

**Course Name: MSc. (Visual Communication)**

**1<sup>ST</sup> SEMESTER**

<b>Code No.</b>	<b>Subject Name</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>To</b>	<b>C</b>
MVC 101	Visual Language and perception	100	2	0	2	4	3
MVC 102	Design Methodology & Process	100	2	0	2	4	3
MVC 103	Design Research	100	2	0	2	4	3
MVC 181	Design Project I (conceptual Typography)	100	0	2	6	8	4
MVC 182	Design Project II (Technical drawing for Graphical Representation)	100	0	2	6	8	4
MVC 191	Conceptual Photography	100	0	2	4	6	3
MVC 192	Digital Design I	200	0	2	6	8	4
	<b>TOTAL</b>	<b>800</b>	<b>6</b>	<b>8</b>	<b>28</b>	<b>42</b>	<b>24</b>

**2<sup>ND</sup> SEMESTER**

<b>Code No.</b>	<b>Subject Name</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>To</b>	<b>C</b>
MVC 201	Semiotics and Cultural Studies	100	2	0	2	4	3
MVC 202	Production management (A/B)	100	2	0	2	4	3
MVC 203	Multimedia and E-commerce (Design Domain)	100	2	0	2	4	3
MVC 281	Design Specialization Project I (A/B)	100	0	2	6	8	4
MVC 282	Design Project III (Technical drawing for Structural Representation)	100	0	2	6	8	4
MVC 291	Understanding Film Making :Script and Sequential Narrative	100	0	2	4	6	3
MVC 292	Digital Design II	200	0	2	6	8	4
	<b>TOTAL</b>	<b>800</b>	<b>6</b>	<b>8</b>	<b>28</b>	<b>42</b>	<b>24</b>

**3<sup>RD</sup> SEMESTER**

<b>Code No.</b>	<b>Subject Name</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>To</b>	<b>C</b>
MVC 301	Systems Thinking	100	3	0	2	5	4
MVC 381	Industry Training*	200	0	0	14	14	6
MVC 382	Design Specialization Project II (A/B)	300	0	0	14	14	7
MVC 391	Digital Design Specialization(A/B)	200	0	3	10	13	7
	<b>TOTAL</b>	<b>800</b>	<b>3</b>	<b>3</b>	<b>40</b>	<b>46</b>	<b>24</b>

**4<sup>TH</sup> SEMESTER**

<b>Code No.</b>	<b>Subject Name</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>To</b>	<b>C</b>
MVC 401	Design Management & Branding	100	3	0	2	5	4
MVC 481	Design Documentation & Thesis#	300	0	2	10	12	8
MVC 482	Final Specialization Project^	400	0	6	18	24	12
	<b>TOTAL</b>	<b>800</b>	<b>0</b>	<b>8</b>	<b>30</b>	<b>41</b>	<b>24</b>

<b>MVC 381*</b>	<b>C</b>
Office Training	2
Critical Appraisal	2
Documentation and Reporting	2

<b>MVC 481#</b>	<b>C</b>
Research of scenario study & observation	2
Critical Appraisal of study	1
Conceptualization	1
Documentation and Reporting :Process and details	2

### **MVC 482^**

#### **Specialization Areas:**

A: Animation Design    B: Visual Design

Research	2
Ideation, exploration and conceptualization	2
Design execution	2
Documentation and Reporting :Process and details	2
Viva and Final presentation	4

## **SEMESTER 1**

### **MVC101: Visual Language and Perception**

**(100 Marks)    Lecture hours: 20    Practical hours 20**

#### **Module 1**

The Psychology of Perception-

Relationship between syntactic, semantics and pragmatics: Explorations in visual abstraction

Analysis of Aesthetics: the structure of Appearance. Form in nature, Exploration of visual images with analogies from nature. Thinking with visual images

#### **Module 2**

Basics of visual language- Its evolution and its Form, Function and representation with in the design elements and principles. Thinking by visual image, Seeing-pattern seeking, analytical seeing, cues to form and space,

Study of Visual Language- Mediums and their representation. The science of vision- the dynamic properties of vision, The brain and vision, visual cognition, perceptual organization and Gestalt psychology. Visual perception-depth, dimension, illusion, figure and form, perception and knowledge

Critical study of visual elements, features and principles. A study of indigenous design and painting, both contemporary and traditional to understand and analyze a variety of styles and visual language.

#### **Module 3**

Human Perception related to Visual Design applications. Ways of seeing.

