

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY
SYLLABUS For B.Sc. in Multimedia Animation and Graphic Design (BMAGD)

Effective For 2018-2019 Admission Session

COURSE STRUCTURE

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BMAGD 101	Introduction to Design	2	0	2	4	3
2	BMAGD 102	Design Methodology & Process	2	0	2	4	3
SESSIONAL							
1	BMAGD 181	Design fundamentals and visual literacy	0	2	4	6	3
2	BMAGD 182	Drawing fundamentals for Graphic Representation	0	2	4	6	3
PRACTICAL							
1	BMAGD 191	Digital Design 1 (Illustrator & Photoshop)	0	2	6	8	4
2	BMAGD 192	Design Project 1 (Typographic Design)	0	2	6	8	4
TOTAL CREDIT							20
SEMESTER II							
Theory							
1	BMAGD 201	Visual narratives and sequential structure	2	0	2	4	3
2	BMAGD 202	Materials and process for design production	2	0	2	4	3
SESSIONAL							
1	BMAGD 281	Fundamentals of digital photography	0	2	4	6	3
2	BMAGD 282	Advanced drawing for Structural Representation	0	2	4	6	3
PRACTICAL							
1	BMAGD 291	Digital Design 2 (InDesign & Flash)	0	2	6	8	4
2	BMAGD 292	Design Project 2 (Visual communication)	0	2	6	8	4
TOTAL CREDIT							20

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2ND YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BMAGD 301	Web technology and interactivity	2	0	2	4	3
2	BMAGD 302	Animation fundamentals and the science of motion	2	0	2	4	3
SESSIONAL							
1	BMAGD 381	Fundamentals of digital film making	0	2	4	6	3
2	BMAGD 382	2D Animation Film Making	0	2	4	6	3
PRACTICAL							
1	BMAGD 391	Digital Design 3 (Dreamweaver & Flash)	0	2	6	8	4
2	BMAGD 392	Design Project 3 (Web design)	0	2	6	8	4
TOTAL CREDIT							20
SEMESTER IV							
Theory							
1	BMAGD 401	Animation production process	2	0	2	4	3
2	BMAGD 402	Script Writing	2	0	2	4	3
SESSIONAL							
1	BMAGD 481	Storytelling and representing animatic	0	2	4	6	3
2	BMAGD 482	Portfolio creation and presentation	0	2	4	6	3
PRACTICAL							
1	BMAGD 491	Digital Design 4 (Aftereffects, premier & audition)	0	2	6	8	4
2	BMAGD 492	Design Project 4 (Infographics & Motion graphics design)	0	2	6	8	4
TOTAL CREDIT							20

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3RD YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
THEORY							
1	BMAGD 501	Advertising & Branding design	2	2	2	6	4
SESSIONAL							
1	BMAGD 581	Internship	0	2	6	8	4
PRACTICAL							
1	BMAGD 591	Digital Design Sp (Aftereffects&Maya/ Photoshop & Flash)	0	2	8	10	6
2	BMAGD 592	Sp Project A&B	0	4	8	12	6
TOTAL CREDIT							20
SEMESTER VI							
Theory							
1	BMAG 601	Specialization A & B	2	2	2	6	4
SESSIONAL							
1	BSD 681	Research project	0	2	6	8	4
PRACTICAL							
1	BSD 691	Demo-real & Portfolio	0	2	6	8	4
2	BSD 692	Final Project	0	6	10	16	8
TOTAL CREDIT							20

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SEMESTER-I

Paper: Introduction to Design

Code: BMAGD – 101

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1 History and evolution of Design. Understanding the historical perspective of design. Design Basics- Elements and principles of Design.
Module2 Relational interaction of elements and principles in design implementation. Layout basics- Alignment and hierarchy of order. Gestalt laws of organization

Suggested Readings:

1. Elements of Design, by Gail Greet Hannah, Princeton Architectural Press
2. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli Publisher, Multilingual edition.
3. Graphic design history by Steven Heller & Georgetta Balance
4. Design Dictionary-Perspectives on Design Terminology by Michael Erlhoff and Tim Marshall
5. A History of Graphic Design, Meggs, Philip; John Wiley & Sons
6. The Visual Dictionary of Photography by David Präkel

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Paper: Design Methodology & Process

Code: BMAGD – 102

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1 Design Methodology and process.. Introduction to basic Design theories in the context of design. Need finding, Affinity mapping.
Module2 Introduction to ideation and conceptualization. Mind-mapping, idea development and solution exploration.

