



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Journalism- Syllabus of BA Graphic Design and Animation Programme under CBCSS UG Regulations 2019 with effect from 2019 Admission on wards - Implemented- Orders Issued.

G & A - IV - B

U.O.No. 9564/2019/Admn

Dated, Calicut University.P.O, 19.07.2019

- Read:-*1. U.O.No. 4368/2019/Admn Dated 23.03.2019
2. Minutes of the meeting of the Board of Studies in Multimedia held on 10.06.2019 (Item No.1)
3. Minutes of the meeting of the Faculty of Journalism held on 18.06.2019 (item No.5)

ORDER

The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum 2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS -Regular and SDE/Private Registration with effect from 2019 Admission has been implemented vide paper read first above.

The meeting of the Board of Studies in Multimedia held on 10.06.2019 has resolved to recommend to approve the syllabus of BA Graphic Design and Animation Programme in tune with CBCSS UG Regulation, w.e.f 2019 Admission onwards, vide paper read second above.

The meeting of the Faculty of Journalism held on 18.06.2019 approved the minutes of the meeting of the Board of Studies in Multimedia held on 10.06.2019, vide paper read third above.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of BA Graphic Design and Animation Programme in accordance with the new CBCSS UG Regulations 2019, in the University with effect from 2019 Admission onwards, subject to ratification by the Academic Council.

The Scheme and Syllabus of BA Graphic Design and Animation Programme in accordance with CBCSS UG Regulations 2019 is therefore implemented in the University with effect from 2019 Admission onwards.

Orders are issued accordingly. (Syllabus appended)

Biju George K

Assistant Registrar

To

The Principals of all Affiliated Colleges

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/DoA/EX and EG Sections/GA I F/CHMK Library/Digital Wing/SF/DF/FC/CDC

Forwarded / By Order

Section Officer

B.A GRAPHIC DESIGN AND ANIMATION

**Restructured Curriculum and Syllabi as per CBCSS UG
Regulations 2019**

(2019 Admissions Onwards)

**BOARD OF STUDIES IN MULTIMEDIA
(SINGLE BOARD)
(FACULTY OF JOURNALISM)**



UNIVERSITY OF CALICUT

PART I

**BA GRAPHIC DESIGN AND
ANIMATION**

PART II

**COMPLEMENTARY COURSES in
GRAPHIC DESIGN AND ANIMATION
For LRP Programmes, viz., BA Multimedia,
BA Visual Communication, and
BA Film & Television**

PART III

**Open Courses
(For other streams)**

RULES, REGULATIONS, SCHEME AND SYLLABUS

PART I

BA GRAPHIC DESIGN AND ANIMATION

**Restructured Curriculum and Syllabi as per CBCSS UG
Regulations 2019**

(2019 Admission Onwards)

1. The Need

Computer graphics and animation have left an undeniable mark on the entertainment industry. Pioneers in the field of CGI have struggled to bring highly detailed realism and beauty to their work. Events, scenes and characters are being brought to life without the use of hokey rubber suits or stilted animatronics. As computer graphics and animation continue to evolve, the limits on what is possible in entertainment continue to dissipate. Generally referred to as "graphic and animation products", these have become the most valued communication vehicles for sectors such as social services, commerce, industry, health care, education, governance and entertainment. Thereby, the demand for trained personnel to produce Multimedia products has increased several folds. To cater to this demand, there is a need to restructure the undergraduate programme ' BA Graphic Design and Animation', coming under the Multimedia Board of Studies, as per the Choice Based Credit and Semester System (CBCSS UG 2019) being introduced by the University of Calicut.

2. Objective

The restructured undergraduate program, called 'BA Graphic Design and Animation', is designed to equip students in the art and craft of design, animation and multimedia productions in general, so as to enable them to emerge as thoroughbred professionals matching the human-power needs of the fast growing media industry. Towards this end, the Programme besides providing for a good grounding in the theory of the core as well as complementary areas, enhances the scope for practical training in the core areas of design, animation and multimedia productions. 'B. A. Graphic Design and Animation' comes under Group 5 of LRP, which also includes programmes like Multimedia, Visual Communication, and Film and Television.

3. Course Duration

The Programmes shall be of six semesters spread across three years.

4. Eligibility for Admission

Candidates who have passed Pre-degree/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BA Graphic Design and Animation programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission.

4.1 Admission Criteria

Admission to the Programme shall be based on the marks secured by candidates in the qualifying examinations. Candidates who have diploma/certificate courses in multimedia/computer/IT/fine arts will

be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in Computer/IT/Multimedia/Fine arts subjects of 10 months duration or more: 5 marks
2. Certificate/Short term courses in Computer/IT/Multimedia/Fine arts subjects: 3 marks

Candidates will be given weightage in only one of the categories, whichever is highest. To earn weightage candidates should produce relevant certificates.

4.2 Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-ending examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

4.3 Grading of Successful Candidates

The Regulations of the CBCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the students will be graded from Grade A to F as stipulated in Clause 10 of the University approved Regulations of the CBCSS (UG). 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

4.5 Other Regulations

In all other matters regarding the regulations of the BA GRAPHIC DESIGN AND ANIMATION programme which are not specified in the

above or in the succeeding sections, the Regulations of the Calicut University CBCSS (UG) will be applicable.

5. Courses of Study and Scheme of Examinations

This UG programme is structured to give a sound grounding in theoretical and practical areas of Graphic Design and Animation. Accordingly the Courses and Scheme of Assessment are as follows: Common Courses (Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D), Ability Enhancement/Audit courses (Code E) and Extra Credit Activities. The first part of the alpha numerical Code represents the name of the course (BGA), second part (n) represents semester and the last part (A/B/C/D/E) represents whether it is a Common Course, Core Course, Complementary Course, Open Course or Audit Course.

6. Ability Enhancement Courses/Audit Courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for classroom study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits are given below:

Course Title	Credits	Semester
Environment Studies	4	1
Disaster Management	4	2

* Human Rights/Intellectual Property Rights/Consumer Protection	4	3
* Gender Studies/Gerontology	4	4

* Colleges can opt any one of the courses.

6. 1 Evaluation of Audit Courses

The examination will be conducted by the College itself from the Question Bank, prepared by the University. The Question Paper shall be of 100 marks of 3-hour duration

7. Extra Credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

7.1 CALICUT UNIVERSITY SOCIAL SERVICE PROGRAMME (CUSSP)

In this programme, a student has to complete 12 days of social service. For the regular programme, the student has to work in a Panchayath or Local Body/hospital/poor home or old age home or in a Pain & Palliative Centre or any social work assigned by the College authorities. Students who are engaged in College Union activities and participates in Sports and cultural activities on Zonal Level have to undergo only 6 days of CUSSP during the entire programme. Full documents regarding a student should be kept in the College and the Principal should give a Certificate for the same. The list of students (successfully completed the Programme) should be sent to the University before the commencement of the Fifth Semester examinations. A College-level Coordinator and a Department-Level Coordinator shall be appointed for the smooth conduct of the Programme.

