

M.Sc. Visual Communication
3D ANIMATION & VFX STREAM
SYLLABUS 2018 ADMISSION ONWARDS
Incorporating changes made up to October, 2019

18VMC501 Introduction to Communication Theories 3-0-0-3

Objective:

To introduce and provide in-depth knowledge of various communication and media theories.

Unit-I:

Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers. Mass communication - meaning of concept of 'mass' - definition, nature and scope; Media for mass communication; Functions of mass communication; dysfunctions of mass communications.

Unit-II:

Models of communication- definition and types of models- linear and non-linear models; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Defleur, Gerbner, Rogers models of communication

Unit-III:

Theory, definition and nature of theory; Theories of communication- Normative theories of media, Heider's Balance theory, Newcomb's theory, Cognitive dissonance theory, Magic bullet theory, framing theory.

Unit-IV:

Stimulus response theory, two-step flow and multi-step flow of Information; Concept of selectivity- Individual differences perspective, social categories perspective, Social relations perspective. Types of media effects, brief history of media effect study; theories of effects- Comstock psychological model, Ball-Rokeach and DeFluer's media system dependency model, McCombs and Shaw's agenda-setting, Noelle-Nuemann's spiral of silence theory, uses and gratification approach.

Unit-V:

Concept of gatekeeping; models of gatekeeping - White, Galtung and Ruge, News flow and its models-McNelly, Bass and Mowlana; Effects of mass communication, violence and obscenity in media. A critique of mass media in India.

Books recommended:

Books recommended:

1. Dennis Mc Quil: Mass Communication Theory: An Introduction
2. Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Berko and Wolvin: Communication
5. Surgeon General's Scientific Advisory committee on Television and Social Behaviour Reports, USA.
6. Joshi P. : Culture, Communication and Social Change
7. Wilbur Schramm: The process and Effects of Mass Communication
8. Wilbur Schramm: Men, Message and Media
9. Dennis Mc Quail: Milestones in Mass Communication Research
10. Stephen W & Little John: Theories of Women Communication
11. S.J. Baran& D.K. Davis: Mass Communication Theory – Foundations Ferment & Future.

18VMC502

Media Economics and Management

3-0-0

Objective:

To provide a fuller understanding of media organization structure, management and economics in India

Unit I:

Introduction to principles and practice of management; Defining Media Economics Media; Business Models and Function; Mass Media Industry Structure Media Markets Ownership: Licensing and Franchising: Rules & Regulations Monopolies, Oligopolies, Conglomerates, Mergers, and Acquisitions; Media Revenues Financial Management Issues Financial Management Report; Media Sales Promotion and Marketing Mix;

Unit II

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains); Policy formulation – planning and control; problems, process and prospects of launching media ventures; Organization theory, delegation, decentralization, motivation, control and co-ordination;

Unit III

Management, organizational structure of newspaper and magazine; Newspaper production management; Economics of newspaper- circulation and advertising management; Problems of large, medium and small newspapers; quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques

Unit IV

Management, organizational structure of Radio and Television in India; Private Radio and Television channels-structure organizational structure and management; Planning and execution of programme production – production terms, control practices and procedures; Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques

Unit V

Film industry organization and management; various film bodies and associations of film industry at the national and regional level; Film finance and management; Film development corporation of India; Government and film industry; Legal and ethical aspects film – Film censor board;

Books recommended

Frank Thayer: Newspaper Management

Gulab Kothari: Newspaper Management in India

William and Rucker: Newspaper Organization and Management

18VMC503

Laws and Ethics for Media

3-0-0-3

Unit- I

A brief historical perspective of mass media laws in India -- Introduction to Indian Constitution – Salient features, Directive Principles of State Policy, Fundamental Rights and duties. UN – Universal declaration of human rights;

Unit – II

Basic Legal concepts - Judicial system in India - Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) -- Freedom of the press in India -- Supreme Court Cases related to Article 19