Case studies of classical application in Visual communication

Understanding perception and paradigms to stretch the design boundaries

## **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. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition
4. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications
5. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
6. Ways of Seeing, John Berger, Penguin Books
7. Art and Visual Perception, Rudolf Arnheim. University of California Press;
8. Visual Thinking, Rudolf Arnheim, University of California Press;
9. Cognition and the visual arts by Robert L Solo MIT Press
10. Art of looking sideways by Alan Fletcher
11. Visual Intelligence: Perception, Image, and Manipulation in Visual Communication, Marie , Anne; Barry Seward; Publisher: State University of New York Press
12. Experiences in visual thinking by Robert H McKin
13. Perception & Imaging by Richard D Zakia. Focal Press
14. Indian Symbolology, by Trivedi, Kirti (ed.); IDC

## **MVC102: Design Methodology and Process**

**(100 Marks)    Lecture hours: 20    Practical hours 20**

### **Module 1**

Introduction to Design Methodology. Introduction to basic Design theories in the context of design. Philosophy of design methods, History and development of design methodology. The role of design and the Designer- The scope of different design disciplines. Method of systematic design, Nature of design activity and process. Study through case studies the emerging areas of design

### **Module 2**

Introduction to the thoughts and perspectives, concerns and issues in the context of design  
Design Process- Task Analysis and activity mapping, problem identification to concept  
Opportunity mapping and design brief creation. Developing different design directions

### **Module 3**

Introduction to ideation and conceptual tools and their applications  
Brainstorming, Synectics and lateral thinking. Clustering and concept generation. Articulation of design solutions and alternatives. Process documentation

## **Suggested Reading**

1. Design Methods Seeds of Human Future, Christopher Jones, Wiley, Interscience
2. Developments in Design Methodology by Nigel Cross. John Wiley and Sons
3. Contextual Design, by Hugh Beyer and Karen Holtzblatt, Morgan Kaufmann
4. The Reflective Practitioner: How Professionals Think In Action, Donald Schön, Basic Books
5. The Design Process by Karl Aspelund
6. The Design Method by David Airey
7. Designing Design by Kenya Hara
8. Lateral thinking by Edward DeBono
9. Design Methodology by Christopher Alexander

## **MVC 103 : Design Research**

**(100 Marks) Lecture hours: 20 Practical hours 20**

### **Module1**

Introduction to research methods used in design processes. Image based research overview-Visual anthropology, Ethnographic research, Visual sociology. Images in research process and practice. Methods of investigation and scenario study, Primary and secondary research in user study

### **Module 2**

Different Design Research Methodology- their process and application to specific data collection  
Case study of Methods and methodologies

### **Module 3**

Research Interpretation and representation-construction of communication design and medium exploration

### **Suggested Readings**

1. Doing Research in Design by Christopher Crouch, Bloomsbury Academic
2. Image-based research: a sourcebook for qualitative research by Jon Prosser Routledge Falmer
3. Visual Research: An Introduction to Research Methodologies in Graphic Design by Ian Noble, AVA Publishing
4. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches by John W. Creswell
5. A Designer's Research Manual by Jennifer Visocky O'Grady, Kenneth Visocky O'Grady, Rockport Publishers
6. The India Report, by Eames, Charles and Ray; NID
7. A History of Graphic Design, Meggs, Philip; John Wiley & Sons
8. Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions by Brenda Laurel
9. 100 Design methods by Vijay Kumar

## **MVC181: Design Project 1 (Conceptual Typography)**

**(100 Marks) Tutorial hours: 20 Practical hours 60**

Understanding the role of typography in Visual representation  
Typographic play for visual communication across mediums

### **Suggested Reading**

1. Typography, a manual of Design, by Ruder, Emil; Verlag Niggli AG
2. The elements of typographic Style by Bringhurst, Robert; Hartley and Marks
3. Typography. A Manual of Design by Ruder, Emil; Niggli Verlag
4. Manual of typography by McLean, Ruari; Thames and Hudson
5. Expressive Typography. The word as image, by Elam, Kimberly; John Wiley & Sons Inc
6. Graphics of communication - Typography, Layout, Design, by T Arthur. Russell N Turnbull,

## **MVC182: Design Project 2 (Technical drawing for Graphical Representation)**

**(100 Marks) Tutorial hours: 20 Practical hours 60**

Technical understanding of space and form. Use of representational tools and techniques for different mediums.  
Converting visual images into 2D representation  
Graphic information creation- infographics for visual representation

