DEPARTMENT OF

SOFTWARE ENGINEERING

PERIYAR MANIAMMAI
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 - NAAC Accredited
think • innovate • transform

CURRICULUM & SYLLABUS

FOR

B.Sc. ANIMATION AND MULTIMEDIA

(Based on Outcome Based Education)

Learning Outcomes based Curriculum Framework
(LOCF)

(I - VI Semester)

REGULATIONS – 2021

Revision 2

CURRICULUM for B. Sc (Animation and Multimedia)

REGULATION – 2021
(Applicable to the students admitted from the Academic year 2021 - 2022)

SEMESTER -I

Category	Course Code	Course Name	Credits				Hours				
			L	T	P	Total	L	T	P	SS	Total
AECC-1	**XGT101 / XFT 101**	Tamil I / Foundation Tamil I	2	1	0	3	2	1	0	0	3
LAN	**XGE102A**	English I	2	1	0	3	2	1	0	0	3
CC-1A	**XAM103**	Foundation Art	3	1	1	**5**	3	1	4	0	8
CC-1B	**XAM104**	Principles of Animation	4	1	0	**5**	4	1	0	0	**5**
CC-1C	**XAM105**	Introduction to Computer Graphic Design	3	1	1	**5**	3	1	2	0	**6**
UMAN-1	**XUMA001**	Human Ethics, Values, Rights, and Gender Equality	1	0	0	1	1	0	0	1	1
Extension Activites NSS,NCC,NSO,RRC and Swatch Bharath)											**2**
Mentor Hour											**1**
Library Hour											**1**
		Total	**18**	**5**	**2**	**24**	**16**	**5**	**4**	**1**	**30**

SEMESTER II

Category	Course Code	Course Name	Credits				Hours				
			L	T	P	Total	L	T	P	SS	Total
AECC-1	**XGT201 / XFT201**	Tamil II / Foundation Tamil II	2	1	0	3	2	1	0	0	3
AECC-2	**XGE202**	English II	2	1	0	3	2	1	0	0	3
CC- 2A	**XAM203**	Vector Graphics	3	1	1	**5**	3	1	2	0	**6**

CC- 2B	**XAM204**	Digital Photography	3	1	1	**5**	3	1	2	0	**6**
CC- 2C	**XAM205**	Basics of Clay Modeling	3	1	1	**5**	3	1	2	1	**6**
AECC-3	**XUMA002**	Environmental Studies	2	0	0	**2**	2	0	0	0	**2**
Extension Activites NSS,NCC,NSO,RRC and Swatch Bharath)											**2**
Mentor Hour											**1**
Library Hour											**1**
		Total	**15**	**3**	**6**	**21**	**15**	**3**	**6**	**1**	30

SEMESTER-III

Category	**Course Code**	**Course Name**	**Credits**				**Hours**				
			L	**T**	**P**	**Total**	**L**	**T**	**P**	**SS**	**Total**
AECC-1	**XGT301**	Tamil III	2	1	0	3	2	1	0	0	3
AECC-2	**XGE302**	English III	2	1	0	3	2	1	0	0	3
SEC-1A	**XAM303**	Audio & Video Editing	2	0	2	**4**	2	0	2	0	4
CC-3A	**XAM302**	Multimedia	3	1	0	**4**	3	0	0	0	3
CC-3B	**XAM304**	Character & Environment Sketching	3	0	1	**4**	3	0	2	0	**5**
CC-3C	**XAM305**	2D Animation	3	0	1	4	3	1	1	0	5
UMAN-2	**XUMA003**	Disaster Management	1	0	0	**1**	1	0	0	1	**2**
GE-1		Generic Elective – 1	3	0	0	**3**	3	0	0	0	**3**
Minor Course	**XAM307**	Digital Matte Painting (* Extra Credit)	0	0	0	**1***	-	-	-	1	1
Extension Activities NSS,NCC,NSO,RRC and Swatch Bharath)											0
Mentor Hour											1

Library Hour											0
		Total	**19**	4	**4**	**28**	**18**	4	**8**	2	30

SEMESTER-IV

Category	**Course Code**	**Course Name**	**Credits**				**Hours**				
			L	**T**	**P**	**Total**	**L**	**T**	**P**	**SS**	**Total**
AECC-1	**XGT401**	Tamil IV	2	1	0	3	2	1	0	0	3
AECC-2	**XGE402**	English IV	2	1	0	3	2	1	0	0	3
SEC-2B	**XAM403**	Script Writing and Story Board Designing	4	0	0	**4**	4	0	0	0	**4**
CC - 4A	**XAM404**	**Compositing Techniques**	4	1	0	**5**	4	1	0	0	**5**
CC - 4B	**XAM405**	3D Animation	3	0	2	**5**	3	0	2	0	5
CC - 4C	**XAM406**	Fundamentals of Cinematography	3	1	1	**5**	3	1	0	0	4
UVM	**XUMA 004**	Introduction To Entrepreneurship Development	1	0	0	**1**	1	0	0	1	**2**
GE-2		Generic Elective – 2	3	0	0	**3**	3	0	0	0	**3**
Minor Course	**XAM408**	Online Content Creation (*Extra Credit)	0	0	0	**1***	-	-	-	1	**0**
Extension Activities NSS,NCC,NSO,RRC and Swatch Bharath)											**0**
Mentor Hour											**1**
Library Hour											**0**
		Total	22	**2**	**3**	**28**	22	2	6	2	30

SEMESTER-V

Category	Course Code	Course Name	Credits				Hours				
			L	T	P	Total	L	T	P	SS	Total
SEC-3A	XAM501A	3D Modeling	3	0	1	**4**	3	0	2	0	5
	XAM501B	Motion Capturing									
	XAM501C	Paint Effects & Dynamics									
DSE-1A	XAM502A	Virtual Reality and Augmented Reality	3	0	2	**5**	3	0	4	0	7
	XAM502B	Rigging , Lighting & Rendering									
	XAM502C	UX Design									
	XAM502D	Character Design For Animation									
DSE-1B	XAM503A	Media Aesthetics	4	1	0	**5**	4	1	0	0	5
	XAM503B	Media Technologies									
	XAM503C	E-Publishing									
DSE-1C	XAM504A	Web Designing	3	0	2	**5**	3	0	4	0	**7**
	XAM504B	Acting For Animators									
	XAM504C	Advanced 3D Animation									
	XAM505	IPT 21 Days	-	-	-	**2**	-	-	-	2	-
	XUMA005	Cyber Security	1	0	0	**1**	1	0	0	1	**2**
Extension Activities NSS,NCC,NSO,RRC and Swatch Bharath)											**2**
Mentor Hour											**1**
Library Hour											**1**
		Total	**14**	**1**	**5**	**22**	**13**	**1**	**10**	**2**	30

SEMESTER- VI

Category	Course Code	Course Name	Credits				Hours				
			L	T	P	Total	L	T	P	SS	Total
SEC-4A	XAM602A	Digital Television Production	2	0	2	**4**	2	0	4	0	**6**
	XAM602B	Film Making									
	XAM602C	Advertisement Film Making									
DSE-2A	XAM603A	Miniatures For Low Budget Filming	3	0	1	**4**	3	0	1	0	5
	XAM603B	Texturing& Shading									
	XAM603C	Rotoscoping									
	XAM603D	Image Editing Skills									
DSE–2B	XAM604A	Media Law and Ethics	4	1	0	**5**	4	1	0	0	5
	XAM604B	Introduction to Advertising									
	XAM604C	Introduction to Journalism									
DSC	XAM605	Project Work	0	0	6	**6**	**0**	**0**	**12**	**0**	12
Extension Activities NSS,NCC,NSO,RRC and Swatch Bharath)											**0**
Mentor Hour											**1**
Library Hour											**1**
			12	**1**	**9**	**22**	**12**	**1**	**12**	**0**	**30**

Course Code		L	T	P	C
Course Name	அடிப்படைத் தமிழ்- I	3	0	0	3
Prerequisite		L	T	P	H
C:P:A	3:0:0	3	0	0	3

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	உயிர் எழுத்துக்கள் - மெய்யெழுத்துகள் வகைப்படுத்தி நினைவூட்டல்.	Cognitive	Remember
CO2	உடல் உறுப்புப் பெயர்கள் - எளிய சொற்களை தொகுத்துக் கூறுதல்	Cognitive	Remember
CO3	ஒலி வேறுபாடுளைப் புரிந்து கொள்ளும் திறன் பெறல்	Cognitive	Understand
CO4	தமிழில் உரையாடல் - இயற்கையை வருணித்தல்.	Cognitive	Apply
CO5	அறநெறிக் கருத்துக்களை வகைப்படுத்தும் திறன் பெறல்.	Cognitive	Analyze

அலகு– 1	எழுத்துக்களின் வகைகள்	9
உயிர் எழுத்துக்கள் - மெய்யெழுத்துகள் - பிரித்து எழுதுதல் - சேர்த்து எழுதுதல் - பொருள் விளக்கம் அறிதல்		
அலகு– 2	எளிய தமிழ்ச் சொற்களை வகைப்படுத்துதல்	9
உடல் உறுப்புப் பெயர்கள் - எளிய தமிழ்ச் சொற்கள் வகைப்படுத்துதல்		
அலகு– 3	ஒலி வேறுபாட்டுத் திறன்	9
ஒலி வேறுபாடுகள் - சொல் வகைகள்		
அலகு– 4	உரையாடல்	9
தமிழில் உரையாடல் - இயற்கையைப் பற்றி அறிதல் - வருணனை செய்தல்		
அலகு– 5	அறநெறிக் கருத்துக்களைப் பின்பற்றுதல்	9
விழாக்கள் - அறநெறிக் கதைகள் - பிழையின்றிப் படித்தல், எழுதுதல்		

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	---	---	45

பாடநூல்கள்:

1. முனைவர் கோ.பெரியண்ணன் - அடிப்படை எளிய தமிழ் இலக்கணம் -2003, வனிதா பதிப்பகம், 11, நானா தெரு, பாண்டி பஜார், தி.நகர், சென்னை - 17.
2. முனைவர் ந.லெனின் - பிழையின்றித் தமிழை எழுதுக (எளியமுறை) சூன்-2020, பிருந்தா பதிப்பகம், தஞ்சாவூர் - 05.

பார்வை நூல்கள்:

1. தமிழ்நாடு அரசு வெளியிட்டுள்ள தமிழ்ப் பாட நூல்கள், வகுப்பு - 6, 7, 8.

Table 1: CO Versus PO mapping.

B.Sc. A & M	PO							PSO	
	1	2	3	4	5	6	7	1	2

CO1		1							
CO2		1							
CO3		1					1		
CO4	1	2	2	1		1	2		
CO5	2	2	2	2		1	2		
Total	3	7	4	3		2	5		
Scaled Value	1	1	1	1			1		

1 – 5 -> 1 6 – 10 ->2 11 – 15 -> 3

3–Strong Correlation, 2–Medium Correlation, 1–Low Correlation, 0–No Correlation

COURSE CODE	XGE102	L	T	P	SS	H	C
COURSE NAME	English - I	2	1	0	0	3	3
C:P:A - 3:0:0							

COURSE OUTCOMES:		Domain	Level
CO1	***Recall*** the basic grammar and using it in proper context	Cognitive	Remembering
CO2	***Explain*** the process of listening and speaking	Cognitive	Understanding
CO3	***Adapt*** important methods of reading	Cognitive	Creating
CO4	***Demonstrate*** the basic writing skills	Cognitive	Understanding

SYLLABUS		HOURS
UNIT I	**Grammar**	
i. Major basic grammatical categories ii. Notion of correctness and attitude to error correction		9
UNIT II	**Listening and Speaking**	
iii. Importance of listening skills iv. Problems of listening to unfamiliar dialects v. Aspects of pronunciation and fluency in speaking vi. Intelligibility in speaking		9
UNIT III	**Basics of Reading**	
vii. Introduction to reading skills viii. Introducing different types of texts – narrative, descriptive, extrapolative		9
UNIT IV	**Basics of Writing**	
ix. Introduction to writing skills x. Aspects of cohesion and coherence xi. Expanding a given sentence without affecting the structure xii. Reorganizing jumbled sentences into a coherent paragraph xiii. Drafting different types of letters (personal notes, notices, complaints, appreciation, conveying sympathies etc.)		9
	Total Hours	**36**

Text books

1. Acevedo and Gower M (1999) Reading and Writing Skills. London, Longman
2. Deuter, M et.al. (2015). Oxford Advanced Learner's Dictionary of English (Ninth Edition). New Delhi, OUP
3. Eastwood, John (2008). Oxford Practice Grammar. Oxford, OUP
4. Hadefield, Chris and J Hadefield (2008). Reading Games. London, Longman
5. Hedge, T (2005). Writing. Oxford, OUP
6. Jolly, David (1984). Writing Tasks: Stuidents' Book. Cambridge, CUP
7. Klippel and Swan (1984). Keep Talking. Oxford, OUP
8. Saraswati, V (2005). Organized Writing 1. Hyderabad, Orient Blackswan
9. Swan, Michael. (1980). Practical English Usage. Oxford, OUP
10. Walter and Swan (1997). How English Works. Oxford, OUP

Table 1: Mapping of Cos with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PO12	PSO 1	PSO2
CO1	2	0	0	0	0	0	2	0	1	0	0	0	0	0
CO2	2	0	0	0	0	0	2	0	1	0	0	0	0	0
CO3	1	0	0	0	0	0	1	0	1	0	0	0	0	0
CO4	2	0	0	0	0	0	1	0	1	0	0	0	0	0
Total	7	0	0	0	0	0	6	0	4	0	0	0	0	0
Scaled Value	2	0	0	0	0	0	2	0	1	0	0	0	0	0
	1	0	0	0	0	0	1	0	1	0	0	0	0	0

1-5= 1, 6-10 = 2, 11-15= 3

0-No Relation, 1- Low Relation, 2 – Medium Relation, 3- High Relation

Table 2: Mapping of COs with GAs:

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8	GA 9	GA10	GA11	GA12
CO1	0	0	0	0	0	0	0	1	1	2	0	0
CO2	0	0	0	0	0	0	0	0	0	2	0	0
CO3	0	0	0	0	0	0	0	0	0	1	0	0
CO4	0	0	0	0	0	0	0	0	0	0	1	0
Total	0	0	0	0	0	0	0	1	1	5	2	0
Scale	0	0	0	0	0	0	0	1	1	1	1	0

1-5= 1, 6-10 = 2, 11-15= 3

0-No Relation, 1- Low Relation, 2 – Medium Relation, 3- High Relation

Performance Indicators

PI 8: 1 High Ethical Standards

1.1.1 Practice ethical codes and standards endorsed by professional engineers.

PI 9: 1 Leadership and team work

1.1.1 Perform as an individual and as a leader in diverse teams and in multi-disciplinary scenarios.

PI 10: 1Communication Skills

1.1.1 Professional communication with the society to comprehend and formulate reports, documentation, effective delivery of presentation and responsible to clear instructions.

PI 1 1: 1. Life-long learners:

1.1.1 Update the technical needs in a challenging world in equipping themselves to maintain their competence

XAM103			FOUNDATION OF ART	L	T	P	SS	C
				3	1	1	0	5
C	P	A		L	T	P	SS	H
2.8	0.2	0		3	1	4	0	8

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the importance of drawing material and tools.	Cognitive	Remember
CO2	***Choose*** the methods to make the drawings using lines and shapes.	Cognitive	Remember
CO3	***Describe*** the ways drawing by observation and ***achieve*** the knowledge on attitude.	Cognitive Psychomotor	Understand Set
CO4	***Apply*** the various perspective views in drawing pictures	Cognitive	Apply
CO5	***Analyze*** the different methods for lighting and shading to make the realistic pictures.	Cognitive	Analyze

UNIT I	INTRODUCTION	21
Introduction to different drawing materials and tools: Dry media (Pencils, Charcoals, Chalks, Crayons, Pastels, Erasers, Smudging Tools), Wet Media (Dip pens, Disposable and Cartridge Pens, Brushes), Inks (Water based, Alcohol based, Indian/Chinese ink), Paints (Water based, Acrylic, Oil), Drawing surfaces (Papers, Newsprint, Watercolor paper, Charcoal paper, Canvas) Tools for erasing and sharpening: Palettes, Knives, Easels.		
UNIT II	**DOODLING AND SHAPES**	**21**
Doodling and noodling (Drawing straight lines, Drawing curved lines, Free hand drawing) Holding the pencil: Angle and direction of lines (Drawing lines, Circles, Ovals, Scribbles, Patterns Etc.) Shapes and forms, Memory and imagination drawing, Drawing with grids.		
UNIT III	**DRAWING FROM OBSERVATION**	**21**
Drawing from observation: Life drawing, Use of basic shapes and forms, Sketching poses, Rapid sketching from live models, Attitude: Gestures, Line drawing, Quick sketches, Thumbnails, Stick figures, Line of action, Balance, Rhythm, Positive and negative spaces, Silhouettes, Caricaturing fundamentals, Exaggeration.		
UNIT IV	**PERSPECTIVE DRAWING**	**21**
Perspective drawing, Vanishing points, Orthogonal lines, Horizon, Eye level. One point perspective, Two point perspective, Three point perspective, Multi-point perspective, Overlapping and intersection of shapes in one point, Two point and three point perspective views, Foreshortening.		
UNIT V	**LIGHTING AND SHADING**	**21**
Tones, Lighting and shading, Basic 3Dimensional light set up, Several types of shadows, Cast shadow, Contact shadow, Contour shadow, Reflected light, Overhang shadow, Highlight, Core		

shadow, Objects and shapes in perspective with light and shade.			
LECTURE	**TUTORIAL**	**PRACTICAL**	**TOTAL**
45	**15**	**45**	**105**
REFERENCES:			

1. Exploring the Elements of Design: Mark A. Thomas, Poppy Evans
2. The Art of Composition: Michael Jacobs
3. The Art of Pictorial Composition: Wolehonok
4. Complete Books of Artist Techniques: Dr. Kurt Herbers
5. Drawing for The Absolute and Utter Beginner: Claire Watson Garcia
6. Perspective Made Easy: Ernest R Norling
7. Perspective Drawing Handbook: Joseph D'Amelio .

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A &M	**PO**							**PSO**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	3	2	1	2	2	1	1	0
CO2	1	2	3	2	2	3	3	3	0
CO3	2	2	3	2	2	3	3	3	0
CO4	1	3	3	2	1	3	3	3	0
CO5	2	1	3	2	3	2	3	1	0
AVG	**2**	**3**	**3**	**2**	**2**	**3**	**3**	**2**	**0**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM 104			PRINCIPLES OF ANIMATION	L	T	P	SS	C
				4	1	0	0	5
C	P	A		L	T	P	SS	H
2.8	0.2	0		4	1	0	0	5

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the importance of drawing and the animation.	Cognitive	Remember
CO2	***Choose*** the methods to make the drawings for animation.	Cognitive	Remember
CO3	***Describe*** the stages of animation and ***achieve*** the knowledge on animation.	Cognitive Psychomotor	Understand Set
CO4	***Apply*** the body languages concepts in making animated characters.	Cognitive	Apply
CO5	***Analyze*** the different actions to be performed by the character to make the realistic animation.	Cognitive	Analyze

UNIT I	INTRODUCTION	15

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 II	MAKE DRAWINGS FOR ANIMATION	15

An Introduction on how to make drawings for animation, Shapes and forms, About 2d and 3d drawings, Caricaturing – fundamentals, Exaggeration, Attitude, Silhouettes, Boundary- breaking exercises and warm ups, gesture drawing, Line drawing and quick sketches, Drawing from observation, memory and imagination.

