentation	
14		ROTOSCOPING AN OBJECT & CHARACTER	Practical Presentation	
15		INTRODUCING PAINT FX	Practical Presentation	
16		PAINT FX - BRUSHES & CLONE	Practical Presentation	
17		PAINT FX - ANIMATION	Practical Presentation	
18		PAINT FX - WIRE REMOVAL	Practical Presentation	
19		PAINT FX - OBJECT REMOVAL	Practical Presentation	
20		TIME CONTROLS - SLOW & FAST MOTION	Practical Presentation	
21		TIME CONTROLS - TIME REMAPPING	Practical Presentation	
22		CIA – I		

23		STABILIZAING	Practical Presentation	
24		2D TRACKING	Practical Presentation	
25		4 POINT TRACKING	Practical Presentation	
26		PLANAR TRACKING	Practical Presentation	
27		MATCHMOVING	Practical Presentation	
28		LUMA KEYING	Practical Presentation	
29		GREENSCREEN KEYING	Practical Presentation	
30		KEYLIGHT	Practical Presentation	
31		SKY REPLACEMENT	Practical Presentation	
32		KEYING SUITE - SPILL SUPPRESSION	Practical Presentation	
33		KEYING SUITE - EDGEBLUR & LIGHTWRAP	Practical Presentation	
34		FX - GENARTS	Practical Presentation	

35		FX - TRAPCODE	Practical Presentation	
36		FX - SAPPHIRE	Practical Presentation	
37		FX - CYCORE	Practical Presentation	
38		FX - MB NEWTON	Practical Presentation	
39		PRIMARY COMPOSITING	Presentation	
40		NESTING & PRE-COMPOSE	Presentation	
41		SET EXTENSION	Practical Presentation	
42		DIGITAL MATTE PAINTING - SESSION 1	Practical Presentation	
43		DIGITAL MATTE PAINTING - SESSION 2	Practical Presentation	
44		LAYER STYLES	Practical Presentation	
45		GRAPH EDITOR	Presentation	
46		LAYER COMPOSITING	Practical Presentation	

47		ADVANCED COMPOSITING	Practical Presentation	
48		COLOR CORRECTION	Practical Presentation	
49		COLOR GRADING	Practical Presentation	
50		3D SYSTEM	Practical Presentation	
51		3D LIGHTS	Practical Presentation	
52		CAMERA ANIMATION	Practical Presentation	
53		FINISHING A COMPOSITE	Practical Presentation	
54		RENDER QUEUE	Presentation	
55		RENDERING METHODS	Presentation	
56		DELIVERABLES	Presentation	
57		PORTFOLIO DEVELOPEMENT	Practical	
58		PORTFOLIO DEVELOPEMENT	Practical	

59		PORTFOLIO DEVELOPEMENT	Practical	
60		PORTFOLIO DEVELOPEMENT	Practical	
61		CIA II	2 HOURS	
62				
63				
64				

ASSIGNMENTS/EXERCISES – Details & Guidelines

PROJECTS (MONTHLY)

- 01. ROTOSCOPE / PAINT PROJECT
- 02. MOTION GRAPHICS
- 03. COMPOSITING / MATTE PAINTING

FIELD TRIPS

- 01. Digital Matte Painting - Resource collection (Location not decided)
- 02 Green-screen shooting + Compositing (BG location trip + green-screen studio visit)

ASSIGNMENTS (WEEKLY)

01. BASIC TRANSFORM / BASIC EDIT
02. TEXT FORMATTING / PRESET ANIMATION / 10 SEC TITLE
03. ROTOSCOPING AN OBJECT & CHARACTER
04. PAINT FX TECHNIQUES
05. PAINT OUT AN OBJECT & CHARACTER
06. STABILIZING A SHAKY FOOTAGE
07. TRACKING A MOVING OBJECT
08. 4-POINT TRACKING(PERSPECTIVE TRACKING)
09. SKY REPLACEMENT OF LANDSCAPE
10. SET EXTENSION OF CITY SCAPE
11. KEYING A GREENSCREEN FROM FOREGROUND
12. COMPOSITE BG TO KEYED ELEMENTS
13. COLOR CORRECT A PRIMARY COMPOSITE
14. COLOR GRADE A VIDEO SEQUENCE
15. EFFECTS & PRESETS 01 (BLUR & SHARPEN , GENERATE , DISTORT, 3RD PARTY PLUGINS)
16. EFFECTS & PRESETS 02 (NOISE & GRAIN , PERSPECTIVE, SIMULATION, STYLIZE, TIME CONTROLS)
17. REVISE WEEKS 01-16

COURSE END ACTIVITY

PORTFOLIO – FINAL PORTFOLIO OF ALL COLLECTED WORKS

15U3PRAGD09 – Motion Studies

COURSE OBJECTIVES

- This course focuses on the different methods for creating animation.
- Screenings include a wide range of commercial and experimental works produced throughout the world.