8. Credits:

A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 14 credits for common courses (English), 8 credits for additional language courses and 16 credits for general courses. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more extra credit activities are done by a student, that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

9. Evaluation and Grading

Mark system is followed instead of direct grading for each question. For each course in a semester, letter grade and grade point are introduced in 10-point Indirect Grading system.

9.1 Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of evaluation is applicable to CBCSS-UG2019. Students can apply for photocopies of answer scripts of external examinations. Application for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

10. Indirect Grading System

10.1 Indirect Grading system based on a 10-point scale is used to evaluate the performance of students.

10.2 Each Course is evaluated by assigning marks with a Letter grade (O, A+, A, B +, B, C, P, F, I or Ab) to that Course by the method of indirect grading (See Annexure I in the CBCSS-UG Regulations 2019).

10.3 An aggregate of P Grade (after external and internal put together) is required in each Course for a pass and also for awarding a Degree (A minimum of 20% marks in external evaluation is needed for a pass in a Course. But no separate pass minimum is needed for internal evaluation. No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed in the Grade Card.

10.4 A student who fails to secure a minimum grade for a pass in a Course is permitted to write the examination along with the next batch.

10.5 After the successful completion of semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained. SGPA of the student in that semester is calculated using the formula:

$$\text{SGPA} = \frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total Credits in that Semester}}$$

10.6 The Cumulative Grade Point Average (CGPA) of the students is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Total Credit points obtained in six semesters}}{\text{Total Credits acquired (120)}}$$

10.7 SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index of ranking students (in terms of grade points). An overall letter grade (Cumulative Grade) for the entire

programme shall be awarded to a student depending on her/his CGPA (See Annexure I in the CBCSS UG Regulations 2019).

11. CBCSS UG Regulations 2019

In all other matters regarding the Regulations of BA Graphic Design and Animation programme, which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University (CBCSS- UG Regulations 2019) will be applicable.

EVALUATION STRATEGY

The evaluation scheme for each course shall contain two parts:

1) internal evaluation 2) External evaluation. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the External evaluation.

The marks secured for internal evaluation only need to be sent to University by the colleges concerned. The internal evaluation shall be based on a predetermined transparent system involving written tests, classroom participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of practical courses. Internal evaluation of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. Components with percentage of marks of internal evaluation of theory courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken) For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken. To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic

record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department. The split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split Up of Marks for Test paper

Range of Marks in Test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35% - 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% - 85%	6	5
85% - 100%	8	6

Split Up of Marks for Class Room Participation

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤ CRP < 75%	1	1
75% ≤ CRP < 85%	2	2
85% and above	4	3

External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform

pattern with 80/60 marks. The courses with 2/3 credits will have an external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks. The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva also shall be conducted by two examiners – one internal and an external, the latter appointed by the University.

THEORY COURSES

Theory Course: Type 1 (80: 20 Pattern)

Internal Evaluation

Sl. No	Components	Marks
1.	Test Papers (I & II)	8
2.	Assignment	4
3.	Seminar	4
4.	Class Room Participation based on Attendance	4
Total		20

External Evaluation:

Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Pattern of Question Paper

Duration	Pattern	Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
2.5 Hours	Section A Short Answer type questions. (Answers should not exceed 50 words).	15	15	2	25
	Section B Paragraph type questions. (Answers should not exceed 100 words).	8	8	5	35
	Section C Essay type questions. (Answers should not exceed 400 words).	4	2	10	20
Total Marks					80

Question Paper Template - Theory Paper - Type 1 (80:20 Marks)

B A Graphic Design and Animation

(2019 Admission onwards)

Semester :

Course Title :

Time: 2.5 Hours

Maximum Marks: 80

Section A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Section A is 25.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

Section B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Section B is 35.

16.

17.

18.

19.

20.

21.

22.

23.

Section C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24.

25.

26.

27.

(2 x 10 = 20 marks)

Theory Course: Type 2 (60: 15 Marks)**Internal Evaluation**

Sl. No	Components	Marks
1.	Test Papers (I & II)	6
2.	Assignment	3
3.	Seminar	3
4.	Class Room Participation based on Attendance	3
Total		15

External Evaluation:

Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Pattern of Question Paper

Duration	Pattern	Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
2 Hours	Section A Short Answer type questions. (Answers should not exceed 50 words).	12	12	2	20

	Section B Paragraph type questions. (Answers should not exceed 100 words).	7	7	5	30
	Section C Essay type questions. (Answers should not exceed 400 words).	2	1	10	10
Total Marks					60

Question Paper Template - Theory Paper - Type 2

B A Graphic Design and Animation

(2019 Admission onwards)

Semester :

Course Title :

Time: 2 Hours

Maximum Marks: 60

Section A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Section A is 20.

1.
2.

- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Section B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Section B is 30.

- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.

Section C

Answer any one question not exceeding 400 words. Each question carries 10 marks.

- 20.

21.

(1 x 10 = 10 marks)

PRACTICAL COURSES**Internal Evaluation of Practical Courses**

Sl. No	Components	Marks
1.	Lab involvement/skills	8
2.	Attendance	4
3.	Records/Viva	8
Total		20

External Evaluation of Practical Course I BGA4B06

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of Graphic Design, 2 D Animation, 3D Animation and 3D Modelling, covered in the syllabus till the 4 th Semester (including). The questions or tasks or assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

External Evaluation of Practical Course II BGA6B14**External Evaluation**

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of Advanced Graphic Design & Animation, Visual Image Editing, VFX	56	24	80

	and Compositing, and Motion Graphics, covered in the syllabus till the 4 th Semester (including). The questions or tasks or assignments and their scheme of evaluation shall be prepared by the board of examiners.			
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PROJECT WORK / DISSERTATION

Internal Evaluation of DISSERTATION

Components	Marks
Originality (Relevance of the topic, Application to the Media Industry, Statement of objectives, etc.)	4
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	4
Scheme/organization of report (Findings and recommendations)	6
Viva-voce	6
Total	20

External Evaluation of DISSERTATION

Components	Marks
Originality (Relevance of the topic, Application to the Media Industry, Statement of objectives etc.)	16

Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	16
Scheme/organization of report (Findings and recommendations)	24
Viva-voce	24
Total	80

Internal Evaluation of PROJECT WORK: Graphic Designs Portfolio/Animation Project/VFX Demo Reel Presentation

- a) Graphic Designs Portfolio (Minimum 4-5 works of a student)
- b) Animation Project (Not less than 3 minutes, excluding titles)
- c) VFX Demo Reel Presentation (Not Less than 3 minutes)