Unit – III

Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2) - Laws applicable to mass media in general - The Indian Telegraph Act, 1885 - The Official Secrets Act, 1923 - The Contempt of Court Act, 1971 - The Civil Law of Defamation - Libel – Slander - The Indecent Representation of Women (Prohibition) Act 1986 - The Indian Post Office Act, 1998 –

Unit – IV

Rules for Newspaper Registration -- AIR and DD codes for commercial advertising – PrasaraBharathi Act -- Cable TV Network Act -- Intellectual property rights--Right to information Act 2005--Human Rights -- Cyber laws – Right to privacy -- Issues relating FDI -- (case studies)

Unit –V

Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies - Recommendation of first and second Press Communications -- Press Council of India Act 1978 – Structure and functions of PCI--Professional code of conduct for media persons; PrasarBharati Act, 1990

Books recommended

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Laws of the press India
4. R.C. Sarkar: The press in India
5. RengaswamyParthasarathy: Histroy of Indian Journalism
6. Reports of inquiry committees and the Press Council of India
7. K.S. Venkateshwara : Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kaushal N. : Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act – 2005

18VMC504

Media Research Methods

3-0-0-3

Objective:

To introduce and provide in-depth knowledge of theory and practice of Communication Research.

Unit-I

Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India. Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions, analysis and interpretation, summary; Questions and problems for further investigation.

Unit-II

Definition, elements of research, scientific approach, communication research, basic and applied research. Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods.

Unit-III

Research design components, experimental, quasi- experimental, Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations.

Unit – IV

Data analysis techniques, coding and tabulation, non – statistical methods, descriptive, historical, statistical analysis, parametric and non-parametric, tests of significance; Levels of measurement; Rating scales; SPSS and other statistical packages.

Unit – V

Preparation of Research reports, ethical perspective of mass media research, trends in communication research. Research in print media, electronic media, advertising and public relations and internet. Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report. Bibliography and references.

Books recommended:

1. Winner and dominicle: Mass Media Research
2. Ralph Nafzieger& David M. White: Introduction to Mass Communication Research
3. Robert B. Burns: Introduction to Research methods.
4. Methodology of Research in Social Science: O.R. Krishnaswamy
5. Stempel and Westley: research methods in Mass Communication
6. David M. Nachmias&ChavaNachmias: Research in Social Science
7. Lewis- Beck: Basic Statistics
8. Bower &Courtright: Communication Research methods
9. Dennis MC quill:Milestones in Mass communication Research

18VMC525**Anatomy Study****1-1-0-2****UNIT 1**

Basics of Anatomy study– Observing Male & Female Anatomy - Identifying differences, 4observing the T pose of the characters

Theory of Anatomy of different living beings

Working on basic structure of characters with simple shapes

UNIT 2

Building Male & Female Profile - Body Parts

Human Torso measurement - Understanding the relative proportions of various ages of human beings - Working more on age comparisons

Learning anatomy with head comparison - Head size - Construction of Head

UNIT 3

Working with Cylinder / Box shapes - Human Anatomy, Understanding T pose, working on different poses, Understanding Light & Shadows

UNIT 4

Understanding the steps to construct legs, hands, foot, palm and fingers

Observing different characters

UNIT 5

Building the whole torso - Human Character, Profile Sketch of Human & other living characters – sketching the different movements of body parts

18VMC526**Stop Motion Animation****1-0-2-2**

Introduction to Stop Motion – Types of Stop Motion, Steps involved in Stop Motion process, Creativity & Craftsmanship – Choosing a concept

Submission 01: Students need to submit their concept for approval (Group)

Advanced techniques in stop motion - setting up location - layout designing – Props - Creating miniature of the real life environment – Clay Modelling

Assignment 02: Students need to create a set required for stop motion (Group)

Setting up the camera – application of photographic skills to stop motion animation – animating the subject manually

Introduction to software - Understanding UI & Tools, Working with onion skin option

Submission 03: Student need to submit all the stills captured (Group)

Animation Techniques – Animation with cut-out, sand, clay, light,

Editing Software – Basic Editing techniques, importing all the footage – adding music – rendering the output

