

M.Sc. Visual Communication
ANIMATION & DESIGN STREAM

Programme Outcome (PO)

PO1 [Critical and integrative Thinking] - Develop a critical and scholarly thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

PO2 [Effective written and oral communication] - Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

Po3 [Societal and Environmental Awareness] - Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

PO4 [Ethical Reasoning] - Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

PO5 [Leadership] – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

Programme Specific Outcome (PSO)

PSO1 [Create] - Comprehend, synthesize and employ Communication theories, perspectives, principles and concepts to create and produce messages appropriate to the audience, purpose and context.

PSO2 [Evaluate] - Demonstrate the skill and ability to justify their stand or decision and emerge as entrepreneur and critique.

PSO3 [Analyze] - Demonstrate the ability to critically draw connections among ideas and analyse messages by comparing contrasting and organizing viewpoints.

PSO4 [Apply] - Apply communication theories, research in various fields of Media & visual communication.

PSO5 [Understand] -. Demonstrate the ability to accomplish communicative goals (self- efficacy) and engage in Communication inquiry.

PSO6 [Remember] - Gain industry level exposure on photography, videography, designing, journalism etc.

Amrita Vishwa Vidyapeetham
Amrita School of Arts & Sciences
M.Sc. Visual Communication
Curriculum (2021 Onwards)

Animation & Design Stream										
Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES	
SEMESTER 1					SEMESTER 2					
21VMC507	Introduction to Animation Film Making	2 0 0	2		21VMC513	Introduction to UI UX Designing	2 0 0	2		
21VMC501	Introduction to Communication Theories	3 0 0	3		21VMC512	Creative Advertising & Branding	2 0 0	2		
21VMC508	Introduction to Visual Designing Components of Visual Design Practice	2 0 0	2		21VMC514	Web Designing and Developing	2 0 0	2		
21FNA571		0 1 2	2		21VMC574	Advanced 2d animation and E-learning Practice	0 2 2	3		
21VMC570	Digital Film Making Practice	0 1 2	2		21VMC573	3D Animation - Lighting & Rendering Practice	0 2 2	3		
21VMC502	Media Research Methods	3 0 0	3		21VMC587	VFX lab	0 1 2	2		
21FNA585	3D Modelling & Texturing Lab	0 2 2	3		21VMC575	UI/UX Designing Practice	0 1 2	2		
21VMC580	2D sketching and Animation Lab	0 2 2	3		21VMC585	Illustration & Designing Lab	0 1 2	2		
21VMC584	Photo Editing & Designing Lab.	0 1 2	2		21VMC586	Page Layout Designing Lab	0 1 2	2		
21VMC571	Photography and Lighting Practice	0 1 2	2		21VMC576	Web Designing Practice	0 1 2	2		
21CUL501	Cultural Education		P/F		21AVP501	Amrita Values Programme	1 0 0	1		
	TOTAL		24			TOTAL		23		
SEMESTER 3					SEMESTER 4					
21VMC603	Introduction to Responsive Web Designing	2 0 0	2		21VMC695	Comprehensive and Technical Viva Voce		4		
21FNA602	Intellectual Property Rights for Media	2 0 0	2		21VMC692	Internship		2		
21VMC671	Advanced 3D Animation - Rigging & Animation Practice	0 2 2	3		21VMC699	Project (in Animation & Design)		4		
21VMC686	Motion Graphics Lab	0 1 2	2		TOTAL			10		
21VMC687	Responsive Web Designing Lab	0 1 2	2							
	Elective A	0 1 2	2							
21VMC685	Digital Marketing and Promotion Lab	0 1 2	2							
21VMC684	Compositing & Colour Correction Lab	0 2 2								
21VMC690	Live in Lab / Open Elective	2 0 0								
21VMC694	Mini Project (in Animation & Design)									
21SSK501	Life Skills		P/F							
	Total		23			Total Credits for the Programme		80		

Electives for Animation & Design stream

21VMC641	Advertising Photography and Digital Design Practice	0 1 2	2
21VMC642	Computer Aided Designing	0 1 2	2
21VMC643	Dynamics and Simulation Practice	0 1 2	2
21VMC644	Packaging Practice Lab	0 1 2	2
21VMC645	Typography Practical	0 1 2	2

MSC VISUAL COMMUNICATION (ANIMATION AND DESIGN)**INTRODUCTION TO ANIMATION FILM MAKING**

Course Code	L T P	Credits
21VMC507	2 0 0	2

Objectives: To introduce students to the grammar of animation film making - from the ideation to the construction of narrative sequences.

Course Outcome (CO) –After studying this course the students will be able to

- γ 1 Understand the basics of Animation design and techniques
- γ 2 Apply the different principles of animation in practice
- γ 3 Understand the process of production elements.
- γ 4 Apply the visual effects during production
- γ 5 Create audio, visual and graphic effects

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Animation, History - Before cinematography, Silent era, Golden age, Features before CGI, Television, Switch from cels to computers, Animation articulation & performance - Advancement in Animation design & theory, Animation Types – 2D, 3D, Techniques –Traditional, Stop motion, Computer, Mechanical, Other. Software used for animation	
Unit2	Principles of Animation - ‘Squash & Stretch’ methodology, ‘Anticipation’ principle, ‘Staging’ concept of animation, Straight Ahead & Pose to pose’ Animation. Advanced Principles of animation - ‘Follow through & Overlapping’ Animation, ‘Slow out & Slow in’ Animation, ‘Arcs’ principle of animation, ‘Secondary Action’ rule of animation. Advanced Principles of animation - Timing’, an important principle of animation, Exaggeration’ process of animating, ‘Solid Drawing’ principle, ‘Appeal’ principle	
Unit3	Brief on Animation process – different departments involved in Pre-production / production / post production. 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. Understand the steps of Production process in 3D Animation – Modelling – Texturing – Lighting – Rigging and Animation – Animatronics	

Unit4	Understand Visual Effects – Dynamics - Simulation & effects - different software required for visual effects– Motion Graphics - Camera Tracking & Stabilizing - Colour Corrections & Compositing	
Unit5	Voice modulation –Dubbing – Rerecording – Music Production - Different Render Engines - Different output formats. New Trends and Techniques.	

□

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Reference Text Books

1. The World History of Animation by Stephen Cavalier (Author), Sylvain Chomet
2. The Illusion of Life: Disney Animation – Illustrated, by Ollie Johnston (Author), Frank Thomas (Author)

INTRODUCTION TO COMMUNICATION THEORIES

Course Code
21VMC501

L T P
3 0 0

Credits
3

Objectives:

To develop the knowledge of basic elements of Communication. To inculcate the knowledge of communication models. To introduce students to the theories of Communication. To acquaint students with the various types of Communication.

Course Outcome (CO) –

- 1 Students would be able to introduce themselves to the theories of Communication.
- 2 Students would be able to inculcate the knowledge of Communication models.
- 3 Students would be able to develop the knowledge of basic elements of Communication.
- 4 Students would be able to acquaint themselves with the various types of Communication.
- 5 Students would be able to incorporate these theories in mass media research.

UNITS	MODULE	HOURS NEEDED
Unit1	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 and concept of ‘mass’ – nature and scope; Media for mass communication; Functions and dysfunctions of mass communications.	10 hrs
Unit2	Communication Models – Aristotle’s model, Lasswell model, Shanon and Weaver model, Osgood and Schramm, Dance, Newcomb, Defleur, Gatekeeping and Gerbner.	9 hrs
Unit3	Theories of Communication – Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Spiral of Silence Theory, Hypodermic Needle Theory; Diffusion of Innovation; Perception and Persuasion Theory	9 hrs
Unit4	Media systems and theories: Authoritarian, Libertarian, Socialistic, Social-responsibility, Development, Participatory; Interactive Theory – One step flow, Two-step flow (Opinion Leaders) and Multi step flow	9 hrs
Unit5	Mass media: public opinion and democracy. Media culture and its production; Media and Children; Violence and Obscenity in Media; Folk and Traditional Media	8 hrs

(Whichever is Applicable)

Assigned readings	Mass Communication in India by Keval J Kumar
Writing assignments	Students can apply these theories and models with contemporary media issues and write the assignment regarding the same.
Project	-
Lab or workshop	-
Field work/experience	-
Online activities	Quiz
Performances/creative activities	Debate and Presentation
Learning outcomes	-

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

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.

INTRODUCTION TO VISUAL DESIGNING

Course Code	L T P	Credits
21VMC508	2 0 0	2

Objectives: The objective of this course is to introduce the elements of design, basic elements of compositions and basic principles of visual design.

Course Outcome (CO) –

- Y 1 Understand the difference between normal art and design
- Y 2 Execute the color theory in design
- Y 3 Adopt the creative aspects of typography
- Y 4 Understand the process of design with theoretical application.
- Y 5 Execute the design

UNITS	MODULE	HOURS NEEDED
Unit1	The distinction between art and design. Introduction of fundamental elements and principles of visual design and it's application. Geometrical and organic shapes, Texture ,value, tone, negative space etc.	

Unit2	Role of colour in design. Colour theory. Colour psychology. Colour strategy. Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design.	
Unit3	The role of typography in design. Contemporary trends in typography and layout, Study of typefaces, type and culture. Create a new font of any language using grid system, in manual and digital. Type face anatomy classification of typography -serif, san serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language.	
Unit4	Application of Gestalt theory. The Design Process - Define the Problem, Collect the Information, Brainstorm/Concept, Design, Feedback/Application, What is AIDA.(Attract, Aware, Interest, Desire, Action) Monogram, iconography, calligram, symbols, type of logos. Use of grid in design.	
Unit5	Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning. New trends in design. Introduction to UI Designing. Difference between Graphic and UI Design.	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	

Learning outcomes	<p>Experience a range of design methods, processes, materials, and contexts</p> <ul style="list-style-type: none"> • Apply basic elements of visual design including balance, color, dynamics, expression, form, growth, light, movement, sequence, shape, and space • Practice iteration (and/or variation) to arrive at successful design projects • Use visual design terms and formal language to communicate • Analyze the effectiveness of works of art and design, recognizing strengths and citing areas for improvement • Identify or integrate methods, processes, and/or materials that are relevant to project development • Defend work with reason
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Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill developmen

Reference Text Books

1. Exploring the Elements of Design Paperback – by Poppy Evans (Author), Mark A. Thomas (Author)
2. Visual Thinking for Design By Colin Ware, Publisher:Elsevier Science
3. Visual Thinking for Design (Morgan Kaufmann Series in Interactive Technologies) 1st Edition, Kindle Edition by Colin Ware (Author)
4. Design Basics Paperback – Import, by David A Lauer (Author), Stephen Pentak (Author)

COMPONENTS OF VISUAL DESIGN PRACTICE

COURSE CODE	L T P	CREDITS
21FNA571	0 1 2	2

Objectives:

- This is a course aimed at imparting the basic knowledge about visual compositions.
- The course teaches the students how to examine an existing design and its inner readings.
- The course helps the students to apply the principles of design in all their design endeavors.
- The course helps them understand colors and their innumerable combinations.

Course Outcome (CO)

- Students learn to Balance a visual composition, a design or art work.
- Students will learn how to place the layout in order to enhance readability of a design.
- Students will learn how to compose various elements aesthetically and functionally in a space.
- Students will learn the rule of the thirds, diagonal lines etc.