Components	Marks
Novelty and originality	4
Presentation (Pre-production, production, and post-production aspects)	6
Record book	4
Viva-voce	6
Total	20

External Evaluation of the PROJECT: Graphic Designs Portfolio/Animation Film/VFX Demo Reel

Components	Marks
Novelty and originality	16
Presentation (Pre-production, production, and post-production aspects)	24
Record book	16
Viva-voce	24
Total	80

PROGRAMME STRUCTURE

SEMESTER 1

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	A01		4		4	60	15	3
2	A02		5		5	60	15	3
3	A07 (3)		5		5	80	20	4
4	BGA1B01	Introduction to Visual Language	5		5	80	20	4
5		Complementary I Course 1	3	0	3	60	15	3
6		Complementary II Course 1	3	0	3	60	15	3
					25	500		20

SEMESTER II

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
7	A03		4		4	80	20	4
8	A04		5		5	80	20	4
9	A08 (3)		5		5	80	20	4
10	BGA2B02	Introduction to Graphic Design and Animation	3	2	5	80	20	4

11		Complementary I Course 2	3	0	3	60	15	3
12		Complementary II Course 2	3	0	3	60	15	3
					25	550		22

SEMESTER III

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
13	A11 (LRP Group 5)		4		4	80	20	4
14	A12 (LRP Group 5)		4		4	80	20	4
15	BGA3B03	Introduction to 2D Animation	3	2	5	80	20	4
16	BGA3B04	Computer Graphics (Media Design)	3	1	4	80	20	4
17		Complementary I Course 3	4		4	60	15	3
18		Complementary II Course 3	4		4	60	15	3
					25	550		22

SEMESTER IV

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
19	A13 (LRP Group 5)		4		4	80	20	4
20	A14 (LRP Group 5)		4		4	80	20	4

21	BGA4B05	Introduction to 3D Modelling	2	2	4	80	20	4
22	BGA4B06	Practical I 1. Graphic Design 2. 2D Animation 3. Computer Graphics (Media Design) 4. 3D Modelling	0	5	5	80	20	4
23		Complementary I Course 4	4		4	60	15	3
24		Complementary II Course 4	4		4	60	15	3
					25	550		22

SEMESTER V

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
25	BGA5B07	Introduction to UX/UI Designing	2	1	3	60	15	2
26	BGA5B08	Introduction to Motion Graphics	3	2	5	60	15	3
27	BGA5B09	Advanced Techniques in Graphic Design and Animation	3	2	5	80	20	4
28	BGA5B10	Graphic Synchronised	3	2	5	60	15	3

		Visual Image Editing						
29	BGA5B11	Graphics and Animation in Advertising	2	2	4	60	15	2
30		Open Course (From Other Streams) <i>Students can choose courses offered by other departments</i>	3		3	60	15	3
					25	475		17

SEMESTER VI

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theor y	Lab	Total	External	Internal	
31	BGA6B12	Multi-camera Production; Online and Offline	3	2	5	60	15	3
32	BGA6B13	Advanced Techniques in VFX and Compositing	3	2	5	80	20	4
33	BGA6B14	Practical II 1. Advanced Graphic Design & Animation 2. Visual Image Editing 3. VFX and Compositing 4. Motion Graphics	0	5	5	80	20	4
34	Electives: The department should offer electives for the students to choose							

	BGA6B15	History of Animation and Visual Effects	5		5	80	20	4
	BGA6B16	Introduction to Video Game Design	5		5	80	20	4
35	BGA6B17	Project Work	5		5	80	20	2
					25	475		17

Total Credits: 120	Total Marks: 3100
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Total Credits

Core, Common, Complementary and Open Courses	120
Audit Courses (4 Courses)	16
Extra Credit Activities	4
Total	140

Complementary Courses for B.A Graphic Design and Animation

Complementary I

Complementary Courses in **Film and Television** (From the B.A Film and Television Programme under the Board of Studies in Audio Visual Communication – Single Board)

Or

Complementary Courses in **Media Practices** (From the Board of Studies in Journalism - UG).

Complementary II

Complementary Courses in **Multimedia Applications** (From the Board of Studies in Multimedia – Single Board)

Or

Complementary Courses in **Visual Communication (Group 2)** from the Board of Studies in Audio Visual Communication.

Title of the complementary courses, course codes and detailed syllabi are to be provided by the concerned Boards.

DETAILED SYLLABUS

BGA1B01- Introduction to Visual Language

(Semester I Contact Hours 5 Credits 4)

Learning Outcome: After completion of this course, students shall be able to understand the concepts of visual language, visual culture, visual elements, types of visual media and so on.

UNIT 1: (18 Hours) Visual communication: Fundamental principles of visual communication and visual culture. Visual language & Visual literacy: development of visual media communication, visual language, reading pictures, lights, shade and colour in communication, expressions, costumes, symbols and signs of body language, language of pictures and graphics.

UNIT 2: (18 Hours) Visual elements: line, plane, shape, form, pattern, text gradation, colour, symmetry, order, balance, unity, contrast, mass and proportion, spatial relationships, compositions in 2 and 3 dimensional space, visual communication aesthetics, the structure and appearance.

UNIT 3: (12 Hours) Types of visual media: folk and performing art forms, theatre, drawing, painting, photography, film and television, new media and multimedia products.

UNIT 4: (18 Hours) Sensual and perceptual theories of visual communication, what the brain sees, colour, form, depth and movement, viewers' meaning making process, perception, visual

thinking/visualization, practice of looking, images, power and politics. physiological function of visual communication.

UNIT 5: (14 Hours) Fundamentals of Film and Television studies: Language of film: evolution of cinematic language, shot, scene and sequence, shot-break down, 180° rule, visual media tools and technologies.

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA2B02- Introduction to Graphic Design & Animation

(Semester II Contact Hours 5 Credits 4)

Learning Outcome: At the completion of this course, students shall get initiated into the world of graphic design and animation, focusing on the conceptual frame work.

UNIT 1: (18 Hours) Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour;

UNIT 2: (22 Hours) Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

UNIT 3: (18 Hours) History of Animation- Principles of animation – Types of animation:- stop-motion - 2D - 3D - Clay animation - Cut-out animation- cell animation. Animation techniques.

UNIT 4: (22 Hours) Introduction to Key frame animation; editing key frames; track Views- animating modifiers; hierarchies; animation helps and controls; forward kinematics and inverse kinematics.

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA3B03 – Introduction to 2D Animation

(Semester III Contact Hours 5 Credits 4)

Learning Outcome: At the completion of this course, students shall get deeper understanding of the scope of 2D animation and will be able to try out hands-on 2 D animation step by step

UNIT 1: (22 Hours) The 12 principles of Animation Straight Ahead Action & pose to pose Action Motion Tweens, Shape Tweens and frame by- frame animations Graphic, Button, and Movie Clip Symbols – Libraries and Instances Digital 2D Animation orientation – Basic factors affecting the illusion of motion – Impact of digital techniques on the craft of film and video animation – Professional animation practice and job description – Prevailing file format standards and other compatibility issues – History and future trends of computer animation application in the visual arts.