UNIT III	STAGES OF ANIMATION	15

Drawing for Animation, Exercises and warm ups on pegging sheet, Quick Studies from real life, Sequential movement drawing, Caricaturing the Action. Thumbnails, Drama and psychological effect, Motion Studies, Drawing for motion.

UNIT IV	BODY LANGUAGE	15

The Body language, Re-defining the drawings, Introduction to animation production process, Basic Principles in animation.

UNIT V	ACTIONS OF CHARACTERS	15

Squash and stretch, Anticipation, Staging, Straight ahead and pose to pose, Follow through and overlapping action, Slow in and slow out, Arcs, Secondary action, Timing, Exaggeration, Solid drawing, Appeal, Mass and weight, Character acting, Volume, Line of action, Path of action, Walk

cycles-animal and human.			
LECTURE	**TUTORIAL**	**PRACTICAL**	**TOTAL**
60	**15**	**---**	**75**
REFERENCES:			

1. Graphics & Animation Basics , By Suzanne Weixel / Cheryl Morse
2. Basic Animation Ht25 - Walter Foster , By Walter Foster
3. Cartooning Basic Animation Ht25 - Walter Foster , By Walter Foster
4. Computer Graphics & Animation , By Prajapati Ak
5. Introduction To 3d Graphics & Animation Using Maya/Cd ,By Adam Watkins
6. www.animationmentor.com/animation-program/animation-basics.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	**PO**							**PSO**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	1	2	2	1	2	2	1	2
CO2	2	3	1	2	2	1	2	1	3
CO3	2	1	3	1	1	2	0	1	2
CO4	3	2	2	2	1	0	2	2	2
CO5	3	1	2	1	0	1	1	2	1
AVG	**3**	**2**	**2**	**2**	**1**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM105			INTRODUCTION TO COMPUTER GRAPHICS DESIGN	L	T	P	SS	C
				3	1	1	0	5
C	P	A		L	T	P	SS	H
2.0	0.8	0.2		3	1	2	0	6

PREREQUISITE: Visual design

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Understand*** and ***recognize*** the Graphic Design concepts and its applications.	Cognitive	Understand Remember
CO2	***Understand*** the elements of design and ***Apply*** it to ***produce*** own shapes and color design.	Cognitive Psychomotor	Understand Apply Set
CO3	***Understand*** *the* principles of design and ***Apply*** it to ***develop*** a page for Website and print media.	Cognitive Psychomotor	Understand Apply Set
CO4	***Understand*** the poster design concepts and ***develop*** posters for advertisement and academic poster presentation.	Cognitive Psychomotor	Understand Apply Set
CO5	***Equip*** themselves for self-employment and ***develop*** the employable skills.	Cognitive Affective	Remember Receiving Responding

UNIT I	BASIC OF COMPUTER GRAPHICS	12+9

Basic of Computer Graphics, Applications of computer graphics, Display devices, Random and Raster scan systems, Graphics input devices, Graphical Input Techniques, Graphics software and standards - Points, lines, circles and ellipses as primitives, scan conversion algorithms for primitives - character generation, line attributes, area-fill attributes, character attributers.

UNIT II	2D TRANSFORMATION , VIEWING AND 3D CONCEPTS	12+9

Transformations (translation, rotation, scaling), matrix representation, homogeneous coordinates, composite transformations, reflection and shearing, viewing pipeline and coordinates system, window-to-viewport transformation, clipping including point clipping, line clipping (cohen-sutherland), polygon clipping - 3D display methods, polygon surfaces, tables, equations, meshes, curved lies and surfaces, spline representation, Bazier curves and surfaces, B-spline curves and surfaces, 3D scaling, rotation and translation, composite transformation

UNIT III	INTRODUCTION TO THE GRAPHIC DESIGN and Its ELEMENTS	12+9

Introduction to the Graphic Design Industry - History of Graphic Design - Future of Graphic design - Introduction to the equipment. The introduction of each piece of equipment would be tied to a relevant graphics project. Elements of Design - Colour - Line - Shape - Space- Texture - Value : Principles of Design Balance , Contrast, Emphasis/Dominance , Harmony , Movement/Rhythm , Proportion Repetition/ Pattern , Unity , Variety.

UNIT IV	TYPOGRAPHY and POSTER DESIGN	12+9

Typography - Anatomy of a letter- Typefaces - Typographic Measurement - Typographic Standards - Typographic Guidelines - Creating images for print & web -Formats - Resolution. Raster Vs Vector -Editing Images - Ethics - Copyright laws.

Poster Design - Concept of Poster - Importance of posters - Qualities of a good poster - Project work on poster design - Calendar/Postage stamp design - Pennants/Buntings/Flags

UNIT V	GRAPHIC DESIGN CAREERS	12+9

Careers in graphic design - Graphic Design careers and job avenues -Competencies for Employment employable skills - Building an artist portfolio - Setting up graphic design enterprise - Factors to consider - Building a portfolio of works - Meaning and Purpose - Hard and Soft copies.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	45	105

REFERENCES:

1. Thinking with Type: A Primer for Designers: A Critical Guide for Designers,Writers, Editors, & Students Paperback – September 2, 2004 By Ellen Lupton.
2. Jennifer's-Introduction to Typography -An Advanced Communication Design Project-by
3. Jennifer Simmer-Winter Term 2005
4. Typography- A guide to setting perfect type-by James Felici-Second Edition
5. Poster Design -A guide for FIMS students & staff: How to produce effective &
6. attractive scientific posters
7. Policing Cyber crime by Petter Gottschalk-Bookboon.com
8. Portfolio Guidelines- All you need to know about your portfolio
9. Elements of Design (The Basics of Graphic Design)-net material About Graphic Design- e-copy –net material
10. The Visual Display of Quantitative Information Hardcover – January 1, 2001,by Edward R. Tufte

Web Resources:

Poster Design:

1.https://www.ncsu.edu/project/posters/index.html

2. http://www.posterpresentations.com/html/free_poster_templates.html

Cyber crime:

3. http://www.posterpresentations.com/html/free_poster_templates.html

4. www.tutorialspoint.com

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A &M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	2	1	2	1	1	1	0
CO2	2	3	3	3	2	2	3	3	0
CO3	2	3	3	3	2	2	3	3	0
CO4	2	3	3	3	1	2	3	3	0
CO5	2	3	3	1	3	2	3	1	0
AVG	**2**	**3**	**3**	**2**	**2**	**2**	**3**	**2**	**0**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

COURSE CODE	XUMA001	L	T	P	SS	C
COURSE NAME	HUMAN ETHICS, VALUES, RIGHTS AND GENDER EQUALITY	1	0	0	0	1
PREREQUISITES	-	L	T	P	SS	H
C:P:A	1.5:0:0.5	1	0	0	1	1

COURSE OUTCOMES		Domain	Level
CO1	***Relate*** and ***Interpret*** the human ethics and human relationships	Cognitive	Remember
CO2	***Explain*** and ***Apply*** gender issues, equality and violence against women	Cognitive	Understanding, Applying
CO3	***Classify*** and ***Develop*** the identify of human rights and their violations	Cognitive Affective	Analyzing Receiving
CO4	***Classify***and ***Dissect*** necessity of human rights and report on violations.	Cognitive	Understanding, Analyze
CO5	***List*** and **respond** to family values, universal brotherhood, fight against corruption by common man and good governance.	Cognitive Affective	Remember, Respond

UNIT I HUMAN ETHICS AND VALUES **6**

Human Ethics and values - Understanding of oneself and others- motives and needs- Social service, Social Justice, Dignity and worth, Harmony in human relationship: Family and Society, Integrity and Competence, Caring and Sharing, Honesty and Courage, WHO's holistic development - Valuing Time, Co-operation, Commitment, Sympathy and Empathy, Self-respect, Self-Confidence, character building and Personality.

UNIT IIGENDER EQUALITY **6**

Gender Equality - Gender Vs Sex, Concepts, definition, Gender equity, equality, and empowerment. Status of Women in India Social, Economic, Education, Health, Employment, HDI, GDI, GEM. Contributions of Dr.B.R. Ambetkar, ThanthaiPeriyar and Phule to Women Empowerment.

UNIT IIIWOMEN ISSUES AND CHALLENGES **6**

Women Issues and Challenges- Female Infanticide, Female feticide, Violence against women, Domestic violence, Sexual Harassment, Trafficking, Access to education, Marriage. Remedial Measures – Acts related to women: Political Right, Property Rights, and Rights to Education, Medical Termination of Pregnancy Act, and Dowry Prohibition Act.

UNIT IV HUMAN RIGHTS **6**

Human Rights Movement in India – The preamble to the Constitution of India, Human Rights and Duties, Universal Declaration of Human Rights (UDHR), Civil, Political, Economic, Social and Cultural Rights, Rights against torture, Discrimination and forced Labor, Rights and protection of children and elderly. National Human Rights Commission and other statutory Commissions, Creation of Human Rights Literacy and Awareness. - Intellectual Property Rights (IPR). National Policy on occupational safety, occupational health and working environment.

UNIT V GOOD GOVERNANCE AND ADDRESSING SOCIAL ISSUES **6**

Good Governance - Democracy, People's Participation, Transparency in governance and audit, Corruption, Impact of corruption on society, whom to make corruption complaints, fight against corruption and related issues, Fairness in criminal justice administration, Government system of Redressal. Creation of People friendly environment and universal brotherhood.

LECTURE	TUTORIAL	SELF STUDY	PRACTICAL	TOTAL

30	0	15	0	45

Textbook

1. Aftab A, (Ed.), Human Rights in India: Issues and Challenges, (New Delhi: Raj Publications, 2012).
2. Mani. V. S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998).
3. Singh, B. P. Sehgal, (ed) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999).
4. Dr. Veeramani, K. (ed) Periyar on Women Right, (Chennai: Emerald Publishers, 1996)
5. Dr. Veeramani, K. (ed) Periyar Feminism, (PeriyarManiammai University, Vallam, Thanjavur:2010).

Reference Books

1. Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996).
2. Chatrath, K. J. S., (ed.), Education for Human Rights and Democracy (Shimala: Indian Institute of Advanced Studies, 1998).
3. Jagadeesan. P. Marriage and Social legislations in Tamil Nadu, Chennai: Elachiapen Publications, 1990).
4. Kaushal, Rachna, Women and Human Rights in India (New Delhi: Kaveri Books, 2000)

E-Reference

http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wg_occup_safety.p
2. http://cvc.nic.in/welcome.html.
3. https://www.transparency.org/
4. https://www.hrw.org/world-report/2015/country-chapters/india

Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1					2	2	1			
CO2					2	2				
CO3						2				
CO4						2	1			
CO5						3				
Total					4	11	2			
Scaled Value					1	2	1			

1 – 5 → 1, 6-10 → 2, 11 – 15→ 3

0 – No relation, 1 – Low relation, 2 – Medium relation, 3 – High relation

பொதுத்தமிழ் - 2 (இரண்டாம்பருவம்)

பாடக்குறியீடு / Course Code	பாடப்பெயர் / Course Name	Category	L	T	P	SS	H	C
	பொதுத்தமிழ் - 2	Supportive	**2**	**1**	**0**	**0**	**3**	**3**
Pre-requisite	பன்னிரெண்டாம்வகுப்பில்தமிழைஒருபாடமாகப்பயின்றிருக்கவேண்டும்.							
பாடப்பயன்கள் / Course outcomes	இப்பாடத்தைக்கற்பதால்பின்வரும்பயன்களைமாணவர்கள்அடைவர்.							
CO1	நீதிஇலக்கியங்களைக்கற்பதன்மூலம்நீதிநெறியினையும்வாழ்வியல்மற்றும் மேலாண்மைச்சிந்தனைகளையும்தெரிந்துபின்பற்றுவர்					புரிந்துகொள்ளல் (Understand)		
CO2	சிற்றிலக்கியங்களின்வழிஇலக்கியச்சுவையினையும்பண்பாட்டுஅறிவினையும்பெறுவர்					புரிந்துகொள்ளல் (Understand)		
CO3	பட்டப்படிப்பினைப்படிக்கும்போதேபெரும்பான்மையானதமிழ்இலக்கியங்கள்குறித்தஅறிவினைப்பெறுவர்					பகுப்பாய்வுசெய்தல் Analyze		
CO4	தமிழ்ச்சமூகப்பண்பாட்டுவரலாற்றினைஇலக்கியங்கள்வாயிலாகஅறிவர்					தெரிந்துகொள்ளல் (Apply)		
CO5	**போட்டித்தேர்வுகளில்வெற்றிபெறுவதற்குத்தமிழ்ப்பாடத்தினைப்பயன்கொள்ளும்வகையில்ஏற்றபயிற்சிபெறுவர்**					புரிந்துகொள்ளல் (Understand)		
	K1- Remember; K2 – Understand; K3 –Apply; K4 Analyze; K5 Evaluate; K6 – Create.							

அலகு - I	**நீதிஇலக்கியம்**	9+0+0=9 மணிகள்
	திருக்குறளில்வாழ்வியல் – திருக்குறளில்மேலாண்மைச்சிந்தனைகள்	
அலகு - II	**பிறஇலக்கியங்கள்**	9+0+0=9 மணிகள்
	வள்ளலார் – அருள்விளக்கமாலை (முதல் 10 பாடல்கள்) – எச்.ஏ.கிருட்டிணப்பிள்ளை – இரட்சணியமனோகரம் – பால்யபிரார்த்தனை – குணங்குடிமஸ்தான்சாகிபு – பராபரக்கண்ணி (முதல் 10 கண்ணி)	
அலகு - III	**சிற்றிலக்கியங்கள்**	9+0+0=9 மணிகள்
	தமிழ்விடுதூது (முதல் 20 கண்ணி) – திருக்குற்றாலக்குறவஞ்சி – குறத்திமலைவளம்கூறல் – முக்கூடல்பள்ளு – நாட்டுவளம்	
அலகு - IV	**இலக்கியவரலாறு**	9+0+0=9 மணிகள்

	பாடம்தழுவியஇலக்கியவரலாறு (பல்லவர்காலம், நாயக்கர்காலம்)	
அலகு - V	**மொழித்திறன்/ போட்டித்தேர்வுத்திறன்**	9+0+0=9 மணிகள்
	1. தொடர்வகைகள் 2. மரபுத்தொடர், பழமொழிகள் 3. பிறமொழிச்சொற்களைக்களைதல் 4. வழுச்சொற்கள்நீக்குதல் 5. இலக்கணக்குறிப்புஅறிதல் (குறிப்பு : அலகு 4, 5 ஆகியபகுதிகள்போட்டித்தேர்வுநோக்கில்நடத்தப்பட வேண்டும்)	
	கூடுதல்	**45+0+0=45மணிகள்**
பாடநூல்கள்		
1.	திருக்குறள், மணிவாசகர்பதிப்பகம், சென்னை	
2.	தமிழ்விடுதூது	
3.	திருக்குற்றாலக்குறவஞ்சி	
4.	எச்.ஏ.கிருட்டிணப்பிள்ளை – இரட்சணியமனோகரம்	
பார்வைநூல்கள்		
1.	தமிழ்இலக்கியவரலாறு – சிற்பிபாலசுப்பிரமணியன்.	
2.	புதியநோக்கில்தமிழ்இலக்கியவரலாறு - தமிழண்ணல்	
3.	வகைமைநோக்கில்தமிழ்இலக்கியவரலாறு – எஃப்.பாக்கியமேரி.	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
Web Sources
• Tamil Heritage Foundation - www.tamilheritage.org<http://www.tamilheritage.org> • Tamil virtual University Library - www.tamilvu.org/library http://www.virtualvu.org/library • Project Madurai - www.projectmadurai.org.

- Chennai Library - www.chennailibrary.com<http://www.chennailibrary.com>.
- Tamil Universal Digital Library-www.ulib.prg<http://www.ulib.prg>.
- Tamil E-Books Downloads – tamilebooksdownloads.blogspot.com
- Tamil Books online - books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels online - books.tamilcube.com

Strong-3, Medium-2, Low-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1
CO1	3	3	3	2	1	0	0	0	3
CO2	1	2	3	1	1	0	0	1	2
CO3	3	2	3	1	2	0	0	1	2
CO4	3	3	3	1	0	0	0	1	3
CO5	1	2	3	2	1	0	0	0	2

1-5= 1, 6-10 = 2, 11-15= 3

0-No Relation, 1-Low Relation, 2–Medium Relation, 3-High Relation

அடிப்படைத் தமிழ்- II

பாடவகை Category	பாடக் குறியீட்டு எண்/ sub Code	பாடப்பெயர் Course Name	புள்ளிகள் Credits					
தமிழ் Foundation course: II	XFT201	அடிப்படைத் தமிழ்- II	L	T	P	SS	H	C
			3	0	0	0	3	3
Pre-Requisite	**தமிழ் இலக்கணத்தின் தொன்மையை அறிதல்.**							
Course outcomes	இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்.							
CO1	தமிழ் அறியாதவர்களுக்குத் தமிழ் எழுத்துக்களை அறிந்துக் கொள்ளல்		பகுப்பாய்வு Analysis					
CO2	தமிழ் எழுத்துக்களை வாசிக்கும் முறையினைபுரிந்துக் கொள்ளல்		புரிந்து கொள்ளல் Understand					
CO3	உடல் உறுப்புப் பெயர்கள் கொண்டு தொடர் அமைக்கத் தெரிந்து கொள்ளல்		பகுப்பாய்வு Analysis					
CO4	தமிழ் மொழியின் சிறப்பினை அறிதல்		புரிந்து கொள்ளல் Understand					
CO5	உரையாடல்கள்வழி தமிழ்மொழியினை விளக்குதல்		தெரிந்து கொள்ளல் **Apply**					
	K1- Remember; K2 – Understand; K3 –Apply; K4 Analyse; K5 Evaluate; K6 – Create.							