Suggested Readings:

1. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli
Publisher, Multilingual edition.
2. The Design Process by Karl Aspelund
3. The Design Method by David Airey
4. 100 Design methods by Vijay Kumar
5. Lateral thinking by Edward DeBono
6. Mind mapping- Tony Buzun
7. How to think Like a Great Graphic Designer by Debbie Millman with a foreword by
Steven Heller
8. Design Paradigm- The sourcebook for creative visualization by

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SESSIONAL

Paper: Design fundamentals and visual literacy

Code: BMAGD – 181

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1 Introduction to visual cognition and Design cognition
Module2 The process of visual thinking for graphic communication

Suggested Readings:

1. Experiences in visual thinking by Robert H McKin
2. Perception & Imaging by Richard D Zakia. Focal Press
3. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications
4. Visual Grammar (Design Briefs)(Paperback) by Christian Leborg
5. Visual thinking for Design by Colin Ware
6. Visual studies A foundation for artists and designers by Frank M Young
7. Visual design fundamentals- A digital approach by Alan Hashimoto and Mike Clayton
8. Language of Vision, Gyorgy Kepes; Dover Publications Inc.

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Paper: Drawing fundamentals for Graphic Representation

Code: BMAGD – 182

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1

Drawing fundamentals, materials and processes. Basics of perspective, scale, light and Composition
Understanding tools and techniques for graphic representation

Module2

Project on: Representational visual making for different mediums

Suggested Readings:

1. Design Drawing by Francis D K Ching, Wiley India
2. Drawing for Graphic Design, by Timothy Samara. Rockport
3. Basic Design: the dynamics of visual form, by Maurice de Sausmarez. A&C Black, Publishers
ltd
4. Perception & Imaging by Richard D Zakia. Focal Press

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PRACTICAL

Paper: Digital Design 1 (Illustrator & Photoshop)

Code: BMAGD – 191

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Illustrator fundamentals: Introduction of interface, tools and techniques for graphic design
Module2 Photoshop fundamentals: Introduction of interface, menu and tool box, layers and blending options, gradient, colour correction, retouching images, masking, filters. Image making and manipulation, paint with brush tool, save file, export file.
Module3 Digitization of Design ideas- Application in Design projects

Suggested Readings:

1. Fundamentals of Computers- V. Rajaraman
2. Adobe Illustrator CS5 One-on-One by Deke McClelland
3. Adobe Photoshop Bible
4. The Adobe Photoshop CS6 Book for Digital Photographers by Scott Kelby

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Paper: Design Project 1 (Typographic Design)

Code: BMAGD – 192

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Evolution and development of typography. Types of Letterforms its Anatomy, structure and construction
Module2 Fundamentals of typographic Design. Type perception and emotion its use in Design. Layout and composition in communication design
Module3 Designing with Type- Form, function and Communication. Static and moving types

Suggested Readings:

1. Design Principles And Problems (Paperback) by Paul Zelanski, Mary Pat Fisher
2. Cognition & the visual arts by Robert L Solo
3. Understanding colour-An introduction for designers by Linda Holtzshue
4. Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara
5. How to Think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven
 - i. Heller
6. Type Play - Heller, Steven and Anderson, Gail
7. Mastering Type: The Essential Guide to Typography for Print and Web Design by Denise
 - ii. Bosler
8. Using Type right by
9. Typography, a manual of Design, by Ruder, Emil; Verlag Niggli AG
10. The elements of typographic Style by Bringhurst, Robert; Hartley and Marks
11. Manual of typography by McLean, Ruari; Thames and Hudson
12. Expressive Typography. The word as image, by Elam, Kimberly; John Wiley & Sons Inc

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SEMESTER-II

Paper: Visual narratives and sequential structure

Code: BMAGD – 201

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1 Visual narratives in indigenous forms.
Module2 sequential narrative and Graphic novel Visual Concepts, Storyboarding depiction .Editing, Sound Design for visualizing narrative

Suggested Readings

1. Sequential Art by Will Eisner
2. Animation Art by Beck, Jeny
3. Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema, by David Sonnensch, Michael Wiese Productions
4. Graphic Storytelling, by Will Eisner, Poorhouse Press
5. Comics and Sequential Art, by Will Eisner, Poorhouse Press
6. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.

