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 .

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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 , Orothogonal 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 Maping	Practical	Creating web page
28-30	CIA – I	3 hrs	At least 40% of portions to be covered before CIA 1	
31		Cylindrical Maping	Practical	Analyzing various trends in website designing
32		Spherical Maping	Practical	Presentation of various Layouts
33		Automatic Maping & 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		
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		Use of Poly Modeling techniques	Software training	
15		Use of Poly Modeling techniques	Software training	
16	3D Character modeling	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		Creating textures with photoshop	Software training	
23		Creating textures with photoshop	Software training	
24	Advanced Unwrapping	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			Software training	
29	Dynamics	Explosion	Software training	
30		PArrays	Software training	
31	Dynamics		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/Presentation	
61			Discussions/Presentation	
62			Discussions/Presentation	
63	Discussions for Final Project		Discussions/Presentation	
64			Discussions/Presentation	
65			Discussions/Presentation	
66	Concept development for Project	Pre Production process	Discussions/Presentation	
67		Pre Production process	Discussions/Presentation	
68		Pre Production process	Discussions/Presentation	
69	Concept development for Project	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. . <u>Matt Chandler</u> , <u>Pawel Podwojewski</u>, <u>Jahirul Amin</u> , <u>Fernando Herrera</u> , (2014) *3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and lighting* , 3DTotal Publishing

2. <u>George Maestri</u> ,(1999),*Digital Character Animation 2, Essential Techniques,*New Riders Press

3. <u>Jason Osipa</u>,(2010), *Stop Staring: Facial Modeling and Animation Done Right*, Sybex
4. <u>Yancey Clinton</u>,(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 Actionscript 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			Software training	
16	Skinning		Software training	
17			Software training	
18			Software training	
19			Software training	
20			Software training	
21	CIA – I	5 hrs test	3D LAB	
22		Walk Cycle	Software training	
23		Walk Cycle	Software training	
24	Character Animation	Jump	Software training	
25		Jump	Software training	
26		Run	Software training	
27		Run	Software training	

28	FINAL PROJECT		PRODUCTIONS	
29				
30				
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36				
37				
38	FINAL PROJECT		PRODUCTIONS	
39				
40				

41			
42			
43			
44	FINAL PROJECT		PRODUCTIONS
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50	FINAL PROJECT		PRODUCTIONS
51			
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55			

56			
57			
58			
59			
60	FINAL PROJECT		PRODUCTIONS
61			
62			
63			
64			
65			
66			
67	FINAL PROJECT		JURY & SUBMISSION
68			
69			
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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
SH SCHOOL OF COMMUNICATION
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 Principals
 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		Flip Book Creation		
		6		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		Simple Pendulum	CLASS & LAB	
		11				
		12		Using Exposure Sheet		
		Assignment Submission : Coin and Simple Pendulum (Deadline)				
		13	Bouncing Ball		CLASS & LAB	
		14		Ball Across the Screen	LAB	
		15				

	3	16			
		17			
		18		Ball at Same Spot	LAB
		Assignment Submission :			
III	4	19	Grass Animation	Wave - one end (Grass Animation)	CLASS & LAB
		20			
		21	Pendulum With Thread		CLASS & LAB
		22		Drag and Wave - Thread on pendulum	
		23			LAB
		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	
		28		Overlapping action-add man	LAB
		29		Cleanup the Animation for Submission	
		30			
		Assignment Submission :			
IV	6	31	Surprise Reaction-Take	Take : Surprise	CLASS & LAB
		32			
		33		Take Cont..	
		34			LAB
		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..	
		40			LAB
		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..	
		46			LAB
		47			
		48		Progressive walk- submission	
		Assignment Submission :			
	9	49	Walk Cycles : Two Legged Character	Planning Walk Cycle	CLASS & LAB
		50			
		51		Walk Cycle Cont..	
		52			LAB
		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..	
		58			LAB
		59			
		60		Sneak walk- submission	
		Assignment Submission :			