அலகு I	**எண்ணுப்பெயர்கள்**	9+0+0=9
	எண்ணுப்பெயர்கள் - எண்கள் 1முதல் 50வரை - எழுத்தால் எழுதுதல் எண்கள் 51முதல் 100வரை - எழுத்தால் எழுதுதல்.	
அலகு II	**வாசிப்புப் பயிற்சி**	9+0+0=9
	எழுத்துக்கூட்டி வாசிக்கும் பயிற்சி - பொருள் வேறுபாடு புரிந்து வாசித்தல் சேர்த்து எழுதுதல் - பிரித்து எழுதுதல் - எதிர்ச் சொல் - பொருள் விளக்கம் அறிதல்	
அலகு III	**தொடர் அமைத்தல்**	9+0+0=9
	உடல் உறுப்புப் பெயர்களைஅறிதல் -தொடர் அமைத்தல் - மாதஇதழ்கள் வாசித்தல்.	
அலகு IV	**மொழிபெயர்ப்பு**	9+0+0=9
	மொழிபெயர்ப்பு (ஆங்கிலம் - தமிழ்). சொற்றொடர்களைச் சேர்த்துப் பத்தி அமைத்தல்.	
அலகுV	**உரையாடல்கள்**	9+0+0=9
	தமிழில் உரையாடல் - இயற்கையைப் பற்றி அறிதல் - வருணனை செய்தல்	
	L=45/T=0/P=0 கூடுதல் மணிநேரம்	45

XGE202			ENGLISH II	L	T	P	SS	C
				2	1	0	0	3
C	P	A		L	T	P	SS	H
1.5	0	0.5		2	1	0	0	3

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
On the successful completion of this course students would be able to			
CO1	***Recall*** the basic grammar and using it in proper context	Cognitive	Remembering
CO2	***Explain*** the process of listening and speaking	Cognitive	Understanding
CO3	***Adapt*** important methods of reading	Cognitive	Creating
CO4	***Demonstrate*** the basic writing skills	Cognitive	Understanding

UNIT I	Advanced Reading	6

i. Reading texts of different genres and of varying length ii. Different strategies of comprehension iii. Reading and interpreting non-linguistic texts iv. Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)

UNIT II	Advanced Writing	6

v. Analysing a topic for an essay or a report vi. Editing the drafts arrived at and preparing the final draft vii. Re-draft a piece of text with a different perspective (Manipulation exercise) viii. Summarise a piece of prose or poetry ix. Using phrases, idioms and punctuation appropriately

UNIT III	Principles of communication and communicative competence	6

x. Introduction to communication – principles and process xi. Types of communication – verbal and non-verbal xii. Identifying and overcoming problems of communication
xiii. Communicative competence

UNIT IV	Cross Cultural Communication	6

xiv. Cross-cultural communication

LECTURE	TUTORIAL	SELF STUDY	PRACTICAL	TOTAL
30	0	30	0	60

REFERENCES:

1) Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2) Department of English, Delhi University (2006). Fluency in English Part II. New Delhi, OUP
3) Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
4) Hedge, T. (2005). Writing. London, OUP
5) Kumar, S and Pushp Lata (2015). Communication Skills. New Delhi, OUP
6) Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7) Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan
8) Raman, Meenakshi and Sangeeta Sharma (2011). Technical Communication: Principles and

Practice. New Delhi, OUP

	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10
CO1	2						2		2	2
CO2	1						2			2
CO3	2	1	2				3		2	3
CO4	2	2	2				2			3
CO5	2				3	3				2
	9	**3**	**4**		**3**	**3**	**9**		**4**	**12**
Scaled value	**2**	**1**	**1**		**1**	**1**	**2**		**1**	**3**

XAM203			VECTOR GRAPHICS	L	T	P	SS	C
				3	1	1	0	5
C	P	A		L	T	P	SS	H
2.8	0.2	0		3	1	2	0	6

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Understand*** and ***recognize*** the vector Graphic Design concepts and its usage.	Cognitive	Understand Remember
CO2	***Remember*** the color models and object shapes and ***Apply*** it to ***produce*** own shapes and color design.	Cognitive Psychomotor	Remember Apply Set
CO3	***Understand*** *the* principles of paths, drawing tools and ***Apply*** it to ***develop*** various styles in graphic design.	Cognitive Psychomotor	Understand Apply Set
CO4	***Understand*** the layers concepts and ***develop*** various designs by applying filters.	Cognitive Psychomotor	Understand Apply Set
CO5	***Remember*** the basics of vector graphics and ***develop*** the skills in web designing.	Cognitive Affective	Remember Receiving Responding

UNIT I	INTRODUCTION	21

About Images – Types of Images, Vector Images, and Raster Images –Resolution in Images – Creating a new document – Tool box - Foreground and background color- Graph Tools – Opening an existing document – Saving documents – Place Command.

UNIT II	COLOR MODELS	21

About colors – Color Models – Selecting Objects – Correcting Mistakes – Basic Shapes – Grouping of Objects – Transformation Tools – Arranging Objects – Bring to Front, Bring Forward , Send Backward, Send to Back, Palette – Live Color, Swatches Palette , Stroke Palette, Transparency Palette ,Gradient Palette, Brushes Palette

UNIT III	PATHS AND DRAWING TOOLS	21

Path – Anchor Points – Direction Lines- Direction Points – Drawing Tools –Pen tool, Pencil tool, Paintbrush tool, Smooth tool, Path erase tool , Symbolism Tools –Slice Scaling – Graphic Styles – Text tool –Warping text ,character styles , paragraph styles

UNIT IV	LAYERS AND FILTERS	21

Layers – Layers Panel-Creating New layer, Releasing Objects to Separate Layers, Consolidating Layers and Groups – Lock/Unlock Layers – Compound Paths –Clipping Mask –Filters & Effects

UNIT V	ILLUSTRATOR FOR WEB	21

Illustrator for Web – Saving for the web – Importing /Exporting , scalable Vector Graphics – Shock Wave Files – Linking Objects to URLs for Internet Web Pages – Slices-Creating Slices, Setting Slice Options, Viewing Slices, Selecting and Modifying Slices

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	45	105

REFERENCE BOOKS:

1. Adobe Illustrator - A Complete Course and Compendium of Features, Jason Hoppe, Rocky Nook Publications, 2020

2. Adobe Illustrator CC For Dummies, David Karlins, 2020
3. Adobe Illustrator CC 2020 For Beginners Sebastion Gray, Independently Published, John Wiley & Sons Inc., 2019

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A &M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	3	2	1	2	2	1	1	0
CO2	1	2	3	2	2	3	3	3	0
CO3	2	2	3	2	2	3	3	3	0
CO4	1	3	3	2	1	3	3	3	0
CO5	2	1	3	2	3	2	3	1	0
AVG	**2**	**3**	**3**	**2**	**2**	**3**	**3**	**2**	**0**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM204			DIGITAL PHOTOGRAPHY	L	T	P	SS	C
				3	1	1	0	5
C	P	A		L	T	P	SS	H
2.2	0.6	0.2		3	1	2	0	6

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the concept of Photography.	Cognitive	Remember
CO2	***Know*** an art using different type of photography.	Cognitive Psychomotor	Apply
CO3	***Examine*** various digital image and processing.	Cognitive Psychomotor	Apply
CO4	***Describe*** the various methods of image retouching	Cognitive	Remember
CO5	***Design*** a photo story for visualization.	Cognitive Affective	Analyze

UNIT I	INTRODUCTION	9+12

Basics of Photography –Aperture - Shutter Speed – ISO - Balancing Exposure - Scene Modes - Exposure Compensation – Histogram - RGB/CMYK Color Model - Basic White Balance - Depth of field - Half Press Focus - Composition (Rule of Thirds).

Lab: Rule of Thirds Composition

UNIT II	TYPES OF PHOTOGRAPHY	9+12

Travel Photography & Focusing and Bracketing - Portraiture Photography & Flash Photography - Sports & Nature photography - Macro Photography & Panning and Metering Modes - Outing Portrait - Night Photography & Photography Effect - Night & Events Outing - Basic Studio processing.

Lab: Landscape Candid Shots

UNIT III	DIGITAL IMAGE AND PROCESSING	9+12

Digital image method of storing and processing digital image:Raster and Vector method - Representation of digital image: Resolution – Pixel Depth - – Pixel Aspect Ratio – Dynamic Colour Range – File Size – Colour Models – Image Compression – File Formats – Calculating image resolution for outputs.

Lab: Portraits Panorama

UNIT IV	DIGITAL RETOUCHING & IMAGE ENHANCEMENT	9+12

Image size – Resolution – Selection tools and techniques – History – Retouching tools – Layers – Photo mounting - techniques – Incorporation of text into picture. Digital Manipulation: Applying selective effects to images and filters with masks and different digital darkroom effects.

Lab: Images Retouching

UNIT V	PHOTO STORY VISUALIZATION	9+12

Visualization - Concept development - Creativity - One line story - Composition - Camera Movements - Shot - Scene - Atmosphere and Mood - Light and Color

Lab: Stop motion animation

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	45	105

REFERENCES:

1. Galer.M, 2015, “Introduction to Photography”, First Edition, Focal Press, France.
2. Miller 2008 “Digital Story telling” Focal Press (Elsevier)

3. Julian Calder, John C Carrett - "The 35 mm Photographer's hand book", Marshall edition
London,1999
4. John Cant Antine and Julia Valice - " The Thames –" Hudson manual of Professional Photography", Thames- Hudson, 1983.
5. Tom Ang- " Digital Photography", Mitchell Beazley, Octupus Publishing group Ltd London. UK 2001.
6. Anchell.S, 2015, "Digital Photo Assignments", First Edition, Focal Press, France.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	1	0	1	1	1	1	1
CO2	2	2	3	2	1	2	2	1	1
CO3	1	1	2	1	2	1	1	1	1
CO4	1	1	2	1	2	3	1	1	1
CO5	1	1	2	1	2	2	1	1	1
AVG	**2**	**1**	**2**	**1**	**2**	**2**	**1**	**1**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM205			BASICS OF CLAY MODELING	L	T	P	SS	C
				3	1	1	0	5
C	P	A		L	T	P	SS	H
4	0	0		3	1	2	1	6

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** how the study of clay relates to animation disciplines.	Cognitive	Remember
CO2	***Relate*** knowledge of the character design in clay materials and process.	Cognitive Psychomotor	Analyze
CO3	***Interpret*** design principles in their individual projects.	Cognitive	Understand
CO4	***Establish*** using clay modeling to build basic shapes.	Cognitive	Create
CO5	***Apply*** techniques for working in stop motion animation.	Cognitive	Apply

UNIT I	**INTRODUCTION**	**15**
Clay animation: concepts and types – clay tools – Armature – clay modeling process.		
UNIT II	**BASIC SHAPES IN CLAY**	**15**
Geomatrical shapes in clay – Background in clay- Vehicles in clay – Buildings in clay.		
UNIT III	**CHARACTER DESIGNING IN CLAY**	**15**
Model sheet of character-Humana body parts in clay – Animal models in clay – Fruits and vegetables – complete human figure in clay model.		
UNIT IV	**CLAY ANIMATION**	**15**
Cartoon designing in clay – Hair style in clay – Face mask in clay – case study making a indoor/outdoor with environment & characters in clay.		
UNIT V	**STOP MOTION ANIMATION**	**15**
Making of film using stop motion technique - Adding visual & Sound Effects - Digital Editing		

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	**0**	**30**	**75**

REFERENCES:

1. The Advanced art of stop motion animation by Ken.A.Priebe by cengage learning
2. A sculptor's Guide to Tools and Materials Second edition by Bruner F. Barrie

E- RESOURCES

1. http://thevirtualinstructor.com/blog/sculpting-materials-for-beginners
2. http://www.chalkstreet.com/clay-modeling-and-pottery-for-beginners/
3. ebook - Clay Modelling for Beginners: An Essential Guide to Getting Started in the Art of Sculpting Clay

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	3	2	2	2	1	2	2
CO2	3	2	3	2	2	1	1	2	2
CO3	3	2	2	2	1	1	1	2	2
CO4	3	2	2	3	1	1	1	2	3
CO5	3	2	2	2	1	1	1	2	3
AVG	**3**	**2**	**2**	**2**	**1**	**1**	**1**	**2**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XUMA002			DISASTER MANAGEMENT	L	T	P	SS	C
				1	0	0	0	1
C	P	A		L	T	P	SS	H
2.75	0	0.25		1	0	0	1	2

PREREQUISTE: XES202

Course Outcomes		Domain	Level
CO1	***Understand*** and ***Recognize*** the concepts of disaster	Cognitive	Understand Remember
CO2	***Recognize and describe*** the causes and effects of disaster	Cognitive	Understand Remember
CO3	***Describe*** the various approaches of risk reduction	Cognitive	Remember
CO4	***Demonstrate*** the inter-relationship between disaster and development	Cognitive	Understand
CO5	Discuss hazard and vulnerability profile of India and respond to drills related to relief	Cognitive Affective	Remember Response

UNIT - I	**INTRODUCTION TO DISASTERS**	**6**

Concepts and definitions- Disaster, Hazard, Vulnerability, Resilience, Risks

UNIT - II	**DISASTERS: CLASSIFICATION, CAUSES, IMPACTS**	**6**

Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

UNIT - III	**APPROACHES TO DISASTER RISK REDUCTION**	**6**

Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

UNIT - IV	**INTER-RELATIONSHIP BETWEEN DISASTERS AND DEVELOPMENT**	**6**

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

UNIT - V	**DISASTER RISK MANAGEMENT IN INDIA**	**6**

Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

The project / fieldwork to understand vulnerabilities work on reduction of disaster risk and build a cultural safety.

LECTURE	TUTORIAL	PRACTICAL	SELF-STUDY	TOTAL
30	**0**	**0**	**15**	**45**

TEXT BOOKS:

1. Coppola P Damon, "Introduction to International Disaster Management, Butterworth-Heinemann, 2015
2. K. N. Shastri, "Disaster Management in India", Pinnacle Technology, 2012
3. Gupta Anil K, Sreeja S. Nair, "Environmental Knowledge for Disaster Risk

Management, NIDM, New Delhi, 2011

4. Lee Allyn Davis, "Natural Disasters", Infobase Publishing, 2010
5. Andharia J, "Vulnerability in Disaster Discourse", JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008

REFERENCES:

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
2. Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.

E- RESOURCES:

1. NIDM Publications at http://nidm.gov.in- Official Website of National Institute of Disaster Management (NIDM), Ministry of Home Affairs,
2. http://cwc.gov.in , http://ekdrm.net , http://www.emdat.be ,
3. http://www.nws.noaa.gov , http://pubs.usgs.gov , http://nidm.gov.ini
4. http://www.imd.gov.in

Mapping of CO with GA

COs	**GA1**	**GA2**	**GA3**	**GA4**	**GA5**	**GA6**	**GA7**	**GA8**	**GA9**	**GA1**	**GA11**	**GA12**
CO1	1					3	2	1				1
CO2	1					3	2	1				1
CO3	1					3	2	1				1
CO4	1					3	2	1				1
CO5	1					3	2	1				1
Total	**5**					**15**	**10**	**5**				**5**
Scaled value	**1**					**3**	**2**	**1**				**1**

XAM303			AUDIO AND VIDEO EDITING	L	T	P	SS	C
				2	0	2	0	4
C	P	A		L	T	P	SS	H
				2	0	2	0	4
2.8	0.2	0						

PREREQUISITE: Computer Fundamentals

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the basics and objectives of editing.	Cognitive	Remember
CO2	***Discuss*** the various types of editing.	Cognitive	Understand
CO3	***Explain*** 2D and 3D graphics.	Cognitive	Apply
CO4	***Classify*** various elements of audio.	Cognitive	Analyze
CO5	***Describe*** the procedure for format conversion.	Cognitive Psychomotor	Perspective

UNIT I INTRODUCTION **9+6**

Concept and Objectives of Editing, Software and tools, Continuity and Jerk Enter and Exit in Frame, Title, Credits and Sounds. Sound editing, mixing sound, laying sound tracks, syncing sound and picture. Capturing video. Editing techniques for News, Documentary and Fiction and Ad Film.

Lab

1. Touring in to software
2. Setting up a project
3. Workspace

UNIT II ELEMENTS OF THE EDITING **9+6**

Picture transitions and their use, Elements of the editing, motivation, information, shot composition sound, camera angle, continuity. Types of the editings, action edit, and screen position edit, form edit, dynamic edit. Do's and don'ts of editing. Voice over and sound bytes, dubbing and mixing of sound. Computer hardware for editing.

Lab

1. Settings, Preferences and Managing Assets
2. Creating Videos
3. Creating Audios

UNIT III ON LINE EDITING **9+6**

On line editing in a multi-camera TV programme production. TV Graphics and Animation: Theory and Practice Elements of 2D Graphic Elements of 3D Graphics. 3D Modeling. 3D Animation. Special effects creation, Environmental special effects Lighting camera and texturing. Introduction to virtual sets. Film Analysis: The Editor's point of view Extensive sound recording, video editing, graphics and animation practical's. Participation in production exercises.

Lab

1. Adding Transitions
2. Exporting frames, clips and sequences
3. Applying Effects, Color Correction, and Opacity

UNIT IV INTRODUCTION TO SOUND **9+6**

Sound, Digital sound files, different sound formats, midi and digital audio, creating digital audio files, sound producing, sound extracting, Advantages and disadvantages of midi and digital, choosing between midi and Digital audio. Linking files: Sound for the World Wide Web, adding the sound to your multimedia project, production tips, audio recording, keeping track of your sound, testing and evaluation.

Lab

1. Adding audio effects
2. Editing and mixing audio
3. Adding video effects

UNIT V	RECORD CLIPS AND EDITING	9+6

Sound recording, editing digital recording, trimming, splicing and assembly, volume adjustments, format conversion, re sampling or downloading, fade-ins and fade - outs, equalization, time stretching, digital signal processing, reverting sound, making midi audio, audio file formats.

Lab

1. Creating Dynamic titles
2. Applying specialized editing tool
3. Integrating software with other applications

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	0	30	00	75

REFERENCES:

1. Editing Today: Smith, Ron F. and O'Connell, L.M, Published 2003, Blackwell Publishing
2. Nonlinear Editing: Media Mannel; Morris, Patrick, Published 1999 Focal Press.
3. Basic Elements of Filmmaking II Handbook, UW-Milwaukee Department of Film, 2004 Rob Danielson.
4. Audio system guide Video and film production by Chris Lyons, A shure Educational Publication

WEB REFERENCE

1. Filmmaking Guide by Tom Barrance ref:www.intofilm.org
2. http://www.amazon.in/Digital-Audio-Editing-Correcting-Enhancing/dp/0415829585
3. http://www.apress.com/9781484216477
4. http://www.amazon.com/Editing-Digital-Video-Complete-Technical/dp/0071406352
5. http://www.amazon.com/Audio-Video-Editing-Books/b?ie=UTF8andnode=15375301
6. http://www.amazon.in/The-Technique-Film-Video-Editing/dp/0240813979
7. https://opensource.com/resources/ebook/video-editing

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	1	2	2	2	1	1	1	1
CO2	2	1	2	1	2	1	1	2	1
CO3	1	1	1	1	1	1	1	3	1
CO4	1	0	1	1	2	1	1	1	1
CO5	1	1	2	1	1	2	3	2	1
AVG	**2**	**1**	**2**	**1**	**2**	**1**	**1**	**2**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM302			MULTIMEDIA	L	T	P	SS	C
				3	1	0	0	4
C	P	A		L	T	P	SS	H
				3	0	0	0	3
1.8	1.2	0						

PREREQUISITE: Principles of Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Identify*** and ***describe*** the Multimedia components and its applications	Cognitive	Understand
CO2	***Understand*** the various digital audio technologies and file formats.	Cognitive Psychomotor	Understand Application Set
CO3	Gain a working knowledge and ***develop*** their skills in editing and altering text contents.	Cognitive	Understand Application
CO4	Understand the Computer Animation Fundamentals and working with video contents	Cognitive Psychomotor	Understand Analyze Set
CO5	Students can ***draw*** and ***develop*** plans to accomplish the project which include costing.	Cognitive Psychomotor	Understand Create Set

UNIT I	INTRODUCTION	6+6

Definition - Classification - Multimedia Application - Multimedia Hardware – Multimedia Software - CDROM - DVD.

UNIT II	MULTIMEDIA AUDIO	6+6

Multimedia Audio: Digital Medium - Digital Audio Technology - Sound Cards - Recording - Editing - Mp3 - Midi Fundamentals - Working With Midi - Audio File Formats - Adding Sound To Multimedia Project

UNIT III	MULTIMEDIA TEXT	6+6

Mm Text: Text In Multimedia - Multimedia Graphics: Coloring - Digital Imaging Fundamentals - Development And Editing - File Formats - Scanning And Digital Photography

UNIT IV	MULTIMEDIA ANIMATION	6+6

Multimedia Animation: Computer Animation Fundamentals - Kinematics - Morphing - Animation S/W Tools and Techniques.

Multimedia Video : How Video Works - Broadcast Video Standards - Digital Video Fundamentals - Digital Video Production And Editing Techniques - File Formats

UNIT V	STAGES OF MULTIMEDIA PROJECT	6+6

Multimedia Project: Stages Of Project - Multimedia Skills - Design Concept - Authoring - Planning And Costing - Multimedia Team.