Basic Reference

1. Timing for Animation – John Lasseter
2. Animator’s Survival Kit – Richard Williams
3. Drawing for Animation - Preston Blair

COURSE OUTCOMES:

At the end of the course, the student

Would know the hardship and technicalities behind Animation industry, and different aspects of camera framing, lighting and materials.

Sessions	Date	Topic	Method	Remarks/Reference
1		Introductory Session - UNIT I Introduction to animation techniques – drawn, cutout & stop motion.	Lecture and movie clips	
2		UNIT III - Creating a flip book using drawings - individual assignment.	Video clips for references, Students are asked to create flip books individually.	
3		UNIT III - Creating a flip book using	Video clips for references,	

		drawings - individual assignment.	Students are asked to create flip books individually.	
4		UNIT III - Creating a flip book using drawings - individual assignment.	Video clips for references, Students are asked to create flip books individually.	
5		UNIT IV- Creating a stop motion animation- Timelapse	Video clips for references and Still Camera demonstrations.	
6		UNIT IV- Creating a stop motion animation- Timelapse		
7		UNIT IV- Creating a stop motion animation- Timelapse		
8		CIA I		
9		UNIT IV- Creating a stop motion animation- Pixilation	Video clips for references.	
10		UNIT IV- Creating a stop motion animation- Pixilation	Project to be done by students as a group	
11		UNIT IV- Creating a stop motion animation- Pixilation		
12		UNIT IV- Creating a stop motion animation- Pixilation		
13		CIA II		
14		UNIT II - Creating a cutout/ clay/ sand animation	Video clips for references, Demonstrations.	
15		UNIT II - Creating a cutout/ clay/ sand animation	Project to be done by students as a group- 5 days for each group.	
16		UNIT II - Creating a cutout/ clay/ sand animation		
17		UNIT II - Creating a cutout/ clay/ sand animation		
18		UNIT II - Creating a cutout/ clay/ sand		

		animation		
19		UNIT II - Creating a cutout/ clay/ sand animation		
20		UNIT II - Creating a cutout/ clay/ sand animation		
21				

ASSIGNMENTS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1		Flipbook(Individual)	
2		Time-lapse(Group)	
3		Pixilation(Group)	
4		Cutout/ Clay/ Sand(Group)	

ASSIGNMENTS/EXERCISES – Details & Guidelines

- Exploring other methods in animation like sand animation, silhouette etc.

Additional Reading List

COURSE PLAN

RASTER GRAPHICS

BA ANIMATION & GRAPHIC DESIGN – SEMESTER 2

COURSE OBJECTIVES:

1. Designed for students from all artistic backgrounds,
2. Fundamentals of Graphics and Designing in 2D/3D.
3. Gain strong working knowledge of Photoshop
4. Understand the work culture.
5. Image composition and Digital Matte Painting I Photoshop.
6. Develop tools and skills to train others in various aspects of Graphic Designing.

Basic Reference

1. The Adobe Photoshop CC Book for Digital Photographers Book by Scott Kelby
2. Adobe Photoshop CC Classroom in a Book Book by Adobe Systems
3. Adobe Photoshop CC Classroom in a Book (2014 Release) Book by Andrew Faulkner
4. The Adobe Photoshop Lightroom CC Book for Digital Photographers Book by Scott Kelby

Basic Reference (ONLINE RESOURCES)

Pre-research

<http://www.csszengarden.com/> (css design inspiration)

<http://cssvault.com/> (css design inspiration)

<http://www.cssbeauty.com/> (css design inspiration)

<http://www.w3schools.com/> (web markup information, tutorials and resources)

<http://www.alistapart.com/> (A magazine for web designers and developers)

<http://css.maxdesign.com.au/index.htm> (Web Standards Tutorials)

Digital Painting

<http://www.ryanchurch.com/> <http://www.derekmonster.com/> <http://www.sangjunart.com/> <http://www.carloshuanteart.com/>