	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 animation.		CLASS & LAB	
		78				
		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-Guptill; First Edition (September 1, 2003)
4. Tony White, How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principals
 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				
		11		Secondary Action Study from Movie clips		
		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	Basic **head** with body gestures	Class & Lab	
		26			Lab	
		27	Cleanup to Submit			
		28		Basic **hand** with body gestures	Class & Lab	
		29			Lab	
		30				
		Assignment Submission :				
	6	31	Gesture - Shoulder with Body	Basic **shoulder shrug** with body gestures	Class & Lab	
		32				
		33	Cleanup to finish			
		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		Weight Lifting Cont..	Lab	
		45				
		46				
		47				
		48				
		Assignment Submission :				
	9	49	Two Legged Walk Animation	Analysis of the two legged walk	Class & Lab	
		50		The two legged walk Cont. (Walk do Front, side, 3/4 and back of the character in the same sheet)	Lab	
		51				
		52				
		53				
		54				
		Assignment Submission :				
	10	55	Two Legged Run Animation	Analysis of the two legged run	Class & Lab	
		56		The two legged run Cont. (Run do Front, side, 3/4 and back of the character in the same sheet)	Lab	
		57				
		58				
		59				
		60				
		Assignment Submission :				
	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				

		Assignment Submission :			
V	12	67			Visit
		68			
		69	**ZOO STUDY** **Live Animals Study**	**ZOO STUDY**	
		70			
		71			
		72			
		Assignment Submission :			
	13	73	2ND CIA TEST	2ND CIA TEST	TEST
		74			
		75			
		76			
		77			
		78			
	14	73	Four Legged Walk Animation	Analysis of the four legged walk	Class & Lab
		74		The four legged walk Cont..	Lab
		75			
		76			
		77			
		78			
		Assignment Submission :			
	15	79	Four Legged Run Animation	Analysis of the four legged run	Class & Lab
		80		Analysis of the four legged run	Lab
		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

HISTORY OF ART AND DESIGN

COURSE OBJECTIVES
The course aims at imparting an interest in understanding the nuances of the origins of society, civilization and how art emerged as a natural extension of society's spiritual progress. The course also traces the evolution or art in the context of society from ancient to modern times

1. Ramsaye, Terry. *Million and One Nights: A History of the Motion Picture Through 1925*. Touchstone Books; Reprint edition, 1 May 1986
2. Ghosh, Manomahan. *Natyasastra: A Treatise on Ancient Indian Dramatory and Histrionics Ascribed to Bharata Muni*. Chowkhamba Sanskrit Series Office, 1 January 2009
3. Fischer, Ernst .*The Necessity of Art* . Verso; Reissue edition, 14 June 2010
4. Hauser, Arnold .*Social History of Art*. Routledge; New edition, 31 March 1951
5. Arnheim, Rudolf. *Art and Visual Perception*. University of California Press; 2nd Revised edition, 10 December 2004
6. Heraty, Jack .*Encyclopedia of World Art*. Encyclopedia of World Art, 1 September 1987
7. Brown,Percy .*Indian Architecture: Buddhist and Hindu* . CBS Publishers & Distributors; 1st Ed. edition, 2014
8. Brown,Percy . *Indian Architecture: Islamic Period*. CBS Publishers & Distributors; 1st Ed. edition, 2014

COURSE OUTCOMES:
At the end of the course, the student
Have a grounding, a foundation on which all their future artistic as well as aesthetic endeavours can be built up. The students understand how to meld antiquity with modernity and come up with innovative artistic expressions.