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
30	0	0	30	60

REFERENCE BOOKS:

1. Multimedia Magic - S.Gokul revised and updated second edition - BPB
2. Multimedia Making it Work –TayVaughen 6th edition - TMH

E-RESOURCE

1. https://showwithmedia.com/ebook/

2. https://users.dimi.uniud.it/~antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf
3. https://users.ece.utexas.edu/~ryerraballi/MSB/Contents.html

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	1	0	1	1	1	1	1
CO2	2	2	3	2	1	2	2	1	1
CO3	1	1	2	1	2	1	1	1	1
CO4	1	1	2	1	2	3	1	1	1
CO5	1	1	2	1	2	2	1	1	1
AVG	**2**	**1**	**2**	**1**	**2**	**2**	**1**	**1**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM304			CHARACTER & ENVIRONMENT SKETCHING	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
				3	0	2	0	5
2.8	0.2	0						

PREREQUISITE: **Foundation of Art**

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the significance of Pencil Drawing.	Cognitive	Remember
CO2	***Express*** the different ways of line drawing perspective in Pencil drawing.	Cognitive	Understand
CO3	***Employ*** the understanding of the lights in Pencil drawing.	Cognitive	Apply
CO4	***Utilize*** the various shading methods effectively in making the realistic drawings.	Cognitive	Apply
CO5	***Design*** and ***Draw*** the drawings using different types of pencils.	Cognitive Psychomotor	Create Set

UNIT I	**HISTORY OF PENCIL DRAWING**	**12+9+3**

Materials and Tools: Choosing the Right Kind and Quality-Pencil, Eraser, Drawing Pad, Drawing board, Paper Stumps or Cone Blenders, Pencil, Ruler Sharpener. BASICS IN DRAWING AND SKETCHING-The Different types of Pencil Grips-Tripod Grip, Extended Grip, Underhand Grip, And Overhand Grip

UNIT II	**LINES PERSPECTIVE**	**12+9+3**

Lines-Flat Lines, Accent Lines , Contour Lines, Scumble/Scribbling ,Cross Hatch Line ,Smudge Pointillism. Basic Perspectives in Drawing- An Introduction on Perspectives - Linear perspective, Zero Point Perspective, One Point perspective ,Two Point Perspective ,Three-Point perspective, Isometric Perspective ,Atmospheric Perspective. Basic Drawing Shapes

UNIT III	**LIGHTING**	**12+9+3**

Basic Elements of Light, Shadows, and Shading - Light, Shadows and Shadow Box. Constructing a Simple Shadow box, Kinds and Quality of Light, Hard Light, Soft light. Basic Elements of Shading - The Highlight or Full Light, The Cast Shadow, The Halftone The Reflected Light, The Shadow Edge

UNIT IV	**SHADING**	**12+9+3**

Different Shading Techniques - Regular Shading, Irregular Shading, Circular Shading, directional Shading. Add Tones and Values -Tips on Tones and Values, Examples on Shading.

UNIT V	**FINISHING TOUCHES**	**12+9+3**

Erasing and Dusting , Mixed Media Applications - Watercolor Pencils, Oil Colored Pencils, Drawing with Pencils in Oil Painting, Pen and Ink Drawing, Wall Painting ,Cartoon Drawing , Tips to Draw Faster

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	120

REFERENCES:

1. Pencil Drawing - A Beginner's Guide (e-book) – http://nicheempires.com.
2. Basic Drawing Techniques by Richard Box Pub: Winsor & Newton, (U.S.A)
3.The Complete Book of drawing techniques -a professional guide for the artist by Peter Stanyer.
4. Still Life by Sanjay Shelar, Jyotsana Prakashan(India).Pub.
5. Drawing and Anatomy by Victor Perard , Kingsport Press Pub(U.K).

WEB REFERENCE

1. https://in.pinterest.com/explore/environment-sketch
2. www.craftsy.com / Online Classes/Art & Photo.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	3	2	2	1	2	1	2
CO2	2	3	2	2	1	2	0	1	1
CO3	2	2	3	1	2	1	1	2	3
CO4	3	2	1	3	1	2	2	1	1
CO5	2	1	3	2	0	1	1	2	3
AVG	**2**	**2**	**3**	**2**	**1**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM305			2D ANIMATION	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
				3	1	1	0	5
2.6	0.2	0.2						

PREREQUISITE: Principles of Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the significance of 2D Animation.	Cognitive	Remember
CO2	***Summarize*** the knowledge on animation software and ***detect*** about the animation software.	Cognitive Psychomotor	Understand Perception
CO3	***Manipulate*** the symbols and text to animate, and ***identify*** and tested the animated symbols and text.	Cognitive Affective	Application Receiving
CO4	***Know*** about the action script used in animation software.	Cognitive	Understand
CO5	***Design*** and test the animation in web.	Cognitive	Create

UNIT I	INTRODUCTION TO 2D ANIMATION	12 +9

Basic Animation – Principles of Animation - Animation Types – 2D Animation – Understanding - Animation workflow - 2D animation software's – Introduction to animation software.

Lab:

1. Installing software
2. Create a animation software file.

UNIT II	GETTING STARTED	12+9

Understanding about the Timeline – Organizing about the Timeline – using of tools panel –preview the animated movie – modify the content and stage – saving your movie– publishing your movie –- understanding strokes and fills - creating with shapes – editing shapes – working with graphics.

Lab:

1. Working with timeline.
2. Publish the movie.
3. Working with shapes.
4. Working with graphics.

UNIT III	MANIPULATING SYMBOLS AND ANIMATE	12+9

Create the Symbols – Editing and managing symbols – change the size, position and color effects with instances – applying filter with special effects – Animation – Animating position– changing the pacing and timing – Animating transparency – filter – transformation – changing the path of the motion – nested animation – testing the animation.

Lab: 1. Working with symbols.

2. Apply special effects in movies.
3. Create and manipulate the animation.
4. Testing the animation.

UNIT IV	ACTION SCRIPT	12+9
UNIT V	WORKING WITH AUDIO, VIDEO AND CONTROLLING FLASH CONTENT AND PUBLISH FLASH DOCUMENT	12+9

Import sound files – edit sound files – audio and video encoding options – use cue points – embed video– Load and display external files – Control the movie clip timeline – test document – publish the document – publish project for web –Test project with mobile interactions – other 2d animation tools.

Lab: 1. Manipulating audio and video files

2. Embed video
3. Manipulating content
4. Test document.

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	120

REFERENCES:

1. Cartoon Animation (How to Draw and Paint series) by Preston Blair.
2. Adobe Flash Professional CS6 Classroom in a Book, by adobe systems
3. Doug sahlin, Flash MX Action script for designers, Wiley publishing, 2002.
4. Roger braunstein, Action script 3.0 Bible, Second edition, Wiley publishing inc, 2010.

WEB REFERENCE

1. www.w3schools.com
2. www.tutorialspoint.com

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A &M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	3	2	1	2	2	1	1	0
CO2	1	2	3	2	2	3	3	3	0
CO3	2	2	3	2	2	3	3	3	0
CO4	1	3	3	2	1	3	3	3	0
CO5	2	1	3	2	3	2	3	1	0
AVG	**2**	**3**	**3**	**2**	**2**	**3**	**3**	**2**	**0**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM307			DIGITAL MATTE PAINTING	L	T	P	SS	C
				0	0	0	0	1
C	P	A		L	T	P	SS	H
				1	0	0	0	1
1.5	1.5	0						

PREREQUISITE: Photoshop, Photography, and concept sketching for environments

COURSE OUTCOMES:

Course Outcomes	Domain	Level
After the completion of the course, students will be able to		
CO1: Describe and **Show** the various tools for digital matte painting	Cognitive Psychomotor	Remember Set
CO2: Apply the principles, techniques of digital matte painting and create various effects	Cognitive Psychomotor	Apply Orgination
CO3: Create fanciful and realistic new world	Cognitive Psychomotor	Orgination

SYLLABUS:

1. Basic principles of Digital matte painting & Simple exercise using main tools from Photoshop -(Clone, Grading Tool, Selection, Brushed, Alpha, Layers, Channels, Transform)
2. Clean Up technique for DMP + Sky replacement + Lighting.
3. Day to night technique
4. Extraction and composition techniques
5. Destruction techniques
6. Create a Snow Covered, Coastal, Mountain Town Matte Painting
7. Use Photography to Create a Scenic Matte Painting From a Sketch in Photoshop
8. Create a Mountain Fortress Using Matte Painting Techniques in Photoshop
9. Create an epic fantasy digital matte painting
10. Creating a Devastating Tidal Wave in Photoshop

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
15	0	0	0	15

References:

1. David B. Mattingly , “The Digital Matte Painting”, First Edition, Wiley Publishing Inc., 2011
2. Derek Stenning, Charlie Bowater ,”Beginner's Guide to Digital Painting in Photoshop: Characters (A Beginner's Guide)”, First Edition, 3DTotalPublishing, 2015
3. Derek Stenning, Charlie Bowater ,”Digital Painting Techniques: Practical Techniques of Digital Art Masters (Digital Art Masters Series)”, First Edition, 3DTotalPublishing, 2009

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	3	2	2	1	1	1	2
CO2	2	2	3	2	2	1	1	1	2
CO3	2	1	2	1	1	1	1	1	2
AVG	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM403			SCRIPT WRITING AND STORY BOARD DESIGNING	L	T	P	SS	C
				4	0	0	0	4
C	P	A		L	T	P	SS	H
				4	0	0	0	4
2.8	0.2	0						

PREREQUISITE: Character & Environment Sketching

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the significance of Script writing.	Cognitive	Remember
CO2	***Express*** the different ways of Story preparation in Script.	Cognitive	Understand
CO3	***Employ*** the understanding of the Writing skills in Story board designing.	Cognitive	Apply
CO4	***Utilize*** the various advertising methods effectively in making the realistic shooting spot.	Cognitive	Apply
CO5	***Design*** and ***Draw*** the story board writing using different types of subjects.	Cognitive Psychomotor	Create Set

UNIT I	SCRIPT	12+9

Script: concept, forms and utility, Basic principles of writing a script -Importance of script writing.

Lab: Script for a short film

UNIT II	STORY	12+9

Writer and Producer- Researching the script -Story Development ,Plots in script.

Lab: Story Board for a comic story

UNIT III	WRITING	12+9

Descriptive writing ,Analytical writing -Writing fiction - Writing script for video programmes, Concept of Shooting Script.

Lab: Script - film review

UNIT IV	ADVERTISING	12+9

Script writing for theatre, Script writing for Advertising -Script writing for planetarium.

Lab: Script and story board for a given situation

UNIT V	STORY BOARD	12+9

Introduction to Storyboard- Parts of storyboard --Advantages of storyboarding Interactive Storyboarding -Designing of Storyboard exercise.

Lab: Screen play

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	120

REFERENCES

1. Chawdhary, Nirmalkumar, How to write film screenplay, Kanishka publishers, distributers, New Delhi- 110002,– 2009,ISBN 978-81-8457-112-7.
2. Rubenstein, Paul Max, Martin Jo Maloney, Writing For the Media, Film Television, Video and Radio, Prentive Hall,– Englewood Clifts, New Jersey 07632, 1988, ISBN: 0-13- 971508-7-01
3. Whitaker, Harold, John Halas, Updated by Tom Sito, Timing for Animation, Focal Press Elsevier, New York & Singapore, 2009 ISBN: 978-0-240-52160-2.

WEB REFERENCE
1. https://www.acmi.net.au/education/school-program-and-resources/script-storyboard/ 2. https://www.storyboardthat.com/articles/f/overview-and-introduction-to-films-commercials-and-animations 3. https://www.vyond.com/resources/what-is-a-storyboard-and-why-do-you-need-one/

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO								PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**		**1**	**2**
CO1	3	2	3	2	2	1	2		1	2
CO2	2	3	2	2	1	2	0		1	1
CO3	2	2	3	1	2	1	1		2	3
CO4	3	2	1	3	1	2	2		1	1
CO5	2	1	3	2	0	1	1		2	3
AVG	**2**	**2**	**2**	**2**	**1**	**1**	**1**		**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM404			COMPOSITING TECHNIQUES	L	T	P	SS	C
				4	1	0	0	5
C	P	A		L	T	P	SS	H
				4	1	0	0	5
3.0	0	0						
PREREQUISITE: Audio and Video editing								

COURSE OUTCOMES:

Course Outcomes		Domain	Level
After the completion of the course, students will be able to			
CO1:	***Recognize*** the basic concepts of logical effects	Cognitive	Remember
CO2:	***Select*** the various pyrotechniques to create an effective scene.	Cognitive	Apply
CO3:	***Examine*** various color correction and image optimization	Cognitive	Apply
CO4:	***Classify*** the various unreal effects	Cognitive	Understand
CO5:	***Analyze*** a right motion tracking tools to produce an effective scene.	Cognitive	Analyze

UNIT I	**INTRODUCTION**	**9+6**

Composite in After Effects-A Basic Composite-Get Settings Right-The User Interface: Use It like a Pro-Effects in After Effects: Plug-ins and Animation Presets-Output: Render Queue and Alternatives-Assemble Any Shot Logically- The Timeline-Dreaming of a Clutter-Free Workflow-Timing: Keyframes and the Graph Editor-Shortcuts Are a Professional Necessity-Animation: It's All About Relationships-Accurate Motion Blur-Timing and Retiming

UNIT II	**COLOR CORRECTION**	**9+6**

Color Correction-Color Correction and Image Optimization-Levels: Histograms and Channels-Curves: Gamma and Contrast-Hue/Saturation: Color and Intensity-Compositors Match Colors-Beyond the Ordinary, Even Beyond After Effects- Rotoscoping and Paint-Roto Brush and Refine Edge-Articulated Mattes-Refined Mattes: Feathered, Tracked-Paint and Cloning-Avoid Roto and Paint

UNIT III	**CAMERA AND OPTICS**	**9+6**

The Camera and Optics-The Unreal After Effects Camera-3D and CINEMA 4D-The Camera Tells the Story-Don't Forget Grain-Real Cameras Distort Reality-Train Your Eye- Climate and the Environment-Particulate Matter-Sky Replacement-Fog, Smoke, and Mist-Billowing Smoke-Wind and Ambience-Precipitation

UNIT IV	**PYROTECHNICS**	**9+6**

Pyrotechnics: Heat, Fire, Explosions-Firearms-Energy Effects-Heat Distortion-Fire-Explosions-Advanced Color Options and HDR-What Is High Dynamic Range, and Does Film Even Still Exist?-Linear HDR Compositing: Life like-Linear LDR Compositing, Color Management and LUTs-Beyond Theory into Practice

UNIT V	**EFFECTIVE MOTION TRACKING**	**9+6**

Effective Motion Tracking-Track a Scene with the 3D Camera Tracker-Warp Stabilizer VFX: Smooth Move-The Point Tracker: Still Useful-Mocha AE Planar Tracker: Also Still Quite Useful-Camera Integration- Selections: The Key to Compositing-Beyond A Over B: How to Combine Layers-Edges on Camera -Transparency and How to Work with It-Mask Options and Variable Mask Feather-Mask Modes and Combinations-Animated Masks-Composite With or Without Selections: Blending Modes-Share a Selection with Track Mattes-Right Tool for the Job.

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	**0**	**30**	**30**	**105**

REFERENCES

1. Mark Christiansen Visual Effects and Compositing STUDIO TECHNIQUES Adobe® After Effects® CC

WEB REFERENCES

1. www.slideshare.net.

2. www.proko.com

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	1	0	2	1	2	1	2	3	2
CO2	1	1	2	1	1	1	2	1	1
CO3	1	0	1	1	1	1	1	1	1
CO4	1	1	2	1	2	1	1	1	1
CO5	1	1	2	1	2	2	2	1	3
Average	2	1	3	2	3	2	3	2	3

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM405			**3D ANIMATION**	**L**	**T**	**P**	**SS**	**C**
				3	**0**	**2**	**0**	**5**
C	**P**	**A**		**L**	**T**	**P**	**SS**	**H**
				3	**0**	**2**	**0**	**5**
2.8	**0.2**	**0**						
PREREQUISITE: 2D Animation								
COURSE OUTCOMES				**DOMAIN**			**LEVEL**	

After the completion of the course, students will be able to			
CO1	***Recognize*** the significance of 3D animation basics.	Cognitive Psychomotor	Remember Perception
CO2	***Observe*** and ***Express*** the knowledge on using different modeling techniques in designing 3D animation.	Cognitive Psychomotor	Understand Perception
CO3	***Listen*** and ***Employ*** the animated objects and manipulate rigging the objects.	Cognitive Psychomotor Affective	Apply Perception Response
CO4	***Utilize*** texturing methods to ***improve*** the designing character for the realistic applications.	Cognitive Psychomotor Affective	Apply Mechanism Respond
CO5	***Design*** and ***Establish*** the lighting, shadow and camera for shading the surface and improve the performance by using dynamics.	Cognitive Psychomotor	Create Originate

UNIT I	**INTRODUCTION**	**9+6**

User Interface – Creating, Manipulating and viewing objects- viewing 3D scene –Components and attributes

Lab: 1.Making a logo using Objects
2. Design an Ice-cream Cone

UNIT II	**MODELING**	**9+6**

Polygonal Modeling – Modeling a polygonal mesh – NURBS Modeling – revolving a curve to create a surface – Lofting screen to create surface – Subdivision surfaces – Modeling a subdivision surface

Lab: 1. Use modeling methods for designing

UNIT III	**RIGGING AND ANIMATION**	**9+6**

Key frames and graph editor - set driven key – path animation – Non linear animation – Inverse kinematics

Lab: 1. Create simple animation
2. Rigging Simple Character

UNIT IV	**CHARACTER SET UP AND TEXTURING**	**9+6**

Skeleton and kinematics – smooth skinning – cluster and blend shape deformers - UV texture mapping

Lab: 1. Applying texturing to the Objects
2. Using fluid dynamics

UNIT V	**RENDERING AND DYNAMICS**	**9+6**

Rendering a scene – shading surfaces – lights shadows and cameras – Global Illumination – caustics- Particles emitter and fields - Rigid bodies and dynamics.

Lab: 1. Designing simple animation using particles and dynamics

LECTURE	**TUTORIAL**	**PRACTICAL**	**SELF STUDY**	**TOTAL**
45	**0**	**30**	**0**	**75**

REFERENCES:

1. Getting started with Maya, Autodesk Maya 2011
2. The Animator's Survival Kit: A Manual of Methods, Principles, and Formulas for Classical, Computer, Games, Stop Motion, and Internet Animators by Richard Williams
3. Oliver Villa, "Learning Blender: A Hands-On Guide to Creating 3D Animated Characters", Second Edition, Addition Wesley Learning, 2014.

WEB REFERENCES:

1. www.creativebloq.com/3d-tips/maya-tutorials-1232745

2. www.cdschools.org/cdhs/site/default.asp.
3. www.animationmentor.com/tutorials/free-maya-basic-animation-tutorials.html
4. www.blenderartists.org

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	2	1	2	1	1	2	1
CO2	1	1	1	2	2	2	1	1	1
CO3	1	2	2	2	1	1	2	1	1
CO4	1	2	1	2	2	1	1	2	1
CO5	2	1	3	2	2	1	1	2	1
AVG	**1**	**2**	**2**	**2**	**2**	**1**	**1**	**2**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM406			FUNDAMENTALS OF CINEMATOGRAPHY	L	T	P	SS	C
				3	1	1	0	5
C	P	A		L	T	P	SS	H
				3	1	0	0	4
2.0	0.6	0.4						

PREREQUISITE: Audio and Video Editing

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Describe and Express*** basic concepts in photography.	Cognitive	Remember Understand
CO2	***Identify and Interpret*** fundamentals of cinematography.	Cognitive	Remember Understand
CO3	***Compose and Formulate*** various photographs and videos	Psychomotor Affective	Origination Organization
CO4	***Identify and Explain*** the responsibilities of crew members in a camera department.	Cognitive	Knowledge Evaluation
CO5	***Initiate and Organize a*** screen play and shoot a short film.	Psychomotor Affective	Origination Organization

UNIT I	**FUNDAMENTALS OF CINEMATOGRAPHY**	**9+6**

What is cinematography - Persistence of vision – Frame rate – Intermittent mechanism – reflex viewfinder – Viewing screens – Film magazine – Film and digital camera layout. What is film – history – Photographic process – colour negative film – grain and graininess.