<http://www.fengzhudesign.com/> <http://www.bobotheseal.com/> <http://members.shaw.ca/dmandryk/> <http://digitalart.org/>

<http://www.davidho.com/> <http://www.christianhaley.com/>

Color

http://www.steeldolphin.com/color_scheme.html (color scheme tool) <http://beta.dailycolorscheme.com/> (color palettes)

<http://www.colourlovers.com/> (color trends, color palettes)

Sessions	Date	Topic	Method	Remarks/Reference
1	Week 1	Prefatory Session	Theory Presentation	
2	Week 2	Formats, Raster, Vector and Image resolution.	Theory Presentation	
3	Week 3	Introduction to Adobe Photoshop CC		
4	Week 4	Introduction to Image Compositing - Layering in Photoshop.	Practical Presentation	
5	Week 5	Toolbox in depth - Selection tools. Alpha channel	Practical Presentation	
6	Week 6	Window tools, Brushes and Paint.	Practical Presentation	
7	Week 7	Layering in Photoshop	Practical Presentation	
8	Week 8	Text tools in Photoshop	Practical Presentation	
9	Week 9	CIA – I	Practical Presentation	
10	Week 10	Digital Matte painting	Practical Presentation	

11	Week 11	Color Correction	Practical Presentation	
12	Week 12	Color Correction in Photoshop	Practical Presentation	
13	Week 13	Filters and Effects	Practical Presentation	
14	Week 14	Seminar on Digital Matte Painting		
15		REVISE WEEKS 01-14		
16		CIA – II		
17				
18				

ASSIGNMENTS/EXERCISES – Details & Guidelines

ASSIGNMENTS / PROJECTS (MONTHLY)

01. IMAGE COMPOSITING (WEEK 05-07)

02. DIGITAL MATTE PAINTING (WEEK 12-14)

COURSE END ACTIVITIES

(ACTIVITY 01) FINAL PROJECT – CREATING DMP BG FOR A FILM FOREGROUND

(ACTIVITY 02) PORTFOLIO – FINAL PORTFOLIO OF ALL COLLECTED WORKS

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

Programme & Semester	BA AGD - Semester - 2
Name of the Course & Code	Reproduction Techniques
Nature of Course & Credit	Core & 4 (for eg.)
Course Faculty	Anil. K.V
No. of Sessions to be handled	One

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

- A study of printing technology. Introduction to all the major processes of printing.
- Attention is drawn to the influence of printing process on design.
- Take at least 5 identical black and white prints in wood cut printing method
- Take at least 5 identical color prints in wood cut printing method
- Take at least 5 identical black and white prints in Screen printing method
- Take at least 5 identical color prints in Screen printing method

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1.	Introductory Session	Different printing techniques – letter press, screen printing, - engraving, gravure & offset printing.	Theory (Teaching with LCD Projector, showing example)	
2.	History of printmaking			
3	Impression Printing (Practical)	Print making using different types of vegetables, Different textured materials, cloth, feather etc.	Practical	
4	Impression Printing (Practical)			
5	Impression Printing (Practical)			
6	Types of Printing	Study of letter press – plate Preparation, photo engraving. Letter press printing	Theory (Teaching with LCD Projector, showing example)	
7	Types of Printing			
8	wood cut printing (black and white)	wood cut printing for 10 students	Practical	
9	wood cut printing (black and white)			
10	wood cut printing (black and white)			
11	wood cut printing (black and white)	wood cut printing (black and white) for 30 students	Practical	
12	wood cut printing (black and white)			
13	wood cut printing (black and white)			
14	wood cut printing (black and white)			
15	wood cut printing (black and white)			
16	Types of Printing	Study of Desktop printing Technology – laser, inkjet, Photocopiers.	Theory (Teaching with LCD Projector, showing example)	
17	Types of Printing			
18	wood cut printing (color)	wood cut printing (color) for 10 students	Practical	
19	wood cut printing (color)			
20	wood cut printing (color)			
21	CIA – I	1-2 hrs test		