Sessions	Date	Topic	Method	Remarks/Reference
1		Unit 1 Introductory Session	Lecture with Slides	
2		Art and ancient civilization – Indian	Lecture with Slides	
3		Greek, Chinese, Egyptian	Lecture with Slides	
4		Activity to do their own research and	Research by students	7 days for research and

		present a collection of ancient symbols of each of these civilization, elaborating the meaning, significance and how the symbols were used		preparation
5		Presentation by students	PPT Slides with audio	
6		Presentation by students	PPT Slides with audio	
7		Unit 2 Man's thought process and sense of movement	Screening of videos, documentaries on the cognitive principles of human mind	
8		Man's thought process and sense of movement	Screening of videos, documentaries on the cognitive principles of human mind	
9		Man's thought process and sense of movement	Screening of videos, Optical illutions, documentaries on the cognitive principles of human mind	
10		Pictorial origins of written language.	Calligraphy Workshop with demo	One full day
11		Pictorial origins of written language.	Calligraphy Workshop any ancient language	Students activity
12		Pictorial origins of written language.	Calligraphy Workshop any ancient language	Students activity
13		Pictorial origins of written language. Students Presentation - Jury	Students Presentation - Jury	Full day
14		Pictorial origins of written language. Students Presentation - Jury	Students Presentation - Jury	Full day
15		Unit 3 Birth of Sagas - Valmiki, Homer, Virgil	Basic introduction lecture with slides	
16		Birth of Sagas - Valmiki, Homer, Virgil Student research for a painting/ illustration workshop	Reseach by students	
17		Birth of Sagas - Valmiki, Homer, Virgil Student research for a painting/	Illustration, painting workshop	One day

		illustration workshop		
18		Birth of Sagas - Valmiki, Homer, Virgil Student research for a one act play from their lives (group activity)	Illustration, painting workshop	One day
19		BharathMuni – Attempt at codification- Natyasastra.	Lecture with slides	
20		Epics–Ramayana– Mahabharata.	Students one act play (drama)	
21		Epics–Ramayana– Mahabharata.	Students one act play (drama)	
22		Unit 4 A short history of art from 500 BC to AD 1930	Basic introductory lecture/ Screening of "Ways of Seeing"	
23		A short history of art from 500 BC to AD 1930	Student presentation/ Video	
24		A short history of art from 500 BC to AD 1930	Student presentation/ Video	
25		A short history of art from 500 BC to AD 1930	Student presentation/ Video	
26		Contemporary trends in art	Gallery Visits	Full day
27		Contemporary trends in art	Gallery Visits	Full day
28		Contemporary trends in art	Students presentation	Full day
29		Unit 5 Art Management Research	Students curated Exhibition	Full day
30		Art Management Research	Students curated Exhibition	Full day
31		Art Management Research	Students curated Exhibition	Full day
32				
33				
34				
35				
36				

37				
38		REVISION		
39		REVISION		
40		REVISION		
41		REVISION		
42		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	7 days research and preparation and two full days for presentation	GROUP Activity to do their own research and present a collection of ancient symbols of each of the ancient civilization, elaborating the meaning, significance and how the symbols were used.	25 marks
2	3 days workshop and 2 days jury	Calligraphy Workshop any ancient language	25
3	2 days for presentation, 2 days for preparation	Students presentation on ancient written languages (Group) jury	10
4	2 days preparation, 2 days workshop	Illustration, painting workshop on Sages	10
5	2 days presentation	Epics – One Act Play	10
6	2 days	A short history of art from 500 BC to AD 1930- Student presentation	10

| 7 | 1 day | Gallery Visits and Sudents presentation | 10 |
| 8. | 3 days | Students curated exhibition | 10 |

ASSIGNMENTS/EXERCISES – Details & Guidelines
Presentation of topics by a group of 2 students. They must research on the given topic, prepare slides and present in class. They have to gather additional information on each topic. Each session will end with question and answer session.

Additional Reading List
Gardner's Art through the Ages
www.artcyclopedia.com

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.