Submission 04: Students have to submit the final edited animation

Final Assignment: Students have to prepare a 1 min Stop Motion animation (Individual)

18VMC527 3D Animation Pipeline 2-0-0-2**UNIT 1**

Animation articulation & performance - Advancement in Animation design & theory

Brief on Animation process – different departments involved in Pre-production / production / post production

UNIT 2

Pre-Production - Idea-Story-Script

Understand the Research & Development (R&D) department – Casting & Locations allotment - Character Design - Storyboarding & Animatic

A thorough work on complete Pre-production process

UNIT 3

Understand the steps of Production process in 3D Animation – Modelling – Texturing – Lighting – Rigging and Animation - Animatronics

UNIT 4

Understand Visual Effects – Dynamics - Simulation & effects - different software required for visual effects– Motion Graphics - Camera Tracking & Stabilizing - Colour Corrections & Compositing

UNIT 5

Voice modulation –Dubbing – Rerecording – Music Production - Different Render Engines -

Different output formats

18VMC528 Audio – Video Production 1-0-2-2

Introduction to Film making – Process of film making, Film Language, Script/Screenplay/Shooting Script, Pre-visualizing the film, Project planning, Video Standards, Compressions & Resolution

Submission 01: Students have to submit shooting script for approval (Individual)

Types of Camera, Camera settings, Understanding ISO, Iris, Shute speed, White Balance, Different types of shots, angles & camera Movement

Assignment 02: Students have to submit different shots, angle and movements (Individual)

Lighting & Art Direction – Lighting for films, Difference between Natural and artificial Lighting, Different Lighting schemes, Art direction Basics – Chroma Shooting

Assignment 03: Students have to submit one min short film (Individual)

Different types of Microphones, Audio- Recording format, technique

Editing – Introduction to software and its tools, Audio-Video Editing and its technique, Transitions, 2D motions, Colour Correction, Different types of outputs (Audio – Video)

Assignment 04: Students have to exchange their shots and Edit

Final Submission: Students have to submit 3+2 min fiction / nonfiction film (Group)

18VMC529 Basics of Pre-Production1-0-2-2

Basics of story - Exploring ideas, Concept, Plot, Structure, Character Theme, Conflicts, Storytelling, outline, Building a character, delivering a precise message through the story, Story pacing

Submission 01: Students have to submit a concept

Animation story for different age groups, Basics of story, Research and Development - Building the Concept into story, Scriptwriting terminology: Action, Angle, Shots, Interior/Exterior, Fade in and out, POV, Scene Heading, Slug line, Track with, VO, Character name, Cast List, Dialogue, Script Length, Action Description, Scene Numbers

Story boarding: Introduction to storyboards, Steps of creating a storyboard, Beat board, Story boarding overview, Contents, Pose, Scenes

Submission 02: Students have to submit a storyboard

Screenplay writing – Dialogue – Directing a film – proof reading – length of the movie - Introduction to Animatic Software – Apply editing techniques to a finished storyboard – Sound & Time code - Integrate audio with visual elements to finish an Animatic

Submission 03: Students have to submit the screenplay

Submission 04: Students have to submit animatic for the same

Intellectual property and copyrights, protecting the idea, Proof of ownership, Confidentiality agreement, Piracy, Animation Industry in India, Case Study

Final Submission: Students have to submit a complete pre-production kit for an one min animated movie

18VMC530

Concepts of Animation

2-1-0-3

UNIT 1

History of Animation – History Indian Animation Industry - Role of Animation in various industries - Concepts of Animation - Study on Classic Animation & Digital Animation

Analyse & study the difference between 2D & 3D Animation process

UNIT 2

Fundamental key principles of Animation:

- ‘Squash & Stretch’ methodology
- ‘Anticipation’ principle
- ‘Staging’ concept of animation
- ‘Straight Ahead & Pose to pose’ Animation

UNIT 3

Advanced Principles of animation

- ‘Follow through & Overlapping’ Animation
- ‘Slow out & Slow in’ Animation
- ‘Arcs’ principle of animation
- ‘Secondary Action’ rule of animation