UNIT 2: (20 Hours) 2D graphics editing features – Basic geometric transformations – Boolean, operations on shapes – Object stroke attributes – Objects fill attributes – Shading, techniques (blends – gradients) – Packaged effects (extensions – plug-ins) – Features specific to the program in use.

UNIT 3: (22 Hours) 2D animation frame-sequencing features – Straight-ahead animation – Key frames animation – Motion paths – Applying geometric transformation over time – Intertwining options – Looping and palindrome motion – Features specific to the program in use. 2D animation application software interface – Default setting and user preferences – Document setup. Import and export formats – Document and timeline window feature – Tools and commands palettes – Media-selection tools and techniques Asset-management features.

UNIT 4: (16 Hours) 2D graphics-creation features – Underlying data type: raster – vector – Raster, painting and/or import features – Vector shapes – Vector free-form and control-point placement tools – Features specific to the program in use.

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA3B04 – Computer Graphics (Media Design)

(Semester III Contact Hours 4 Credits 4)

Learning Outcome: After completion of this paper, students shall be able to appreciate the scope of Computer generated graphics that form the backbone of diverse media designs today

Unit 1 (18 Hours) Introduction to basic elements of graphic design: Line- line direction and meanings-quality of line, simplified lines and line of forces, Shape- organic shape and geometric shapes-nonrepresentational shape and representational shape, Forms-relationship with 2d shape and 3d forms, Space -negative space and positive space-figure/ground relation, Colour-subtractive and additive colour-primary, secondary in both modes- colour wheel-what is hue, saturation and value- what is shade, tint and tones-colour schemes – monochromatic, analogous, complementary, split complementary, triadic colour, double complementary etc-colour meaning in various context such as culture, religion, gender and emotional factor, texture – visual texture and tactile texture, texture and light value, pattern etc. Type: typeface, typeface family etc.-Typeface as graphical element-selection of a type family in design.

Unit 2 (14 Hours) Basic principles of design: balance, proportion, rhythm, emphasis, unity etc. Laws of perception -Gestalt theory: similarity, proximity, continuity, closure etc. Scale and proportion in design-Mathematical ratios and proportional systems: Fibonacci numbers, golden ratio. Exercise based on nature study: Patterns, colour schemes, shapes etc from nature

Unit 3 (16 Hours) Concepts of visual design: Design methodology, problem-solving -Visual structure and visual Interest, visual analysis and refinement of visual representations. Exercises on visual composition and layout: Hierarchy-Centre of visual Impact - How to read a page: active and Passive areas of design - How we view a screen: F Pattern - Inverted pyramid methods .The use of grids in graphics composition. Grid types - Symmetrical- Asymmetrical - Backwards movement - Formats - Margins -slug - Bleed - Columns -Gutters - The relationship of visual form to meaning - Type , Image, Shape relationships.

Unit 4 (16 Hours) Brainstorming: How we can make a solution for creative problem-identifying needs and target - development of concept-Selection of elements- drafting ideas Tessellation of shapes (geometric and organic) with various colour schemes Exercise on logo design: size matters, selection of colours, typographic selections etc. Poster Design/ Advertisement design: design various type of posters- Propaganda posters, Event posters, campaign posters etc- application of grid system in layout

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA4B05 – Introduction to 3D Modeling

(Semester IV Contact Hours 4 Credits 4)

Learning Outcome: At the completion of this paper, students shall be able to test the level of application of the skills they learned, in turning the 3-dimensional models they develop step by step, into full-fledged figures, using references

UNIT – 1 (16 Hours) Drawings with the help of basic shapes, Animal study, Human anatomy, Shading techniques, Live model study, Introduction- Importance of confidence, Difference between “looking at the drawing” and “seeing the drawing”, What is observation, Procedure- How to approach, Importance of Guideline- Line of action, Overcome the fear, Drawing for animation

UNIT - 2 (14 Hours) Polygonal Modeling - Using primitives - Converting 5-,6-,7-,8-,9-,Sided Polys to Quads - Creating Linear Templates - Working With Poly Editing Tools: Making Simple Hand - Sub div Proxy Modeling - Splitting Polygons - Creating Areas of Details on a Poly Mesh(Surface)

UNIT - 3 (16 Hours) Modeling with NURBS - Lofting, Revolved Surface, Extruded Surface, Planar Surface, Beveled Surface, Boundary Surface - Combining Techniques and Surface History - Modeling with Deformers - Editing NURBS Surfaces - Using NURBS Surfacing to Create Polygons - Converting NURBS to Polygons - Patch Modeling - Using Artisan to Sculpt NURBS

UNIT - 4 (18 Hours) Modeling with Deformers and Subdivisions Surfaces - The Lattice - Creating a Base Poly Model, Converting it to a subdivision Surface and Converting Back to Polygons - Human Hand and Character's Head, Basic Animation - Creating Keys - Setting Breakdown Keys - Bouncing a Ball - Creating and Editing Keys Using the Graph Editor - Adding "Whiz Bang", Squash and Stretch - Converting Cycled Animation to Curves

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA4B06 - Practical -I

(Semester IV Contact Hours 5 Credits 4)

Learning Outcome: The Practical sessions during the semester and Practical examination at the end of the semester, will enable the students to practice and test their skills in Graphic Design, 2 D Animation, Computer Graphics and 3D Modeling and prepare them ready for diverse industries.

The Fourth Semester Practical Examination will be of 3 hours duration and will be conducted by two examiners - one external, appointed by the university and an internal examiner from the respective college and

the evaluation process includes viva voce. The exam will test various aspects of Design and Animation, especially the following topics covered in I-IV Semesters:

1. Graphic Design
2. 2D Animation
3. Computer Graphics (Media Design)
4. 3 D Modelling

The questions/assignments for practical examinations and their scheme of evaluation shall be prepared by the Board of examiners.

Internal Evaluation:

Sl. No	Components	Marks
1.	Lab involvement/skills	8
2.	Attendance	4
3.	Records/Viva	8
Total		20

External Evaluation

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of Graphic Design, 2D Animation, Computer Graphics (Media Design), and 3 D Modelling, the main topics covered in the syllabus I-IV Semesters. The questions/assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

BGA5B07 – Introduction to UX/UI Designing

(Semester V Contact Hours 3 Credits 2)

Learning Outcome: This course will enable the students to understand the scope of User Experience and User Interface Designs as applicable in new technology and gadgets and give them sense of diverse users' preferences to different designs.