- Students will learn to blend photograph and graphic design; text and other elements to create aesthetically superior and functionally efficient designs.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Elements of Visual Design: Texture, Color, Line, Value, Form, Shape, Space. How master artists approached these elements, Light and Shadows. Perspectives, Ariel Perspective, one point, two point and three-point perspectives. different kinds of projection like isometric projection, orthographic Projection	10
Unit2	Principles of Visual Design: Law of Unity, Law of Emphasis (Focal Point), Law of Rhythm, Variety, Law of Proportion, Law of Balance, Law of Movement, Contrast, Law of repetition. Linear	5
Unit3	Color Theories: Additive color theories and subtractive color theories, Analogous colors, Complimentary colors. Color mixing, Hues, Values, Saturation using pigments.	5
Unit4	Rule of the thirds, The triangular compositions, the S curve, The diagonal lines,	5
Unit5	Design Project output. Designing for Print, Designing for Web.	5

Activities

Assigned readings	Text books and websites
Writing assignments	NA
Project	Designs in Print and for Web as given
Lab or workshop	Designing for advertisements using Computer graphics Lab facility.
Field work/experience	NA
Online activities	Refer online resources
Performances/creative activities	NA
Learning outcomes	The students will learn to design innovative global standards communication tools and aesthetic art works.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Prieto, Rosi. A Concise History of Art: The Western World. Kendall Hunt Pub Co, 14 December 2009
- Ball, Victoria Kloss. The Art of Interior Design: A Text in the Aesthetics of Interior Design. Literary Licensing, LLC, 1 October 2011
- Read, Herbert. The Meaning of Art. Faber & Faber; Indian export edition, 20 November 2003
- Moberg, Eric Michael. The Art of Composition. CreateSpace Independent Publishing Platform, 11 September 2012
- Graves, Maitland E. Art of Colour and Design. McGraw-Hill Inc., US; 2nd Revised edition, 1 January 1951
- Arnheim, Rudolf. Art and Visual Perception. University of California Press; 2nd Revised edition, 10 December 2004

DIGITAL FILM MAKING PRACTICE

Course Code	L T P	Credits
21VMC570	0 1 2	2

Objectives: To practically teach students with the introduction and basics of Audio Video Production field.

- To give awareness about how to capture video and audio with a digital video camera and its accessories.
- To introduce video making using mobile phone.
- To make the students to handle every type of digital video camera in the industry.
- To give a basic idea about telling a story by combining video and audio using various digital video and audio editing platforms.
- To make the students use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO)

- Students will be able to shoot with different types of modern cameras and lenses
- Students will be able to do the advanced camera settings for their projects
- Would be capable of practically working different shots and angles
- Students could produce Short films
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Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Audio for Video	Introduction to Audio - Recording VO - Dubbing	5
	Different Mics	
	Foley – Dubbing - SFX	
Audio editing techniques	Audio Editing Software – Different tools - Methods – Cuts - Effects	4
Cinematography techniques	Introduction to Video - Types of Video Production	7
	Different Frame rates	
	Different types of cameras and lenses	
	Camera Setting – Exposure Triangle- Focus – Focal length	
	Scene – Shots – Angles	
Directorial aspects	Different Rules in Videography	5
	Concept – Story – Screenplay – Story board – 3 act structure	
	Different camera moments using x y and z axis	
Advanced Lighting techniques	Role of a director – Different roles in production	3
	Different Types of Lighting – Properties – Characteristics – Different Types of Lights	
Techniques in Video Editing	Green Screen Production	5
	Video Editing – Types –Different tools – Methods – Cuts –	5

	Transitions - Effects	
Production aspects	Analysing animated films technically	3
	Digital Film Making Pipeline – Roles	
	Producing a short Film	

(Whichever is Applicable?)

Assigned readings	Video production books; Film, advertisement scripts. Basic lighting techniques
Writing assignments	Basic Script writing.
Assignments	<ol style="list-style-type: none"> 1. Prepare a Concept/ Script/ Screenplay 2. Produce a 2 min short film without Dialogue
Lab or workshop	NA
Field work/experience	NA
Online activities	NA
Performances/creative activities	NA
Learning outcomes	To know basics of Audio Video Production

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

Reference Text Books

- Video Production (Vasuki Belavadi)
- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)

MEDIA RESEARCH METHODS

Course Code	L T P	Credits
21VMC502	3 0 0	3

Objectives:

- To introduce students to basic principles associated with conducting Post graduate-level research, including identifying a research topic; accessing and critiquing scholarly research; writing a literature review; and research ethics.
- Students are also introduced to research design and to qualitative and quantitative methodological approaches to collecting and analyzing data.
- Given the nature of the discipline, the course provides some emphasis on participatory research methods.
- To develop new scientific tools, concepts and theories to solve and understand scientific and non scientific problems

- To enrich the innovative framework towards communication research with a multidisciplinary approach.

Course Outcome (CO) – subject outcome:

- To equip researchers with research methodology essential for pursuing research degrees (Doctor of Philosophy (Ph.D.), Masters in Philosophy) and research in undergraduate and postgraduate courses.
- To enable researchers in writing various research reports, thesis, dissertation, research papers, articles, essays.
- To get a knowledge of Research Grants and how to write Research Grant Proposals
- To get a research position in countries like U.S.A., Canada, Germany, England, Japan, Australia, etc.
- To enable the researchers to approach grassroot level implications on social issues.

Key Learning:

Article Writing, Essay, Research Paper, Book Review, Thesis; Dissertation, Book, Citation Methods and Styles, Research Grant Proposals

UNITS	MODULE	HOURS NEEDED (40 Hrs)
Unit 1	<p>Research Framework and Literature Study Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review – Research Design - Execution of the research – Problem, Formation- Observation and data collection – Methods Qualitative – quantitative research in media studies</p>	10
Unit 2	<p>Research Design & Statistics Tools: Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data – Scaling - Qualitative – Quantitative measures- Hypothesis - testing – Generalization – Variables - Types of Data – Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data- content analysis–Case Study - non –parametric statistics – chi- square – contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA) - Regression and Correlation.</p>	10
Unit3	<p>Theoretical Framework for Research Media theories – Philosophy of Research – Structerization of Research – Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visual aesthetics – Perception theory – audience research – Semiotics – motion and frame semiotics –Cognitive theory – film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media</p>	10

Unit 4	Art of Research Writing Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes	6
Unit 5	Research aids and Ethics Use of visual aids - Preparing Research papers for journals, Seminars and Conferences –Calculations of Impact factor of a journal, citation - Ethical Issues – Ethical Committees – Reproduction of published material Acknowledgement –Reproducibility and accountability.	4

Assigned readings	Practice & Seminar on formulating research problem – Presentation & analysis of Case studies
Writing assignments	In text Citation and APA Style Formulation Practice Identification of Research Problem and framing Objectives
Project	Review research article and presentation
Lab or workshop	<ul style="list-style-type: none"> • Hand on Workshop on using Tools and application for Statistical analysis • Seminar on Methods and Theories for Mass media research, perspectives and approaches • Workshop on Writing and structuring Research thesis • Seminar on Ethical issues, responsibilities on researcher, Publication standards
Field work/experience	Working on real-time issues relate with Communication, Media and Society
Online activities	Understanding Online tools which support research to become effective
Performances/creative activities	N/A
Learning outcomes	Constructive ideas from overall learning process in the post graduation which transfer the need for research in grass root level with participatory approach.

References:

1. Mass Communication Theory – McQuail Denis (Sage Publication)
2. Audience Analysis – McQuail Denis (Sage Publication)
3. Mass Media Research – Roger Wimmer& Joseph Dominick
4. Methods in Social Research – Kothari C.R
5. Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
6. Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications.
7. Visual Communication Theory and Research A Mass Communication Perspective SHAHIRA FAHMY, MARY ANGELA BOCK, AND WAYNE WANTA
8. Visual Communication- Research Designs by Keith Kenney
9. Social Media, Sociality, and Survey Research Edited by Craig A. Hill, Elizabeth Dean, Joe Murph
10. Research Design- Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition- John W. Creswell, J. David Creswell

3D MODELLING AND TEXTURING LAB

Course Code	L T P	Credits
21FNA585	0 2 2	3

Objectives: To practically teach students with Modelling and texturing in 3d field.

Course Outcome (CO) –

- γ Students will be able to model different objects
- γ Students would be able to texture different objects
- γ Students would be able to sculpt using advanced sculpting software

Course Contents / Operational Terminologies	Course contents	HOURS NEEDED
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		
Modeling using reference sketches, Image Planes, Poly modeling workflow, Polygon primitives, modeling in shaded mode, Model symmetry,		2
Low Poly/High Poly modeling Exporting the models from scene to scene		6
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		
Sculpting – Introduction to the software		
tools and its applications		
different brushes to do the detailing		
preparing a surface for sculpting, sculpting techniques		
Sculpting objects,		
Sculpting different body parts		

(Whichever is Applicable?)

Assigned readings	
Writing assignments	
Assignments	<ol style="list-style-type: none"> 1. Model an object 2. Model a complete scene with reference 3. texture an interior / exterior scene 4. Character Modelling 5. Sculpt different models 6. Interior & Exterior Modelling with texturing
Lab or workshop	
Field work/experience	
Online activities	

Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Objectives: At the end of the course the student will learn Concepts of Sketching, basic concepts of 2D

2D SKETCHING AND ANIMATION LAB

Course Code	L T P	Credits
21VMC580	0 2 2	3

Animation, Storyboarding and create animated digital multimedia content for media.

Course Outcome (CO) – After studying this course student will be able to:

- 1 Understand the basic concepts of sketching
- 2 Apply the art of drawing
- 3 Get acquainted with 2D sketching, Animation, Tweening, HTML
- 4 Create graphics and sketches and texts
- 5 Create and edit symbols

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
2D Sketching – 1	Concepts of Sketching– Identify drawings, understand the basic elements of drawing - Utility & usage of Lines in a drawing - learn points, lines Work on shapes - Concepts & Construction of basic shapes, Create drawings using different shapes,	2 HRS
2D Sketching – 2	Understand Tone & Shadow, Line drawings for characters Work on Planes – Textures – Patterns 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	

Getting Acquainted	<ul style="list-style-type: none"> Opening a File Understanding Document Types Getting to Know the Workspace Working with the Library Panel Understanding the Timeline Organizing Layers in a Timeline Using the Properties Panel Using the Tools Panel Undoing Steps in Animate Previewing Your Movie Modifying the Content and Stage Saving Your Movie. 	3 HRS
Creating Graphics and Text	<ul style="list-style-type: none"> Getting Started Understanding Strokes and Fills Creating Shapes Making Selections Editing Shapes Using Gradient and Bitmap Fills Using Variable-Width Strokes Using Swatches and Tagged Swatches Creating Curves Using Transparency to Create Depth Being Expressive with the Paint Brush Creating and Editing Text Aligning and Distributing Objects Converting and Exporting Art 	3 HRS
Creating and Editing Symbols	<ul style="list-style-type: none"> Getting Started Importing Adobe Illustrator Files About Symbols Creating Symbols Importing Adobe Photoshop Files Editing and Managing Symbols Changing the Size and Position of Instances Changing the Color Effect of an Instance Understanding Display Options Applying Filters for Special Effects Positioning Objects in 3D Space 	3 HRS

Animating Symbols	Getting Started About Animation Understanding the Project File Animating Position Changing the Pacing and Timing Animating Transparency Animating Filters Animating Transformations Changing the Path of the Motion Swapping Tween Targets Creating Nested Animations Easing Frame-by-Frame Animation Animating 3D Motion Exporting Your Final Movie	3 HRS
Classic Tweening	Getting Started Using Classic Tweens Motion Guides for Classic Tweens Copying and Pasting Tweens Classic Tween Eases Graphic Symbols	2 HRS
Publishing	Understanding Publishing Publishing for HTML5 Publishing a Desktop Application	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	

Lab or workshop	Assignment01: Students have to sketch the subject using lines and dots 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) Assignment 04: Students have to submit sketches of different poses with expressions Animated Ads Illustrate a Street Scene Animate four events in scene Nature Scene Walk Cycle
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

PHOTO EDITING & DESIGNING LAB.