Lab : Shooting at various frame rates.

UNIT II	**LENSES AND DIGITAL CAMERA**	**9+6**

Lenses : Aperture and f – numbers – depth of field – how depth of field works – Depth of focus – lens care - **Cameras using film** – Essential components – Camera types –How view camera works –How direct viewfinder camera works –How reflex camera works - **Digital Camera** – overview how images are captured –film verses digital imaging routes – CCD limits to your final print size -Storing exposed shots on memory cards disk – point and shoot low end camera – high end camera shoots.

Lab : Shooting with various lens and focal lengths

UNIT III	**LIGHTING PRINCIPLES AND FILM PROCESSING**	**9+6**

Lighting principles and equipments- Basic characteristics of lighting – lighting equipment – Practical lighting problems - **Film Processing** – Equipments and general preparation – Processing black and white negatives –Processing chromomeric – **Digital image manipulation** Hardware -software programs – learning the ropes –working on pictures.

Lab : Shooting indoor and outdoor with various lighting techniques

UNIT IV	**COLOUR TEMPERATURE AND CAMERA FILTERS**	**9+6**

What is colour temperature – filters and mired shift values – the colour temperature meter – colour film – correction lamp – white balance - **Filters –** Colour compensation filters – colour correction filters – skin tone warmer –colour effects – various kinds of filters.

Lab : Shooting with various white balances in camera and using filters.

UNIT V	**PRINCIPLES AND OPERATIONS**	**9+6**

Director of photography- Camera Operator – First Assistant Camera man – Second Assistant Camera man – Loader – SD or HD video production- **Second Assistant Camera man** - Clapper loader- focus puller – crew protocol - Choosing and ordering expendable – Preparation of camera equipment - Preparation of camera truck – Preparation of dark room – Production – Magazine – slate – Post production – wrapping equipments.

Lab : Using various shots, angles and camera movements and create an advertisement.				
LECTURE	**TUTORIAL**	**PRACTICAL**	**SELF STUDY**	**TOTAL**
45	**0**	**30**	**0**	**75**

REFERENCES:

1. Michale Langford "Basic Photography",FocalPressOxford Auckland Boston Johannesburg Melbourne New Delhi (UNIT : I, II and III)
2. David E Elkins , "The Camera Assistant's Manual "Focal PressOxford Auckland Boston Johannesburg Melbourne New Delhi (UNIT : IV and V)
3. David Samuelson,2009 , "Motion Picture Camera Techniques"
4. Verne Carlson,2003 ,"The Professional Lighting Handbook"
5. Blain Brown,2003,"The Filmmakers Pocket Reference"

WEB REFERENCES:

1. https://www.learnaboutfilm.com/film-language/picture/
2. https://www.premiumbeat.com/blog/cinematography-manual-the-ultimate-guide-to-becoming-a-director-of-photography/
3. https://www.viterbo.edu/sites/default/files/201902/Basic%20Filmmaking%20Concepts_0.pdf

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	**PO**							**PSO**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	3	2	2	1	1	1	2
CO2	2	2	3	2	2	1	1	1	2
CO3	2	1	2	1	1	1	1	1	2
CO4	1	1	1	2	1	2	2	1	2
CO5	3	2	2	3	3	1	1	1	2
AVG	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM408			ONLINE CONTENT CREATION	L	T	P	SS	C
				0	0	0	1	1
C	P	A		L	T	P	SS	H
				0	0	0	1	1
1.5	1.5	0						

PREREQUISITE:

COURSE OUTCOMES:

Course Outcomes	Domain	Level
After the completion of the course, students will be able to		
CO1: Describe and **Show** the various steps in blog creation using wordpress	Cognitive Psychomotor	Understand
CO2: **Apply** the principles, techniques to develop color schemes for blog creation and Styling for Print	Cognitive Psychomotor	Apply
CO3: Create comprehensive list ofdesign articles and Adding a Favicon in blogs	Cognitive Psychomotor	Create

SYLLABUS:

Introduction to Blogging, First Steps With WordPress, WordPress Semantics - Learning the Jargon, New To WordPress - Where to Start, Using Images, Wrapping Text Around Images, Comments in WordPress, Finding WordPress Help, Post Formats, Linking to Posts, Pages, and Categories, Using Smilies, Links Manager, WordPress Feeds, Customizing Feeds, How to Use Gravatars in WordPress, Writing Code in Your Posts, Using Password Protection.

Developing a Colour Scheme, Designing Headers, CSS Horizontal Menus, Dynamic Menu Highlighting, Good Navigation Links, Next and Previous Links, Styling for Print, Designing Your Post Meta Data Section, Separating Categories in your Post Meta Data Section, Customizing the Read More, Formatting Date and Time, Styling Lists with CSS, Designing Headings, Playing With Fonts, Using Images, Fun Character Entities, Comprehensive list of design articles, Adding a Favicon.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
15	0	0	15

REFERENCES:

1. Michael David - WordPress Search Engine Optimization – PACKT publisher, 2015

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	2	3	4	5	6	7	1	2
CO1	2	2	3	2	2	1	1	1	2
CO2	2	2	3	2	2	1	1	1	2
CO3	2	1	2	1	1	1	1	1	2
AVG	2	2	2	2	2	1	1	1	2

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM501A			3D MODELLING	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
				3	0	2	0	5
2.0	0.6	0.4						

PREREQUISITE: 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Understand***the definition ofComputer Based Animation and Modeling. Experiment with the geometrical 2D and 3D shapes.	Cognitive Psychomotor	Understand Remember
CO2	***Understand and Apply*** 2Dmodeling in simple objects with lines and connect with compound objects.	Cognitive	Understand Remember Apply
CO3	***Design***3D modeling with 3d objects.	Cognitive Psychomotor	Apply Respond
CO4	***Identify*** different types of lighting and cameras and Apply in real world application.	Cognitive	Remember Apply
CO5	***Creating and Applying*** standard materials, adding material details with maps, creating compound materials.	Cognitive Psychomotor	Create organization

UNIT I	COMPUTER-BASED ANIMATION	12+9

Definition of Computer-based Animation, Basic Types of Animation: Real Time ,Non-real-time, Definition of Modeling, Creation of 3D objects. Exploring the Max Interface, Controlling & Configuring the Viewports, Customizing the Max Interface & Setting Preferences, Working with Files, Importing & Exporting, Selecting Objects & Setting Object Properties, Duplicating Objects, Creating & Editing Standard Primitive & extended Primitives objects, Transforming objects, Pivoting, aligning etc.

Lab:

1. Introduction to 3D Studio Max.
2. Exploring the Max Interface
3. Creating & Editing Standard Primitive Objects

UNIT II	2D SPLINES & SHAPES& COMPOUND OBJECT	12+9

Understanding 2D Splines& shape, Extrude & Bevel 2D object to 3D, Understanding Loft & terrain, Modeling simple objects with splines, Understanding morph, scatter, conform, connect compound objects, blobmesh, Boolean , Pro-boolean& pro-cutter compound object.

Lab:

1. 2D Splines, Shapes & Compound Objects.
2. Understanding 2D Splines & Shape
3. Convert 2D to 3D object using extrude, bevel, loft, terrain etc.

UNIT III	3D MODELLING	12+9

Modeling with Polygons, using the graphite, working with XRefs, Building simple scenes, Building complex scenes with XRefs, using assets tracking, deforming surfaces & using the mesh modifiers, modeling with patches & NURBS

Lab:

1. 3D Modeling
2. Modeling with polygon objects
3. Building Simple & Complex Scene

UNIT IV	LIGHTING & CAMERA	12+9

Configuring & Aiming Cameras, camera motion blur, camera depth of field, camera tracking, using basic lights & lighting Techniques, working with advanced lighting, Light Tracing, Radiosity, video post, mental ray lighting etc.

Lab:

1. Lighting & Camera
2. Configuring & Aiming Cameras
3. Using Camera Motion Blur & Depth of Field

UNIT V	**TEXTURING**	**12+9**

Using the material editor & the material explorer, creating & applying standard materials, adding material details with maps, creating compound materials & material modifiers, unwrapping UVs & mapping texture, using atmospheric & render effects etc.

Lab:

1. Texturing with Max
2. Using Material Editor
3. Create & Apply standard material
4. Material Modifier

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	120

REFERENCES:

1. TedBoardman, 3d'sMax5Fundamentals, Techmedia"2004,
2. Michele Busquet, Modeling, Animate with 3d'smax6, "Many world, 2006.
3. Michael E. Mortenson, 3D Modeling, Animation, and Rendering, Create space,2010.
4. Boris Kulagin, "3ds Max 8 from Modeling to Animation, BPB,2006.
5. Michael G., 3D Modeling and Animation, IRM Publishing,2005
6. Lance Flavell, Beginning Blender: Open Source 3D Modeling, Animation, and Game Design, Apress, 2010.

WEB REFERENCES:

1. https://conceptartempire.com/what-is-3d-modeling/
2. https://www.researchgate.net/publication/330213010_Fundamentals_of_3D_modeling_in_the_graphics_system_3ds_Max_2018_Training_Manual_2017_141p

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	2	2	2	1	1	2	2
CO2	2	3	3	3	3	1	1	3	2
CO3	2	3	3	3	3	1	1	3	2
CO4	2	3	3	3	3	1	1	3	2
CO5	2	3	3	3	3	1	1	3	2
AVG	**2**	**3**	**3**	**3**	**3**	**1**	**1**	**3**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM501B			MOTION CAPTURING	L	T	P	SS	C
				3	0	1	0	6
C	P	A		L	T	P	SS	H
				3	0	2	0	5
2.0	0.6	0.4						

PREREQUISITE: 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the importance of Mocap.	Cognitive	Remember
CO2	***Demonstrate*** the 3D character.	Cognitive	Understand
CO3	***Analyze*** the retargeting and skeletal editing.	Cognitive Psychomotor	Analyze
CO4	***Formulate*** the composing and decomposing motions.	Cognitive	Create
CO5	***Organize*** the hand and facial motion capture**.**	Cognitive Psychomotor	Create

UNIT I	INTRODUCTION	12+9

An overview and history of motion capture-history of mocap-early attempts-rotoscoping-beginning of digital mocap-types of mocap-optical mocap systems-magnetic mocap systems – mechanical mocap systems-preproduction-importance of preproduction-precapture planning-script-story board-shot list-animatic-preparation for capture-capture volume-capture schedule.

Lab: 1. Represent different poses and motions.

UNIT II	PIPELINE	12+9

Setting up a skeleton for a 3D character-calibrations-system calibration-subject calibration-capture sessions-audio and video references-organization-preventing occlusions-cleaning and editing data- cleaning marker data-types of data-labeling and identifying-data cleaning methods-applying marker data to the skeleton.

Lab: 2. Cleaning motion data

UNIT III	SKELETAL EDITING	12+9

Retargeting - reducing need for retargeting - scaling a skeleton - fixing foot sliding - working on the spine blending motion - inverse kinematics - floor contact-rigid body - looping motion – poses – data application - a Stick with two markers - a stick with three markers - flexible objects.

Lab: 3. Knee and hip joint motion editing

UNIT IV	DECOMPOSING AND COMPOSING MOTIONS	12+9

Mapping multiple motions-decomposing and composing upper and lower body motions-synchronizing upper and lower body motions –breaking motion apart-mocap as forward kinematics animation –key frame animation with inverse kinematics-integrating mocap animation and key-frame animation.

Lab: 4. Karata and jump motions

UNIT V	HAND AND FACIAL MOTION CAPTURE	12+9

Anatomy of a hand- rig and marker set for the hand – rigid hand-mitten- mitten with an independent thumb –mitten with stretches-ultimate-capturing hands –facial motion capture-anatomy of face-camera setup and capture-facial rig- marker set –facial data stabilization – facial data editing.

Lab: 5. Facial Expression Estimations

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	120

REFERENCES:

1. MoCap for Artists: Workflow and Techniques for Motion Capture Paperback – Import, 9 May 2008 by Midori Kitagawa (Author), Brian Windsor (Author)
2. Understanding Motion Capture for Computer Animation (eBook) by AlbertoMenache ,2010, Elsevier Trade Monographs (Verlag).978-0-12-381497-5 (ISBN)
3. Motion Capture in Performance: An Introduction By Matt Delbridge,2015,Palgrave Macmillan Publishers,St Martin's Press,175,FifthAvenue,Newyork.

WEB REFERENCES:

1. https://paginas.fe.up.pt/~prodei/dsie12/papers/paper_7.pdf
2. http://web.cse.ohio-state.edu/~parent.1/classes/888/Character/MotionCapture.pdf
3. https://research.cs.wisc.edu/graphics/Courses/cs-838-2000/Papers/chap2.pdf
4. https://www.cc.gatech.edu/classes/AY2012/cs4496_spring/slides/Mocap.pdf

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	1	1	1	1	1	1	2	1
CO2	1	1	3	1	1	2	1	2	2
CO3	1	1	2	1	2	1	1	3	1
CO4	2	1	1	1	2	1	1	3	1
CO5	2	2	1	2	2	1	1	2	1
AVG	**2**	**1**	**2**	**1**	**2**	**1**	**1**	**2**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM501C			PAINT EFFECTS AND DYNAMICS	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
				3	0	2	0	5
2.0	0.5	0.5						

PREREQUISITE: 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Describe and Express*** basic concepts in painting	Cognitive	Remember Understand
CO2	***Identify and Interpret*** fundamentals of brushes.	Cognitive Psychomotor	Remember Understand
CO3	***Compose and Formulate*** various lighting and shadowing techniques to apply effects to painting.	Cognitive Psychomotor Affective	Apply Origination Organization
CO4	***Identify and Explain*** the clothing and particles in Maya dynamics	Cognitive	Knowledge Evaluation
CO5	***Design various types hair and*** fur ***and Organize*** it in adding hair and fur to a character.	Cognitive Affective	Create Organization

UNIT I	INTRODUCTION TO PAINT EFFECT	12+9
Introduction to Paint Effects, Paint Effect Canvas, paint Effect Interface, Painting a Scene, Painting Canvas – Default brush strokes – modifying and saving brush strokes – blending Brushes		
UNIT II	**BRUSHES**	**12+9**
Brushes, - working with brushes, Applying forces - Applying Displacement and Spiral Bend, Animating Strokes, Adding Turbulence, Animating Growth and Modifiers		
UNIT III	**RENDERING PAINT EFFECTS**	**12+9**
Rendering Paint Effects - Introduction – Illumination – Scene Light - Shading – Shadow – shadow Options - Texturing – converting Strokes to Geometry – Cartoon Fills and Outlines		
UNIT IV	**CRATING DYNAMICS**	**12+9**
Maya Dynamics ,Creating Clothing for Character – Crating n cloth – n cloth Node – Applying the ncloth Presets, Making the Surface Sticky, Creating n constraints making n Cloth , Expand creating n Cloth and n Particle interactions		
UNIT V	**HAIR AND FUR**	**12+9**
Hair and Fur – about Fur – Adding fur to Character –fur of sheep, human hair, Preparing Polygons for Maya Fur, Preparing Polygon for Maya Fur – Creating and Editing Fur Adding Hair to Character		

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	120

REFERENCES:

1. Maya At A Glance, Maestri, George, Sybex 2015
2. Getting Started in 3D with Maya: Create a Project from Start. Watkins, Adam, Focal Press 2012.
3. Introducing Autodesk Maya 2016: Autodesk Official Press Derakhshani, Dariush Sybex 2015
4. The Art of Maya: An Introduction to 3D Computer Graphics. Autodesk Maya Press, Sybex 2017

WEB REFERENCES:
1. https://docs.blender.org/manual/en/latest/physics/dynamic_paint/index.html 2. http://academics.wellesley.edu/MAS/313/sp2020/mayaguide/Complete/Painting.pdf 3. https://www.artistsnetwork.com/art-techniques/demonstrations/learn-dynamic-figure-painting-techniques-3-must-see-videos/

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	**PO**							**PSO**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	2	2	2	1	1	2	2
CO2	2	3	3	3	3	1	1	3	2
CO3	2	3	3	3	3	1	1	3	2
CO4	2	3	3	3	3	1	1	3	2
CO5	2	3	3	3	3	1	1	3	2
AVG	**2**	**3**	**3**	**3**	**3**	**1**	**1**	**3**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM502A			VIRTUAL REALITY AND AUGMENTED REALITY	L	T	P	SS	C
				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.8	0.2						

PREREQUISITE: Multimedia

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Understand*** and ***recognize*** the virtual environments.	Cognitive	Understand Remember
CO2	***Understand*** the characteristics of 3D input devices and ***Apply*** it to ***produce*** user interfaces.	Cognitive Psychomotor	Understand Apply Set
CO3	***Understand*** *the* working principles of various software technologies used in virtual reality and ***Apply*** it to ***develop*** a virtual reality applications.	Cognitive Psychomotor	Understand Apply Set
CO4	***Understand*** the 3D interaction concepts and ***develop*** strategies for 3D interfaces	Cognitive Psychomotor	Understand Apply Set
CO5	***Identify*** technology and features of augmented reality and ***develop*** the augmented reality applications.	Cognitive Affective	Remember Receiving Responding

UNIT I	**VIRTUAL REALITY AND VIRTUAL ENVIRONMENTS:**	**12+9**

The historical development of VR: Scientific landmarks Computer Graphics, Real-time computer graphics, Flight simulation, Virtual environments, Requirements for VR, benefits of Virtual reality. HARDWARE TECHNOLOGIES FOR 3D USER INTERFACES: Visual Displays Auditory Displays, Haptic Displays, Choosing Output Devices for 3D User Interfaces.

UNIT II	**3D USER INTERFACE INPUT HARDWARE**	**12+9**

Input device characteristics, Desktop input devices, Tracking Devices, 3D Mice, Special Purpose Input Devices, Direct Human Input, Home - Brewed Input Devices, Choosing Input Devices for 3D Interfaces.

UNIT III	**SOFTWARE TECHNOLOGIES**	**12+9**

Database - World Space, World Coordinate, World Environment, Objects - Geometry, Position / Orientation, Hierarchy, Bounding Volume, Scripts and other attributes, VR Environment - VR Database, Tessellated Data, LODs, Cullers and Occluders, Lights and Cameras, Scripts, Interaction - Simple, Feedback, Graphical User Interface, Control Panel, 2D Controls, Hardware Controls, Room / Stage / Area Descriptions, World Authoring and Playback, VR toolkits, Available software in the market

UNIT IV	**3D INTERACTION TECHNIQUES**	**12+9**

3D Manipulation tasks, Manipulation Techniques and Input Devices, Interaction Techniques for 3D Manipulation, Deign Guidelines - 3D Travel Tasks, Travel Techniques, Design Guidelines - Theoretical Foundations of Wayfinding, User Centered Wayfinding Support, Environment Centered Wayfinding Support, Evaluating Wayfinding Aids, Design Guidelines - System Control, Classification, Graphical Menus, Voice Commands, Gestrual Commands, Tools, Mutimodal System Control Techniques, Design Guidelines, Case Study: Mixing System Control Methods, Symbolic Input Tasks, symbolic Input Techniques, Design Guidelines, Beyond Text and Number entry .DESIGNING AND DEVELOPING 3D USER INTERFACES: Strategies for Designing and Developing Guidelines and Evaluation.