UNIT 1: (12 Hours) UX Introduction User Interaction with the products, applications and services – Cognitive Model/Mental Model Why User Experience Design What is User Experience (UX) Design? Elements of UX Design: Core elements of User Experience. How these elements work together. UX Design Process: Defining the UX Design Process and Methodology UX Design Process: RESEARCH & DEFINE Why Research is critical? Research methods and tools. Understanding the User Needs and Goals Understanding the Business Goals Deliverables of the Research & Define phase Insight on User Goals and Business Goals Hands-on assignments and Quiz

UNIT 2: (8 Hours) UX Design Process: IDEATE/DESIGN Visual Design Principles Information Design and Data Visualization Interaction Design Information Architecture Wire framing & Story boarding UI Elements and Widgets Screen Design and Layouts

UNIT 3 : (12 Hours) UX Design Process: PROTOTYPE & TEST Why Test your Design? What is Usability Testing? Types of Usability Testing Usability Testing Process How to prepare and plan for the Usability Tests? Prototype your Design to Test? Introduction of prototyping tools How to conduct Usability Test? How to communicate Usability Test Results? Hands-on Assignments and Quiz

UNIT 4: (8 Hours) UX Design Process: ITERATE/ IMPROVE Understanding the Usability Test findings Applying the Usability Test feedback in improving the design.

UNIT 5: (8 Hours) UX Design Process: DELIVER Communication with implementation team UX Deliverables to be given to implementation team. UX Quiz to test the learnings

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA5B08 – Introduction to Motion Graphics

(Semester V Contact Hours 5 Credits 3)

Learning Outcome: The Course will enable learners to achieve proficiency with the important softwares designed to create movement of texts, objects, pictures etc; animating the inanimate and simulating the feel of 3D in 2D.

UNIT 1: (14 Hours) Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart-Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting- wire removal- 3D cameras- Lighting.

UNIT 2: (20 Hours) Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant-Effects- Third Party Plug-in- Use Clone Stamp Tool- Advanced Animation – Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation-cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

UNIT 3: (20 Hours) Introduction to Colour Correction; Colour Correction Features and applications , Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed- Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology.

UNIT 4: (16 Hours) Develop the skills to make original animations with text and objects. Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Use blending modes to correct Colour, lighting,

and sharpness in video footage and still images. Implement the basics of rotoscoping to composite a video. Slow down and speed up movie clips through time remapping. Utilize painting and erasing tools to add or remove elements from a movie. Gain techniques for introducing audio into After Effects projects.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA5B09 – Advanced Techniques in Graphic Design and Animation

(Semester V Contact Hours 5 Credits 4)

Learning Outcome: At the completion of this course, students shall achieve recognizable command of graphic design, animation techniques and 3D modelling to a great extent.

UNIT 1 (16 Hours) Concept of dimensionality of objects/ images; 2D/ 3D graphic software; 2D object/ image creation methods; using primitives and mapping on-line cameras and lights. Lighting a Character - Lighting a Scene to Matching the environment - Exterior Lighting - Interior Lighting. Camera matching techniques.

UNIT 2 (20 Hours) Basics of 3 D modelling: use of primitives-Polygons, curves and surface; 3D objects creation methods; Boolean operations; lofting; 3D transformation and projection; rendering. Modeling Different Types of Human Characters (Real, Stylized, Comic, Characters Of Different Age Group Etc.) . Modeling Animals and Birds - Basic Proportions, Modeling of Body Parts (Head, Ear, Horns, Mouth, Limbs, Torso, Tail, Wings Etc.)

UNIT 3: (18 Hours) Principles of animation; cell animation and computer animation, Key frame animation, Non-Linear animation, Path animation, Motion capture. Animation tools, Animation Menus, Animation windows and editors and editors, Character animation, Story Board and Animation, animation software; basic animation

techniques; kinematics. Using cameras and lights, basics of animal animation, live Action, rendering.

UNIT 4 (16 Hours) Animating Different Types of Characters Applying Principles of Animation - Body Language - Posing - Action - Reaction - Push and Pull - Lift - Throw - Staging. Animation of Camera And Light - Animating to Music And Dialogues - Lip Sync - Facial Expressions - Graph Editor - Dope Sheet - Blend Shapes - Basics of Motion Capture. Linear and Non-linear Animation Techniques. Creating rigs for four legged characters.

UNIT 5 (10 Hours) Ray Tracing - Final Gathering - Global Illumination and Caustic Effects - Render Setups (Single Frame Rendering, Batch Rendering and Different Rendering Formats) - Motion Blur - Applying Render Passes For Compositing - Image Based Lighting And HDRI Rendering.

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA5B10 - Graphic Synchronized Visual Image Editing

(Semester V Contact Hours 5 Credits 3)

Learning Outcome: At the completion of this course, students shall achieve command of major editing software and will be able to perform smooth graphic-synchronized editing.

UNIT 1 : (12 Hours) Analog and digital; linear editing; A.B roll editing; edit controllers and mixers, basic non- linear editing equipment and software (Avid, Adobe Premiere, Final Cut Pro); post production; shot logging; metadata reshoot; EDL; importing and organizing video clips; Time Line tools; trimming clips, batch capturing.

UNIT 2: (14 Hours) Playing multiple formats; working with master clips; logging information in browser columns; finding and labeling project items; customizing shortcut keys and button bars; applying transitions; viewing transition options; modifying

and copying transitions; using the transition editor; changing transition parameters; previewing and rendering effects

UNIT 3: (14 Hours) Titling, Camera Tracking, match making, Keying, rotoscoping. Practice with the software: After Effects, Apple Motion, Adobe Premiere.

UNIT 4 (14 Hours) Timing; ordering of shots; manipulating time through editing, continuity; structuring a scene; structuring the film or programme; mixing under tracks; editing and organizing audio effects; monitoring and adjusting audio levels; applying transitions to fade volume; setting key frames to change volume; the audio mixer; recording a narration track; applying filters; viewing and modifying filter parameters; applying audio filters; using a colour correction filter, animating filters.

UNIT 5 (10 Hours): Preparing the project, beginning to end; detecting audio peaks; adjusting video levels for broadcast; exporting quick time files; compressor; outputting to tape/other media; making a time code window burn; backing up projects

UNIT 6: (16 Hours) Exercises on FCP software; importing and assembling clips; batch capturing; use of transition devices; sound mixing, cutting on dialogues (studio dram or fiction), dubbing with lip synchronization (studio drama, fiction and movie), mixing dialogue or narration with sound effects and music.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA5B11 – Graphics and Animation in Advertising

(Semester V Contact Hours 4 Credits 2)

Learning Outcome: At the completion of this course, students shall achieve higher-level precision and depth in graphic design and animation techniques as applied in the field of Advertising.

UNIT 1: (16 Hours) Advertising, definitions, functions, types of advertising, ad agencies, world famous advertising agencies,

campaigns, marketing, marketing mix, media mix, social and ethical issues.