UNIT 4

- Advanced Principles of animation
- ‘Timing’, an important principle of animation
- ‘Exaggeration’ process of animating
- ‘Solid Drawing’ principle
- ‘Appeal’ principle

UNIT 5

Application of different principles of Animation – Sequence Builder and Construction

18VMC561 Advanced Digital Imaging Lab

0-0-2-1

Introduction to Digital Images - Understand the software layouts, Pixels, Resolution, Layers & Shadows – Raster and Vector Graphics

Work with layer via Copy, Transformation - Different selection options – Text Tool - Clip Masking - Blending options - Advanced Healing tools - Clone Stamp tool

Advanced Digital Painting - Burn tool, Dodge tool, Smudge tool

Assignment 01: Create a Digital Painting

Assignment 02: Create Text Arts

Create shapes using Pen tool - Create logos – Visiting Card – Brochure Designs

Advanced Matte Painting - Blend Modes - Colour Correction

Assignment 03: Create advanced matte painting

Animation in Photoshop – Understanding Frame Animation

Assignment 04: Create gif animation

Final Submission: Select two companies and do the complete brand building for the company

18VMC562

Professional Photography Lab

1-0-2-2

1. Eye of the Photographer
2. Cameras
3. Lenses and Filters
4. How to Use Your Camera
5. Developing Your Visual
6. Image Capture
7. Exposure
8. Workflow and Image Editing
9. Evolution of a Photographer
10. Natural and Available Light
11. Artificial Light
12. Flash and Strobe
13. Travel Photography
14. Landscape and Nature Photography
15. Basic Portrait Lighting

Note: The above topics makes student to gain overall knowledge of Professional Photography and students will apply the theoretical aspects into practical and produce a standard picture. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC563

Advanced Digital IllustrationsLab

0-0-2-1

Introduction to Vector Drawings - Understanding the software Layout, Tools & Art Boards

Drawing Shapes & Objects in illustrator - Editing Vector Images

Gradients & Patterns - Creating images using Symbols Spray Tool

Working with Width transform tool, Shape Builder tool & Path finder options

Advanced creative designing with Blend tool

Using Effects options, Text tool & other major tool in the tools panel

Typography – History, Evolution, Aesthetics, Mood – Introduction to Type – Usage of Typography

Assignment 01: Create a vector art

Advanced Perspective art building

Convert real life images into 2D graphics – Image Trace

Designs with the use of 3D option

Create art with Creative Brush pre-sets – Vintage designs

Assignment 02: Submit a perspective art

Work on Mesh Tool

Advanced 3D Logo Creations

Product designs - Branding / Brochure & Layout designs

Visiting Card – Letterhead – Watermark Creations

Assignment 03: 3D Logo designs

Assignment 04: Create different designs using mesh tool

Final Submission: Select two companies and do the brand building for the company

Note: Advanced Digital Illustrations is common to Stream III & IV

18VMC566

Sketching and Shading Practice

0-0-2-1

Concepts of Sketching– Identify drawings, understand the basic elements of drawing - Utility & usage of Lines in a drawing - learn points, lines

Assignment01: Students have to sketch the subject using lines and dots

Work on shapes - Concepts & Construction of basic shapes, Create drawings using different shapes, Understand Tone & Shadow, Line drawings for characters

Work on Planes – Textures – Patterns

Assignment 02: Students need to submit shape drawing for different characters (in action)

Assignment 03: Students need to submit line drawing for different characters (in action)

Understand different types of drawings – sketching on each type of drawing, Work on Depth Cues and its types.

Perspective drawings – Drawing Composition – Facial expression - Shading Concepts

Assignment 04: Students have to submit sketches of different poses with expressions

Final Submission: Students have to compose 3 sketches with different characters and background.

