

M F A – APPLIED ART AND ADVERTISING
CURRICULUM FOR ADMISSIONS 2018 ONWARDS
 Incorporating changes made up to October, 2019

Course Code	Course Title	L	T	P	Cr	ES	Course Code	Course Title	L	T	P	Cr	ES
SEMESTER 1							SEMESTER 2						
18FNA501	Basics of Advertising	1	1	0	2	A	18FNA511	History of Art	2	0	0	2	A
18FNA500	Communication and Media Theories	1	1	0	2	E	18FNA512	Media Ethics and Laws	2	0	0	2	B
18FNA508	Studies in Visual Aesthetics	2	0	0	2	D	18FNA514	Creative Copywriting for Print and Online Media	1	1	0	2	E
18FNA509	Research Methodology for Communication and Media Studies	2	1	0	3	G	18FNA515	Creative Copywriting for Radio and Television	1	0	2	2	D
18FNA571	Elements of Composition Lab.	0	1	2	2	L1	18FNA517	Public Relations	1	0	0	1	H
18FNA551	Audiography Practice Lab. I	0	1	2	2	L2	18FNA584	Digital Video Editing	0	1	2	2	L2
18FNA552	Photography Practice Lab. I	0	1	2	2	L3	18FNA556	Audiography Practice Lab. II	0	1	2	2	L1
18FNA553	Videography Practice Lab. I	0	1	2	2	L4	18FNA557	Photography Practice Lab. II	0	1	2	2	L5
18FNA576	Graphic Design Lab. I	0	1	2	2	L5	18FNA558	Videography Practice Lab. II	0	1	2	2	L6
18CUL501	Cultural Education	2	0	0	P/F	F	18FNA679	Short Film Production (Fiction and Documentary) Lab.	0	1	2	2	L3
							18FNA586	Graphic Design Lab. II	0	1	2	2	L4
							18AVP501	Amrita Values Programme	1	0	0	1	F
	TOTAL					19							22
SEMESTER 3							SEMESTER 4						
18FNA601	Visualization and Storyboarding	1	1	0	2	A	18FNA692	Internship				2	P1
18FNA602	Brand Management	2	0	0	2	B	18FNA696	Comprehensive and Technical Viva-voce				4	P2
18FNA603	Internet Advertising	1	1	0	2	C	18FNA697	Project Work				4	P
	Elective	2	0	0	2	E							10
18FNA585	Illustration Practical	0	0	2	1								
18FNA587	Typography Practical	0	0	2	1								
18FNA590	Visualization and Storyboarding Lab.	0	0	2	1	L1							
18FNA674	Media Advertisement Practice Lab.	0	1	2	2	L2							
18FNA676	Packaging Practical	0	0	2	1	L4							
18FNA678	Television Commercials and Radio Spots Lab.	0	1	2	2	L3							
18FNA690	Live-in-Lab.® / Open Elective*	2	0	0	2	J							
18FNA698	Mini Project				4	P1							
	TOTAL					22							TOTAL for the Programme = 73 Credits
ELECTIVES (any one)													
18FNA521	Web Design and Content Management	2	0	0	2	E	18MCJ632	Creative Expression in Regional Language	2	0	0	2	E
18FNA634	Motion Graphics for Film and Television	2	0	0	2	E	18MCJ633	Photo Journalism	2	0	0	2	E

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Curriculum of M F A – ANIMATION AND CONTENT MANAGEMENT

Course Code	Course Title	L	T	P	Cr	ES	Course Code	Course Title	L	T	P	Cr	ES
SEMESTER 1							SEMESTER 2						
18FNA502	Components of Visual Design	2	0	0	2	B	18FNA503	Film Studies	2	0	0	2	A
18FNA505	Introduction to Film Making	2	0	0	2	E	18FNA512	Media Ethics and Laws	2	0	0	2	B
18FNA507	Web Technologies Basics	2	0	0	2	A	18FNA518	Graphics and Animation	1	1	0	2	D
18FNA508	Studies in Visual Aesthetics	2	0	0	2	D	18FNA521	Web Design and Content Management	2	0	0	2	E
18FNA572	Introduction to Animation Concepts	0	0	2	1	G	18FNA581	2D Animation Lab.	0	0	2	1	L5
18FNA551	Audiography Practice Lab. I	0	1	2	2	L2	18FNA582	3D Graphics Production Lab.	0	0	2	1	L8
18FNA552	Photography Practice Lab. I	0	1	2	2	L3	18FNA584	Digital Video Editing	0	1	2	2	L2
18FNA553	Videography Practice Lab. I	0	1	2	2	L4	18FNA556	Audiography Practice Lab. II	0	1	2	2	L1
18FNA576	Graphic Design Lab. I	0	1	2	2	L5	18FNA557	Photography Practice Lab. II	0	1	2	2	L5
18FNA577	Components of Visual Design Lab.	0	0	2	1	L1	18FNA558	Videography Practice Lab. II	0	1	2	2	L6
18FNA579	Web Technologies Basics Lab.	0	0	2	1	L6	18FNA586	Graphic Design Lab. II	0	1	2	2	L4
18CUL501	Cultural Education	2	0	0	P/F	F	18FNA588	Professional Practice in Web Designing and Development I	0	1	2	2	L3
							18AVP501	Amrita Values Programme	1	0	0	1	F
	TOTAL					19							23
SEMESTER 3							SEMESTER 4						
18FNA601	Visualization and Storyboarding	1	1	0	2	A	18FNA692	Internship				2	P1
18FNA606	Web Design and Content Management II	2	0	0	2	B	18FNA695	Comprehensive and Technical Viva-voce				2	P2
	Elective	1	1	0	2	E	18FNA699	Project Work				6	P
18FNA590	Visualization and Storyboarding Lab.	0	0	2	1	L1							10
18FNA671	3D Animation Lab.	0	1	2	2	L2							
18FNA672	Content Authoring for E-Learning	0	0	2	1	L3							
18FNA673	Concept and Design for Video Games	0	0	2	1	L4							
18FNA675	Motion Graphics Production Techniques	0	0	2	1	L5							
18FNA677	Professional Practice in Web Designing and Development II	0	1	2	2	L6							
18FNA690	Live-in-Lab.® / Open Elective*	2	0	0	2	J							
18FNA698	Mini Project				4	P1							
	TOTAL					20							TOTAL for the Programme = 72 Credits
ELECTIVES (any one)													
18FNA500	Communication and Media Theories	1	1	0	2	E	18FNA637	Advertising	1	1	0	2	E
18FNA603	Internet Advertising	1	1	0	2	E	18FNA638	Video Games Production	1	1	0	2	E
18FNA636	Responsive Web Designing	1	1	0	2	E	18MCJ531	Communication Research Methods	1	1	0	2	E