UNIT 2: (14 Hours) Online advertising, web banner ad, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under, video ad, map ad, mobile ad, interstitial ad, contextual advertising

UNIT 3: (14 Hours) Outdoor publicity, point of purchase ads, hoardings, banner, wall posters, flex, sky writing, balloon ads, illuminated hoardings.

UNIT 4: (12 Hours) New trends in advertising, environmental conscious ads, talking babies, interactive tablet advertising, animated ads, cartoon ads, episodes, viral videos, convergent advertising cultural icons, cultural jamming, universal advertising, creative ads

UNIT 5: (8 Hours) Writing and Creating advertising for TV and New Media

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA6B12 – Multi- Camera Production: Online & Offline

(Semester VI Contact Hours 5 Credits 3)

Learning Outcome: The students, at the completion of this course, will achieve confidence and command in conceiving and executing multi-camera production and post production.

UNIT 1: Production techniques, planning and management of live shows, single and multi-camera production, camera control Unit, mounting equipments, preview monitors, switcher, line monitor, VTR, optical disc, hard drives.

UNIT 2: Microphones, audio mixer, console, audio monitor, sound recording and play back devises.

UNIT 3: Lighting in studio, 3 - point lighting, lighting for an event, studio lighting instruments, lighting control devices.

UNIT 4: Switching or instantaneous editing, multi-function switcher, basic switcher operations, studio floor, treatments, properties, set backgrounds, platforms etc.

UNIT 5: Covering events, location sketch and remote set ups, OB vans, camera lighting, audio, intercommunication, signal transmission, multi-camera production practicals.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA6B13 - Advanced Techniques in VFX & Compositing

(Semester VI Contact Hours 5 Credits 4)

Learning Outcome: At the completion of this course, students shall refine their skills in advanced Visual Effects generation and management.

UNIT 1 (22 Hours) Adobe After Effects : User Interface Navigation - Importing Image Sequences And Footages - Time Line - Layers - Pass - Key Frames - Composition Settings - Transitions - Layer Animations - Different Types Of Layers :- Text, Solid, Adjustment, Null, Camera, Light Etc.

UNIT 2 (18 Hours) Effects - Procedures: Keying, Rotoscopy, Tracking And Stabilizing- Parenting - Masking - Alpha - Parallax - Colour Correction - Adding Text - Render And Export.

UNIT 3 (22 Hours) Autodesk Smoke: Setting Up A Project - Preferences - Interface - Importing And Organizing And Viewing Media Files - Timeline - Effects - Colour Correction - Multi-Layer Compositing - Keying - Blend - Action - Importing 2D And 3D Objects To Layers.

UNIT 4: (18 Hours) Video Editing: Creating New Sequence - Playing Source Media - Drag And Drop - Track Selection - Trimming - Trim View - Transitions - Dissolves - Wipes . Audio Editing: Audio Levels - Effects - Exporting The Project

Internal Evaluation: 20 Marks**External Evaluation: 80 Marks (Question Paper Type 1)****BGA6B14 PRACTICAL - II**
(Semester VI Contact Hours 5 Credits 4)

Learning Outcome: The Practical sessions and the Practical Exam will enable students to acquire hands on training and help them test their skills in Advanced Graphic Design & Animation, Visual Image Editing, VFX and Compositing and Motion Graphics.

The Final Semester Practical Examination will be of 3hrs duration and will be conducted by two examiners - one external, appointed by the University and an internal examiner from the respective college and the evaluation process includes viva voce. The exam will test various aspects of Graphic Design and Animation, especially the following topics covered in V-VI Semesters:

1. Advanced Graphic Design & Animation
2. Visual Image Editing
3. VFX and Compositing
4. Motion Graphics

The questions/assignments for practical examinations and their scheme of evaluation shall be prepared by the board of examiners.

Internal Assessment:

Sl. No	Components	Marks
1.	Lab involvement/skills	8
2.	Attendance	4
3.	Records/Viva	8
Total		20

External Evaluation

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of Advanced Graphic Design & Animation, VFX and Compositing and Motion Graphics covered in the syllabus of V-VI Semesters. The questions/assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

Elective Courses:

BGA6B15 – History of Animation & Visual Effects

BGA6B16 – Introduction to Video Game Design

BGA6B15 – History of Animation & Visual Effects

(Semester VI Contact Hours 5 Credits 4)

Learning Outcome: Through this Elective Course, students will grasp an overall view of the history of animation and visual effects, looking in to the socio-cultural contexts.

UNIT 1 (14 Hours) Early Attempts For Animation:- Early attempts to imitate and reproduce motion – Cave Paintings - Persistence Of Vision And Phi Phenomenon - Early Animation Devices – Initial Attempts To Make Animation – Photography – Motion Picture

UNIT 2 (16 Hours) Birth Of Animation:- Experimental Animations (Drawn, Stop motion) All Over The World – Pioneer Animators - Major Animation Studios

UNIT 3 (18 Hours) Animation Techniques And Advancements:- Animation Techniques(Time lapse, Stop motion, Cut-out, Silhouette, Cel,) - Technical Advancements (Layer, Cel, Pegbar, Combining Live Action With Cartoon Characters, Synchronized Sound, Technicolor Process, Multi-plane Camera, etc.)

UNIT 4 (24 Hours) Visual Effects:-Use Of Miniatures In Early Films - Use Of Makeup, Rear Projections, Pyrotechnics And Matte Paintings Before The CGI Era - Stereoscopic 3D - Realistic Puppets And Stop Motion Photography - Split Screen Technology - Space Vision 3D - Stereovision 3D - Motion Controlled Camera - CGI Effects - Digital Compositing - Animatronics - Motion Capture - High Speed Cameras - The Fusion Camera System - Visual Effects Studios

UNIT 5 (8 Hours) Animation & VFX Around The World:- American, Canadian, European, Indian, Japanese Studios.

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA6B16 - Introduction to Video Game Design

(Semester VI Contact Hours 5 Credits 4)

Learning Outcome: Through this Elective Course, students will get introduced into the world of Video Gaming in its socio-cultural contexts and will get an overview of the scope and dynamics of the gaming design world.

UNIT 1: (20 Hours) Introduction to Games & Gaming; History of Games, Types and characteristics of different games: board game, card game, dice game, casino game, role-playing game, sport, video game, war game or simulation etc.

UNIT 2: (15 Hours) Introduction to Game theory, ludology, narratology and other cultural theories.

UNIT 3 (15 Hours) Analysis of Game Elements and components; Players, Information, Action, Pay off, Objective, roles, goals, mechanics etc. Contexts, Participants, Meaning etc.

UNIT 4 (20 Hours) Numerous elements going in to the process of a game design: idea generation, story, character and game world development, game mechanics and level design, and user experience design. Game Development Process: Idea or a concept for a game, develop, program, engineer, render, record, mix, produce and test.