VIRTUAL REALITY APPLICATIONS: Engineering, Architecture, Education, Medicine, Entertainment, Science, Training.				
UNIT V	**AUGMENTED REALITY**			**12+9**
Augmented and Mixed Reality, Taxonomy, technology and features of augmented reality, difference between AR and VR, Challenges with AR, AR systems and functionality, Augmented reality methods, visualization techniques for augmented reality, wireless displays in educational augmented reality applications, mobile projection interfaces, marker-less tracking for augmented reality, enhancing interactivity in AR environments, evaluating AR systems.				
LECTURE	**TUTORIAL**	**PRACTICAL**	**SELF STUDY**	**TOTAL**
45	**15**	**45**	**15**	**120**

REFERENCES:

1. Alan B Craig, William R Sherman and Jeffrey D Will, "Developing Virtual Reality Applications: Foundations of Effective Design", Morgan Kaufmann, 2009.
2. Gerard Jounghyun Kim, "Designing Virtual Systems: The Structured Approach", 2005.
3. Doug A Bowman, Ernest Kuijff, Joseph J LaViola, Jr and Ivan Poupyrev, "3D User Interfaces, Theory and Practice", Addison Wesley, USA, 2005.
4. 4. Oliver Bimber and Ramesh Raskar, "Spatial Augmented Reality: Meging Real and Virtual Worlds", 2005.
5. 5. Burdea, Grigore C and Philippe Coiffet, "Virtual Reality Technology", Wiley Interscience, India, 2003.
6. John Vince, "Virtual Reality Systems", Addison Wesley, 1995.
7. Howard Rheingold, "Virtual Reality: The Revolutionary Technology and how it Promises to Transform Society", Simon and Schuster, 1991.
8. William R Sherman and Alan B Craig, "Understanding Virtual Reality: Interface, Application and Design (The Morgan Kaufmann Series in Computer Graphics)". Morgan Kaufmann Publishers, San Francisco, CA, 2002
9. Alan B. Craig, Understanding Augmented Reality, Concepts and Applications, Morgan Kaufmann, 2013.

WEB REFERENCES:

1. https://www.fi.edu/what-is-augmented-reality
2. https://www.ptc.com/en/technologies/augmented-reality
3. https://www.synechron.com/sites/default/files/white-paper/Augmented-Reality-And-Virtual Reality.pdf

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	2	2	2	1	1	2	2
CO2	3	2	3	3	3	1	1	3	2
CO3	3	2	3	1	3	1	1	3	2
CO4	3	2	1	3	3	1	1	3	2
CO5	3	2	3	1	3	1	1	3	2
AVG	**3**	**2**	**3**	**2**	**3**	**1**	**1**	**3**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM502B			RIGGING, LIGHTING & RENDERING	L	T	P	SS	C
				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.8	0.2						

PREREQUISITE: 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Describe and Express*** basic concepts in Rigging	Cognitive	Remember Understand
CO2	***Identify and Interpret*** animating neck and head.	Cognitive	Remember Understand
CO3	***Compose and Formulate*** various lighting techniques.	Psychomotor Affective	Origination Organizatio n
CO4	***Identify and Explain*** the various camera techniques.	Cognitive	Knowledge Evaluation
CO5	***Initiate and Organize a*** rendering for output.	Psychomotor Affective	Origination Organizatio n

UNIT I	RIGGING	12+6
Introduction – Automation vs Customization – Joints and Bones – ekCharacterToolKit.mel – Creating and Naming the joint hierarchy – Creating Spine – renaming spine. Lab: Creating joints and Bones for character		
UNIT II	**NECK AND HEAD**	**12+6**
Adding the Neck and Head Joints – Adding the jaw and mouth joints – Creating arm joints – Finishing the skeleton – Orienting the Skeleton – Creating character group – Blending the IK Spine. Lab: Creating joints for head and neck		
UNIT III	**LIGHTING**	**12+6**
Basics of Lighting – Types of light – Creating and Positioning light objects – Manipulating light parameters - Observe the lighting – IPR -Render rear window – Adjusting shadows – Attribute editor – Render Setting window – Adding ambient light Lab: Lighting an object		
UNIT IV	**CAMERA TECHNIQUE**	**12+6**
Types of camera – camera setting and resolution – types of movement – angles and shots. Lab: Camera movements for an object.		
UNIT V	**RENDERING**	**12+6**
Choosing a rendering method – Render a single frame – Render a sequence of frames interactively – Batch render a still or animation – render with several processors – render multiple scenes – render a region of your scene – Render titles in the Maya software renderer. Lab: Render the created object		

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	105+15

REFERENCES:

1. Adam Watkins "Getting Started in 3D with Maya", Focal Press, United Kingdom. 2017

2. Todd Palamar “Mastering Autodesk Maya” Sysbex, Canada. 2018
WEB REFERENCES:
1. https://www.cs.tau.ac.il/~dcor/Graphics/adv-slides/ Introduction%20to%20rendering%20 techniques.pdf 2. https://inst.eecs.berkeley.edu/~cs283/sp13/lectures/35.pdf 3. http://ptgmedia.pearsoncmg.com/images/9780321928986/samplepages/0321928989.pdf 4. http://vr.cs.uiuc.edu/vrch7.pdf

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	3	2	2	1	1	1	2
CO2	2	2	3	2	2	1	1	1	2
CO3	2	1	2	1	1	1	1	1	2
CO4	1	1	1	2	1	2	2	1	2
CO5	3	2	2	3	3	1	1	1	2
AVG	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM502C			UX DESIGN	L	T	P	SS	C
				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.8	0.2						

PREREQUISITE: Multimedia

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Describe*** *User Experience and* ***Express*** why it matters	Cognitive	Remember Understand
CO2	***Interpret*** difference strategy plan to ***Identify*** the user needs	Cognitive	Remember Understand
CO3	***Compose*** the scope plan *and* ***Prepare*** to prioritize the user requirements.	Cognitive Psychomotor Affective	Apply Origination Organization
CO4	***Identify*** Structure*, Skeleton plane and* ***Explain*** the team roles and process.	Cognitive	Knowledge Evaluation
CO5	***Design*** *surface plane* and ***identify*** the contemporary issues	Cognitive Affective	Create Organization

UNIT I	USER EXPERIENCE AND WHY IT MATTERS.	12+9

Everyday Mysteries. - Introducing User Experience. - From product design to User Experience - Design. - Designing for Experience. - Use Matters. - User Experience and the Web. - Good User Experience Is Good Business. The Five Planes. - Building from Bottom to Top.- A Basic Duality. - The Elements of User Experience- Using the Elements.

UNIT II	THE STRATEGY PLANE	12+9

Defining the strategy. - Product Objectives. - User Needs.- Team Roles and Process.

UNIT III	THE SCOPE PLANE.	12+9

Defining the Scope. - Functionality and Content. - Defining Requirements. - Functional Specifications. - Content Requirements. - Prioritizing Requirements.

UNIT IV	THE STRUCTURE AND SKELETON PLANE.	12+9

Structure plane: Defining the Structure.-Interaction Design.-Information Architecture.-Team Roles and Process. Skeleton plane: Defining the Structure.-Interaction Design.-Information Architecture.-Team Roles and Process.

UNIT V	THE SURFACE PLANE AND CONTEMPORARY ISSUES	12+9

Surface plane : Defining the Surface.- Making Sense of the Senses.-Follow the Eye.-Contrast and Uniformity.-Internal and External Consistency-Color Palettes and Typography.-Design Comps and Styles Guides.-The Elements Applied.-Asking the Right Questions.-The Marathon and the Sprint. Contemporary issues: Industrial expert will give their view in project as assigned and discussion over resent trend scenario in UX view. - Case Studies

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	105+15

TEXT BOOK(S)

1.Jesse James Garrett, “THE ELEMENTS of USER EXPERIENCE”, PHI, 2011

REFERENCE BOOKS

1. Alan Cooper, Robar Riemann and Drave Cronin, About face 3, The essentials of interaction design, 2008

WEB REFERENCES:
1. http://www.jjg.net/elements/pdf/elements_ch02.pdf 2. https://www.academia.edu/6511543/The_Elements_of_User_Experience_User_Centered_Design_for_the_Web_and_Beyond_Second_Edition 3. https://hashedin.com/blog/the-5-elements-of-ux-design/

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	**PO**							**PSO**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	3	2	2	1	1	1	2
CO2	2	2	3	2	2	1	1	1	2
CO3	2	1	2	1	1	1	1	1	2
CO4	1	1	1	2	1	2	2	1	2
CO5	3	2	2	3	3	1	1	1	2
AVG	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM502D			CHARACTER DESIGN FOR ANIMATION	L	T	P	SS	C
				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.8	0.2						

PREREQUISITE: 2D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Understand*** and ***recognize*** the Anatomy of different age groups.	Cognitive	Understand Remember
CO2	***Understand*** the characteristics of 3D input devices and ***Apply*** it to ***produce*** user interfaces.	Cognitive Psychomotor	Understand Apply Set
CO3	***Understand*** *the* working principles of various software technologies used in virtual reality and ***Apply*** it to ***develop*** a virtual reality applications.	Cognitive Psychomotor	Understand Apply Set
CO4	***Understand*** the 3D interaction concepts and ***develop*** strategies for 3D interfaces	Cognitive Psychomotor	Understand Apply Set
CO5	***Identify*** technology and features of augmented reality and ***develop*** the augmented reality applications.	Cognitive Affective	Remember Receiving Responding

UNIT I	**HUMAN ANATOMY**	**12+9**
Human Anatomy: Anatomy of different age groups (Babies, Kids, Teens, Young Adults, Aged). Basic Proportions, Basic understanding of the skeletal and muscle system, Human forms in perspective.		
UNIT II	**BODY PARTS AND STUDY OF POSES**	**12+9**
Male and female anatomy. Body Structure - Proportion and construction of body parts (Torso, Face, Eyes, Nose, Ears, Mouth, Hand, Feet etc.) Motion analysis, Study of poses.		
UNIT III	**ANATOMY OF ANIMALS AND ITS MOTION**	**12+9**
Anatomy of animals, birds, reptiles. Body structure: Basic forms, proportion and construction of body parts: head, legs, tails. Use of perspectives while drawing animals, birds, reptiles and Insects. Understanding motion and grace.		
UNIT IV	**CHARACTER DEVELOPMENT**	**12+9**
Cartoon characters, Understanding cartoon characters, Cartoon constructions, Character development. Drawing from basic shapes, Distortion of proportions. Cartoon faces, Eyes, Mouths, Hair, Nose, Hands, Feet, Facial expresions.		
UNIT V	**CLASSIC CARTOON CHARACTERS**	**12+9**
Classic cartoon characters (Humans, Animals, Birds, Reptiles - Cute, Screwball, Goofy, Heavy, Pugnacious - Fairy tale characters, Gnomes, Elves, Dwarves, Witches). Anime Style.		

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
45	15	45	15	105+15

REFERENCE BOOKS

1. How to Draw What You See: Rudy De Reyna
2. Figure Study Made Easy: Aditya Chari
3. Figure Drawing Without a Model: Ron Tiner
4. Anatomy for the Artist: Sarah Simblet
5. The Art of Animal Drawing: Construction, Action, Analysis, Caricature: Ken Hultgen
6. Animal Drawing: Anatomy & Action for Artists: Charles R. Knight

7. Animal Anatomy for Artists: Eliot Goldfinger 8. Cartoon Animation: Preston Blair 9. Disney Animation - The Illusion of Life: Frank Thomas and Ollie Johnston 10. How to Draw Animation - Learn the Art of Animation from Character Design to Storyboards and Layouts: Christopher Hart
WEB REFERENCES:
1. https://characterdesignreferences.com/art-of-animation 2. https://www.screenskills.com/starting-your-career/job-profiles/animation/pre-production/character-designer/ 3. https://www.cgmasteracademy.com/courses/75-character-design-for-animation/

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	2	2	2	1	1	2	2
CO2	3	2	3	3	3	1	1	3	2
CO3	3	2	3	1	3	1	1	3	2
CO4	3	2	1	3	3	1	1	3	2
CO5	3	2	3	1	3	1	1	3	2
AVG	**3**	**2**	**3**	**2**	**3**	**1**	**1**	**3**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM503A			MEDIA AESTHETICS	L	T	P	SS	C
				4	1	0	0	5
C	P	A		L	T	P	SS	H
				4	1	0	0	5
2.0	0.8	0.2						

PREREQUISITE: Fundamentals of Cinematography

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** and ***Express*** media aesthetics and light	Cognitive	Remember Understand
CO2	***Identify*** and ***Interpret*** lighting and color	Cognitive	Remember Understand
CO3	***Compose*** and ***Formulate*** various colors	Cognitive	Create
CO4	***Compare*** and ***classify*** media screens	Cognitive	Analyze
CO5	***Identify*** and ***Interpret*** depth and volume of a picture	Cognitive	Remember Understand

UNIT I	INTRODUCTION	15

Applied media Aesthetics definition – Applied Aesthetics and contextualism – context and perception – medium as structural agent – Applied media aesthetics methods. Light - The Nature of light – Lighting purposes and functions – The nature shadows - Outer orientation functions – Inner orientation functions.

UNIT II	LIGHTING AND COLOR	15

Lighting – Standard lighting techniques – Chiaroscuro lighting - Flat lighting – Media enhanced and media generated lighting – Single and Multiple Camera lighting – Color – What is color? How we perceive color – How we mix color – Relativity of color – Colors and feeling – Color energy.

UNIT III	COLOR COMPOSITION AND VISUAL APPROACHES	15

Functions and Compositions of colors – Informational Function of color – Compositional function of color - Desaturation Theory - Area- Aspect ratio - Object size – image size Deductive and inductive visual approaches.

UNIT IV	SCREEN FORCES	15

Forces within the screen - Horizontal and vertical directions – magnetism of the frame – Asymmetry of the frame – Figure and ground psychological closure -Vectors – Interplay of screen forces – stabilizing the field through distribution of Graphic mass and magnetic force – Stabilizing the field through distribution of vectors – Stages of balance - object framing g – Extending the field with multiple screen -Diving the screen.

UNIT V	DEPTH AND VOLUME	15

Depth and volume – z axis – graphics depth factors – Major graphication devices - Building screen volume - Volume duality - z axis Articulation - z axis blocking -Spatial paradoxes.

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
60	15	0	15	75+15

REFERENCES:

1. Applied media Aesthetics 3rd edition, 2015

WEB REFERENCES:
1. https://www.hf.uio.no/imk/english/research/groups/media-aesthetics/ **2.** https://library.oapen.org/bitstream/handle/20.500.12657/25882/1004201.pdf?sequence=1&isAllowed=y

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A &M	PO							PSO	
	1	2	3	4	5	6	7	1	2
CO1	2	1	2	1	1	1	1	2	2
CO2	2	1	1	1	1	1	1	2	2
CO3	2	1	2	1	2	1	1	2	2
CO4	2	2	1	1	1	2	2	2	2
CO5	2	1	1	1	1	1	1	2	2
AVG	**2**	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM503B	MEDIA TECHNOLOGIES	L	T	P	SS	C

				4	1	0	0	5
C	P	A		L	T	P	SS	H
				4	1	0	0	5
2.0	0.8	0.2						

PREREQUISITE: Fundamentals of Cinematography

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the concept of media production and the process and technically know-how.	Cognitive	Remember
CO2	***Illustrate*** and communicate ideas in the form of production in various media.	Cognitive	Analysis
CO3	***Create*** and communicate ideas visually in the form of media.	Cognitive	Create
CO4	***Understand*** the basic of production in print, radio, television and internet media.	Cognitive	Understand
CO5	***Examine*** the basic knowledge about media production.	Cognitive	Apply

UNIT I	**INTRODUCTION**	**15**
Various types of media - Paper, Television, Radio and Internet – History of media.		
UNIT II	**PRINT MEDIA**	**15**
Print media professional designing tools for News paper, magazine, brochures, advertisements, booklets, business cards, book covers- Image and text effects.		
UNIT III	**RADIO MEDIA**	**15**
How radio broadcasting works, radio studio, radio programme formats, radio play documentary, news, interviews, discussions, writing for radio, editing for radio.		
UNIT IV	**TELEVISION MEDIA**	**15**
Television production process, Electronic news gathering, basic steps of production, script writing and editing principles.		
UNIT V	**INTERNET MEDIA**	**15**
Internet – e-books, e-magazines, portals, web advertisements.		

LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL
60	15	0	15	75+15

REFERENCES:

1. Charles convonor, Designing for Print, Second Edition, John Wiley & Sons 2013
2. Gorham Kindem and Robert B.Musburger, Introduction to Media Production: The path to digital production, Elsevier publication 2009
3. Lynnee Schafer Gross, Electronic Media Introduction, McGraw Hill, 2009
4.

WEB REFERENCES

5. https://en.wikipedia.org/wiki/Media_(communication)
6. https://www.studyblue.com/notes/b/media-and-culture-an-introduction-to-mass-communication

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	3	2	1	1	2	1	2
CO2	2	2	2	1	1	1	2	1	2
CO3	2	1	2	1	1	1	2	1	1
CO4	3	2	3	2	1	1	2	1	2
CO5	2	2	2	1	1	1	2	1	2

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

				4	1	0	0	5
C	P	A		L	T	P	SS	H
				4	1	0	0	5
2.0	0.8	0.2						

PREREQUISITE: Script Writing and Story Board Designing

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the concept of layouts and know the process of document creation.	Cognitive	Remember
CO2	***Illustrate*** the purpose of character formatting text alignment.	Cognitive	Understand
CO3	***Generalize*** the usage of placing graphics and using colors in documents	Cognitive	Apply
CO4	***Utilize*** the feature path and effects in the appropriate position of the document.	Cognitive	Analyze
CO5	***Compose*** the e-book to be published with the gained knowledge.	Cognitive	Create

UNIT I	INTRODUCTION	15
About workspace – Document Window – Color and Pages panels – Menu bar – Control Panel – Tools panel – Documents and Layouts – Creating, saving and opening documents. Layouts – working with layouts – adding, creating, moving , deleting pages – numbering and sectioning		
UNIT II	**RULERS AND CHARACTER FORMATING**	**15**
Rulers – Guides – Grids –Layers –Templates – Master Pages – Library – Object Library –Text – Threading text – Modifying Text Frames – Formatting Character – Character Panel Menu – Paragraph Formatting – Alignments and indents, Text styles –inserting special characters		
UNIT III	**GRAPHICS AND COLORS**	**15**
Importing and Placing Graphics – Image Layers – Managing Links – Clipping Path – Creating Objects – Creating Lines and Paths – Colors and Strokes to Objects – Color Panel – Swatches Panel – Editing Objects –Object Styles		
UNIT IV	**PATH AND EFFECTS**	**15**
Text on Path – Wrapping Text around Objects – Effects – Type of Effects – Animation Effects – Exporting Animation – Tables – Modifying Tables Table Styling		
UNIT V	**PUBLISHING BOOK**	**15**
Creating a book –Adding documents to the book – Synchronizing Style Source – Page numbering – Creating Table of Contents – indexing – Preflight – Exporting Documents – Exporting to E-book format – Printing		

LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	15	-	75

REFERENCES:

1. Publishing E-Books For Dummies 1st Edition, Ali Luke, Wiley Publications, 2012
2. Electronic Books and ePublishing - A Practical Guide for Author, Authors: Henke, Harold, Springer, 2001t

WEB REFERENCES

1. https://www.wise-geek.com/what-is-epublishing.htm
2. https://www.slideshare.net/eibeed/introduction-to-electronic-publishing
3. https://www.slideshare.net/Shanthakumaragowda/epublishing-35375344

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A &M	PO							PSO	
	1	2	3	4	5	6	7	1	2
CO1	2	1	2	1	1	1	1	2	2
CO2	2	1	1	1	1	1	1	2	2
CO3	2	1	2	1	2	1	1	2	2
CO4	2	2	1	1	1	2	2	2	2
CO5	2	1	1	1	1	1	1	2	2
AVG	**2**	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM504A			WEB DESIGN	L	T	P	SS	C
				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.8	0.2						

PREREQUISITE: Multimedia

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the significance of Web Technology.	Cognitive Psychomotor	Remember Perception
CO2	***Express*** the knowledge on HTML, CSS and JavaScript in Web Design.	Cognitive	Understand
CO3	***Employ*** the understanding of the Client side scripts and actively ***participate*** in teams for the creation of web pages.	Cognitive Affective	Apply Respond
CO4	***Utilize*** the web designing tools effectively in the real world applications.	Cognitive	Apply
CO5	***Design***and ***Establish*** the Website.	Cognitive Psychomotor	Create Set

UNIT I	INTRODUCTION TO WEB TECHNOLOGY	9+6

Basics of Internet – World Wide Web – Web Server – Proxy Server – Web Browsers – IP Address – Domain Name – HTTP – Uniform Resource Locator – Concept of Tier – Web Pages – Static Web Pages – Dynamic Web Pages – Search Engine – Search Tools.