22	wood cut printing (color)	wood cut printing (color) for 30 students	Practical	
23	wood cut printing (color)			
24	wood cut printing (color)			
25	wood cut printing (color)			
26	wood cut printing (color)			
27	Screen printing process	Screen preparation, printing and Screen Reclamation, screen printing inks – Exercises in screen printing	Theory (Teaching with LCD Projector, showing example)	
28	Screen printing process			
29	Screen printing (black and white)	Screen printing (black and white) for 10 students	Practical	
30	Screen printing (black and white)			
31	Screen printing (black and white)			
32	Screen printing (black and white)	Screen printing (black and white) for 15 students	Practical	
33	Screen printing (black and white)			
34	Screen printing (black and white)			
35	Screen printing (black and white)			
36	Screen printing (black and white)			
37	Screen printing (black and white)	Screen printing (black and white) for 15 students	Practical	
38	Screen printing (black and white)			
39	Screen printing (black and white)			
40	Screen printing (black and white)			
41	Screen printing (black and white)			
42	Industrial Visit	Offset printing – preparing artwork, plate-making process, offset printing machines, printing inks.	Industrial Visit (Malayala Manorama Kottayam)	
43				
44				
45				
46				
47	Screen printing (Color)	Screen printing (Color) for 13 students	Practical	
48	Screen printing (Color)			
49	Screen printing (Color)			
50	Screen printing (Color)			

51	Screen printing (Color)			
52	Screen printing (Color)	Screen printing (Color) for 13 students	Practical	
53	Screen printing (Color)			
54	Screen printing (Color)			
55	Screen printing (Color)			
56	Screen printing (Color)			
57	Screen printing (Color)	Screen printing (Color) for 14 students	Practical	
58	Screen printing (Color)			
59	Screen printing (Color)			
60	Screen printing (Color)			
61	CIA II	2 HOURS		
62	Industrial Visit	Lithograph printing, Etching, Mono print, wood cut printing	Industrial Visit (College of Fine Arts Trichur)	
63				
64				
65				
66				
67	Discussion on the CIA			
68				
69				
70				
71	REVISION			
72	REVISION			
73	REVISION			
74	REVISION			
75	Evaluation of the Course			

INTERNAL ASSESSMENT DETAILS

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weighttage
1			
2			
3			
4			

ASSIGNMENTS/EXERCISES – Details & Guidelines

Basic Reference:

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

Additional Reading List

**SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION**

COURSE PLAN

COURSE OUTCOMES:

At the end of the course, the student will be able to: (Please make one or two expected outcomes after the completion of each unit)

COURSE OUTCOMES (COs)	
1	Examine the role and developments story, concept developing and scripting in past and present throughout the world.
2	Better understanding on concept developing, visual judgment, and to increase creative thinking abilities.
3	To strengthen the conceptual background of a student to a cognizable level.
4	Analyze the developments in the techniques of printing and its importance in communication.
5	Evaluate the impact of concept , script and its influence in the animation film field.
6	Create new concepts and perfect scripts by evaluating different imaginative and ideological ways.

Sl.No	Session	Topic	Method of Teaching	Value Additions
	1	Introduction	Lecturing and Discussions	
	2	Introduction about story telling	Discussions and Brain storming	
	3	Introduction about story telling	Lecturing	
	4	Importance of Story Telling and story developing in Animation	Lecturing	
	5	Importance of concept	Lecturing	
	6	History Of cartoons	Lecturing	
	7	Role of Walt Disney in world Animation Industry		Practical Assignment
	8	Screening of Walt Disney's famous animation series " Silly Symphony"	Lecturing	
	9	Walt Disney's award winning cartoons	Lecturing	Reading Materials
	10	Screening of " Monsters University "	Lecturing & Discussions	Reading Materials

	11	Team Formation & developing simple concept for stories.	Lecturing & Discussions	Reading Materials
	12	Story presentation of each groups	Lecturing & Discussions	Reading Materials
	13	Story review		
	14	Story rework		
	15	Final story Presentation	Lecturing & Discussions	Reading Materials
	16	Work flow of story development (Concept, theme),	Lecturing and Reference	Reading Materials
	17	Work flow of story development	Lecturing and Reference	Reading Materials & Video Presentation
	18	Story GENRE	Lecturing and Reference	Reading Materials
	19	Fiction or Non fiction	Lecturing and Reference	Reading Materials
	20	Sreening Short Films as reference		Practical Assignment
	21	Importance of Characterization In films	Lecturing and Reference	Reading Materials
	22	The Way of Creating Characters for story	Lecturing and Reference	Video Presentation