COURSE CODE	L T P	CREDITS
21VMC584	0 1 2	2

Objectives:

This course covers the advanced skills of image production and manipulation, using the industry-standard software to work with digital images for both Web and print use. Understanding the structure of this application enables the student to systematically build confidence and skill in its use, and also apply its principles in related applications. This course surveys the breadth and depth of the software workspace and toolset through lecture presentations and lab exercises. An overview of the digital imaging workflow will be presented, with emphasis on image processing. Students must have basic computer literacy

Course Outcome (CO) – After studying this course student will be able to

- Y 1 Understand the tools of image production for different media
- Y 2 Build skill of applying different software
- Y 3 Apply color correction, layer and such other possible options in image editing
- Y 4 Work with 3D image production
- Y 5 produce final and ready to be used image outputs

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction and Workspace	Workspace, Tools, and Panels, Opening an existing document, Discovering the Tools panel, Accessing tools and their options, Using panels, Customizing your panels, Hidden tools, Navigating the image area, Using the Zoom features, Maximizing productivity with screen modes	2 HRS
Working with Selections	The importance of a good selection, Using the Marquee tools, Changing a selection into a layer, Working with the Magic Wand tool, The Lasso tool, Adding to and subtracting from selections, Adding to and deleting from the selection, Saving a selection, Feathering a selection, Using the Quick Selection tool, Making difficult selections with the Refine Edge feature, Using Quick Mask, Copying and pasting a selection, Using the Pen tool for selections, Converting a path to a selection	3 HRS
Understanding Layers	Background layers, Creating layers, Rearrange & editing layers, Opacity & Layer Blending Modes, Linking Layers, Applying Layer Styles, Flattening Layers, Layer Comps, Duplicating & Aligning Layers, Layer Groups, Preserve transparency, Creating a composition, Creating a layer mask, Editing the layer mask, Cloning layers, Filtering your layers, Smart layer, GIF animation	3 HRS
Painting and Retouching	Setting up your color settings, Color primer, Understanding color gamut., The RGB color model The CMYK color model, Editing color settings, Selecting colors, Starting to paint, Using the Color panel, Using the Brush tool, Changing opacity, Using the Brush Presets, Using the Airbrush feature, Applying color to an image, Changing blending modes., The Eyedropper tool, Retouching images, Using the Clone Stamp tool, Repairing fold lines, The History panel, The Spot Healing Brush, The Healing Brush, Using the Patch tool, Using the Clone Source panel, Cloning from another source	3 HRS

Color Correcting an Image	Understanding Images: Raster & Vector, Image Resolution, Choosing your color settings, Working in RGB, Reading a histogram, Making the Curve adjustment, Defining the highlight and shadow, Locating the White and Black Point, Inputting the white and black point values, Adjusting the midtones, Setting the neutral, Sharpening your image, Taking care of red eye, Using the Camera Raw plug-in, Using Camera Raw controls, Saving a DNG file, Reopening a DNG file	3 HRS
Using Content-Aware Tools	Adding image area, Viewing the on-screen ruler, Converting the Background into a layer, Scaling the background, Content-Aware Fill, Content-Aware Move, Content-Aware retouching	2 HRS
Correcting Digital Photographs	About Camera Raw, Processing Files in Camera Raw, Merging exposure and application of advanced colour correction, Correcting image distortion, Working with depth of field, Quick Masks & Gradient Masks, Saving selections as Masks, Alpha Channels, Loading Masks as selections, Editing Masks, Extracting Images, Applying Filter Effects to Masked selections, Creating Gradient Masks	3 HRS
Vector Drawing: Paths	Pen Tool, Using Paths, Scalable Objects, Shape Layer, Importing Smart Objects, Complex Path editing, Compound Paths, Saving Paths, Clipping & Work Paths, Filling & Stroking paths, selections	2 HRS
Filters	Using filters, Gamut & Workflow aspects, Stacking Orders & Saving multiple filters, Fading Filters (Opacity & Blend Modes), Smart Filters, Creating, Saving & Editing Smart filters	3 HRS
Working with 3D images	Creating a 3D shape from a layer, Manipulating 3D objects, Using 3D panels to adjust lighting and surface textures, Merging 2D onto 3D layers, Importing 3D Files, Painting onto a 3D object, Using Repoussé to create 3D text	3 HRS
Advanced	All-new Smart Sharpen, Intelligent upsampling, Camera Shake Reduction, Editable rounded rectangles, Improved 3D painting, Improved type styles, Improved 3D Scene panel, Improved 3D effects, Automating and Scripting Workflow in Photoshop	2 HRS
Exporting work	Saving with Different File Formats, Saving for Web & Devices, Printing and PDF Options	1 HRS

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(Whichever is Applicable)

Assigned readings	
Writing assignments	

Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	From photo editing and compositing to digital painting, animation, and graphic design to posters, packaging, banners, and websites; all graphic design starts with Photoshop. Combine photos, graphics, and text to create entirely new images. Select your subjects quickly. Learn to use color and effects to polish any design project.

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Photoshop Classroom in a Book (2021 release) Paperback – by Conrad Chavez (Author), Andrew Faulkner
2. Photoshop CC in Simple Steps Paperback – by DT Editorial Services

PHOTOGRAPHY AND LIGHTING PRACTICE

Course Code	L T P	Credits
21VMC571	0 1 2	2

Objectives: At the end of the course the student will learn Concepts of Shots, lighting for photography.

Course Outcome (CO) –After studying this course Students will be able to

- Y 1 Understand the camera operations
- Y 2 Work on different shots and angles
- Y 3 Experiment different lighting sets for better output
- Y 4 Understand the advanced lighting techniques

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED

Camera and its basics	<p>Operating a Camera Exposure Aperture & Shutter Speeds TTL Light Meter Depth of Field Operation of Video Camera Gain Control White Balance Focusing Viewfinder</p>	2 HRS
Types of shots	<p>Long shot. ... Medium shot. ... Medium close-up shot. ... Close-up shot. ... Extreme close-up shot. ... Two shot. ... Over the shoulder Point of view</p>	2 HRS
Types of angles	<p>Bird's-eye view. High angle Eye level Low angle Worm's-eye view Dutch – tilted angle.</p>	3 HRS
Familiarizing with different lens and filters	<p>Choosing Lenses types of lenses Normal wide angle telephoto zoom lenses supplementary lenses Digital Lenses Types of filters Uses of filters</p>	3 HRS
Advanced lighting techniques	<p>Nature of Light, different properties of light- direction, intensity, color, Outdoor lighting, studio lighting, three point lighting, lighting ratio, soft lighting, hard lighting Different lighting instruments and accessories Portrait Lighting Patterns- Split lighting, loop lighting, Rembrandt lighting, butterfly lighting Creative Lighting</p>	3 HRS

Lighting Equipment & Accessories	various light units HMI Day lights HMI arc Iodine lamp Reflectors cutters Barn doors Skimmers Lighting techniques Digital Lighting Units Power Supplies and outputs.	2 HRS
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	Assignment01: operating the camera Assignment 02: Photographs in each shot Assignment 03: Photographs in different angles Assignment 04: Photographs using different lightings
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Composition by Focal Press.
2. Basic Techniques of Photography (Ansel Adams Guide)
3. Basic Photography by M.J.Langford.

INTRODUCTION TO UI UX DESIGNING

COURSE CODE	L T P	CREDITS
21VMC513	2 0 0	2

Objectives: To introduce students to various phases in Interface Design process and expected deliverables. This course helps students to understand theories, principles and practice of user interface and user experience design for digital platforms.

Course Outcome (CO) –After studying this course the students will be able to

- γ 1 Understand the various phases in Interface design process
- γ 2 Understand the theories of user interface for digital platforms
- γ 3 Practice the User interface and user experience design for digital platforms.
- γ 4 Apply the research in designing
- γ 5 Get acquainted with UI/UX tools

UNITS	MODULE	HOURS NEEDED
Unit1	Getting Started with UI/UX Design: Why Should one Learn UI/UX Design, What is User Interface (UI) Design?, What is User Experience (UX)? Design?, What is UI Development? An overview of the human experience design process - UX design to UI design, What is Big Picture? What is Persona in UX Design, 6 Stages used to design in UX, Heuristic Evaluation	
Unit2	UX Design: What us Design Thinking, What is Research in User Experience Design? What are design Principles, What is User Centered Design, Wire framing & Storyboarding, Learning Google Material Design, Role of a UX Designer Steps to Follow before UX Design: Requirement Gathering, Research of various techniques, Analysis, Creating Scenarios, Flow Diagrams, Flow Mapping, Making our first UX Design Road Map	
Unit3	UX Design Process Design Testing Methods and Techniques. Usability Testing – Types and Process, Create plan for the Usability, What is Tests? What is Prototype and how we design it. Various Prototyping Tools, How to prepare Usability Testing? How to understand & refine Usability Test Results?	
Unit4	UX Improvement Process: Understanding the Usability Test findings, Applying the Usability Test feedback in, improving the design UX Delivery Process: How to communicate with implementation team, UX Deliverables and its process	

Unit5	What is UI Design: Tools used for UI Design, What is Wireframing, Various Tools used for wireframing, Principles of wireframing, Creating icons, Using Colours and Fonts, Using Templates, Low Fidelity Models, High Fidelity Models, Agile Design Philosophy, Building your first Minimum Viable Product. Introduction to UI mock up software.	
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	Design a GUI for an integrated transport system in a metro city. Design a interface for agriculture information system for farmers.
Lab or workshop	
Field work/experience	Building a Brand: Creating brand guidelines for interactive applications. Selecting & expanding a design for interactive applications. Wireframing workflows, translating brand guidelines to UX for interactive applications. Wireframing review, Sketch analysis, Pitch Guidelines, Final wireframe critique, User flow review - Final design
Online activities	
Performances/creative activities	

Learning outcomes	<p>principles and practice of UI/UX design for digital applications</p> <p>the design thinking methodology as it applies to UX design</p> <p>mastery of digital tools commonly used in UI/UX design</p> <p>language and methods to communicate about your design process and choices</p> <p>skills needed to create digital UI/UX designs that are effective, intuitive, accessible to all, aesthetically pleasing, and enjoyable to use</p>
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Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. The Elements of User Experience — By Jesse James Garrett
2. A Project Guide to UX Design: For user experience designers in the field or in the making (2nd Edition) — By Russ Unger & Carolyn Chandler
3. The UX Book: Process and Guidelines for Ensuring a Quality User Experience (by Rex Hartson, Pardha Pyla)
4. Interaction Design: Beyond Human — Computer Interaction (by Preece, Sharp, and Rogers)
5. The Design of Everyday Things : Norman, Donald A
6. Designing Visual Interfaces: Communication
7. Oriented Techniques : Mullet, Kevin, and Darrell Sano.
8. Human-Computer Interaction : Dix, Alan J., Janet E. Finlay

CREATIVE ADVERTISING & BRANDING

Course Code	L T P	Credits
21VMC512	2 0 0	2

Objectives: To introduce introduced to the various domains of professional practice in the process of developing an advertisement.