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Curriculum of M F A – DIGITAL FILM MAKING

CURRICULUM

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES
SEMESTER 1					SEMESTER 2				
18FNA503	Film Studies	2 0 0	2	A	18FNA513	Film Direction	2 0 0	2	A
18FNA502	Components of Visual Design	2 0 0	2	B	18FNA519	Screenplay Writing	1 1 0	2	B
18FNA505	Introduction to Film Making	2 0 0	2	E		Elective I	2 0 0	2	E
18FNA508	Studies in Visual Aesthetics	2 0 0	2	D	18FNA586	Graphic Design Lab. II	0 1 2	2	L4
18FNA551	Audiography Practice Lab. I	0 1 2	2	L2	18FNA584	Digital Video Editing	0 1 2	2	L2
18FNA552	Photography Practice Lab. I	0 1 2	2	L3	18FNA556	Audiography Practice Lab. II	0 1 2	2	L1
18FNA553	Videography Practice Lab. I	0 1 2	2	L4	18FNA557	Photography Practice Lab. II	0 1 2	2	L5
18FNA576	Graphic Design Lab. I	0 1 2	2	L5	18FNA558	Videography Practice Lab. II	0 1 2	2	L6
18FNA577	Components of Visual Design Lab.	0 0 2	1	L1	18FNA591	Film Direction Lab.	0 1 2	2	L2
18FNA578	Film Analysis Lab.	0 1 2	2	L6		Elective I Lab.	0 0 2	1	L8
18CUL501	Cultural Education	2 0 0	P/F	F	18AVP501	Amrita Values Programme	1 0 0	1	F
	TOTAL		19			TOTAL		20	
SEMESTER 3					SEMESTER 4				
18FNA520	Short Film Production (Fiction and Documentary)	1 1 0	2	A	18FNA696	Comprehensive and Technical Viva-voce		4	P1
18FNA604	Management of Film Production	1 1 0	2	C	18FNA699	Project Work		6	P
18FNA605	Art Direction	1 1 2	3	B		TOTAL		10	
18FNA601	Visualization and Storyboarding	1 1 0	2						
	Elective II	2 0 0	2	E					
18FNA690	Live-in-Lab.® / Open Elective*	2 0 0	2	J					
18FNA590	Visualization and Storyboarding Lab.	0 0 2	1						
18FNA679	Short Film Production (Fiction and Documentary) Lab	0 1 2	2	L1					
18FNA680	VFX and Compositing Lab.	0 1 2	2	L2					
	Elective II Lab.	0 1 2	2	L3					
18FNA698	Mini Project		4	P1					
	TOTAL		24			TOTAL for the Programme = 73 Credits			
ELECTIVE I (any one)					ELECTIVE – LAB I (any one)				
18FNA521	Web Design and Content Management	2 0 0	2	E	18FNA661	Acting and Dramatic Presentation Lab.	0 0 2	1	L6
18FNA631	Acting and Dramatic Presentation	2 0 0	2	E	18FNA663	Photo Journalism Lab.	0 0 2	1	L6
18MCJ603	New Media and Web Content	2 0 0	2	E	18FNA664	Web Design and Content Management Lab.	0 0 2	1	L6
18MCJ633	Photo Journalism	2 0 0	2	E	18MCJ683	New Media and Web Content Lab.	0 0 2	1	L6
ELECTIVE II (any one)					ELECTIVE – LAB II (any one)				
18FNA606	Web Design and Content Management II	2 0 0	2	E	18FNA665	Niche Journalism Lab.	0 1 2	2	L3
18FNA639	Niche Journalism	2 0 0	2	E	18FNA666	Public Relations for Media Lab.	0 1 2	2	L3
18FNA640	Public Relations for Media	2 0 0	2	E	18FNA667	Web Design and Content Management II Lab.	0 1 2	2	L3
18FNA641	Television Commercials and Radio Spots	2 0 0	2	E	18FNA678	Television Commercials and Radio Spots Lab.	0 1 3	2	L3

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