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Paper: Materials and process for design production

Code: BMAGD – 202

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1

History and evolution of printing process & production. Emergence in the Digital age

Module2

Introduction to Production methods for print. Introduction to processes and materials for print production

Suggested Readings:

1. Production for Graphic Designers, by Alan Pipes, Laurence King
2. Art and Print Production, by N N Sarkar, Oxford University Press
3. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert Ryberg
4. from Design into Print: Preparing Graphics and Text for Professional Printing by Sandee Cohen
5. Designing for Print by Charles Conover

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SESSIONAL

Paper: Fundamentals of digital photography

Code: BMAGD – 281

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1 Introduction to Fundamentals of digital Photography. Camera & accessories. Role of photography.
Module 2 Picture structure-. Techniques and concepts. Lighting and composition and image creation
Module 3 Photography production and work flow. Creative expression

Suggested Readings:

1. Visual dictionary of photography by David Praker. AVABooks
2. Basic Photography- Michael Langford, Focal press
3. The photographer's eye- Michael Freeman, Focal Press
4. Learning to see creatively: Design, Colour & composition in Photography- Bryan Peterson, Amphoto Books
5. The Elements of Photography: Understanding and creating sophisticated images- Angela Faris Belt, Focal Press
6. Basic Photography – John Hedgeco
7. Digital Photography: Expert Techniques by Ken Milburn
8. Basic photography - Datta, Dhruva

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Paper: Advanced drawing for Structural Representation

Code: BMAGD – 282

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module 1 Understanding form and space. Isometric structure of objects. 3 dimensional drawing and space creation
Module2 Geometry of Design
Module3 Structural representation in design creation for static and moving scenes

Suggested Readings:

1. Geometry of Design: Studies in Proportion and Composition, by Elam, Kimberly; Princeton Architectural Press
2. Principles of Form and Design, by Wong, Wucius; Wiley Publications
3. Order in Space by Keith Critchlow. Thames & Hudson
4. Isometric Drawings by Sol Lewitt . Paula Cooper Gallery

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PRACTICAL

Paper: Digital Design 2 (InDesign & Flash)

Code: BMAGD – 291

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Introduction to InDesign: workspace overview, tools, and techniques.
Module2 Introduction to Flash: tools, and techniques. Design & Animation. Sound Editing & Video Editing
Module3 Design Projects in publishing Design and moving narratives

Suggested Readings:

1. Adobe InDesign CS3 – Deke McClelland
2. Timing in Animation by Whitaker,
3. ANIMATION FROM PENCILS TO PIXELS- Classical Techniques for Digital Animators by TONY WHITE
4. Adobe Flash CS5 Revealed (Revealed Series) by James E. Shuman
5. Foundation Flash CS5 for Designers by Tom Green and Tiago Dias
6. Comdex desktop publishing course kit - Gupta, Vikas

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Paper: Design Project 2 (Visual communication)

Code: BMAGD – 292

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Evolution of visual communication and Visual language. Graphic representation in communication design.
Module2 Colour Science and Colour Fundamentals. Colour perception and representation.
Module3 Visual design- signs and symbols. Corporate identity. Conventional mediums and new mediums in visual communication. Visual manipulation and treatment for communication

Suggested Reading

1. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition
2. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications
3. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
4. Ways of Seeing, John Berger, Penguin Books
5. Visual Thinking, Rudolf Arnheim, University of California Press;
6. Art of looking sideways by Alan Flatcher
7. Experiences in visual thinking by Robert H McKin
8. Understanding colour
9. Visual Communication design by Jonathan Baldwin (Author), Lucienne Roberts. AVA Publishing
10. Art of looking sideways - Flatcher, Alan
11. Expressive Typography. The word as image, by Elam, Kimberly; John Wiley & Sons Inc
12. Type play - Heller, Steven and Anderson, Gail
13. Sticky graphics - Knight, Carolyn and Glaser, Jessica
14. Colour and meaning: art, science and Symbolism, by John Gage. Thames & Hudson
15. The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas by Mark Edwards

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SEMESTER-III

Paper: Web technology and interactivity

Code: BMAGD – 301

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

<p>Module1: Introduction to web Design & technology and methods, web standards, Concept of WWW, domain names, URL , web hosting ,Browser-function and features,</p>
<p>Module2: Introduction to Networks and Sever Technology. Evolution of network, different ways of sending data across the network, data communication terminology: concept of channel, baud, bandwidth(Hz, KHz, MHz; data transfer rate(bps, Kbps, Mbps, Gbps, Tbps), transmission media, network devices : Modem, Ethernet card, Hub, Switch, Gateway; Different Topologies : Bus, star, concepts of LAN, WAN, MAN ; Protocol : TCP/IP,FTP, PPP, Telnet, internet, Wireless/mobile communication, GSM, CDMA, Voice mail ;</p>
<p>Module3: Web server: types of sever & function with examples, Network Security concept : cyber law & cyber security.</p>