Se ssi on s	Date	Topic	Method	Remarks/Reference
1		Introductory Session - Unit 01 What is Art? - 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.- - 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 - 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
		   - Aristotelian concept
		   - Imitation of Reality
		   - Empathy
		   - Concept of tragic hero and tragedy
			Lecture with PPT	

6		Unit 03 – Classical theatre forms
		   - Greek
		   - Sanskrit
			Lecture with PPT	

7		Unit 04 – Art
		   - 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. - Perspective drawing	Lecture with PPT and video clips	

10		Unit 05 – perception of movement through images
		   - 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	
18				
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20				
21		CIA – I	1 hr; descriptive answers only	
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61	CIA II	2 HOURS	
62			
63			

64				
65				
66		Discussion on the CIA		
67				
68				
69				
70				
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)	

		- 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(ADAVNCED)	PRACTIAL
16.	DESIGN A LOGO AND DECIDING A TAG LINE (ADAVNCED SESSIONS)	PRACTIAL
17.	DESIGN A BROCHURE ,LETTER HEAD ,BUSINESS CARD	PRACTIAL
18.	DESIGING 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 Newpapers, 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&Demonstraction	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 Demonstraction	Nil

7	**Unit III** Unity of Time and Space in Cinema & Television.	Lecture and Demonstraction	Nil
8	Mis-en-Scene/Mis-en-Shot-Mis-en-Scene in Theatre	Lecture&Demonstraction	
9	Mis-en-Scene in Cinema & Television	Lecture&Demonstraction	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
BA Animation & Graphic Design: S1

COURSE OBJECTIVES

- Through lectures, demonstrations and studio work, students are introduced to the fundamental components of design
- Understand the nature of visual language
- Develop sense of observation & techniques for design
- Strong emphasis is placed on the basics of elements and principles of design and visual theories
- Apply design theories and create concepts for better communication and solve design problems
- Exposure to famous designs, designers, the concepts and understand how to make their own concepts and designs

Basic Reference

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

COURSE OUTCOMES

- Create conceptual designs with knowledge of the elements and application of principles and visual theories
- Be able to decode designs and also visually communicate to the audience through their designs
- Create their own creative designs with confidence

Sessions	Date	Topic	Method	Remarks
1		**World of Graphic Design** Introduction to Graphic Design, history, emergence, graphic design industry and professions. Design as Visual language.	Lecture, presentations, videos.	
2		Challenges faced by the graphic designers, difference between graphic design and fine arts, traits of a graphic designer.	Lecture, presentations, videos, quiz	
3		**Elements and Principles of Design** Elements of design	Lecture, presentations, quiz, design activity, analyses.	
4		Form and Function in Design -2D, 3 D	Lecture, presentations, videos, quiz, design activity	
5		Principles of Design	Lecture, presentations, videos, quiz, design activity, analyses.	
6		Colour – schemes, modes psychology,	Lecture, presentations, videos, design activity, analyses.	
7		Colour – Application in Design	Lecture, presentations, design activity	
8		Form – 2D, 3 D & Function.	Lecture, presentations, videos, design activity	
		CIA 1		
9		**Visual theories of Composition**	Lecture, presentations, videos, design	

		Gestalt's Theories of Visual Perception	activity	
10		Visual Compositional Theories .	Lecture, presentations, videos, photography & design activity	
11		Visual Interest Principles Perspectives, Tessellations, Abstraction. Symbols, Icons.	Lecture, presentations, videos, design activities	
12		**Photography in Graphic Design** Basics, application of photography	Lecture, presentations, videos, photography	
13		Visual compositions in Photography	Lecture, presentations, videos, photography & design activity	
14		Photography for posters, packaging, print advertisements, websites and blogs,	Lecture, presentations, videos, photography & design activity	
15		Photography showcasing portfolios and events.	Lecture, presentations, videos, photography & design activity	
16		**World of Typography** Type as Visual language, type basics	Lecture, presentations, videos, photography & design activity	
17		Type in Design, Architecture and Media. Type: design, content & Grid. Type and Image.	Lecture, presentations, videos, photography & design activity	
18		*Calligraphy Practical* *Haridas Sir: Guest Session 1*	Lecture, presentations, design activity	
19		*Calligraphy Practical* *Haridas Sir: Guest Session 2*	Lecture, presentations, design activity	
		CIA 2		
20		Brand & Logo creation: 1 Logo, concepts and different types	Lecture, presentations, videos, design activity	