Course Outcome (CO) –After studying this course student will be able to

- Y 1 Understand the concept and principles of Advertising
- Y 2 Apply the skills of writing for advertising copy

- Y 3 Plan the brand marketing with professional experience
- Y 4 Exhibit their capacity to build corporate image
- Y 5 Understand the career opportunities and requirements for job

UNITS	MODULE	HOURS NEEDED
Unit1	What is Advertising? – Evolution - Advertising as a Communication Process- How and When Advertising works? Effective Advertising - Market Effects and Intensity of Advertising: Persuasion, Argument and Emotions - Economic Effects of advertising - Advertising as a Business Process - Advertising in Business and Society	
Unit2	Creativity - Creative Process in Advertising – Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction – Production - Using the Media: Print, Visual and Radio - Advertising in the ICT age - Media Planning and Internet: Effective Use of New Media Tools, Planning and Organising – Executing the Advertising Process - How to market - Do's and Don'ts of Advertising Techniques. Case Studies.	
Unit3	Elements of Branding – Brand Identity – Brand Image – Brand communication – Power Branding - Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - Planning and Organising – Executing the Advertising Process - How the Brand Transforms the Business Goals and Vision? Brand Promotion and Strategic Brand Management - FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch.	
Unit4	Corporate Image and Brand Management- IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio, Media Selection, Trade Promotion and Selling, CRM, Personal Selling and Web Marketing.	
Unit5	Jobs and career path in the Advertising industry, Freelance and Consulting Domains. How to run an Advertising Agency – How does the Agency function? Agency Set up and Career Framework - Concepts - Advertising Strategies, for an Agency and get Clients – Advertising Management: Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of Advertising.	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	This will give an insight into advertising and the possibilities of career in the area. They will learn about the advertising as well as the branding. Market segmentation, Brand image will help them in understand more about branding and its significant importance. It will practically help them in considering the factors in designing advertisements.

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications).
2. Advertising Management, Rajeev Batra, John.G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India)

WEB DESIGNING AND DEVELOPING

Course Code	L T P	Credits
21VMC514	2 0 0	2

Course Outcome (CO) –

- Y 1 Understand the web designing with theoretical background
- Y 2 Apply various elements of web designing and developing
- Y 3 Remember the Categories of Websites, Formatting Web Layout
- Y 4 Create computer programming and do web hosting

UNITS	MODULE	HOURS NEEDED

Unit1	The Design Process, Defining Good Design, Web Page Anatomy, Grid Theory, Balance, Unity, Emphasis, Fresh Trends, Resizing: Fixed, Fluid, or Responsive Layouts, Resizing: Fixed, Fluid, or Responsive Layouts, Screen Resolution.	
Unit2	The Psychology of Color, Color Temperature, Chromatic Value, Color Theory 101, The Scheme of Things, Color Tools and Resources, Texture - point, line, shape, volume and Depth, Pattern, Building Texture, Taking Type to the Web, Text Image Replacement, Web Fonts with @font-face, Text Spacing and Alignment, Choosing the Right Fonts, Imagery -File Formats and Resolutions, Creative Image Treatments.	
Unit3	Points to be remembered while Web Designing, Categories of Websites, Introduction to Dreamweaver Basics, Dreamweaver Basics – Defining a sit - Formatting Web Layout - Creating Tables - Web Layouts - Frames – Rollovers - Designing web page,	
Unit4	Web Designing using Div tag (Advanced), Logical and Physical Elements - Links, Hotspots, and Website Navigation - The Elements of Color and Images in Web Pages - Aligning Images - Adding Images - Text Formatting - Customizing Text with Character Styles – Organizing Your Site with Frames - Getting Input with Forms - Making It Look Professional - Adding Multimedia and Other Objects - Images on the Web.	
Unit5	HTML5 Semantic tags, Adding JavaScript to Web page, Introducing HTML5 Canvases, Video, Audio tags. Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.	

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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Mike Wooldridge, Brianna Stuart: Creating Web Pages Simplified (IInd)
2. Philip Crowder with David A. Crowder, Creating Web Sites Bible, by Wiley Publishing, Inc.
3. Jason BeardThe Principles of Beautiful Web Design

ADVANCED 2D ANIMATION AND E-LEARNING PRACTICE

Course Code	L T P	Credits
21VMC574	0 2 2	3

Objectives: Advanced 2D Animation is an advanced course for computer generated animation. This course provides students advanced skills to produce CG animation and e-learning modules.

Course Outcome (CO) –

- 1 Understand Advanced Motion Tweening skill
- 2 Apply the camera handling method
- 3 Experiment the tools they learnt in their practical application
- 4 Work with Sound and Video projects
- 5 Evaluate the applicability of tools while doing desktop publication.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Advanced Motion Twining	About the Motion Editor Understanding the Project File Adding Motion Tweens Editing Property Curves Viewing Options for the Motion Editor Copying and Pasting Curves Adding Complex Eases	

Controlling the Camera	<ul style="list-style-type: none"> Animating Camera Moves Getting Started Using the Camera Creating Depth Attaching Layers to the Camera for Fixed Graphics Exporting Your Final Movie 	
Animating Shapes and Using Masks	<ul style="list-style-type: none"> Getting Started Animating Shapes Understanding the Project File Creating a Shape Tween Changing the Pace Adding More Shape Tweens Creating a Looping Animation Using Shape Hints Previewing Animations with Onion Skinning Animating Color Creating and Using Masks Animating the Mask and Masked Layers Easing a Shape Tween 	
Natural and Character Animation	<ul style="list-style-type: none"> Getting Started Natural Motion and Character Animation with Inverse Kinematics Creating a Walk Cycle Disabling and Constraining Joints Adding Poses Inverse Kinematics with Shapes Simulating Physics with Springiness 	
Creating Interactive Navigation	<ul style="list-style-type: none"> Getting Started About Interactive Movies ActionScript and JavaScript Creating Buttons Preparing the Timeline Creating Destination Keyframes Navigating the Actions Panel Add JavaScript Interactivity with the Actions Panel Wizard Creating a Home Button Playing Animation at the Destination Animated Buttons 	

Working with Sound and Video	Getting Started Understanding the Project File Using Sounds Understanding Video Using Adobe Media Encoder CC Understanding Encoding Options Playback of External Video in Your Project Adding a Video Without Playback Controls	
Publishing	Understanding Publishing Converting to HTML5 Canvas Publishing for HTML5 Publishing a Desktop Application Publishing to Mobile Devices	

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

3D ANIMATION - LIGHTING & RENDERING PRACTICE

Course Code	L T P	Credits
21VMC573	0 2 2	3

Objectives: To practically teach students with all the techniques of lighting up a 3d scene/object.

Course Outcome (CO) –

- Y Students will be able to identify different types of lighting
- Y Students will be able to do the proper lighting for different scenes
- Y Would be capable of render different scenes
- Y Students would be able to understand the operational technique of lighting
- Y Students will be able to identify different types of lighting
- Y Students will be able to do the proper lighting for different scenes
- Y Would be capable of render different scenes

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction to the Theory of Light - Basic properties of Light – Frequency & Wavelengths of the light spectrum		
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 - enable/disable a light		
Illuminating different spaces		
Environment lighting		
Understanding Day and Night light		
Interior		
Exterior lighting		
Learn the process of rendering		

different options in rendering		
Mental Ray		
Vray		
Image Based Lighting process		
Understanding Final Gather		
Colour Bleed – Caustics		
applying Render passes to the layers in lighting		

(Whichever is Applicable?)

Assigned readings	
Writing assignments	
Assignments	<ol style="list-style-type: none"> 1. 3 point lighting for a model 2. Lighting for an interior scene 3. Lighting for an exterior scene 4. Night Lighting for an Interior and exterior scene 5. 30 Sec show reel on lighting with different passes
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

VFX LAB

Course Code	L T P	Credits
21VMC587	0 1 2	2

Objectives: To practically teach students with Visual Effects

Course Outcome (CO) –

- Y Students will be able to Track the visual and add created objects
- Y Students will be able to convert 2d image to 3 dimension
- Y Would be capable of doing camera projections
- Y Students could produce Intros
- Y Would be capable of doing logo animation

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Different Software involved in VFX Industry - Introduction to software		
Understanding the layout and tools		
Masking		
Converting images from 2D to 3D		
Green Screen Removal		
Tracking – different types –Mocha Tracking system		
Camera Projection		
Basic Colour Correction		
Element 3d		
Different effects using Particles - trapcode		
Hologram effect		
Logo animation		
Superimposition – Titling		

Exporting various file format outputs as per the end user requirements		
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(Whichever is Applicable?)

Assigned readings	
Writing assignments	
Assignments	<ol style="list-style-type: none"> 1. Model an object 2. Model a complete scene with reference 3. texture an interior / exterior scene 4. Character Modelling 5. Interior & Exterior Modelling with texturing
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

γ Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

UI/UX DESIGNING PRACTICE

Course Code	L T P	Credits
21VMC575	0 1 2	2

Objectives: This course provides students hands-on UX Design class, which will apply UX design principles to your own real life projects, such as an app or website.