Lab:1. Usage of Microsoft Interdev.

2. Downloading Templates.

UNIT II	HTML	9+6

HTML Basics – HTML Editor – HTML CSS – Links – Images – Tables – Lists - Frames - HTML forms and Input tags.

Lab:1. Formatting tags, ordered list and unordered list.

2.Tables, frame, image map and hyperlink.

UNIT III	CSS	9+6

CSS Basics – Texts and Fonts – Links, Lists and Tables – Background, Border and Outline – Position – Dimension and Display.

Lab:1.Font, color and style

2. Background and Links

UNIT IV	JAVASCRIPT	9+6

Java Script Basics – Functions – Objects – Events – Scope – Strings – Numbers – Date – Arrays – Conditional and Looping Statements – Forms.

Lab:1.Form Validation

2. Looping and Conditional Statements

UNIT V	WEB APPLICATIONS	9+6

Free Website Creation – Getting Server Space - Case Studies: College Website – Blog Creation – Online Education – Career Guidance.

Lab: Website Creation

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45		30	75

REFERENCES:

1. AchyutS.Godbole, AtulKahate, "Web Technologies TCP/IP To Internet Application Architectures", First Edition, Tata McGraw-Hill Publishing Company Limited, 2003.

2. N.P. Gopalan, J.Akilandeswari, “Web Technology: A Developer’s Perspective”, Second Edition, PHI Learning Private Limited, 2014.
3. Thomas A. Powell, “HTML & CSS: The Complete Reference”, Fifth Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010.
4. Thomas A. Powell, Fritz Schneider, “JavaScript: The Complete Reference”, Second Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2008.

WEB REFERNCES

1. www.w3schools.com
2. www.tutorialspoint.com

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO						PSO		
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	0	1	0	1	0	1	0	0
CO2	2	2	1	1	0	1	1	0	0
CO3	1	2	1	2	1	1	2	0	0
CO4	0	1	2	2	1	0	1	0	0
CO5	1	2	2	3	2	1	1	0	0
AVG	**1**	**1**	**1**	**2**	**1**	**1**	**1**	**0**	**0**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM504B	ACTING FOR ANIMATORS	L	T	P	SS	C

				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.8	0.2						

PREREQUISITE: 2D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the historical aspects of emotion and acting.	Cognitive	Remember
CO2	***Express*** the different Character types and their motion for acting	Cognitive	Understand
CO3	***Employ*** the Emotion and empathy in acting.	Cognitive	Apply
CO4	***Utilize*** the Body acting and gestures while acting for animators.	Cognitive	Apply
CO5	***Prescribe*** various techniques of acting for animators	Cognitive Psychomotor	Create Set

UNIT I	**HISTORICAL ASPECTS OF ACTING**	**9+6**

Historical aspects: Pre-scientific and Scientific theories of acting. Aristotelian concept of emotion and acting, James Lange theory, Stanislavsky system (Method Acting). Meyerhold system (Bio-mechanics), Berthold Brecht (Alienation), Samuel Beckett (Absurd Theatre), Grotowski (Theatre of Poverty).

UNIT II	**CHARACTER TYPES AND THEIR MOTION**	**9+6**

Why characters differ? Character types and their motion, Acting as responding to a situation, Heroes and Villains, Domination and Subordination, Primary and Secondary Characters, Anticipation - Action - Result, Exaggeration, Walks: Acting and Attitudes, Tell the story visually, Clear staging for the audience: Keeping it simple and readable.

UNIT III	**CHARACTER GOALS, MANNERISMS**	**9+6**

Emotion and empathy, Emotional involvement, Attaining believability, Development of Drama, Conflict: Good Vs Evil, Character Goals, Mannerisms, Acting with senses, Animating force versus form, Blinks have meaning, Camera itself an actor (Subjective viewpoint).

UNIT IV	**BODY ACTING AND GESTURES**	**9+6**

Body acting and gestures, Facial expressions, Feeling of the character: Actions that show joy or inner torments, Space and effort, Speech analysis.

UNIT V	**TECHNIQUES OF ACTING**	**9+6**

Acting for camera, Techniques of acting, Pantomime, Voice-over acting.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45		30	75

REFERENCE BOOKS

1. Industrial Light & Magic: Into the Digital Realm: Mark Cotta Vaz
2. Industrial Light & Magic: The Art of Innovation: Pamela Glintenkam
3. Special Effects: The History and Technique: Richard Rickitt
4. Plastic Reality: Special Effects, Technology & the Emergence of 1970s Blockbuster Aesthetics: Julie A. Turnock
5. Techniques of Special Effects of Cinematography: Raymond Fielding.

WEB REFERNCES

1. https://www.artstation.com/learning/courses/JVq/acting-for-animators/chapters/qj5/introduction
2. https://www.skwigly.co.uk/acting-for-animation-character-performance/
3. https://cgcookie.com/course/acting-for-animators

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc.	PO							PSO	
A&M	1	2	3	4	5	6	7	1	2
CO1	2	1	1	1	1	2	1	1	1
CO2	3	2	2	2	2	2	2	2	1
CO3	2	2	2	2	3	2	2	2	1
CO4	3	2	2	2	2	2	2	3	1
CO5	3	3	3	3	3	3	3	3	1
AVG	**3**	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM504C			ADVANCE 3D ANIMATION	L	T	P	SS	C
				3	0	2	0	5
C	P	A		L	T	P	SS	H
				3	0	4	0	7
2.0	0.6	0.4						

PREREQUISITE: 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the staging techniques of camera setup character setup and props.	Cognitive Psychomotor	Remember Perception
CO2	***Observe*** and ***Express*** the innovative ideas of the story building.	Cognitive Psychomotor	Understand Perception
CO3	***Listen*** and ***Employ*** the ways to create different kinds of acting and creating emotion effect.	Cognitive Psychomotor Affective	Apply Perception Response
CO4	***Utilize*** various methods to ***improve*** the acting reference the block the humanoid 3d Character.	Cognitive Psychomotor Affective	Apply Mechanism Respond
CO5	***Design*** and creating an animated short story.	Cognitive Psychomotor	Create Originate

UNIT I	**INTRODUCTION**	**9+6**

Analyzing, Understanding and Creating Experiment on camera staging according to the storyboard. Sampling of great mickey mouse, Character and personality, construction, handling of mickey in animatio. Understanding the staging techniques of camera setup character setup and props, background.

UNIT II	**CONSTRUCTION A STORY BASED CONCEPT ACTION SEQUENCE INVOLVING HUMANOID 3D CHARACTER.**	**9+6**

Thinking of innovative ideas of the story building - Constructing the story with iteration before quality pass - initializing the story - Drawing the storyboard for finalized concept and finding adaptive 3D humanoid character - Key frame, Creating 3D layout according to the storyboard.

UNIT III	**CREATING REFERENCES FOR ANIMATION IN METHOD ACTING.**	**9+6**

The task of acting it gets exact reference for their own story - Creating different kinds of acting and finalizing one of best - Based the finalized act, student will proceed to 3d software animation - Understanding the timing and mood of character - Creating emotion effect.

UNIT IV	**KEY FRAME, CREATING A BLOCKING STAGE ON HUMANOID 3D CHARACTER TIMING AND ACTING SEQUENCE**	**9+6**

Based on story and the acting reference the block the humanoid 3d Character - Making iteration in keying on blocking stage and finalization - Making blocking poses and finalizes the blocking for approval - Creating the rough animation and in-betweens in blocking for approval - Finalizing the blocking based on story - Micro and Macro correction over finalized 3d animation for timing - Creating lip sync on humanoid 3D Character

UNIT V	**CREATING AN ANIMATED SHORT STORY.**	**9+6**

Quality pass on the final output - Redefining the change on the character animation - Final quality passes on the output of character animation - Render output.

Quality pass on the final output - Redefining the change on the character animation - Final quality

passes on the output of character animation - Render output.			
LECTURE	**TUTORIAL**	**PRACTICAL**	**TOTAL**
45		**30**	**75**
TEXT BOOK(S)			
1. Ollie Johnston and Frank Thomas, "The illusion of life", First Edition, Abbeville press, 1981			
REFERENCE BOOKS			
1. Harold Whitaker and john Halas, "Timing for Animation", focal Press, Oxford, 2002			

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	**PO**						**PSO**		
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	1	1	1	1	0	1	1	0
CO2	2	2	1	1	0	1	1	1	0
CO3	1	2	1	2	1	1	2	2	0
CO4	2	1	2	2	1	0	1	1	0
CO5	1	2	2	3	2	1	1	1	0
AVG	**1**	**1**	**1**	**2**	**1**	**1**	**1**	**1**	**0**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM602A			DIGITAL TELEVISION PRODUCTION	L	T	P	SS	C
				2	0	2	0	4
C	P	A		L	T	P	SS	H
3	0	0		2	0	4	0	6

PREREQUISITE: Compositing

COURSE OUTCOMES:

Course Outcomes		Domain	Level
After the completion of the course, students will be able to			
CO1:	***Recognize*** about the digital media.	Cognitive	Remember
CO2:	***Summarize*** the shooting progress	Cognitive	Understand
CO3:	**Identify** the editing and sharing in movies.	Cognitive	Understand
CO4:	***Implementing*** the advanced in movies.	Cognitive	Understand
CO5:	***Experimenting*** the movie maker tools to create the quality in movies.	Cognitive	Create

UNIT I	INTRODUCTION	15

Digital media – Idea of Movie creation – Preproduction – Planning - story script - Production – Shooting progress – Post production – introduction to Movie maker.

Lab

1. Installing movie maker

UNIT II	SHOOTING PROGRESS	15

Director – Assistant Producer – Production Manager – basic camera work - three way shooting – lighting – trailer preparation. – organize your clips

Lab

1**.** Capture video from device.

2.Organize the videos from the movie maker

UNIT III	EDITING AND SHARING	15

Adding – arranging – splitting – trimming – combining – Edit audio tracks – Narration recording – Adjust – Save your movie – sharing

Lab

1. Splitting videos
2. Adding audio
3. Finish your movie

UNIT IV	ADVANCED IN MOVIE	15

Working with still images – Adding sound effect – video transition – Video Effects

Lab

1. Video transition
2. Video effects

UNIT V	PLAYING MOVIES	15

Playing with movies – audacity – creating movie with quality sound effects – creating skins for videos.

Lab:

1. Create skin for videos.
2. Audacity for narration for quality sound.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	-	30	75

REFERENCES:		

1. Digital Television Production, Jeremy orleber, 2012, Arnold publishing.
2. Television production Handbook, Herbert zettl, 11 edition, Wordsworth, cengage learning 2016.
3. Microsoft windows movie maker handbook, John M'Chalak, Seth McEvoy.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc.	PO							PSO	
A&M	1	2	3	4	5	6	7	1	2
CO1	2	1	1	1	1	2	1	1	1
CO2	3	2	2	2	2	2	2	2	1
CO3	2	2	2	2	3	2	2	2	1
CO4	3	2	2	2	2	2	2	3	1
CO5	3	3	3	3	3	3	3	3	1
AVG	**3**	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM602B			FILM MAKING	L	T	P	SS	C
				2	0	2	0	4
C	P	A		L	T	P	SS	H
2.4	0.4	0.2		2	0	4	0	6

PREREQUISITE: 2D Animation, 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Observe*** the basics of Animation and ***Perceive*** the process of Film Making.	Cognitive Psychomotor	Remember Perception
CO2	***Interpret*** the knowledge on Pre Production activity.	Cognitive	Understand
CO3	***Employ*** the understanding of Production activity	Cognitive	Apply
CO4	***Utilize*** the awareness of Post Production activity and ***Achieve*** the good quality in the Pre Production, Production and Post Production of Film Making.	Cognitive Psychomotor	Apply Set
CO5	***Contribute*** more actions in ***Design***ingthe Animated Movie.	Cognitive Affective	Create Respond

UNIT I	**ANIMATION BASICS – I**	**9+6**

The Bouncing Ball – Generic Walks – Personality Walks – Generic Runs –Key Generic Run Stages – Additional Pointers for Runs – Head-on Runs – Quadruped Walks – Weight – Standard Rubber Ball – Ping-Pong Ball – Bowling Ball – Comparing the three versions.

Lab:

1.Making a Motion tween and shape tween using Simple Objects

2. Create a Bouncing ball.

UNIT II	**ANIMATION BASICS – II**	**9+6**

Anticipation – The Benefits of Anticipation – Anticipations are for everything - Dialog – Body Language – Facial Animation - Lip Synching – Two-Character Dialog – Final Project – Staggers – Successive Breakouts of Joints – Eye Blinks – Eyebrows.

Lab:

1.Anticipation method using Simple Character.

2. Create a Character design and dialog.

UNIT III	**ANIMATED FILM PRODUCTION – I**	**9+6**

Production Challenge – Exploring Ideas, Storytelling and Scriptwriting – Concept Art, Viz Dev and Camera Maps – Character Design – Thumbnails – Storyboards.

Lab:

1. Storyboard drawings.
2. Create a Concept art.

UNIT IV	**ANIMATED FILM PRODUCTION – II**	**9+6**

Filmmaking Techniques – Audio Record – Animatic and Bacher Boards – Backgrounds and Environment Layouts – Color Script – Audio Breakdown – Block in Key Poses - Placement and Timing.

Lab:

1.Create a background layout and designing .

2. Create a Animatics Drawing.

UNIT V	**ANIMATED FILM PRODUCTION – III**	**9+6**

Two-Dimensional In-Betweening – Rolling, Flipping and Pencil Testing – Clean-up – Scanning – Background and Environments – Coloring – Compositing – Rendering – Final Edit.

Lab:

1.Walk Cycle in Simple Character.

2. Advertisement or Story in 2d animation. (30 seconds duration)

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	**-**	**30**	**75**

REFERENCES:

1. Tony White, How to make animated films, Focal Press, Elesvier, 2009.
2. Kit Laybourne, The Animation Book: A complete guide to animated film making – from flip-books to sound cartoons to 3D animation, Crown Publishing Group, 1998.
3. Mark Simon, Producing Independent 2D Character Animation: Making and Selling a Short Film, Focal Press, Elesvier, 2003.

WEB REFERENCES

1. https://en.wikibooks.org/wiki/Movie_Making_Manual

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	1	0	3	0	1	1	2	3	0
CO2	1	2	0	1	1	0	1	0	2
CO3	1	2	0	2	1	0	1	0	2
CO4	1	2	0	1	3	1	1	0	2
CO5	2	3	2	2	3	2	1	1	0
AVG	**1**	**2**	**1**	**1**	**2**	**1**	**1**	**1**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM602C			ADVERTISEMENT FILM MAKING	L	T	P	SS	C
				2	0	2	0	4
C	P	L		L	T	P	SS	H
2.0	0.6	3		2	0	4	0	6

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Observe*** the basics of advertising and ***Perceive*** the process of advertisement Film Making.	Cognitive Psychomotor	Remember Perception
CO2	***Interpret*** the knowledge on Preproduction, production planning, production and post-production stages..	Cognitive	Understand
CO3	***Employ*** the understanding of advertisement Production activity	Cognitive	Apply
CO4	***Utilize*** the awareness of photography and ***Achieve*** the good quality photography in advertisement Film Making.	Cognitive Psychomotor	Apply Set
CO5	***Contribute*** more actions in flash photography and ***Designing*** the magazine covers.	Cognitive Affective	Create Respond

UNIT I	VIDEO ADVERTISING	15

Video advertising: origin and growth, principles, impact, persuasion process, potential qualities of advertising, Modern advertising, Structure of advertising, function of different departments of ad agency, use of people in campaign planning

UNIT II	RESEARCH ACTIVITIES IN ADVERTISING	15

Advertising research activities, objectives of market analysis, product analysis, SWOT, USP, Consumer profile, Motivational research, Campaign: Planning and execution process, Preproduction, production planning, production and post-production stages.

UNIT III	ADVERTISEMENT PRODUCTION	15

Ad Production: Direction, cinematography, camera types, lens type, camera angles, Types of lighting- 3key, Chroma, outdoor, indoor, differences between indoor and outdoor shoot, aspects of chroma shooting, usage of rig, slider, crane, jim jip

UNIT IV	PHOTOGRAPHY AND LIGHTING EQUIPMENT	15

Photography- types of cameras, usage of DSLR, aperture, shutter speed, ISO, exposure, lens and filters, rule of third, DOF, Focus, white balance, types of photography- product, architecture, candid, monochrome and silhouette, image quality and resolution, raw vs. jpeg, HDR, panorama, lighting equipment for photography- flash, strobe light, reflectors, soft boxes, umbrellas.

UNIT V	FLASH PHOTOGRAPHY & ADVERTISEMENT PHOTOGRAPHY	15

Flash Photography - Magazine Covers / Advertisement - HighSpeed Flash Photography

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	-	30	75

REFERENCE BOOKS

1. Chunnawala, Advertising theory and practices, Himalaya publishing house- 2011
2. Dennis P. Curtin, Digital Photography, 2004
3. Roy Thompson and Christopher bowen, Grammar of the shot, Focal Press, 2009.
4. Seema Hasan, Mass Communication, principles and concepts, Cbs; 2nd edition, 2013.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	1	0	3	0	1	1	2	3	0
CO2	1	2	0	1	1	0	1	0	2
CO3	1	2	0	2	1	0	1	0	2
CO4	1	2	0	1	3	1	1	0	2
CO5	2	3	2	2	3	2	1	1	0
AVG	**1**	**2**	**1**	**1**	**2**	**1**	**1**	**1**	**1**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM603A			MINIATURES FOR LOW BUDGET FILMING	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
3	0	0		3	0	2	0	5

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** about the motion animation and discuss the utilization of miniatures	Cognitive	Remember
CO2	***Summarize*** the process of making model miniatures.	Cognitive	Understand
CO3	**Identify** the ways to create low cost visual effects.	Cognitive	Understand
CO4	***Implementing*** the filming of miniature models.	Cognitive	Understand
CO5	***Experimenting*** the composting tools to composite the quality in films.	Cognitive	Create

UNIT I	INTRODUCTION	15

Motion animation. History of miniatures in filmmaking. Discuss the utilization of miniatures in film starting from "Le Voyage dans la Lune", "Close Encounters of the Third Kind", "Titanic", "Inception", "Interstellar" and "The Wolf of Wall Street". Discuss the advantages of using miniatures over CGI.

UNIT II	MINIATURE MODEL MAKING	15

Building a miniature set - Castle, House, Furniture, Trees etc. Making model miniatures using foam, wood, plastic, metal, glue etc. Painting the details on the models. Special effects using scaled models/replica of military tanks, helicopter, UFO, the Taj Mahal etc. and the use of remote controlled vehicles for film. What are Bigatures and what are its advantage? Discuss the possibilities of using 3D printers in creating miniature models using 3D applications

UNIT III	LOW COST VISUAL EFFECTS	15

What is forced perspective/foreground hanging miniatures? How to create low cost visual effects using forced perspective at the foreground?