21		Brand & Logo creation: 2 Logo, concepts and different types	Lecture, presentations, design activity	
22		Brand & Logo creation: 3 Logo, concepts and different types	Lecture, presentations, design activity	
23		Branding & Advertisements Logos, Poster design and print advertisements *Guest Session: 1*	Lecture, presentations, videos, analyses, photography & design activity	
24		Branding & Advertisements Logos, Poster design and print advertisements *Guest Session: 2*	Lecture, presentations, videos, analyses, photography & design activity	
25		Branding & Advertisements Logos, Poster design and print advertisements *Guest Session: 3*	Lecture, presentations, videos, analyses, photography & design activity	
26		Branding & Advertisements Logos, Poster design and print advertisements *Guest Session: 4*	Lecture, presentations, videos, analyses, photography & design activity	
		SEMESTER EXAM		

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	ASSIGMENTS
		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	

Sl No	Module	Topic		Nature of Assignment	
				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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	61.			
	62.			

Discussion on the CIA			
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72.			
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

1			
2			
3			
4			

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 Parronaud
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.

Sessions	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	
67			
68			
69			
70			
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		Make optical contraptions (group)	
3		Seminar Presentation on early animation devices - (group) Prepare hand drawn charts of timeline -(group) Make devices (group work)	
4		Seminar Presentation on Pioneers in animation - (individual) Prepare hand drawn colorful charts of the same.	
5		Detailed film review of 5 movies. - Zootopia (2016) - Inside Out (2015) - Pinocchio (1940)	

		- Ratatouille (2007) - Spirited Away (2002)	
6		300 Hundred Sketches - 50 Line drawings - 200 Character Sketches - Actions and poses - 10 Landscapes with colors (introduction to painting) - 40 Detailed Expressions	
7		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

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)

<table>
<tr><td colspan="3">SACRED HEART COLLEGE(AUTONOMOUS), THEVARA</td></tr>
<tr><td colspan="3">DEPARTMENT OF COMMUNICATION</td></tr>
<tr><td colspan="3">COURSE PLAN</td></tr>
<tr><td colspan="3">ACADEMIC YEAR 2019-2020</td></tr>
</table>

PROGRAMME	BA ANIMATION AND GRAPHIC DESIGN	SEMESTER	3
COURSE CODE AND TITLE	INFORMATION DESIGN	**CREDIT**	4
HOURS/SEM	72		
FACULTY NAME	APARNA S K		

PROGRAMME SPECIFIC OUTCOMES(PSOs)

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

COURSE OUTCOMES (COs)

1	Examine the use of color in communication design within particular global and historical contexts.
2	Identify and describe strategies for effective visual communication in diverse contexts.
3	Develop creative responses to communication design problems in the area of color and information design.
4	Investigate and analyses complex information design project
5	Examine principles of information design for print, way showing, web and standalone multimedia applications
6	Apply visual information design principles to complex information
7	Apply visual information design principles to complex information

MODULE 1

Sl.No	Session	Topic	Method of Teaching	Value Additions
1	1	**Introduction to the course**	Discussion	Discussion
	2	**History(important maps /charts)**	Lecture with Reference PPT	Reference Links and images
	3	**History(important maps /charts)**	Lecture with Reference PPT	Reference Links and images
	4	**Need & function, Relevance of Information graphics in society**	Lecture with Reference PPT	Reference Links and images
	5	**Need & function, Relevance of Information graphics in society**	Discussion	Group Discussion
	6	**Various areas of application**	Discussion	Group Discussion
	7	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	8	Practical session - Lab	Practical Session 3D Lab	PRACTICAL

	9	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	10	**Elements of Information Graphics- Data, Information and knowledge.**	Lecture, example, sample for reference. Process of data refining	Exposure to new topics
	11	**Elements of Information Graphics- Data, Information and knowledge.**	Lecture, example, sample for reference. Process of data refining	Exposure to new topics
	12	**Elements of Information Graphics- Data, Information and knowledge.**	Lecture, example, sample for reference. Process of data refining	Exposure to new topics
	13	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	14	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	15	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	16	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	17	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	18	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	19	**Case studies**	Lecture and analysis	Research oriented learning
	20	**Case studies**	Lecture and analysis	Research oriented learning
	21	**Case studies**	Lecture and analysis	Research oriented learning