Course Outcome (CO) – After studying this course student will be able to

- 1 Understand the way of doing user research

- 2 Get an overview of User Experience Design (UX) vs User Interface Design
- 3 Create Artboards during their projects
- 4 Create graphics in Adobe Experience Design
- 5 Apply the tools and designs during the final project

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
UI UX Process	Intersection of Design. Technology. Business. Knowing Your User User Research Through Interviews Refining User Research and Creating Personas Synthesis of User Research, Journey Maps, and User Flows Wireframing, Sketching, Prototyping Create clickable prototypes. Iterating the Prototype and Further User Testing Building a Case Study	
Introduction to Adobe Experience Design (XD)	Overview of User Experience Design (UX) vs User Interface Design (UI) Understanding common file formats Working with the Design and Prototype views Navigating around the user interface	
Setting up a Project	Creating Artboards Arranging, editing and deleting Artboards Creating additional screens for different display sizes and platforms Adding layout and square grids	
UI Kits	Exploring Apple, Google and Microsoft user interface kits	
Creating graphics in Adobe Experience Design	Creating and combining simple shapes Setting appearance attributes Controlling corner radius values Solid fill colours, gradient fills, strokes Adding drop-shadows & background Blurs Drawing with the Pen Tool Editing points and paths Creating and editing Symbols Linked symbols	
Adding Text to your Design	Create and Format Text Using Type kit fonts Saving Character Styles	

Adding assets from other sources	<ul style="list-style-type: none"> Importing Images Importing SVG files Masking techniques Open a layered Adobe Photoshop file Using Illustrator vector graphics 	
Creating accurate layouts	<ul style="list-style-type: none"> Aligning and positioning Objects Layers panel overview Creating a Repeat Grid 	
Responsive Resize	<ul style="list-style-type: none"> Resize designs for different screen sizes Set automatic and manual object constraint properties Grouping elements to constrain fixed and variable properties 	
Prototyping – adding interactivity	<ul style="list-style-type: none"> Wireframes to interactive prototypes Link and unlink screens Setting screen triggers Adding interactions to elements Adjusting easing and duration properties Auto-animate Timed animation transitions Prototype drag gestures Overlays for side menus and keyboards Preserve Scrolling Fixed elements Voice triggers and speech commands 	
Testing your Project	<ul style="list-style-type: none"> Previewing designs in the preview window or on mobile device Recording the user experience as a .mov file 	
Sharing your Project	<ul style="list-style-type: none"> Share a public or private prototype Allow comments and hotspots Publish design Specs Extract and download Asserts for developers 	
Export Project and asserts	<ul style="list-style-type: none"> Exporting artwork for Web, IOS and android devices Save Artboards as .png .svg and .pdf files Batch Export Exporting to After Effects Extend Adobe XD with plugin 	

Designing and prototyping your own Project	Creating your own project Adding graphics and text Testing and sharing your project Exporting your project	
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	<ul style="list-style-type: none"> Y Think about your class project. Select a new business idea, a current project, or choose a sample project from class. Y Interview 1–5 people about your project. Y Continue to refine interview questions and research. Interview more people about your project. Y Begin to synthesize results of user research. Y Refine your user flows. Y Finish all Sketch lessons. Finish prototyping your user flows. Y Finish iterating the prototype based on user testing. Y Final Project Presentation + The Business of UX Design
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	

Learning outcomes	<p>By the end of this course, you should be able to:</p> <ul style="list-style-type: none"> Υ recognise the fundamental aspects of Adobe XD Υ create and use Artboards Υ work with UI and wireframe kits Υ create and use Masks Υ work with Point and Are type Υ create and edit Vector Shapes Υ use the repeat grid function Υ create and work with Symbols Υ export Assets Υ use comments to get feedback.
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Υ Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe XD Classroom in a Book (2020 Release) Book by Brian Wood
2. Jump Start Adobe XD Book by Daniel Schwarz
3. Beginning Adobe Experience Design: Quickly Design and Prototype Websites and Mobile Apps Book by Rob Huddleston

ILLUSTRATION & DESIGNING LAB

Course Code	L T P	Credits
21VMC585	0 1 2	2

Objectives: To practically teach students with the Digital illustrations and its techniques.

Course Outcome (CO) –

- Students will be able to do industry relevant minimalistic logos & artworks
- Students will have strong hands on colour theory & typographical designs
- Would be capable of creating 3d art works & Abstracts using blends, patterns & halftones
- Students would be able to create different types of illustrations (book, mandala, informative, food, creative)
- Students will be able to enhance their skills in branding and packaging

Course Contents	Course outcome	HOURS
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/ Operational Terminologies		NEEDED
Introduction to the software user interface	Introduction to Vector Images, difference between Vector & Raster Pictures	1
	Understanding the Software Layout & Workspace	
	Setting up a new document, Artboards and Intro to basic tools	
Working on minimalistic designs	Creating & editing shapes-shape tools, shape builder/path finder	4
	Applying colour theory while designing professional logos	
	Creating minimal art-logos, cards etc	
Typography & Drawing tools	Learn Pen tool, Text tool and its options, Gradients	7
	Understanding Symbol Sprayer Tool, Brushes.	
	Learn Patterns, clip masking - Create Advanced Artworks using Patterns	
	Learn Width Transform Tool & Various sub options	
3D & other Effects/Abstracts	Create Advanced artworks using Halftone Effect	4
	Working on Lino Cut artworks using blends	
	Understand 3D – Revolve, Bevel & Extrude	
	Traditional designs/Mandalas using Rotate tool, distort, transform effects	
Graphics & Animations, Perspective designs	Learn Perspective Art- Interior & Exterior Perspective designs	6
	Work on animation character designs Creating Fur, cartoon effects, lean mesh tool	
	Create 2D background designs for animation purpose	
	Create buttons, icons, characters required for further animation purpose	
Brand Building & Creations	Understand Brand Building Concept	8
	Product Designing & Packaging	
	Learn Layout Designing for various business purposes	
	Create 3D Logos, Visiting Cards, Brochures, Letter Heads, Watermark	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	<ol style="list-style-type: none"> 1. Create simple minimal trending logo designs 2. Create typographical logos & artworks 3. Draw bgs & abstracts using pen tool & other drawing and transforming tools 4. Create seamless patterns/traditional designs, Vector BGs using symbols, rotate tool 5. Lino cut art design. 6. BG & character designs for animations 7. Perspective designs (Interior/Exterior) 8. Creative buttons, icons & symbols for UI/UX & promotional animation purposes 9. Product design & Packaging works 10. Work on Brand Building- <ol style="list-style-type: none"> a. Logo

	b. Visiting Card c. Letterhead, Watermarks d. Brochures/Hoardings, Flyers e. Product Design f. Packaging 11. Creation of (on spot) – Logo, Visiting card, Letterhead (with watermark).
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observations
Performances/creative activities	Designs
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Over & Over – Mike Perry
2. An Illustrated Life – Danny Gragory

PAGE LAYOUT DESIGNING LAB

Course Code
21VMC586

L T P
0 1 2

Credits
3

Objectives:

This course teaches the students to create pagelout designs for newspaper, magazines, newsletters etc and to create interactive digital page layouts also

Course Outcome (CO) –

- Students will learn the different principles of page layout design and how to apply it to create appealing and readable page layouts
- Students will learn the importance of organising the content, choosing the right typography & colors in page layout designs
- Students will learn how to design pages for print and digital media.

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Fundamentals of Page layout Design	What is Design What is a page layout design Importance of Page layout Types of layouts – one column layout, two column layouts etc. Poor layout repels readers	1HRS

Principles of Page layout Design	The Principle of Hierarchy - Hierarchy, Proximity, Alignment, and Repetition - The Principle of Proximity- The Principle of Alignment - The Principle of Repetition – Using White Space effectively	1 HRS
Organising your Content	Headings Sub headings Content Images Blurbs, Pullouts	1HRS
Typography	What is Typography The importance of Typography- Communicate your message through effective use of Typography Shapes of letter forms Difference between a font & a typeface Typography Relationships – Concordant, Conflicting, Contrasting Typography Categories How to select the right Typography	1 HRS
Color	Importance of color in Pagelayout designing Psychology of color Color Theory Basics How colors work together How are colors created in Print	1HRS
Software	Getting familiar with the workspace Scope & Purpose of the software Tools & Menus Working with text Working with Graphics & Images How to work in layers Techniques with text and images Working with multiple pages Master Page	15 HRS
Application	How to create Print layouts, magazines, tabloid newspapers etc. Creating Digital documents Adding interactivity to your page layouts E-books, E-magazines, E-newspaper	15 HRS

(Whichever is Applicable)

Assigned readings	
Assignments	Assignment 01: Create a newsletter (both print & e-newsletter) Assignment 02: Create a niche magazine Assignment 03: Create an interactive portfolio Assignment 04: Create a tabloid newspaper (both print & e-newspaper)
Project	
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observation
Performances/creative activities	
Course Output	<ul style="list-style-type: none"> - Understanding Pagelayout Design - Understanding the Principles of Pagelayout Design - Understanding to organise the content in a page layout design - Understanding the importance of Typography & Color in Page layoutdesign - Understanding how to create page layouts for newsletter, newspapers, magazines etc - Understanding how to create interactive page layouts

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Thinking with Type by Ellen Lupton
2. Color Theory: An essential guide to color-from basic principles to practical applications

WEB DESIGNING PRACTICE.

Course Code	L T P	Credits
21VMC576	0 1 2	2

Course Outcome (CO) –

- 1 Understand the basics of Web Designing
- 2 Build their own Web Site using practical experience
- 3 Remember the tools of web designing during projects
- 4 Apply the technical skills during the designing of web.

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Basics of Web Designing	Define the Principle of Web page designs, Define the basics in web design, How to design a website Creating different themes for different layouts How to design the look and feel of a website How to create and design banners, advertisements, etc. Unique Desktop Layout	
Overview	Defining a site, Design View, Code View and Live View, Browser rendering engines, Inserting objects Linking and Targeting	
CSS Basics	Tag Selectors, Embedded vs. linked CSS rules, Different Views, Getting Help	
Building Your First Web Site	Site Definition, Formatting and Links, Validating code	
Tables vs. CSS layouts	Building Tables, Static vs. Elastic design, Using the DIV element	
Automation	Creating a Template from an Existing Page, Creating a Template from Scratch, Defining Editable Regions	
Forms	Inserting Forms, Validation	
Uploading a Site	Defining the Remote Site, Cloaking files, Saving site definition files	

(Whichever is Applicable)

Assigned readings	
Assignments	Create web pages using predesigned layouts or by creating your own Design web pages for mobile phones, tablets, and desktop computers Make Registration form Design your portfolio page. Design a cool Photography Portfolio.
Project	Design a high end web designing from scratch.
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning output	

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

INTRODUCTION TO RESPONSIVE WEB DESIGNING

Course Code	L T P	Credits
21VMC603	2 0 0	2

Objectives: Responsive Web Design Course trains students in the core technologies of modern responsive web design: HTML5, CSS3, and JavaScript. The Response Web Design course shows students how to apply these technologies together, combined with the popular jQuery utility framework, to create rich web sites that adapt to a wide range of client devices, using the techniques of Responsive Web Design.