UNIT 5 (10 Hours) Analysis of a video Game

Internal Evaluation: 20 Marks

External Evaluation: 80 Marks (Question Paper Type 1)

BGA6B17 PROJECT WORK

(Semester VI Contact Hours 5 Credits 2)

Learning Outcome: Students shall be able to get confidence of executing their own independent project/production.

The students may choose **one of the** following activities:

1) **Dissertation**

OR

2) **Project Work: Graphic Designs Portfolio/ Animation Project/VFX Demo Reel Presentation** as their core course project

1) **Dissertation**

A dissertation based on the intensive study on a topic chosen from the area of Graphic Design and Animation, written under the supervision of a faculty. Expected length is about 10,000 words; should follow the standard format as per the University guidelines. It should be an individual work.

Internal Evaluation of Dissertation

Components	Marks
Originality (Relevance of the topic, statement of objectives etc.)	4
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	4
Scheme/organization of report (Findings and recommendations)	6

Viva-voce	6
Total	20

External Evaluation of Dissertation

Components	Marks
Originality (Relevance of the topic, statement of objectives etc.)	16
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	16
Scheme/organization of report (Findings and recommendations)	24
Viva-voce	24
Total	80

2) Project Work: Graphic Designs Portfolio/Animation Project/VFX Demo Reel Presentation

- a) Graphic Designs Portfolio (Minimum 4-5 works of a student)
- b) Animation Project (Not less than 3 minutes, excluding titles)
- c) VFX Demo Reel Presentation (Not less than 3 minutes)

All Projects should be worked out through various production stages after the final approval by the supervising faculty. Students have to complete the final project within the given time period. They should keep all the important paper works (script, storyboard and character designs) along with them. Viva Voce is part of the examination.

Portfolio and Demo reel presentation are intended to assist the student to prepare for a job interview. Student will have to present his/her Portfolio/Demo reel which is a culmination of their original works or of

their area of expertise. The student is free to use his/her individual creative style to present the Portfolio and the VFX demo reel.

**Internal Assessment of Graphic Designs Portfolio/ Animation
Project/VFX Demo Reel Presentation**

Components	Marks
Relevance of subject/theme	4
Pre-production, production, and post-production aspects.	6
Record book	4
Viva-voce	6
Total	20

**External Evaluation of Graphic Designs Portfolio/ Animation
Project/VFX Demo Reel Presentation**

Components	Marks
Relevance of subject/theme	16
Pre-production, production, and post-production aspects.	24
Record book	16
Viva-voce	24
Total	80

References

1. A Concise History of Art: G.Buzin
2. Encyclopaedia of World Art (Vol.I&II): Mcgraw Hill Publication
3. Necessity of Art : Ernest Fisher
4. Meggs' History of Graphic Design : Philip B. Meggs, Alston W. Purvis
5. Graphic Design History: A Critical Guide : Johanna Drucker, Emily Mc Varish
6. The Dictionary of Visual Language: Philip Thompson, Peter Davenport
7. The Elements of Graphic Design: Space, Unity, Page Architecture, and Type: Alexander W. White.
8. Exploring the Elements of Design : Mark A. Thomas, Poppy Evans
9. Exploring The Elements Of Design : Mark A. Thomas, Poppy Evans
10. The Art Of Composition : Michael Jacobs
- 11.The Art Of Pictorial Composition : Wolehonok
12. Complete Books Of Artist Techniques : Dr. Kurt Herbers
13. Drawing For The Absolute And Utter Beginner: Claire Watson Garcia
14. Perspective Made Easy: Ernest R Norling
15. Perspective Drawing Handbook: Joseph D'Amelio
16. Basic Principles of Photography : Gerald Millerson
17. Grammar of Shot (Second edition) :Roy Thompson (Focal Press)
18. How to read a film : James Monaco
19. The T.V. Production :Hand Book- Zetti Herbert
20. Elements of film: Lee .R. Bobker
21. The Art of Pictorial Composition : Wolohomok

22. Enchanted Drawings: The History of Animation: Charles Solomon
23. The World History of Animation :Stephen Cavalier
24. Cartoons: One Hundred Years of Cinema Animation: Giannalberto Bendazzi
25. Of Mice and Magic: Leonard Maltin
26. Before Mickey: The Animated Film, 1898-1928 : Donald Crafton
27. The Anime Encyclopaedia: A Guide to Japanese Animation Since 1917:Lowry
28. Special Effects: The History and Technique: Richard Rickitt
29. Special Effects: How They Are Done In Hollywood: Robert G Willard
30. Special Effects: An Oral History: Pascal Pinteau
31. The Encyclopaedia of Animation Techniques: A Comprehensive Step-By-Step Directory of Techniques, with an Inspirational Gallery of Finished Works : Richard Taylor
32. How To Write For Animation: Jeffrey Scott
33. Writing For Animation, Comics And Games: Christy Marx
34. Animation Writing and Development, : From Script Development to Pitch : Jean Ann Wright
35. How to Draw Animation - Learn the Art of Animation from Character Design to Storyboards and Layouts : Christopher Hart
36. The Art of the Storyboard - Storyboarding for Film, TV, and Animation : John Hart
37. Exploring Storyboarding : Wendy Tumminello
38. Don Bluth's Art of Storyboard : Don Bluth
39. How To Draw What You See: Rudy De Reyna
40. Figure Study Made Easy : Aditya Chari

41. Figure Drawing Without a Model: Ron Tiner
42. Classic Human Anatomy: The Artist's Guide to Form, Function, and Movement: Valerie L. Winslow
43. Anatomy for the Artist : Sarah Simblet
44. The Art of Animal Drawing: Construction, Action, Analysis, Caricature : Ken Hultgen
45. Animal Drawing: Anatomy And Action For Artists: Charles R. Knight
46. Animal Anatomy For Artists: Eliot Goldfinger
47. Bird Anatomy For Artists: Natalia Balo
48. Cartoon Animation : Preston Blair
49. Disney Animation - The Illusion of Life : Frank Thomas and Ollie Johnston
50. How to Draw Animation - Learn the Art of Animation from Character Design to Storyboards and Layouts : Christopher Hart
51. The Art of 3D Computer Animation and Effects: Isaac Kerlow
52. Autodesk 3ds Max 2014 Essentials: Randi L .Derakhshani, DariushDerakhshani
53. Autodesk Maya 2014 Essentials: Paul Naas
54. Blender Master Class - A Hands-On Guide to Modeling, Sculpting, Materials, and Rendering : Ben Simonds
55. Blender Studio Projects: Digital Movie Making: Tony Mullen, Claudio Andaur
56. Digital Animation Bible - Creating Professional Animation With 3ds Max, Lightwave, And Maya : George Avgerakis
57. 3D Automotive Modeling: An Insider's Guide to 3D Car Modeling and Design: Andrew Gahan

COMPLEMENTARY COURSES
OFFERD BY BA GRAPHIC DESIGN & ANIMATION FOR:
BA MULTIMEDIA/
BA VISUAL COMMUNICATION/
BA FILM AND TELEVISION

BGA1C01 -Computer Graphics

BGA2C01 -Introduction to Animation

BGA3C01 - Introduction to UI/UX Designing

BGA4C01 - Introduction to Visual Effects and Compositing

Introduction

Complementary courses in Graphic Design and Animation for BA. Multimedia, Visual Communication and Film & Television provide the basic knowledge for students in handling Graphics and Animation tools and content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Graphic Design and Animation
2. To introduce the potential of Graphics and Animation in the age of New media
3. To give knowledge in media design and publishing
4. To introduce various graphic design and animation applications
5. To make awareness in copyright and ethical issues related to Graphics and Animation productions.