Suggested Readings:

1. Web Technologies by Uttam Kumar Roy
2. Learning Web Design by Jennifer Niederst Robbins
3. Web application: Concept & Real world Design - Craif Knuckles & David Yuen
4. HTML & CSS Design and Build Website by Jon Duckett

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Paper: Animation fundamentals and the science of motion

Code: BMAGD – 302

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1

History of Animation and the development of Walt Disney and Pixar Animation. Evolution of Animation

Industry in India. Analysis of design and making of Early Age Animation Films

Module2

Trends and Type of Animation. Principles of Animation and Processes from Traditional

Animation to Digital Era. Application of Animation Principle with different tool & technique.

Case Analysis of design and making of Early Age Animation Films

Suggested Reading

1. A Reader in Animation Studies by Jayne Pilling.
2. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.
3. Enchanted Drawings: The History of Animation- Charles Solomon

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SESSIONAL

Paper: Fundamentals of digital film making

Code: BMAGD – 381

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1 Introduction Digital Film Making. Digital Video and Camera Basics.
Module2 Understanding Digital Film Production. Workflow and production planning
Module3 Visual & Audio Narrative. Editing

Suggested Readings:

1. The digital filmmaking Handbook by Sonja Schenk. Course Technology
2. Eisenstine on the Audiovisual: The montage of music and sound in cinema by Robert Robertson.
I B Tauris Publishers
3. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus
4. on Directing Film (1992) by David Mamet
5. Directing: Film Techniques & Aesthetics (Fifth Edition, 2013) by Michael Rabinger and Mick Hurbis-Cherrier
6. Shot by Shot: A Practical Guide to Filmmaking (Third Edition) by Book by Brady Lewis, John Cantine, and Susan Howard
7. Film Directing Shot by Shot: Visualizing from Concept to Screen (1991) by [Steven D. Katz](#)

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Paper: 2D Animation Film Making

Code: BMAGD – 382

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1 Evolution of Classical /Feature Animation. Application of new methods and Technology in animation.
Module2 Animation film making process and technique. Types of 2D animation. Modernization of 2D animation
Module3 . Structure of pre-production, production and post-production process. Application of digital methods for 2D animation film making

Suggested Readings:

1. Animation art - Beck, Jeny ed.
2. Timing for animation - Whitaker, Marold and malab, John
3. Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation by Steve Roberts
4. Animation background layout by Mike S Fowler. Fowler Cartooning Ink Publishing
5. Making Comics: Storytelling secrets of comics, Manga and Graphic Novels

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PRACTICAL

Paper: Digital Design 3 (Dreamweaver & Flash)

Code: BMAGD – 391

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Web page layout with Dreamweaver : introduction & interface of Dreamweaver, tool & techniques, site management, writing Html with CSS ,create layout of website
Module2 Introduction to HTML: html structure, development process, html tags to create a web page & attributes Style Sheets : introduction-need for css, basic syntax and structure : background, colour and properties, manipulating text, images, boxes, margin, padding, positioning, linking with html page
Module3 JavaScript : variables, functions, conditions , loops, repetition ,form validation, events and buttons; combine html , css, JavaScript

Suggested Readings:

1. HTML and CSS: Design and Build Websites by Jon Duckett
2. Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics by Jennifer Niederst Robbins and Aaron Gustafson
3. HTML black book : Steven Holzner
4. Web Enabled Commercial Application Development Using HTML, Java script, DHTML and PHP By Ivan Bayross
5. Dreamweaver CS5 for Windows and Macintosh: Visual QuickStart Guide by Tom Negrino and Dori Smith
6. Teach Yourself VISUALLY Dreamweaver CS5 by Janine Warner
7. JavaScript and JQuery: Interactive Front-End Web Development by Jon Duckett
8. Adobe Flash CS5 Revealed (Revealed Series) by James E. Shuman

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Paper: Design Project 3 (Web design)