Course Outcome (CO) –

- Y Understand the benefits and the fundamentals of using RWD
- Y Learn responsive layout techniques including liquid and adaptive layouts
- Y Use responsive typography techniques and Incorporate responsive images using HTML, JavaScript, and CSS
- Y Learn how to present images in different resolutions adaptively across a wide array of devices
- Y Learn to use CSS3 for transforms, transitions, and animations
- Y Use Bootstrap layout techniques

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to RWD, History of RWD, Advantages & Disadvantages of RWD, Setting the Viewport Meta Tag - The viewport meta tag, device-width, initial-scale, Some additional rules to follow, Grid-view, Media Queries, Media Queries – Breakpoints, Responsive Image and Text	
Unit2	What Is HTML5, HTML5 Goals, HTML Specs, Past and Present, How Is HTML5 Different From HTML4?, The Doctype Declaration, Current Browser Support for HTML5, New Features of HTML5, Semantic Elements, HTML4 Layouts, HTML5 Semantic Layouts, Nesting Semantics, Replacing Flash with HTML5 - HTML Media, Forms - The form Attribute, The placeholder Attribute, New Form Field Types, Forms and Validation, The required Attribute, The number input type, The pattern Attribute, The range and date input types, The <datalist> Element, The autofocus and oninput Attributes, HTML5 CSS Pseudo-Classes, Video and Audio, New Elements for Video/Audio	
Unit3	Introduction to CSS3, What is a Style?, What are Cascading Style Sheets?, CSS and the Evolution of Web Development, The CSS Standardization Process, CSS and HTML, CSS Compatibility, CSS Rules, New in CSS3, Applying CSS Styles, Inline Styles, Embedded Styles, External Styles, Selectors, Combinator Selectors, Universal Selector, Style Classes, Pseudo-Classes, Inheriting From a Parent, Declaring !important Styles, Styling Text, Web Typography, Generic Font Families, Font-Stack and Understudy Fonts, Web Fonts, Using Web Fonts, Font Size, Font Weight, Italics and Underlining, Capitalization, Line Height, Multiple Font Values, Text Spacing, Aligning Text	
Unit4	Responsive Web Page Layout, The Main Layout Types, Responsive Layouts, Popular Layout Patterns, The 'Mostly Fluid' Layout Pattern, The 'Column Drop' Layout Pattern, The 'Layout Shifter' Pattern, Other Layout Techniques, Getting Content Fillers, The Float CSS Property, Combining CSS Styles, The Simple Fluid Layout Example The Simple Fluid Layout Technique, Pixel-Sized vs Em- Sized, Responsive Images, A "Fluid" Pixel, The Device Viewports, CSS Pixels, The Power of Simplicity, The Picture Element	

Unit5	Frameworks, What Is Bootstrap, Bootstrap History, Responsive Web Development, Responsive Grid Layout, Reusable GUI Components, JavaScript, The Mobile First Philosophy, Why RWD Matters, Responsive Page Views, SASS, Getting Bootstrap, Bootstrap Components, Bootstrap Components Web Page, Integrating Bootstrap Components with jQuery	
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Responsive Web Design, Book by Ethan Marcotte
2. Learning Responsive Web Design: A Beginner's Guide, Book by Clarissa Peterson
3. Responsive Web Design with HTML5 and CSS3, Book by Ben Frain.

INTELLECTUAL PROPERTY RIGHTS FOR MEDIA

Course Code
21FNA602

L T P
2 0 0

Credits
2

Objectives:

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in media industries.
- To provide basic knowledge on patents, patent regime in India and abroad and registration, copyrights and its related rights and registration aspects, trademarks and registration aspects Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.
- To make students aware about current trends in IPR and Govt. steps in fostering IPR

Course Outcome (CO)

- Understanding fundamental aspects of Intellectual property Rights to students who are going to play a key role in development and management of innovative projects in media industries.
- Basic knowledge on patents, patent regime in India and abroad and registration
- Understanding copyrights and its related rights and registration aspects
- Understanding trademarks and registration aspects Design and Layout Design Protection and their registration aspects.
- Educating students on current trends in IPR and Govt. steps in fostering IPR and career opportunities related to IPR

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Introduction to Intellectual Property- Identification of intellectual property, Types of intellectual property and their legal framework, Importance of IP for SMEs, Monetizing IP, Careers in Intellectual Property, Theories of IPR,	6
Unit2	Patents - Elements of Patentability: Novelty, Non-Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board	6
Unit3	Copyrights- Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment, and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights, Piracy under Copyright Law, Copyright in Cyberspace, Copyrightability of Movie Titles	6
Unit4	Trademarks- Concept of Trademarks - Various kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non-Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board	6

Unit5	Other forms of IP related to media industry - Design: meaning and concept of novel and original Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection, India`s New National IP Policy, 2016 – Govt. of India step towards promoting	6
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IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies	
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Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	NA
Lab or workshop	Workshop on Copyright, Patent filing and trademark for media b
Field work/experience	NA
Online activities	Referring case studies
Performances/creative activities	Presentation of projects
Learning outcomes	Basic knowledge on Intellectual property rights needed for a media professional

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
- Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.
- Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
- Bodenheimer, Jurisprudence – The Philosophy and Method of Law (1996) Universal, Delhi
- Fitzgerald, (ed.) Salmond on Jurisprudence (1999) Tripathi, Bombay.
- W. Friedmann, Legal Theory (1999) Universal, New Delhi.
- Paton G. W., Jurisprudence (1972) Oxford, ELBS.
- Dias, Jurisprudence (1994 First Indian re-print), Adithya Books, New Delhi.
- Roscoe Pond, Introduction to the Philosophy of Law (1998 re-print) Universal, New Delhi.
- Hart, H.L.A., The Concepts of Law (1970) Oxford, ELBS 8. Lloyds Introduction to Jurisprudence, Sweet and Maxwell.

ADVANCED 3D ANIMATION - RIGGING & ANIMATION PRACTICE

Course Code	L T P	Credits
21VMC671	0 2 2	3

Objectives: To practically teach students with in rigging and animation in the field of 3d animation.

Course Outcome (CO) –

- Y Students will be able to rig different objects (organic and inorganic)
- Y Students will be able to animate rigged models
- Y Would be capable of animating different camera shots, angles and movements

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Concepts of Rigging		
Advanced Deformation		
Rigging Constrain		
Concept of Inverse and Forward Kinematics		
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		
constraining an IK system		
Quadruped Rigging - Designing of Bone Setup		
Flexibility of Quadruped rigging		
Mechanical Rigging - Organized and Naming of the Mechanical Object		
Designing of Bone Setup for Mechanical Rigging		
Concept of Props Rigging – Mechanical Rigging		
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		
Introduction to Animation-		
Tools for Animation		
Key-frames and the Graph Editor, Setting the playback range		
Setting-key frames, 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		
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 Editor		
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		
Concept of Acting		
Facial Animation		

Acting Sections		
Camera Animation		
Lip Sync Video		
Quadruped Animation		
Animating into a unit scene		
Animation Blending		
Animating the character		

Assigned readings	
Writing assignments	
Assignments	<ol style="list-style-type: none"> 1. Rig a pendulum or other object 2. Rig a human character 3. Rig an animal 4. rig a rocking chair / Car 5. ball bounce animation 6. vehicle animation 7. animate different expression 8. Prepare an one min rigging show reel 9. Prepare an one min animation show reel
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

MOTION GRAPHICS LAB**Course Code**

21VMC686

L T P

0 1 2

Credits

2

Objectives: To practically teach students to create motion graphics and text animations

Course Outcome (CO) –

- Students will be able to create Typographic animations
- Students will be able to roto-scope to remove elements from a scene
- Students will be able to create infographic animations
- Students will be able to create Data Visualization animations
- Students will be able to create 3d logo and texts for animations
- Students will be able to create Motion graphics
- Students will have a industry demanding show reel as a main outcome

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction	Typographic – animation	4
	Easing in and out of an animation	
	Motion Blur for a moving text	
	Animating Lower thirds	
	Animating Anticipation type of animation	
	Custom easing using the graph editor	
	Adding audio & music to the video	
	Creating a vignette	
	Adding text to live action video	
Vector Software to	Working with Vector and VFX Software	2
	Looping the animation	
	Making a motion path	
Masking techniques	Basic Masking – animating the mask	3
	Rotoscoping & faking depth of field	
	Adding the text behind objects	
Infographics	Introduction to Infographics	5
	Adding a solid background or image to your infographic	
	Getting Icons for infographics	
	Animating an infographic icon	
	create & animate a camera	
	adding colours to your animated infographic video	
Data Visualization	Data Visualization Introduction	7
	manually make an animated bar graph	
	using Vector software to create a moving bar graph	
	using cells to create an data visualization bar chart	
	create a data visualization pie chart graph	

	creating an animated flow chart	
3D Elements	Introduction - 2D to 3D Conversion	4
	Texturing the elements	
	Camera movement in 3d space	
	Working with Depth of Field	
	Animation	
	Final Scene Arrangement	
	Adding Lens Flare and Changing Background	
	Creating Logo Intros	
Producing Motion Graphics	Creating Motion graphics	5
	Exporting AFX infographic video for TV, Websites, YouTube & social media	
	export animated GIF infographic animation from After effects	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	Prepare a Storyboard
Assignments	1. Infographics 2. Logo Intro 3. Motion graphics 4. Show reel
Lab or workshop	Workstation
Field work/experience	NA
Online activities	NA
Performances/creative activities	NA
Learning outcomes	Motion Graphics

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

RESPONSIVE WEB DESIGNING LAB

Course Code	L T P	Credits
21VMC687	0 1 2	2

Objectives:

In this course student will learn how to apply concepts from interaction design and human computer interaction in order to design and build an interactive, professional looking website. Students will learn how to make your web page designs adapt to different screen sizes using responsive grid layouts. Students will learn how to add navigation and other design elements, and you will learn how to separate data and display using JavaScript objects and templates.

Course Outcome (CO)

- Y Design a website using Responsive Web Design (RWD) principles
- Y Develop a RWD website using w.3 CSS Frameworks
- Y Develop a RWD website using Bootstrap

- Y Design a website using Responsive Web Design (RWD) principles
- Y Develop a RWD website using w.3 CSS Frameworks
- Y Develop a RWD website using Bootstrap

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction	Fundamentals of Website Design The Workspace Creating Websites Adding Texts, Hyperlinks, and Meta Adding Images and Graphics Working in HTML Adding Online Forms to Web Pages CSS Using Templates HTML Tables Behaviors Multimedia Add AJAX Features Managing and Publishing Your Sites	10 HRS
Basics	Create a New Fluid Grid Layout Save the “Boilerplate” and Other Style Sheets Switch Between Mobile Size, Tablet Size, and Desktop Size Designs Change Window Sizes to Target Specific Devices Add and Insert Text and Images Add Fluid Grid Layout divs	10 HRS
Advanced	Create Bootstrap documents Using Bootstrap starter templates Creating HTML documents based on Bootstrap framework Open Bootstrap files Hide, unhide, and manage hidden Bootstrap elements Add Bootstrap components Add rows Add columns Duplicate rows and columns Resize and offset columns	15 HRS

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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	Creating complete Responsive website
Lab or workshop	<p>Lab 1. Create a Basic HTML5 Layout</p> <p>Lab 2. Improve Your Forms Using HTML5</p> <p>Lab 3. Drawing Using the Canvas Element</p> <p>Lab 4. Intro to CSS3</p> <p>Lab 5. Applying Basic Styles</p> <p>Lab 6. Modify Text Styles</p> <p>Lab 7. Control Element Spacing with Box Properties</p> <p>Lab 8. Intro to JavaScript</p> <p>Lab 9. Basic JavaScript Syntax</p> <p>Lab 10. JavaScript Functions</p> <p>Lab 11. Arrays in JavaScript</p> <p>Lab 12. Getting Started with jQuery</p> <p>Lab 13. More on Selectors</p> <p>Lab 14. Dynamic Style Class Assignment</p> <p>Lab 15. DOM Manipulation</p> <p>Lab 16. Form Event Handling</p> <p>Lab 17. Basic Ajax</p> <p>Lab 18. Submitting Form Using Ajax</p> <p>Lab 19. Build a Slide Show Viewer</p> <p>Lab 20. Build a Drag and Drop Application</p> <p>Lab 21. Develop a Simple Plugin</p> <p>Lab 22. Media Queries and Responsive Design</p> <p>Lab 23. Responsive Layout</p> <p>Lab 24. Orientation Responsiveness</p> <p>Lab 25. Responsive Images with Media Queries</p> <p>Lab 26. Responsive Images with the Picture element</p> <p>Lab 27. Getting Started With Bootstrap</p> <p>Lab 28. Simple Components</p> <p>Lab 29. Integrating jQuery with Bootstrap Components</p> <p>Lab 30. Mobile Web Testing With Chrome</p>
Field work/experience	
Online activities	
Performances/creative activities	

Learning outcomes	From photo editing and compositing to digital painting, animation, and graphic design to posters, packaging, banners, and websites; all graphic design starts with Photoshop. Combine photos, graphics, and text to create entirely new images. Select your subjects quickly. Learn to use color and effects to polish any design project.
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γ Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

DIGITAL MARKETING AND PROMOTION LAB.