The scope of the course shall be limited to the study of the fundamental areas of Graphic Design and Animation, with emphasis on understanding the basic tools, techniques and issues.

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	BGA1C01	Computer Graphics	3		3	60	15	3
2	BGA2C01	Introduction to Animation	3		3	60	15	3
3	BGA3C01	Introduction to UI/UX Designing	4		4	60	15	3
4	BGA4C01	Introduction to Visual Effects and Compositing	4		4	60	15	3
					14	300		12

BGA1C01 - Computer Graphics

(Semester I Contact Hours 3 Credits 3)

UNIT 1: Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour;

UNIT 2: Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding,

Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

UNIT 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

UNIT 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resampling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrance and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA2C01 - Introduction to Animation

(Semester II Contact Hours 3 Credits 3)

UNIT 1: Principles of animation - Types of animation:- stop-motion - 2D - 3D - Clay animation - Cut-out animation- cell animation. Animation techniques - Key frame animation; editing key frames; track Views- animating modifiers; hierarchies; animation helps and controls; forward kinematics and inverse kinematics.

UNIT 2: Camera Animation - Attaching Camera - rendering different cameras. Animating texts. Path Animation - Motion Capturing-morphing and wrapping. Use of Graph Editor -Basics of rigging -Facial Animation -Character animation- walk cycle- run cycle -cycle animation with animals.

UNIT 3: What is light & its theory, Maya lights, attributes & shadows. Maya spot lights - on stage - in motion pictures- Directional lights- Ambient lights - Point lights - Area lights – application, characteristics, properties and palettes for the above 3-point lighting concepts, Three-point lighting in visual media such as video, film, still photography and computer-generated imagery- effective use of key light- fill light - back light.

UNIT 4: Introduction to Nuke-Special effects – Types of Effects their applications and advantages; -Smoke effects –fire effects - etc. Particle Systems- introducing the particle emitter-introducing particle interactor & deflectors Configuring a particle emitter-creating particle collision-using interactors to make particles track an object.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA3C01 -Introduction to UX/UI Designing

(Semester III Contact Hours 4 Credits 3)

UNIT 1: UX Introduction User Interaction with the products, applications and services – Cognitive Model/Mental Model Why User Experience Design What is User Experience (UX) Design? Elements of UX Design: Core elements of User Experience. How these elements work together. UX Design Process: Defining the UX Design Process and Methodology UX Design Process: RESEARCH & DEFINE Why Research is critical? Research methods and tools. Understanding the User Needs and Goals Understanding the Business Goals Deliverables of the Research & Define phase Insight on User Goals and Business Goals Hands-on assignments and Quiz

UNIT 2: UX Design Process: IDEATE/DESIGN Visual Design Principles Information Design and Data Visualizatiion Interaction Design Information Architecture Wireframing & Story boarding UI Elements and Widgets Screen Design and Layouts

UNIT 3 : UX Design Process: PROTOTYPE & TEST Why Test your Design? What is Usability Testing? Types of Usability Testing Usability

Testing Process How to prepare and plan for the Usability Tests?
 Prototype your Design to Test? Introduction of prototyping tools How to
 conduct Usability Test? How to communicate Usability Test Results?
 Hands-on Assignments and Quiz

UNIT 4: UX Design Process: ITERATE/ IMPROVE Understanding the
 Usability Test findings Applying the Usability Test feedback in
 improving the design. **UX Design Process: DELIVER** Communication
 with implementation team UX Deliverables to be given to
 implementation team. UX Quiz UX Quiz to test the learnings

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

BGA4C01 Introduction to Visual Effects and Compositing

(Semester IV Contact Hours 4 Credits 3)

UNIT - 1 Adobe After Effects : User Interface Navigation - Importing
 Image Sequences And Footages - Time Line - Layers - Pass - Key
 Frames - Composition Settings - Transitions - Layer Animations -
 Different Types Of Layers :- Text, Solid, Adjustment, Null, Camera,
 Light Etc.

UNIT - 2 Effects - Procedures: Keying, Rotoscopy, Tracking And
 Stabilizing- Parenting - Masking - Alpha - Parallax - Color Correction
 - Adding Text - Render And Export.

UNIT- 3 Autodesk Smoke: Setting Up A Project - Preferences -
 Interface - Importing And Organizing And Viewing Media Files -
 Timeline - Effects - Color Correction - Multi Layer Compositing -
 Keying - Blend - Action - Importing 2D And 3D Objects To Layers.

UNIT- 4 Video Editing: Creating New Sequence - Playing Source
 Media - Drag And Drop - Track Selection - Trimming - Trim View -
 Transitions - Dissolves - Wipes. Audio Editing: Audio Levels - Effects -
 Exporting The Project

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

PART III
OPEN COURSES
OFFERED BY BA GRAPHIC DESIGN AND ANIMATION
FOR OTHER STREAMS

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	BGA5D01	Introduction to Graphic Design and Animation	3		3	60	15	3
2	BGA5D02	*(TBA)	3		3	60	15	3
3	BGA5D03	(TBA)	3		3	60	15	3

* The BoS could formulate two more Open Courses if need arises

BGA5D01 - Introduction to Graphic Design & Animation

(Semester V Contact Hours 3 Credits 3)

UNIT 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication

design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour;

UNIT 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

UNIT 3 The 12 principles of Animation Straight Ahead Action & pose to pose Action Motion Tweens, Shape Tweens and frame by- frame animations Graphic, Button, and Movie Clip Symbols - Libraries and Instances Digital 2D Animation orientation - Basic factors affecting the illusion of motion - Impact of digital techniques on the craft of film and video animation - Professional animation practice and job description - Prevailing file format standards and other compatibility issues - History and future trends of computer animation application in the visual arts.

UNIT 4 2D graphics editing features - Basic geometric transformations - Boolean, operations on shapes - Object stroke attributes - Objects fill attributes - Shading, techniques (blends - gradients) - Packaged effects (extensions - plug-ins) - Features specific to the program in use.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

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