	23	Desicription about Characters	Lecturing and Reference	Reading Materials
	24	Visualising the character through different background		
	25	Screening of The movie " Christmas carol "		
	26	Structure of an Animated film	Lecturing & Discussions	
	27	Film Screening	Lecturing & Discussions	Video Presentation
	28	Introduction About film Script	Lecturing	Video Presentation
	29	Basic Format of film Script	Lecturing	Video Presentation
	30	Writing simple script for a short animation movie	individual work	Video Presentation
	31	Concept and Story Developing as groups		
	32	Story Developing		
	33	Final story Presentation		
	34	Script Development		
	35	Detailed Final script		

	40	Role Of composition and framing	Discussions and Brain storming	
	41	Editing for Animation (jump cut & 35* rule ,walk and reveal framing, Fill and reveal framing ,flash cuts)	Discussions and PPT	
	42	Sub clip shots. Split screens, cut zoom shots, multi takes ,cut away shots	Discussions and PPT	
	43	Freez frames , sub liminal cuts	Discussions and PPT	
	44	Slow motion , fast motion, global zooms	WORKSHOP	WORKSHOP
	45	Introduction about sounds	Lecturing	Video Presentation
	46	Sounds (comparison between live action & animation)		Practical Assignment
	47	Sound and picture		
	48	Screening Of the animation Movie movie " Ice Age "		
	49	Screening Of the animation Movie movie " Ice Age "		

	47	Introduction to Story boarding	Discussions and PPT	Video Presentation
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	48	Importance of storyboards in animation	Discussions and PPT	Video Presentation
	49	Story board Format		
	50	Thumbnail storyboards		
	51	Camera angles		
	52	Importance of perspective		

53 Concept Development for an animation storyboard

54 Thumbnail storyboard

	Date of submission/completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Weightage
1			
2			
3			
4			

5			
6			
7			
8			
9			
10			

ASSIGNMENTS/EXERCISES – Details & Guidelines

- Each assignments is given one week of time to complete.
- Late submissions should not be encouraged.

Basic Reference

Additional Reading List

Graphic Design Project for BA AGD 6th Sem

Branding / Advertising/ Graphic Design

Stages	Work	Description of work	Number of works	Date of submission/approval/ display in class	Signature of Students	Remarks
1	Deciding on a product/service	SEMINAR PRESENTATION Deciding on the product or service considering the available resources and materials	1	1 st week		
2	Brand Name	SEMINAR PRESENTATION Deciding on a meaning full name	1	1 st week		Product description note of brand name and brand philosophy
3	Logo designing	Designing a typographic logo/emblem/monogram etc	2	1 st week		Logos in multicolour and Black & White
4	Co-Lateral	Designing Business cards, envelopes, letter head	3	2 nd week		
5	Direct mail	Brochures, Booklets, Leaflets, pamphlets	4	2 nd week		
6	Product Packaging	Primary, Secondary packaging	2	3 rd week		
7	Container Design	Container design	1	3 rd week		
8	Point of Purchase	Indoor Poster, Shelf display, product prototype, danglers, stickers	5	4 th week		

9	Launch Ads (indoor)	Newspaper Ad, Magazine Ad	4	5 th week		Newspaper Full page
10	Launch Ads (outdoor)	Posters, Hoardings	4	5 th week		
11	Initial stage Ads	newspaper ads	3	6 th week		Half page Newspaper with 30 – 40 words body copy
12	Initial stage Ads	Magazine Ad	5	6 th week		With 5 different works
13	Target specific ads	Magazine Ad	3	7 th week		Ads targeting certain class of people depending on the product
14	Ordinary Ad	Newspaper Ad	2	7 th week		
15	Later Stage Ads (Outdoors)	Hoardings	2	8 th week		After the product has achieved considerable fame
16	Later Stage Ads (Indoors)	Magazine ads	3	8 th week		After the product has achieved considerable fame
17	Later Stage Ads (Indoors)	Newspaper ads	3	8 th week		After the product has achieved considerable fame
18	Gift and compliment ideas	Gift and compliment ideas	5	9 th week		
19	Website	Design Banner ads and fully working (offline) web page	1	10 th week		Fully functional with E commerce enabled (Mock)
20	Story board for a TVC	Hand Drawn Storyboards of not less than 15	2	12 th week		Hand drawn and presented on a

		frames				mount board
21	EXHIBITION	Display of Complete works		13 th Week (Tentative)		

TYPOGRAPHY – BA A&GD

COURSE OBJECTIVES

- Through lectures, demonstrations and studio work, students are introduced to all aspects of typography in design.
- Strong emphasis is placed on the history of type and the technical, problem-solving and aesthetic use of display and text type.
- Students are exposed to the anatomical structure of typefaces in order to create new typefaces for themselves for their specific design need.