Course Code	L T P	Credits
21VMC685	0 1 2	2

Objectives:

The subjects taught in online promotion lab course give a holistic knowledge of the online marketing sector. This curriculum covers a wide range of topics and specializations including SEO, Content Strategy, Social Media Marketing, Web Analytics, Email Marketing, and many more.

Course Outcome (CO) – After studying this course student will be able to

- 1 Remember the holistic knowledge of the online marketing sector
- 2 Understand the relevant requirement of the digital marketing field
- 3 Apply the trends in digital marketing sector
- 4 Evaluate the customers by doing customer research
- 5 Create contents for online marketing

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Digital Marketing Foundation	In this module, you will learn about the things you need to know about digital marketing in India. Also, about internet marketing, working methodology, difference between traditional, inbound, and outbound marketing methodologies. Tools to create Buyer Personal	

Competitor and Website Analysis	<p>Similarly, you will learn to analyze your competitor's marketing efforts.</p> <p>Different ways to do competitor research.</p> <p>Competitor Research Tools.</p> <p>Website Analysis Tools.</p> <p>Unique Selling Proposition – Checklist Download.</p>	
Market Research & Niche Potential	<p>Different ways to do market research to understand the potential of the market for your product or services will be taught in this module.</p> <p>Because, analysing the market potential will help you set the positioning properly.</p> <p>Tools to perform Market Research</p>	
Website Design using WordPress CMS	<p>Websites are like business cards in online space, your business should have a properly setup website that establishes a great connection with users for better engagement.</p> <p>Above all, you will be learning how to develop a WordPress website from the scratch which acts a business card.</p> <p>Tools to create lead magnets for your business site.</p> <p>Website Speed Improvement Tools.</p>	
Email Marketing	<p>From the metrics to basics of email marketing will be taught in this module.</p> <p>You will be walking through different tools for email marketing and learning the different ways to nurture the leads.</p> <p>Landing Page builder tools.</p>	
Content Creation and Promotion	<p>Current trends in content marketing, history of content marketing, content consumption in India, Funneling the content, content mapping, different ways to write content for different platforms, social media content, website content, and more!</p> <p>Copywriting Tools to speed up the process.</p> <p>Templates to write great headlines.</p>	

Search Engine Optimization (SEO)	<p>Things to know before getting started with seo, on site optimization tactics, optimizing the content for search engines and users, off site seo methods, technical seo, and more!</p> <p>Bonus: SEO Strategy. Bonus: SEO Reporting. Link Building Tools. Keyword Research Tools. Back Analysis Tools. Technical SEO Tools.</p>	
Social Media Marketing, Optimization & Advertising	<p>You will be learning social media marketing, optimization and advertising for the platforms Twitter, Instagram, Facebook, and LinkedIn.</p> <p>Platform Specific Tools and Checklists.</p>	
PPC Google Ads Campaign Management, Optimization, and Reporting	<p>Paid Advertising is considered to be the highly effective digital marketing channel and you are going to master this skill in the course provided the proper time and attention given to it.</p> <p>Google Ads being one of the most famous search advertising platform and you will be walking through this tool and learning how to create a campaign from scratch to turn it to a profitable one.</p> <p>Create highly effective landing pages with these tools. These tools are to help you with competitor research for paid ads.</p>	
Advertising with Bing	<p>This is one of the highly effective search advertising platform and very people have tapped the potential of it.</p> <p>You will be learning the methods to create ads using Bing Ads platform.</p>	
Mobile Marketing (SMS Marketing)	<p>As we all know at least 10 minutes once people will check their smart phones, this is a treat for any advertisers to show case their product or services right at the hands of people.</p> <p>The reachability has become so effective that advertisers can literally reach based on the interest and demographics.</p>	
GEO Marketing	<p>Learn how to list your business online that attracts local customers to your business location or shop directly.</p> <p>Google My Business Checklist download.</p>	
YouTube Video Marketing & Advertising	<p>The potential is immense and we will teach you how to tap into this ocean of opportunities on YouTube.</p> <p>Important YouTube Video Marketing Tools and Resources.</p>	

Website Data Analytics	You will be taught how to use Google Analytics and other marketing analytics tools to help get started with website data analytics. Google Analytics Tool Checklist. Web Analytics Tools.	
Affiliate Marketing	Number of people who are making around 8 figures every month through affiliate marketing is been increasing each year. We will be showing how they are making and how you can replicate the strategies to earn the similar way.	
Blogging	There will always be something that make you a subject matter expert and wanted to express that out to the world and help others to make use of your knowledge. Blogging is one such platform that help you share your valuable knowledge and in turn earn money from it as a passive income source.	
Freelancing	We teach you different ways to get the freelancing projects online and we will explore the different freelancing platforms. Learn the best practices to get your first project online.	
Google AdSense	Google AdSense is the publisher side platform from Google that allow publishers to place the Ads on their website and pay money when someone clicks on the Ads that they show up online.	

□

(Whichever is Applicable)

Assigned readings	
Assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning output	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Digital Marketing for Dummies - Ryan Deiss & Russ Henneberry
2. Youtility - Jay Baer
3. Epic Content Marketing - Joe Pulizzi
4. New Rules of Marketing and PR - David Meerman Scott
5. Social Media Marketing All-in-one Dummies - Jan Zimmerman, Deborah Ng
6. The Art of SEO - Eric Enge, Stephan Spencer, Jessie Stricchiola
7. Digital Marketing 2020 - Danny Star

COMPOSITING AND COLOUR CORRECTION LAB

Course Code	L T P	Credits
21VMC684	0 2 2	3

Objectives: To practically teach students with compositing multiple layers n vfx along with color correction and grading.

Course Outcome (CO) –

- Students will be able to colour correct a video
- Students will be able to grade for movie
- Student will be able to do vfx compositing for the visuals using various techniques
- Students will be industry ready with a show reel in both compositing and colour grading

Course Contents/ Operational Terminologies	Course outcome	HOURS NEEDED
Introduction to compositing software	Understanding the software - layout	20
	Multi pass EXR and AOVs	
	Channels – reconstructing the image	
	Grading CG to match the plate	
	Passes	
	Z depth and defocussing	
	Grading the layers	
	Glow	
	Creating imperfections	
	Lens distortion and grains	
Getting into cc software	Compositing visual effects and passes	20
	Getting the project into the software	
	Understanding the layout and nodes	

XML Import
Project setting
Edit Panel
Working and understanding different Scopes
Color correcting to normalize
Primary grading – Curves – Luma
Matching the colors
Secondary grade – alpha channel – Luts
Creating a before after show reel

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	1. Create a show reel for color correction and grading 2. Create a show reel for vfx compositing
Lab or workshop	Workstation
Field work/experience	NA
Online activities	Observe films
Performances/creative activities	NA
Learning outcomes	Compositing and CC

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

21VMC694

MINI PROJECT (IN ANIMATION AND DESIGN)

3

Any one of the following may be chosen by the students : All Individual projects

2d animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

3d animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

Graphic designing and branding

To enable the students to produce various Graphic designing and branding models.

Web designing and online promotion

To enable the students to produce various Web and online promotion models.

UI UX designing

To enable the students to produce complete mobile UI prototype using latest multimedia tools.

21VMC692**INTERNSHIP****0 0 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.

CO1	Students get the first experience of working in their chosen field.
CO2	They learn how to apply all that they have learned in their job.
CO3	The 45-day stint gives them the much needed reality check on their aptitude as well as job skills.
CO4	Internship within the course period helps them to decide their further course of action in their professional growth.

21VMC699**PROJECT (IN ANIMATION AND DESIGN)****4**

Any one of the following may be chosen by the students: All Individual projects

2D animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

3d animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

Graphic designing and branding

To enable the students to produce various Graphic designing and branding models.

Web designing and online promotion

To enable the students to produce various Web and online promotion models.

UI UX designing

To enable the students to produce complete mobile UI prototype using latest multimedia tools.

ELECTIVES FOR ANIMATION & DESIGN STREAM**Advertising Photography & Digital Design Practice**

Course Code	L T P	Credits
21VMC641	0 1 2	2

Objectives:

This course teaches core concepts and techniques that can be applied to any workflow, including digital and print publications. Students will be taught how to make selections, draw and build complex shapes using the Illustrator drawing tools, and precisely color artwork with tools like swatches and gradient fills.

Course Outcome (CO) –

- Students will learn to create appealing still life photographs like product photography, photographing for e-commerce photographs, from scratch.
- Students will learn to use different lighting styles and techniques for advertising photography.
- Students will learn to create appealing people photos for fashion & modeling portfolio.
- Students will be able to create appealing architectural photos both interior and exterior in different lighting conditions.
- Students will be able to capture beautiful event photos and candid moments and tell event stories with photographs.
- Students will be able to create photography coffee table books, photography magazines, portfolio book etc.
- Students will learn the techniques of becoming a good advertising photographer and market their works online.