MODULE 2

	22	**Quantitative information**	Sample analysis, discussion	Analytical ability
	23	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	24	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	25	**Qualitative information**	Sample analysis, discussion	Analytical ability
	26	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	27	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	28	Information Graphics in Signage Systems (1)	Case studies and practical	Reference Links and images References
	29	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	30	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	31	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	32	Information Graphics in Signage Systems (2)	Case studies and practical	Reference Links and images References
	33	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	34	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	35	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	36	The representation of objects– the process of simplification. (1)	Case studies and practical	Reference Links and images References
	37	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	38	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	39	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	40	The representation of objects– the process of simplification. (2)	Case studies and practical	Research oriented learning

MODULE 4

	41	**Visualizing complex data**	Sample references, discussions	Research oriented learning
	42	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	43	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	44	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	45	**process of converting data in to useful information using graphics.**	Sample references, discussions	Research oriented learning
	46	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	47	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	48	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	49	**Diagrams explaining process: life cycles**	Sample references, discussions	Research oriented learning
	50	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	51	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	52	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	53	**Diagrams explaining process: Resume**	Sample references, discussions	Research oriented learning
	54	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	55	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	56	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	57	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	58	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	59	Practical session - Lab	Practical Session 3D Lab	PRACTICAL

MODULE 5

	60	**Recreating events in space and time - Accident, Rescue**	Sample references, discussions	Research oriented learning
	61	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	62	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	63	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	64	**Procedures for making; depicting various stages of an accident/event**	Sample references, discussions	Research oriented learning
	65	**Procedures for making; depicting various stages of an accident/event**	Sample references, discussions	Research oriented learning
	66	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	67	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	68	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	69	**Exposure to info graphics in motion**	Analysis and study	Research oriented learning
	70	Practical session - Lab	Practical Session 3D Lab	PRACTICAL
	71	Practical session - Lab	Practical Session 3D Lab	PRACTICAL

ASSIGNMENTS AND SEMINARS

1. **Info-graphic resume**
2. **Chart analysis**

- Pick any five charts and represent it in your own way with own data.

3. **Route Map**

- Create a detailed route map from your house to college. Or

- To your favorite destination with proper principles and with proper image representations.

4. **Site Map**

- Create a site map / interior map of any institution of your choice.

Mark the following and you can include your own ideas in it.

- Entrance

- Important pointers/symbols

- Important texts

Reachable reference - lulu mall site map

5. **Refine your life cycle assignment**
6. **Symbols, meanings and their usages**.

Redesign any four samples from the following:

- Medical symbols - 4

- Package symbols - 4

- Technology symbols - 4

- Transport symbols - 4

- Electronic symbols - 4

- Science symbols - 4

- Religious symbols - 4

- Food symbols - 4

- Cartography symbols -4

- Construction symbols -4

7. **Illustrate any two events with the date and time representation -**

- An accident – (Road - Airplane)

- Rescue (flood)

- Disaster (flood)

- A historically important event

8. **Instructional design**

- A cookery recipe

- How to use a product

- Origami – steps

9. Project:

Usage of symbols and signs in our daily life – first presentation

1. Take a sample from your surrounding – and redesign
2. Document the process – sampling – data collection – process of redesign
3. Update the progress in day by day Google record sheet without fail.

- Site map
- Photographs of the space or signs that to be redesigned, if possible / rough sketch
- Interior – 3D design
- Set of symbols and sign – comparison study
- Set it in a mock up and present

1. Hospital - 3
2. Airport - 3
3. Railway station - 3
4. Bus station - 3
5. Public Parks - 3
6. Educational institution - 3
7. Shopping mall - 3
8. Metro station – 3
9. Tourist places – 3
10. Hotel/ coffee shops - 3
11. Religious places - 3