18VMC583

3D Modelling and Texturing

1-0-4-3

Introduction to 3D modeling – Understanding the software and its layout- working with different tools – understanding 3D workspace - working with symmetry, editing components in orthographic view and perspective view - Different Modes

Poly editing techniques - Extruding, Bridging, Adding polygon to mesh - Split polygon faces, edge loop - Poly Normal, Edge & bevel, Separating & combining geometry, NURBS

Assignment 01: Students have to model a table

Modeling using reference sketches, Image Planes, Poly modeling workflow, Polygon primitives, modeling in shaded mode, Model symmetry, Low Poly/High Poly modeling

Exporting the models from scene to scene

Assignment 02: Students have to take the real life scene as reference and model the complete scene

Texturing –Introduction to texturing and shading, working with blinn, phong and lambert, bump and displacement, working with transparency, reflection and refraction, Working with 2D textures, 3D textures, UV mapping, unwrapping, smoothing and relaxing a mesh, baking maps

Assignment 03: Students have to texture an interior / exterior scene

for facilitating faster production flow

Sculpting – Introduction to the software – tools and its applications - different brushes to do the detailing - preparing a surface for sculpting, sculpting techniques - Sculpting a nose, Sculpting different body parts

Assignment 04: Students need to model a face and sculpt it to give the detailing

Final Submission:

01 - Interior - Exterior

02 – Character

18VMC584**Dynamics****1-0-2-2**

Concepts of Dynamics - Tools and techniques of dynamics - Particle Simulation- Reactors - Difference between Soft and Rigid body - Different particle system - Texturing the particles – Fields: Air, Drag, Gravity, Newton, Turbulence, Vortex,- Constraints

Effect: Fire, Smoke, Fireworks, Lightening, Shatter, Curve flow, Surface flow - Ncloth

Rendering particles and effects, Maya Paint Effects, Baking simulations, Render types.

Assignment 01: Students have to create a wall breaking scene

Assignment 02: Students have to create a cloth tearing scene

Introduction to Fur, Procedural textures, Inclination, roll and polar, Fur volume and Noise, Painting fur attributes, modifying fur direction, Modifying colour of a fur descriptions, Creating nCloth collision, Constraints, Hair System: Artisan, Hair system components, Modify curve tools, Paintfx with hair, Hair collision, Hair system caching, Hairstyles.

NDynamics - Introduction to nParticles and Nucleus solver, Nucleus node, Nucleus forces, Nucleus plane, Nucleus attributes, nParticles interaction, nConstraints, nCloth: simulations, nCloth dynamics properties, Working with nConstraints, Tearing cloth, Dynamic Property maps, Simulating cloth on moving character, nParticle caching, nConstraints, Creating Smoke simulations in nParticles, Creating liquid simulations in nParticles, Introduction to nHair, Creating Basic hair style, Creating a dynamic curve simulations.

Introduction to Fluids, Fluid field interaction, Fluid attributes, , Creating a non-dynamic 3d fluid effects, Creating dynamic 3D effect, Creating fire and smoke using Fluid dynamics, creating an ocean

Introduction liquid stimulations – Software tools and techniques – different properties of liquid

Assignment 03: Students have to create rain effect on an ocean

Assignment04: Students have to create a liquid flow

Final Submission: Students need to submit a short show reel for dynamics

18VMC585**Motion Graphics and Camera Tracking****1-0-4-3**

History of Motion Graphics - Telling stories through graphics

Introduction to software - Understanding the Different tools involved in creating a motion graphics - Working with shape tools and text tool - 2D and 3D Motion graphics

Assignment 01: Students have to create simple text animation

Assignment 02: Students need to create a short motion graphics

Tracking - One point and Multi Point tracking for live footage

Camera Stabilize - Matching the Graphics for the live footages

Assignment 03: Students have to track and patch a television screen for a movement shoot

Adding 3d models to the live footages – Rendering

Assignment 04: Students have to combine motion graphics with the live footage using camera tracking skills

Final Submission: Students have to create a short graphics for a movie

18VMC586

Rotoscope

1-0-2-2

Introduction - History of Rotoscope, Understanding Matte, Different Rotoscope Software - Understanding key frames