Code: BMAGD – 392

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

<p>Module 1 Introduction to Web Design. Different types of Web Sites, Basic web design principles. Concept of interface and interaction design. Planning of a design, sitemap visualize navigation design. Developing a Web Site layout</p>
<p>Module 2 Typography and Images for Web. Multimedia and Interactivity Elements responsive layout basics, Designing for various Browsers, grid structure,. Understanding Blogs, Understanding Social Networks,</p>
<p>Module 3 Web Publishing Fundamentals. Promoting and Maintaining Web Site</p>

Suggested Readings:

1. Teach Yourself VISUALLY Dreamweaver CS5 by Janine Warner
2. JavaScript and JQuery: Interactive Front-End Web Development by Jon Duckett
3. Cookbook of web design
4. Designing beautiful web design
5. Handbook of Multimedia Computing by Borivoje Furht
6. Introduction To Multimedia Systems by Gaurav Bhatnager
7. Multimedia Foundations: Core Concepts for Digital Design by Vic Costello, Ed Youngblood and Susan Youngblood
8. Adobe Flash CS5 Revealed (Revealed Series) by James E. Shuman
9. Learning Web Design: A Beginner's Guide to (X) HTML, StyleSheets, and Web Graphics by Jennifer Niederst Robbins and Aaron Gustafson
10. The principles of beautiful web design by Jason Beard
11. Web Design Principles by Joel Sklar
12. The web designer's Idea book-Vol-4 : Patrick McNeil

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SEMESTER-IV

Paper: Animation production process

Code: BMAGD – 401

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1

History and evolution of 3D Animation. Analysis of different type of 3D Animation
3D Animation tools and technique. Process of 3D Animation film making. Application of digital methods-
3D Computer Graphics

Module2

Workflow and structure of 3D Animation industry. Understanding Modeling, Texture and Lighting, Rendering process for output

Suggested Readings:

- 1) Introducing Autodesk Maya 2013 by Dariush Derakhshani
- 2) The Art of 3D Computer Animation and Effects by Isaac Kerlow

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Paper: Script Writing

Code: BMAGD – 402

Contacts Hours / Week: 2L+2P

Credits: 03

Course Content:

Module1

Fundamentals of Script writing for animation films. Structure and process of developing a script- Idea, Plot Visualization.

Module2

-Elements, Scene Types and Styles. Process and construction of of image making according to the script. Composition and Camera Angle

Suggested Reading

1. Screenplay (1979) Book by Syd Field
2. The screenwriter's bible (1994) Book by David Trottier
3. Substance, Structure, Style, and the Principles of Screen writing by Robert McKee
4. Animation writing and development by Jean Ann Wright
5. Animation Art – History in a book by Designer

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SESSIONAL

Paper: Storytelling and representing animatic

Code: BMAGD – 481

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1 Story Board basics- Elements, Scene Types and Styles. Fundamentals of sequential storytelling. Fundamental of story boarding.
Module2 Art of story boarding. Process and construction of image making according to the script. Composition and Camera Angle
Module3 Animatic for story telling

Suggested Readings:

1. The Art of the Storyboard: Storyboarding for Film, TV and Animation by John Hart
2. Art of Storyboard by Don Bluth
3. Animation writing and development by Jean Ann Wright
4. Animation Art – History in a book by Designer

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Paper: Portfolio creation and presentation

Code: BMAGD – 482

Contacts Hours / Week: 2T+4P

Credits: 03

Course Content:

Module1 The Portfolio Process. Planning, Design and Techniques. Traditional and Digital Portfolio
Module2 Presentation skills & Presentation of individual work
Module3 Project Portfolio

Suggested Readings:

1. Personality Development by Shiv Khera
2. No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers by Larry Volk and Danielle Currier
3. How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators (Portfolio Skills) by Fig Taylor

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PRACTICAL

Paper: Digital Design 4 (Aftereffects, premier &audition)

Code: BMAGD – 491

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Introduction to After Effects
Module2 Introduction to Premier & Audition
Module3 Project

Suggested Readings:

1. Introducing Autodesk Maya 2013 by Dariush Derakhshani
2. Digital Modeling by William Vaughan
3. 3D Art Essentials: The Fundamentals of 3D Modeling, Texturing, and Animation by Ami Chopine
4. The Art of 3D Computer Animation and Effects by Isaac Kerlow

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Effective For 2018-2019 Admission Session

Paper: Design Project 4 (Infographics & Motion graphics design)

Code: BMAGD – 492

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module1 Basics of Compositing. Tools, techniques and methods of compositing. Basics Visual Effects. Application of VFX in 3D animation
Module2 Visual Effects Pipeline, principles.
Module3 Project

Suggested Readings:

- 1) Compositing Visual Effects: Essentials for the Aspiring Artist by Steve Wright
- 2) Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 by Chris Meyer and Trish Meyer
- 3) 1) Introducing Autodesk Maya 2013 by Dariush Derakhshani
- 4) 2) Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
- 5) 3) Maya Visual Effects The Innovator's Guide: Autodesk Official Press by Eric Keller
- 6) 4) Autodesk Maya 2013 Essentials by Paul Naas
- 7)

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SEMESTER-V

Paper: Advertising & Branding design

Code: BMAGD – 501

Contacts Hours / Week: 2L+2P

Credits: 04

Course Content:

Module 1 Introduction to Advertising and branding, brand positioning and the marketing mix Components of marketing mix. Various channels, processes and mediums
Module 2 Integrated Marketing communication and strategic design
Module 3 Project Visual merchandising and retail design for brand promotion

Suggested Readings:

1. 100 Design methods by Vijay Kumar,-
2. Ogilvy on Advertising by David Ogilvy-
3. Brand position: for strategic competitive advantage by Subrato SenGupta. Tata Mcgrow hill
4. Creating the perfect Design Brief by Peter L Phillips Advertising and Promotion by Belch & Belch

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PRACTICAL

Paper: Digital Design Sp (Aftereffects&Maya/Photoshop & Flash)

Code: BMAGD – 591

Contacts Hours / Week: 2T+8P

Credits: 06

Course Content:

Module1 Advance Photoshop & Flash
Module2 Advance Aftereffects & Maya

Paper: Sp Project A&B

Code: BMAGD – 592

Contacts Hours / Week: 4T+8P

Credits: 06

Course Content:

592A - Graphic Design

592B - Animation

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SEMESTER-VI

Paper: Graphic Design

Code: BMAGD – 601A

Contacts Hours / Week: 2L+2T+2P

Credits: 04

Course Content:

Module1 Advance design for communication. Form and function and visual representation
Module 2 Creative use of production processes and mediums for communication
Module 3 Design strategy- brand strategy and identity. Campaign designing from idea to print

Suggested Readings:

1. from Design into Print: Preparing Graphics and Text for Professional Printing by Sandee Cohen
2. Designing for Print by Charles Conover
3. The Design Process by Karl Aspelund
4. Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara
5. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert RybergMastering
6. Type: The Essential Guide to Typography for Print and Web Design by Denise Bosler

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Paper: Animation Design

Code: BMAGD – 601B

Contacts Hours / Week: 2L+2T+2P

Credits: 04

Course Content:

Module1

Advanced Concepts and Character Design process and development. Set designing fundamentals. Environment modeling.

Module2

Animation production methods. Tools and techniques. Camera and lighting
Sound and dialogue Synchronization

Suggested Readings:

- 1) The Complete Animation Course: The Principles, Practice and Techniques of Successful Animation - Chris Patmore
- 2) The Animator's Survival Kit: A Manual of Methods, Principles, and Formulas for Classical, Computer, Games, Stop Motion, and Internet Animators - Richard Williams
- 3) Timing for Animation - Harold Whitaker and John Halas
- 4) Art in Motion: Animation Aesthetics by Maureen Furniss
- 5) Animation: The Mechanics of Motion by Chris Webster
- 6) Animation from pencil to pixel by Tony White
- 7) How to Animate Film Cartoons - Preston Blair
- 8) Film Animation: A Simplified Approach - John Halas, Unipub
- 9) Basic Animation Stand Techniques - Brian G.D. Salt
- 10) Animated Film: Concepts, Methods, Uses- Roy Madsen

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Effective For 2018-2019 Admission Session

SESSIONAL

Paper: Research project

Code: BMAGD – 681

Contacts Hours / Week: 2T+6P

Credits: 04

Course Content:

Module 1 Introduction to Design research methods and modes of problem finding & solution deriving
Module 2 Visual research and documentation for interpretation
Module 3 Understanding Iconic design Case studies Study and documentation of base research of final project

Suggested Readings:

1. Doing Research in Design by Christopher Crouch, Bloomsbury Academic
2. Visual Research: An Introduction to Research Methodologies in Graphic Design by Ian Noble, AVA Publishing
3. A Designer's Research Manual by Jennifer Visocky O'Grady, Kenneth Visocky O'Grady, Rockport Publishers
4. The India Report, by Eames, Charles and Ray; NID
5. Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions by Brenda Laurel
6. 100 Design methods by Vijay Kumar