12. Govt. office - 3
13. Financial institution -2

Basic Reference

1. Edward,Tufte. The Visual Display of Quantitative Information. Graphics Press USA,2nd edition,31 January 2001
2. Tufte, Edward. Visual Explanations. Graphics Press,1st edition, February 1, 1997
3. Tufte, Edward. Envisioning Information. Graphics Press USA,31 December 1990
4. Harris, Robert L. Information Graphics. Oxford University Press,1 edition, January 6, 2000

SACRED HEART COLLEGE, THEVARA
SH SCHOOL OF COMMUNICATION

COURSE PLAN

Programme & Semester	B A ANIMATION AND GRAPHIC DESIGN FOURTH SEMESTER
Name of the Course & Code	INTERACTION DESIGN
Nature of Course & Credit	Core & 4
Course Faculty	ROSHINA JASMINE FABER
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)

- **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 Programming	Class Lecture , Discussion	Study Basics of Web Design
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	<mark>At least 40% of portions to be covered before CIA 1</mark>	
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/

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)

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)

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 + Composting (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 - Prestion 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

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

<u>COURSE PLAN</u>

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		
48	Screen printing (Color)		Practical	
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 famouse animation series " Silly Symphony"	Lecturing	
	9	Walt Disney's award winning cartoons	Lecturing	Reading Materials
	10	Sreening of " Monsters University "	Lecturing & Discussions	Reading Materials

	11	Team Formation & develpoing 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

	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	1st week		
2	Brand Name	SEMINAR PRESENTATION Deciding on a meaning full name	1	1st week		Product description note of brand name and brand philosophy
3	Logo designing	Designing a typographic logo/emblem/monogram etc	2	1st week		Logos in multicolour and Black & White
4	Co-Lateral	Designing Business cards, envelopes, letter head	3	2nd week		
5	Direct mail	Brochures, Booklets, Leaflets, pamphlets	4	2nd week		
6	Product Packaging	Primary, Secondary packaging	2	3rd week		
7	Container Design	Container design	1	3rd week		
8	Point of Purchase	Indoor Poster, Shelf display, product prototype, danglers, stickers	5	4th week		

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

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

TYPOGRAPHY   2 BA AGD   2016

Anu Cherian

Sessions	Contents	Assignments
1	Introduction to Typography	1.Typo quiz 2. Type & image: Animal & type design creations (Manually then software) Use of languages: Arabic, English, Hindi & Malayalam.
2	3 D typography 'Type Explorations Via Photography'	*Study Trip : Kodaikanal 3. Typo in Nature : A-Z from branches Matrix sheet 1
3	Letter forms in the surroundings	4. 3 D letterforms from surroundings Matrix sheet 2
4	Type History, Anatomy and terms Basic type categories: Serifs & San-serifs Hand Lettering	5. Hand lettering designs with thoughts/ quotes
5	Type History with print &technology Type specifications & classifications Serif type analysis and presentations (34 types)	6.Type quiz 7.Serif type anatomy study – detail sheet& presentation (seminar) 8.Positive & negative spaces in serif type- Matrix sheet 3
6	Type History with type designers Type Families & Variations Serif type analysis and presentations (30 types)	9. San-serif type study – detail sheet& presentation(seminar) 10.Positive & negative spaces in San-serif type - Matrix sheet 4
7	Typographic logo using bird, fruit, vehicles qualities *Creative type formations intro	9. Create designs manually and complete them in illustrator
*	*1 CIA Exam (3 D lab)*	*Terms, type identification, typographic logo.*

8	Mixed Typefaces analysis &presentations (5 types)	10. Design using type controls and hierarchy
	Digital typography; Variables in Type-size, weight, kerning, leading & tracking - Type legibility &readability	* Serif font analysis and presentations 11. Presentation of articles for choosing type for different medium (print, book, advertisements, web, etc.)
9	Script type analysis & presentations (6 types)	*San-serif font analysis and presentations
10 Vinod Sir	Calligraphy	12.Students explore and experiment different styles of writing
11	Type & illustrations	12.Typography quiz (font identification)
	Typographic logo using emotion & words.	13. Create designs expressing words
*	*2 CIA Exam (3 D lab)*	*Terms, type identification, design type,*

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