Assignment 01: Students have to sketch the outline of a moving object of 1 sec duration

Software - layout, tools and techniques, tracing the moving objects, animating the matte, Usage of spines

Assignment 02: Students need to trace digitally and create a matte for a sequence

Assignment 03: Students need to trace digitally and create a matte for a sequence

Wire removal tools and techniques - Digital painting for video

Assignment 04: Students have to remove the wire and do the necessary digital painting

Final Submission: Students have to prepare a 30sec rotoscope show reel

18VMC587

Voice Modulation and Dubbing For Animation

1-0-2-2

Introduction to sound – Property, frequency, Wave, Sound vs Audio

Basic knowledge of Voice Dubbing / Voice-over – technique, observation, Voice acting

Voice Recording Technique in Studio – understanding Microphones, Different types of Microphones, Setting up for Voice recording and fundamentals for sound recording – Editing the audio – Matching audio and video digitally

Voice manipulation – Different tones, understanding the character

Difference in Dubbing for - films, cartoon films, T.V Serials

Assignment 01: Students have to write the script and record a voice over

Assignment 02: Students have to dub and edit for different characters

Final Submission: Students have to dub for a short animated movie (Group)

18VMC613

3D Animation

1-0-4-3

Introduction to Animation- Tools for Animation, Key-frames and the Graph Editor, Setting the playback range – Setting-key frames, Graph Editor, Changing the timing of an attribute, Fine tuning an animation, Deleting extra key-frames, Using Play-blast to playback an animation, Using Set Driven Key to link attributes, Viewing the results in the Graph Editor

Assignment 01: Students have to prepare a ball bounce animation

Path animation - Animating an object along a motion path, Changing the timing of an object along a motion path, Rotating an object along a motion path, Blending key frame and motion path animation, Nonlinear animation with Trax, Creating clips with Trax, Changing the position of clips with Trax, Editing the animation of clips, Reusing clips within Trax, Soloing and muting tracks Scaling clips within Trax

Assignment 02: Students need to prepare different vehicle animation

Assignment 03: Students need to prepare different walk cycles

Concept of Acting, Facial Animation, Acting Sections, Camera Animation, Lip Sync Video, Quadruped Animation, Animating into a unit scene, animating the character, Animation Blending

Assignment 04: Students have to animate different expression – lip movement – weight lifting

Final Submission: Students have to prepare an one min animation show reel

18VMC614

3D Lighting and Rendering 1-0-2-2

Introduction to the Theory of Light - Basic properties of Light – Frequency & Wavelengths of the light spectrum

Introduction to software– UI & Lighting tools - Understand ‘Direct Illumination’ concept of lighting

Effects of Light – Primary Sources of Light – Manipulation of Light

Light & its effects on objects/scenes – Reflection - Understanding Shadows

Working on different types of lights - 3 Point lighting concept - Illuminating different spaces & environment - Understanding Day and Night light – Interior and Exterior lighting – enable/disable a light

Assignment 01: Students have to do simple 3 point lighting for a model

Assignment 02: Students have to light an interior scene (day)

Learn the process of rendering – different options in rendering - Mental Ray – Image Based Lighting process

Assignment 03: Students have to do lighting for an exterior scene

Assignment 04: Students have to do night lighting for the same scene (exterior and interior)

Understanding Final Gather - Colour Bleed – Caustics - applying Render passes to the layers in lighting

Final Submission: Students have to prepare a 30 Sec show reel on lighting with different passes

18VMC615

Online Promotions

1-0-1-2

Introduction to online media - Introduction to social Media

An introduction to Search Engine optimisation; Form Discussion; Create a Newsletter; Create a movie page in Social networking sites –Fan clubs and sites; Photo sharing frequently to grab the audience attention, Writing interesting articles; Trailers to be updated and tag.

Create a blog; Post article on the cast, crew story background; Photos and trailers to be added; Update trailers in various video sharing sites like You tube, Google video Vimeo and tag in video sharing sites: Respond to comments; tweet regularly; Paid Advertisements.