UNIT IV	FILMING MINIATURE MODELS	15

Tips for filming miniature models - Depth of field, Tilt-shift photography technique, Chroma shot. Camera speed - Problems with scaled models (Gravity doesn't scale proportionately with size), Solution: Shoot it at high speed (overcranking) and play the footage back in slow motion eg. a miniature explosion. Setting up the miniature lights, Atmospheric effects for miniature sets like fog, smoke, wind, lightning etc.

UNIT V	COMPOSITING SOFTWARES	15

Final composite using a compositing softwares for Keying, Garbage matte, Color correction, Color grading, Masks, Tracking, Effects. Adding dynamic simulations like fire, smoke Etc. Sound effects for more realism

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	-	30	75

REFERENCE BOOKS

1. Industrial Light & Magic: Into the Digital Realm: Mark Cotta Vaz
2. Industrial Light & Magic: The Art of Innovation: Pamela Glintenkam
3. Special Effects: The History and Technique: Richard Rickitt
4. Plastic Reality: Special Effects, Technology & the Emergence of 1970s Blockbuster Aesthetics: Julie A. Turnock
5. Techniques of Special Effects of Cinematography: Raymond Fielding.

XAM603B			TEXTURING AND SHADING	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
2.6	0.4	0		3	0	2	0	5

PREREQUISITE: Rigging, Lighting & Rendering and 3D Animation

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the significance of Light colour.	Cognitive	Remember
CO2	***Express*** the different ways light types for shading	Cognitive	Understand
CO3	***Employ*** the understanding of the lights and shadows.	Cognitive	Apply
CO4	***Utilize*** the various texturing methods.	Cognitive	Apply
CO5	***Design*** and ***Draw*** the 3D Projections	Cognitive Psychomotor	Create Set

UNIT I	UNDERSTANDING LIGHTING, COLOR, AND COMPOSITION	9+6

Understanding the Art of Lighting- 1-Point Lighting, 2 -Point Lighting, 3-Point Lighting, Understanding Color and Composition- Color Theory, Checking Color Calibration, Color Temperature, Setting a White Point, Applying the Golden Mean, Rule of Thirds.

Ex:

1.Introduction about Maya, Photoshop

2.Create a simple model using maya

UNIT II	APPLYING THE CORRECT MAYA LIGHT TYPE	9+6

Maya Light Types- Using Spot Lights, Directional Lights, Ambient Lights, Point Lights, Using Area, Volume Lights. Linking and Unlinking Lights, Light Fog and Light Glow, Environment and Volume Fog, Chapter Tutorial: Lighting an Interior.

Ex:

1.Create a texture using photoshop

2.Apply a texture to a model

UNIT III	CREATING HIGH-QUALITY SHADOWS	9+6

Rendering Depth Maps, Understanding Depth Maps , Refining Depth Maps ,Solving Light Gap Errors ,Comparing Shadows, Raytracing Shadows, Linking and Unlinking Shadows, Creating Effects Shadows, Shadowing with Light Fog, Shadowing with Paint Effects. Shadowing with Maya- Fur, in Cloth, the Toon System. Chapter Tutorial: Lighting a Flickering Fire Pit with Shadows.

Ex:

1.Create a soda bottle model and apply texture

UNIT IV	APPLYING THE CORRECT MATERIAL AND 2D TEXTURE	9+6

Reviewing Shading Models and Materials-Lambert ,Shading with Phong ,Shading with Blinn , Shading with Phong E , Shading with the Anisotropic Material ,Shading with a Shading Map , Shading with a Surface Shader , Shading with Use Background.Reviewing 2D Textures-Applying Cloth , Applying Water , Applying Perlin Noise , Applying Ramps, Bitmaps, and Square Textures.Mastering Extra Map Options , Setting the Filter Type ,Shifting Color with Invert and Color Remap , Stacking Materials and Textures , Mastering the Blinn Material -Re-Creating Wood , Re-Creating Metal , Re-Creating Plastic.Chapter Tutorial: Re-Creating Copper

with Basic Texturing Techniques.

Ex:

1. Unwrap a text and apply a texture, shading.
2. Unwrap human hand and add texture.

UNIT V	**APPLYING 3D TEXTURES AND PROJECTIONS**	**9+6**

Exploring 3D Textures- Applying Random Textures, Natural Textures, Granular Textures, Abstract Textures, and Environment Textures. 2D Texture Projection Options, Placing Placement Boxes and Projection Icons, Convert To File Texture Tool, Chapter Tutorial: Creating Skin with Procedural Textures.

Ex:

1.Unwrap human Head and whole human body then add texture, shading.

2,Create a model house unwrap and apply texture & shading.

LECTURE	**TUTORIAL**	**PRACTICAL**	**TOTAL**
45	**-**	**30**	**75**

REFERENCES:

1. Lee Lanier "Advanced Maya Texturing and Lighting" Autodesk Maya Press, Second Edition, United Kingdom.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	**PO**							**PSO**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	3	2	2	1	2	1	2
CO2	2	3	2	2	1	2	0	1	1
CO3	2	2	3	1	2	1	1	2	3
CO4	3	2	1	3	1	2	2	1	1
CO5	2	1	3	2	0	1	1	2	3
AVG	**2**	**2**	**3**	**2**	**1**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM603C			ROTOSCOPING	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
2.0	0.6	0.4		3	0	2	0	5

PREREQUISITE: Compositing Technique

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Describe and Express*** basic concepts in Rotoscoping.	Cognitive	Remember Understand
CO2	***Identify and Interpret*** Key framing Technique.	Cognitive	Remember Understand
CO3	***Compose and Formulate*** various Object mode transforms	Psychomotor Affective	Origination Organization
CO4	***Identify and Explain*** the Tracking and Roto methods	Cognitive	Knowledge Evaluation
CO5	***Initiate and Organize a*** rotoscoping in human figure.	Psychomotor Affective	Origination Organization

UNIT I	**BASICS OF ROTOSCOPING**	**9+6**

Introduction – origin of roto – modern roto –rotoscoping software – roto tools – silhouette – user interface – Adobe After effects – User Interface – Mocha – User Interface.

Lab:

Rotoscoping using roto brush tool in After effects.

UNIT II	**KEY FRAMING TECHNIQUE**	**9+6**

Establish specifics – shot Length – Edge and Shape – Motion Path – Keying – Timeline key framing – Bifurcation – Incremental Key frames – Motion Based Roto.

Lab:

Key frame rotoscoping

UNIT III	**OBJECT MODE TRANSFORMS**	**9+6**

Organizing the comp – Transitioning between shapes – Pivot points – Bounding boxes in after effects – Individual Points – Key frame placement and types.

Lab:

Adding effects to roto

UNIT IV	**TRACKING AND ROTO**	**9+6**

Tracking and scale – tracking and rotation – multiple transforms – corner pinning averaging tracks – Stabilizing footage – Review.

Lab:

Wrap Stabilizing a video.

UNIT V	**ROTO AND HUMAN FGURE**	**9+6**

Remember your anatomy – Isolating Extremities – Hands – Joints – Overlap – Fixer Shapes – Faces and Head – Human Movements – Clothing - Review.

Lab:

Rotoscoping a human figure

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	30	75

REFERENCES:

1. Benjamin Bratt"Rotoscoping Techniques and tools for the aspiring artist" Focal Press, United Kingom.
2. Adam Watkins "Getting Started in 3D with Maya", Focal Press, United Kingdom.
3. Todd Palamar "Mastering Autodesk Maya" Sysbex, Canada.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	3	2	2	1	1	1	2
CO2	2	2	3	2	2	1	1	1	2
CO3	2	1	2	1	1	1	1	1	2
CO4	1	1	1	2	1	2	2	1	2
CO5	3	2	2	3	3	1	1	1	2
AVG	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM603D			IMAGE EDITING SKILLS	L	T	P	SS	C
				3	0	1	0	4
C	P	A		L	T	P	SS	H
2.6	0.4	0		3	0	2	0	5

PREREQUISITE: Digital Imaging Skills

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Identify*** and ***describe*** the concept & objectives of Editing and software tools available.	Cognitive	Understand Remember
CO2	***Create*** new images using various effective tools using software packages.	Cognitive	Understand Remember Apply
CO3	***Develop*** their Knowledge and skills in image editing.	Cognitive Psychomotor	Apply Respond
CO4	***Renovate*** the damaged images files and export the files in various formats.	Cognitive	Remember Apply
CO5	***Create*** GIF animation, Business card, Advertisement Banner, Poster Presentation Banner.	Cognitive Psychomotor	Create organization

UNIT I	INTRODUCTION	15

Visual Design: Elements, Forms, Space, Time, Movements, Balance, Symmetry, Rhythm, Unity, Contrast and Scale. Visual Design Principles and its Functionality, Interactive Design: Characteristics of digital media interfaces**.**

Lab

1. Create a Paper work for a Advertising agency and a Commercial Organization on Logo, Visiting card, Letter head, Envelope and Poster design
2. Create a Paper work on 3 Dimensional Logos

UNIT II	COLORS AND TYPOGRAPHIC	15

About Colors and Typographic concepts for print, interactive and web media.

Lab

1. Create a Home page for a Advertising agency
2. Create a Button, Banner for WebPages

UNIT III	MANAGING COLOURS	15

Fundamentals of media elements and concepts of digital image editing. Getting to Know the Photoshop Interface, Using the Photoshop tools, Vector and Pixel, Bit Depth, Resolution, Image Color Corrections, Image Corrections, Black and white to Color Conversion.

Lab

1. Take a candid Black and white photo and convert that into color photo
2. Create a Logo, Visiting card, Letter head , Envelope and Poster design for Adverting agency and Commercial organization.

UNIT IV	DIGITAL EFFECT	15

Working with text objects, masks and Layer, Brushes, Paths, Graphics creation - brand and corporate identity manual, poster, brochure, label artwork presentation. Creative Logo Making, Filters and Blending Effects, 3D in Photoshop.

Lab

1. Create a Pamphlet
2. Create a CD label and CD cover design

UNIT V	CONVERSION TO WEB	15

Creating web based Layout, Converting files to web and print, Compositing Image Techniques, File Merge, Save, Import and Export techniques, Tips and Tricks in Photoshop.

Lab:

1. Create a Calendar design
2. Create a Dangler design (Front and back) for a new mobile.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	-	30	75

REFERENCES:

1. Peter Bauer, 2013,"Photoshop CC for Dummies", John Wiley & Sons, Inc.NJ
2. Adobe Creative Team, 2015, Adobe Photoshop CC in a classroom, Adobe Press published Pearson Education.
3. Martin Evening, 2015, The Adobe Photoshop CC, Adobe Press published Pearson Education.
4. Lesa Snider, 2013, Photoshop CC The Missing Manual, O'Reilly Media
5. Matt Kloskowski, 2012, Photoshop Compositing Secrets, Peachpit Press.
6. Derek Lea, 2009, Creative Photoshop CS4-Digital Illustration and Art Techniques Elsevier Press

WEB REFERNCES

1. http://www.freebookcentre.net/graphics-design-books/photoshop-ebooks-download.html
2. http://www.fromdev.com/2014/08/free-photoshop-tutorials-ebooks-learning-resources.html
3. http://psd.tutsplus.com/
4. http://tv.adobe.com/product/photoshop/
5. http://www.freebookcentre.net/graphics-design-books/photoshop-ebooks-download.html
6. http://it-ebooks.info/tag/photoshop/

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	2	2	2	2	2	1	1	2	2
CO2	2	3	3	3	3	1	1	3	2
CO3	2	3	3	3	3	1	1	3	2
CO4	2	3	3	3	3	1	1	3	2
CO5	2	3	3	3	3	1	1	3	2
AVG	**2**	**3**	**3**	**3**	**3**	**1**	**1**	**3**	**2**

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM604A			MEDIA LAW AND ETHICS	L	T	P	SS	C
				4	1	0	1	5
C	P	A		L	T	P	SS	H
3	0	0		4	1	0	0	5

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Memorize*** the salient Features of Indian Constitution	Cognitive	Remember
CO2	***Understand*** and ***Interprete*** the freedom of speech	Cognitive	Understand
CO3	***Infer*** the meaning of press law and broadcast acts to avoid the violation of law.	Cognitive	Understand
CO4	Fully understand the human rights laws to **examine** the depth of freedom.	Cognitive	Apply
CO5	***Discover*** the meaning of cyber laws to prevent cyber crimes.	Cognitive	Apply

UNIT I	INTRODUCTION	6

Meaning of the term Constitution, Preamble of the Constitution, Constituent Assembly, The Salient Features of Indian Constitution. Fundamental Rights: Right to Equality; Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Fundamental Duties, The Directive Principles of State Policy, Ordinance, Bill, amendments. Union Government: Union Legislature (Parliament), LokSabha and RajyaSabha (with Powers and Functions); Union Executive; President of India (with Powers and Functions) ; Prime Minister of India (with Powers and Functions); Union Judiciary (Supreme Court) ; Jurisdiction of the Supreme Court.

UNIT II	FREEDOM OF SPEECH AND EXPRESSION	6

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgements related to Article 19, Right to Information Act 2005 Restrictions on Media: Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc, Indecent Representation of Women (Prohibition) Act 1986

UNIT III	PRESS LAWS & BROADCAST MEDIA	6

Press Laws: Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act and Role of PCI.

Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act, Digitisation and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act

UNIT IV	HUMAN RIGHTS LAWS	6

Laws of Human Rights- Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

UNIT V	CYBER LAWS	6

Cyber laws: The need for cyber laws: Regulation of Social Media and other web platforms; Regulatory authorities and framework; Implementation issues. Media Regulation: Regulatory practices in developed democracies, Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation, Regulation of Broadcast, Press and Web: Challenges and Issues Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, Press Ombudsman: Readers‟ Editor, Media PCI

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	-	30	75

REFERENCE BOOKS

1. Media Laws in India-Dr Kiran Prasad-Kluwer Law International Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed).Longman, New York, 1991.
2. Press and Public: who reads what when where and why in American newspapers‟ Bogart,Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.
3. March of Journalism‟. Herd. Greenwood press, Connecticut, 1976. Popular media in China‟ .C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
4. Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005 Proprietary knowledge; politics of Intellectual property rights; KrishanGopal&Sarbjit Sharma;Authors press; 2006

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	2	3	4	5	6	7	1	2
CO1	3	2	3	2	1	1	2	1	2
CO2	2	2	2	1	1	1	2	1	2
CO3	2	1	2	1	1	1	2	1	1
CO4	3	2	3	2	1	1	2	1	2
CO5	2	2	2	1	1	1	2	1	2
	2	2	2	1	1	1	2	1	2

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM604B			INTRODUCTION TO ADVERTISING	L	T	P	SS	C
				4	1	0	0	5
C	P	A		L	T	P	SS	H
3	0	0		4	1	0	0	5

PREREQUISITE: Nil

	COURSE OUTCOMES	DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the concept of economic effects of advertising.	Cognitive	Remember
CO2	***Illustrate*** the scope, planning and advertising campaigns.	Cognitive	Understand
CO3	***Generalize*** the need of creating and maintaining public relations.	Cognitive	Apply
CO4	***Utilize*** the tools of corporate communication to manage the crisis	Cognitive	Analyze
CO5	***Develop*** the ways to handle press conference and manage the events.	Cognitive	Create

UNIT I	**INTRODUCTION TO ADVERTISEMENT**	**6**
Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.		
UNIT II	**SCOPE, PLANNING AND ADVERTISING**	**6**
Advertising Agency - Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.		
UNIT III	**PUBLIC RELATIONS**	**6**
Public Relations: Evolution, Definitions, concept, scope, Publicity, Propaganda, advertising. Public Opinion, Lobbying, PR Campaign, Promotion. PR and social responsibility.		
UNIT IV	**CORPORATE COMMUNICATION AND CRISIS MANAGEMENT**	**6**
Corporate communication - definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management.		
UNIT V	**HANDLING OF PRESS CONFERENCE AND EVENT MANAGEMENT**	**6**
Scheduling and handling of press Conference, Press get - together, Press Meet, Press kit, PR and Media Relations. Event Management, PR code of ethics.		

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	**-**	**30**	**75**

REFERENCE BOOKS

1. Agarwal C.D., Media and Advertising, Mohit publication,2008
2. Robert R. Ulmer, Timothy L. Sellnow, Effective Crisis Communication, Sage publication, 2011
3. Rajiv Batra: Advertising Management, Prentice publication, 1996
4. Paul A Argenti: Corporate Communication, Irwin Publication, 2015
5. Al Ries & Laora Ries: The Fall of Advertising and the Rise of PR, Harper Business

Publication, 2002
6. Clow and Baack: Integrated Advertising Promotion and Marketing communication, 2004

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	3	2	2	1	2	1	2
CO2	2	1	2	2	1	1	2	1	2
CO3	2	1	2	2	2	1	2	1	1
CO4	3	2	3	2	1	1	2	1	2
CO5	2	1	2	2	1	1	2	1	2
	2	1	2	2	1	1	2	1	2

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation

XAM604C			INTRODUCTION TO JOURNALISM	L	T	P	SS	C
				4	1	0	0	5
C	P	A		L	T	P	SS	H
2.8	0.2	0		4	1	0	0	5

PREREQUISITE: Nil

COURSE OUTCOMES		DOMAIN	LEVEL
After the completion of the course, students will be able to			
CO1	***Recognize*** the purpose and importance of news.	Cognitive	Remember
CO2	***Choose*** the news based on its newsworthiness.	Cognitive	Remember
CO3	***Describe*** the Structure of news and newspapers and the Components of a news story	Cognitive Psychomotor	Understand Set
CO4	***Apply*** the skills in writing news for print media, radio and television.	Cognitive	Apply
CO5	***Analyze*** the Popular types of headlines and leads for asking right questions.	Cognitive	Analyze

UNIT I	UNDERSTANDING NEWS	6
What is news? Understanding news: Definitions, purpose and importance. Why be a journalist? What does it take? Journalism terminologies. Functions of journalism.		
UNIT II	**SELECTING THE NEWS**	**6**
Selecting the news: copy-tasting. Elements of newsworthiness. Characteristics of a good news story: accuracy, attribution, objectivity, balance, brevity, directness and clarity.		
UNIT III	**COMPONENTS OF A NEWS STORY**	**6**
Structure of news and newspapers (functionality). Styles: Inverted pyramid, chronological order and pyramid of pyramids. News process. Functions of headline. Components of a news story (theme, plot, setting, characters, dialogue, point of view, style). Beyond the 5Ws and 1H.		
UNIT IV	**WRITING FOR MEDIA**	**6**
Newspapers, magazines and tabloids. Radio news. Television news. Online news. Broadcast skills. Online skills. Writing for these media.		
UNIT V	**HEADLINES AND LEADS**	**6**
Popular types of headlines and leads. Researching a story. Asking the right questions.		

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	-	30	75

REFERENCE BOOKS

1. An Introduction to Journalism: Principles and techniques. Sumit Narula and RK Jain. 2012. Regal Publications. New Delhi.
2. An Introduction to Journalism. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford. Sage Vistaar. 2012.

Mapping of Course Outcomes (CO) with Programme Outcomes (PO):

B.Sc. A&M	PO							PSO	
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
CO1	3	2	3	2	2	1	2	1	2
CO2	2	1	2	2	1	1	2	1	2
CO3	2	1	2	2	2	1	2	1	1
CO4	3	2	3	2	1	1	2	1	2
CO5	2	1	2	2	1	1	2	1	2

3–High Relation, 2–Medium Relation, 1–Low Relation, 0–No Relation