COURSE OUTCOMES:

At the end of the course, the student will be able to independently select/ create appropriate typefaces for communicating with type. They will use type as a major design element for the need of the content to be designed. They will be able to solve problems regarding content presentation and setting for media.

Sessions 3 hours	Topic	Method
1	Unit 1: History of type; The Anatomy of Type	Lecture Slides, images, video
2	Type Specifications, Type Classifications, Exposure to commonly used typefaces	Lecture Slides
3	Unit 2: Designing with Type – legibility and readability	Lecture and design activity
4	Communicating a message through type, choosing appropriate typefaces.	Lecture, Slides, design activity, video Helvetica
5	Unit 3: Digital Typography: Variables in Type- Size, weight.	Workshop (Hashim Sir)
6	Controls in type: Leading, Kerning, Tracking and Alignment	Lecture and lecture slides
7	Unit 4 : Dynamic typography	Workshop (Hashim Sir) Video Dynamic typo
8	Titling; 3d typography	Workshop (Hashim Sir)

9	Use of type in web and interactive media.	Lecture, Slides, Workshop
10	Study & exposure to typefaces used	Slides: Activity- Designing typeface
11	Expressive Type	Design types for communication
12	Unit 5: Malayalam Typography Malayalam Typefaces.	Workshop (Hashim Sir)

ASSIGNMENTS

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	Group Chart & presentation - Evolution of Type
2	Group Chart: Difference between Japanese & Chinese type system
3	Individual: Charts on type Anatomy
4	Individual: Designing full type set: alphabets (upper & lower case), numerals and punctuations
5	Charts : Type, Typographers and application in design
6	Design a mast head using type
7	Design using parameters in type using manipulating type variables and type controls
8	Designing and exploring type in 3D, tiling and digital type web (Hashim)
9	Study of Malayalam typefaces; its evolution and application
10	Group Presentation: Type study & application (Book & Research activity)

VECTOR GRAPHIC FOR DESIGNERS – BA ANIMATION & GRAPHIC DESIGN

(15U2PRAGD05)

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.

Guest faculties Full Day sessions

- Prasad sir - 2 days

Session	Topic	Method
1.	WHAT IS VECTOR GRAPHIC	PPT/LECTURE
2.	VECTOR GRAPHIC & RASTER GRAPHIC	LECTURE/PPT
3	INTRO T O ADOBE ILLUSTRATOR	LECTURE/PRACTIAL
4.	GETTING TO KNOW THE WOK AREA	PRACTICAL
5.	WORKING WITH ILLUSTRATIONS WITH PEN TOOL	LECTURE/PPT
6.	WORKING WITH BRUSHES AND COLOUR TOOLS	LECTURE/PPT/PRACTICAL
7.	WORKING WITH PERSPECTIVE DRAWING	PRACTICAL
8.	SELECTING & ALIGNING OBJECTS	PRACTICAL/PPT
9.	INTRO TO POSTER DESIGNING	PRACTICAL
10.	POSTER DESIGN 1	PRACTICAL
11.	FIRST C.I.A	
12.	INTRO LOGO DESIGNING USING BASIC TOOLS	PRACTICAL
13.	LOGO DESIGN 1	PRACTICAL
14.	TRACING OBJECTS FROM RASTER IMAGES	PRACTICAL
15.	WORKING WITH TEXT USING TYPE TOOLS	PRACTICAL
16.	COMBING ILLUSTRATOR GRAPHICS WITH OTHER ADOBE APPLICATIONS	PRACTICAL
17.	DESIGNIG LOGO - 2	PRACTICAL
18.	DESIGNING POSTER - 2	PRACTICAL
19.	WORKSHOP(PRASAD SIR/)	
20.	WORKSHOP(PRASAD SIR/)	
21.	SECOND C.I.A	
	FINAL EXAM	

Assignments

1. Daily 5 assignments after every session.
2. Activities to help them improve in design.

REFERENCE

1. Adobe Creative Team. *Adobe Illustrator CS4 Classroom in a Book*. Adobe, 1st edition, 27 May 2012
2. Jenkins, Sue. *How to Do Everything: Adobe Illustrator CS4*. McGraw-Hill Osborne, 1st edition, 1 April 2009
3. Botello, Chris. *Adobe. Illustrator CS4 Revealed*. Course Technology, 1st edition , May 2