How to do a Social Media Event Marketing; How to create Social Media Campaigns; Promoting Film posters through Social media; Promotions – Past, Present, future.

Assignment 01:

Assignment 02:

Final Submission:

18VMC616**Rigging****1-0-4-3**

Concepts of Rigging: Advanced Deformation, Rigging Constrain, Concept of Inverse and Forward Kinematics

Assignment 01: Students have to rig a pendulum

Character Rigging: Designing of Bone Setup for Character, Advanced Character Rigging, Facial Rigging, Function of Skinning, Muscle System, Creating a control object for an IK system, constraining an IK system

Assignment 02: Students have to rig a character

Quadruped Rigging: Planed and Organized of Quadruped Rigging, Designing of Bone Setup for Quadruped Rigging, Concept of Quadruped Rigging, Flexibility of Quadruped Rigging

Assignment 03: Students have to rig an animal

Mechanical Rigging: Organized and Naming of the Mechanical Object, Designing of Bone Setup for Mechanical Rigging, Concept of Props Rigging, Concept of Mechanical Rigging

Assignment 04: Students have to rig a rocking chair

Smooth skinning - Smooth binding a skeleton ,Skin weighting and deformations Modifying skin weights, Influence objects, Cluster and blend shape deformer .Creating a target object for a blend shape, Creating a cluster deformer on a target object Editing cluster weights, Creating a blend shape Refining deformation effects Adding target objects to an existing blend shapes

Final Submission: Students have prepare an one min rigging show reel

18VMC680**SFX and Re-Recording****0-0-4-2**

Introduction to Foley - History – Creating Background noise – Observation - Process of recording Foley - tricks to rerecording

Music – Creating Music – Editing – Adjusting levels – Understand the mood of the scene – Sound Design – Surround System

Assignment 01: Students have selected a scene from a movie and do the rerecording

Assignment 02: Students have to create a music library

Final Submission: Students need to Dub-rerecord-add BGM for a 5 min scene

18VMC681 VFX –Compositing Practice 1-0-4-3

Different Software involved in VFX Industry - Introduction to software, Understanding the layout and tools, Converting images from 2D to 3D, Green Screen Removal, Camera Projection, Colour Correction

Assignment 01: Students have to do a camera projection for an image

Visual Effects – Description – Types- Particles – Analysis- Size- Sand Effects –Smoke Effects- Fire Effects – Cloud Effects – Snow Effects - Designing Clouds Background – Designing Fog Effects –Explosion Effects–Fire Effects with flames - Paint Effects

Assignment 02: Students have to create different effects for a scene

Matte painting - Understanding the procedure - merging different scenes – basic CC

Assignment 03: Students have to create BG using matte painting technique

Introduction to compositing special effects into a scene - Compositing Techniques – Working with nodes - Compositing various renders from 3d software

Assignment 04: Students have to composite different render passes

Advanced camera Projection - Stereoscope - Broadcast animation for logo and montages - Special Effects, Superimposition and Titling - Exporting various file format outputs as per the end user requirements

Final Submission: Students have to create a small VFX scene and submit

18VMC692 Internship 2

Students have to attend an internship for a minimum period of 30 days and submit the certificate from the company and a report with appropriate evidences / samples of work performed and a log-sheet. The student should present the same during viva-voce examination.

18VMC695 Minor Project (3D)

Students have to submit (Individual)

1. One Exterior Model with texturing and lighting
2. One Interior Model with texturing and lighting

18VMC696 Minor Project (VFX)

Students have to create a one min VFX film (Group)

18VMC698

Portfolio Presentation

2

Students have to attend a Viva- Voce (Individual) on the date of submission of their show reel/ exhibition with appropriate evidences of a minimum of 10 different projects.

18VMC699

Project (Show Reel)

8

Students have to select any specialised area among

1. Modelling - Texturing
2. Lighting – Rendering
3. Animation – Rigging
4. VFX

And prepare minimum 1 minute show reel (individual) along with the other works done in the entire course.