Course / Operational Terminologies	Contents	Course Input	HOURS NEEDED
Understanding Still life Photography	Framing Elements & Rules of Composition Product photography introduction Using natural lights for Still life Basic Table top photography Window light table top E-commerce photography Using Photo light box for product shoot Light Modifiers Product lighting styles and techniques Create dynamic lighting setups Food photography Framing and Composition of food photography Rule of Odds Tell a powerful and engaging story through still life Creating Aesthetically appealing Product shoots Effective use of prop and background Apply COLOR THEORY To Your Still life Photographing Jewelry, Shiny, Textured Products Impact of product advertisement Fashion and beauty products in advertising		10 HRS

	Color correction and editing	
Understanding how to capture People	<p>Fashion Photography</p> <p>The role of photography in shaping fashion trends</p> <p>Composition through pose and scene elements</p> <p>Lighting patterns and effects</p> <p>Hard light & Soft light</p> <p>Contrast for mood and effect</p> <p>Using natural light</p> <p>Portable flash & Studio lights</p> <p>Light modifiers</p> <p>Types of studio lighting</p> <p>Choosing the location</p> <p>Aesthetics</p> <p>Sensitivity, set and model considerations</p> <p>Model Head Shots</p> <p>Pose & Expression</p> <p>Applications of lighting</p> <p>Lighting styles</p> <p>Use of low and high key</p> <p>Background selection</p> <p>Visual mood</p> <p>Black and white vs colour</p> <p>Visual advertising</p> <p>The role of the stylist</p> <p>Colour corrections</p> <p>Retouch methods and techniques</p>	10 HRS
Capturing Space	<p>Understanding Architecture Photography</p> <p>Look at it from a New Perspective</p> <p>Techniques to photographing architecture</p> <p>Interior lighting and exterior lighting</p> <p>Find the best angle, light, and composition</p> <p>Shooting interiors</p> <p>Post-production</p>	6HRS
Social	<p>Event photography</p> <p>Telling the Event's Story through photos: a beginning, middle & end</p> <p>Candid photography techniques</p> <p>Stabilizing your camera</p> <p>The art of observing</p> <p>Capturing the best moments</p> <p>Techniques for capturing indoor and outdoor</p> <p>Creating proper lighting setup</p>	6 HRS
How to get noticed in the market	<p>What Makes a Good Advertising Photographer</p> <p>How to use social media in ways that gain recognition for your pictures</p> <p>Different techniques to market your photographs</p>	2 HRS

(Whichever is Applicable)

Assigned readings	
Assignments	Assignment 01: Do Product shoots for a brand Assignment 02: Do a people shoot for an advertisement Assignment 03: Do a food photography for a food brand Assignment 04: Do an architecture photography -interior and exterior Assignment 05: Make a coffee table photobook for a brand/personal photo portfolio Assignment 06: Design a photo magazine
Project	Select a brand and do a complete advertising photography for their marketing
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Course Output	Understanding Still life Photography - -Understanding how to capture people for advertising photography Understanding Architectural Photography Understanding event photography & Candid photography Learn techniques of how to get your works noticed in the market

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. The Photographer's Guide to Posing: Techniques to Flatter Everyone by Lindsay Adle
2. Light Science & Magic: An Introduction to Photographic Lighting by Fil Hunter, Steven Biver and Paul Fuquar
3. All Marketers Are Liars by Seth Godin
4. Advertising Photography: A Straightforward Guide to a Complex Industry Bobbi Lane (Author)

COMPUTER AIDED DESIGNING

COURSE CODE	L T P	CREDITS
21VMC642	0 1 2	2

Objectives: This course covers the essential core topics for working with the CAD software. The teaching strategy is to start with a few basic tools that enable the student to create and edit a simple drawing, and then continue to develop those tools. More advanced tools are introduced throughout the class.

Course Outcome (CO) –

- 1
- 2
- 3
- 4
- 5

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Getting Started with CAD	Starting the Software, User Interface, Working with Commands, Cartesian Workspace, Opening an Existing Drawing File, Viewing Your Drawing, Saving Your Work	2 HRS
Basic Drawing and Editing Commands	Drawing Lines, Erasing Objects, Drawing Vertical and Horizontal Lines, Drawing Rectangles, Drawing Circles, Undo and Redo Actions	
Creating a Simple Drawing	Create a Simple Drawing, Create Simple Shapes, Using Running Object Snaps, Using Object Snap Overrides, Polar Tracking at Angles, Object Snap Tracking	3 HRS
Making Changes in Your Drawing	Selecting Objects for Editing, Moving Objects, Copying, Rotating Objects, Scaling Objects, Mirroring Objects, Editing with Grips	3 HRS
Organizing Your Drawing with Layers and Advanced Object Types	Creating New Drawings With Templates, What are Layers?, Layer States, Changing an Object's Layer, Drawing Arcs, Drawing Polylines, Editing Polylines, Drawing Polygons, Drawing Ellipses	3 HRS
Inserting Blocks	What are Blocks?, Working with Dynamic Blocks, Inserting Blocks, Inserting Blocks using the Tool Palettes, Inserting Blocks using the Design Center	3 HRS
Setting Up a Layout and Printing Your Drawing	Working in Layouts, Creating Layouts, Creating Layout Viewports, Guidelines for Layouts, Printing Concepts, Printing Layouts, Print and Plot Settings	2 HRS

Working with Annotations, Hatching and Adding Dimensions	Adding Text in a Drawing, Modifying Multiline Text, Formatting Multiline Text, Adding Notes with Leaders to Your Drawing, Creating Tables, Modifying Tables, Hatching, Editing Hatches, Dimensioning Concepts, Adding Linear Dimensions, Adding Radial and Angular Dimensions, Editing Dimensions	3 HRS
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	<p>The students and professionals will master the concepts and techniques in the software with the following features:</p> <p>Creation of 2D drawings Layer administration Dimensioning Hatching Using parametric limitations Create and oversee sections Blocks and attributes Plotting</p>
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

DYNAMICS AND SIMULATION PRACTICE

Course Code
21VMC643

L T P
0 1 2

Credits
2

Objectives: To practically teach students with Dynamics and Liquid simulation in the field of 3d animation.

Course Outcome (CO) –

- Students will be able to break different objects in 3d world
- Students will be able to apply physics for their animation
- Would be capable of creating liquid simulation
- Would be able to work with particle system by applying different effects

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Dynamics	Rigid Body Dynamics	7
	Realistic high speed simulation of multiple rigid objects	
	Dynamic Constraints such as nails, hinges, barriers, pins and springs	
	Soft Body Dynamics	
	Simulation of flexible objects	
	Creation of secondary motion effects like muscle jiggles, floppy hats etc	
	Powerful Spring architecture	
Particle System	Extensible Integrated Particle System	10
	Powerful integrated particle system with expression based control over particle attributes, motion and dynamics	
	Rotation, scaling, translation or parenting	
	Manipulating particle, fields and emitters	
	Textured control of particle emission	
	Geometry instancing on single or cycling geometry onto any particle	
	Particle collision	
	Particle Time Control	
Precise key frame control by adjusting the base timing for each individual particle object effect		
Fields	Applying fields like gravity, vortex, air, turbulence etc.	3
	Custom fields via extensive dynamics API	5
Different Effects	fire, curve and surface flow, shatter, fireworks and lighting	

Liquid simulation	Basic settings	15
	Particles systems and force	
	Import-export objects	
Particle	Small-scale simulation	
	Milk compositing	
	Working with splines and using noise	
	Viscous liquid	
Dyverso system	Diverso waterfall	
	Snow simulation	
	Sand simulation	
	Snowman render	
Large scale	The principle of Hybrid	
	The Whirlpool	
	Falling on water	
	Flooding the city	
	City compositing	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	<ol style="list-style-type: none"> 1. Fire 2. Fireworks 3. Breaking of objects 4. Breaking of obejects 5. Liquid flow 6. Snow 7. Sand 8. Wind 9. Flood 10. Show reel
Lab or workshop	Workstation
Field work/experience	NA
Online activities	Observation
Performances/creative activities	NA
Learning outcomes	Dynamics and simulation

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

PACKAGING PRACTICE LAB

COURSE CODE	L T P	CREDITS
21VMC644	0 1 2	2

Objectives:

- This course is a comprehensive packaging design and production course.
- Students develop packaging from simple initial concepts to advanced production.
- Typography, photography and illustration are integrated into complete packaging designs.
- Various substrates, materials, methods, practical and production considerations are explored in this course.

Course Outcome (CO)

- Apply the 2-dimensional and 3-dimensional design elements and principles involved in package design.
- Construct 3D packaging models.
- Identify and apply the methods, material, practical, and production considerations involved in package design.
- Investigate resources and design references as inspiration.
- Demonstrate the importance of package design visibility in the commercial marketplace.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Fundamentals of package design Industry trends Packaging design and production terminology Sustainable practices Recycling	5
Unit2	Packaging product The marketplace Marketing and branding the package Psychology of the consumer as it relates to packaging Regulations and requirements	5
Unit3	Types of packaging Hard packaging Soft packaging Blister and clamshell packs Folded carton Corrugated carton Specialty	10
Unit4	Packaging substrates Papers Boards Films and plastics Surface finishes Aluminum and metals Exotic specialty	10
Unit5	Package design, layout and production Basic packaging structure Basic package design formats Production and printing	10

Activities

Assigned readings	Text books and websites
Writing assignments	Writing copy for packaging
Project	Packaging production complete
Lab or workshop	Designing for packaging design
Field work/experience	Study of shelf appeals and display in supermarkets
Online activities	Refer Online resources
Performances/creative activities	Production of creative packaging.
Learning outcomes	The students will learn how to conceptualize and design and make several types of packaging.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Sarah Roncarelli , Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials), Rockport Publishers (1 June 2010)
- Marianne R. Klimchuk, Packaging Design: Successful Product Branding from Concept to Shelf, John Wiley & Sons (22 September 2006)
- Giles Calver, What is Packaging Design?, Rotovision (1 July 2007)
- Grip , Best Practices For Graphic Designers Packaging: An essential guide for implementing effective package design solutions, Adams Media (18 April 2014)
- Paul Jackson , Structural Packaging: Design your own Boxes, 3D Forms, Laurence King Publishing; Illustrated edition (13 February 2012)

TYPOGRAPHY PRACTICAL**COURSE CODE**

21VMC645

L T P

0 1 2

CREDITS

2

Objectives:

- To develop good sense of typography
- To master all major styles of calligraphy
- To enable to design any content and develop the typography according to the nature of the content.
- To Be able to customize and personalize any typefaces for logo designing, brand communications etc.
- To design and develop innovative and unique typefaces.

Course Outcome (CO)

- The students will learn all major styles of calligraphy.
- The students will learn to design expressive typography.
- The students will develop skill to practice experimental typography.
- Students will learn about typefaces from historic perspective.

- Students will learn to develop totally new and unique typefaces.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Writing Letterforms using Calligraphy. Writing practice in some of the most popular calligraphic styles like Gothic, Italic minuscules and majuscules.	5
Unit2	Understanding and Practicing Expressive typography as a prerequisite for logo designing.	5
Unit3	Understanding and Practicing Experimental typography as a prerequisite for logo designing.	5
Unit4	Studying the typefaces across the world and their designers like Matthew Carter, Max Miedinger, John Baskerville, Tobias Frere-Jones, Adrian Frutiger, Erik Spiekermann, Claude Garamond, Stanley Morison, Carol Twombly, Jonathan Hoefler, Paul Renner, Jan Tschichold, Hermann Zapf, Indian Typographers etc.	5
Unit5	Learning to design new typeface in English and in any Indian Language.	10

Activities

Assigned readings	Reading on typographers
Writing assignments	Calligraphic writing practice
Project	Design a family of new type face
Lab or workshop	Lab work designing and editing typeface
Field work/experience	Taking photographs from nature on Experimental typography
Online activities	Refer online resources
Performances/creative activities	Preparing content in the new typeface designed by the respective student.
Learning outcomes	The students will learn the aesthetics of letter forms and develop their own type faces.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Emil Ruder , Typography: A Manual of Design, Thames & Hudson; 4th ed. edition (1 January 2009)
- Robert Bringhurst, The Elements of Typographic Style, The Elements of Typographic Style
- Ellen Lupton, Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press; 2nd edition (6 October 2010).

18AVP501

AMRITA VALUES PROGRAMME

1001

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world. Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:

Art of Living through Amma

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads

Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says “we have to return this land to the coming generations without allowing even the slightest damage to happen to it”. Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature”

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.