### **Suggested Reading**

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
5. The power of infographics : using pictures to communicate and connect with the audience by Mark Smicikles. Que USA
6. Designing Data Visualization by Noah Iliinsky and Julie Steele. Oreilly Media Inc

### **MVC191: Conceptual Photography**

**(100 Marks) Tutorial hours: 20 Practical hours 40**

#### **Module 1**

Photography Communication:

Advanced Techniques and tools for image exploration. Aesthetics and communication in photographic medium  
Analysing works of Great Masters

#### **Module 2**

Image making and image manipulation. Digital manipulation. Analyzing works of Great Masters

#### **Module 3**

Lighting for visual representation, techniques and tools

### **Suggested Reading**

1. Langford's Starting Photography: The Guide to Creating Great Images, by Philip & Langford, Focal Press; 6 edition
2. Photographic Composition: A Visual Guide, by David A Page & Richard D Zakia. Focal Press
3. Perception and Imaging: Photography—A Way of Seeing, by Richard D Zakia, Focal Press
4. Studio Photography: Essential Skills, by John Child, Focal Press
5. Digital Photography: Expert Techniques by Ken Milburn

### **MD192: Digital Design I**

**(200 Marks) Tutorial hours: 20 Practical hours 60**

Tools and techniques of the various software

The use of the software for enhancing visual representation and communication

#### **Module1**

Vector Design software (Illustrator): for visual creation and digital illustration

#### **Module 2**

Photoshop: Image making and manipulation

#### **Module3**

InDesign: Design making and Layout

### **Suggested Reading**

1. Adobe Illustrator CS5 One-on-One by Deke McClelland
2. CorelDRAW X3: The Official Guide by Gary David Bouton
3. Photoshop bible Adobe Inc

## SEMESTER 2

### MVC201: Semiotics and Cultural Studies

(100 Marks)    Lecture hours: 20    Practical hours 20

#### Module 1

Semiotic basics- objects, definition, structure, semiosis, signs and their forms Codes and contextual representation. Sociology and human needs- Rituals religion and expression. Art and aesthetics as meaning of expression. Meaning making, reproduction of image and technology, post modernism and popular culture

#### Module 2

Culture, art and aesthetics through history- the oriental context emphasis on Indian cultural representations. Graphic narratives-Oral Traditions from the ancient to the present. Contextual narratives, words and image in storytelling (Gond Art)

Oral narrative to pictorial art, Form painting to storytelling through pictures(Patua art), Narrative sequence, genre, audience, universe and techniques

#### Module 3

Introduction to Semiotics- Theories and models

Relationship between message design and meaning, and the structure of messages.

Relationship between human information processing and design communication

Perceptual connection, Framing and context, Sense of order, Time space and movement,

The Semiotic connection, Informing and meaning, dimensions in visual perception

#### Suggested Reading

1. Sign an introduction to Semiotics by Thomas A Sebeok. University of Toronto press
2. The Basic Semiotics by Daniel Chandler. Routledge
3. Analysing Discourse: Textual Analysis for Social Research, by Norm, Fairclough; Routledge
4. Speaking with pictures: folk art and the narrative Tradition in India by Roma Chatterjee . , Routledge
5. Moving Focus: Essays on Indian Art, by K. G Subramanyan. Seagull Books
6. Visual Communication: more than meets the eye by Harry Jamieson. Intellect Books UK
7. The Living Tradition, by K. G Subramanyan. Seagull Books Pvt.Ltd
8. The Psychology of Illustration, by D M Willows, , H A Houghton, Vol.1 & 2, Springer- Verlag,
9. Talking Voice by Deborah Tannen,
10. Practices of Looking: an introduction to visual culture by Marita Sturken & Lisa Cartwright. Oxford University press
11. Colour and meaning: art, science and Symbolism, by John Gage. Thames & Hudson
12. Visual Research: An Introduction to Research Methods in Graphic Design By Russell Bestley , Fairchild Books
13. Art, Design and Visual Culture: An Introduction By Malcolm Barnard. Springer
14. Visible Signs (Second Edition): An Introduction to Semiotics in the Visual Arts by David Crow. AVA Publishing

**MVC202: Production Management (Specialization Paper A/B)**  
**(100 Marks)    Lecture hours: 20    Practical hours 20**

**MVC202A: Production Management for Animation**

**Module 1**

Project Planning, understanding different stages of production process from Execution to Completion –Key-frames, Interpolation and Graph Editing

**Module 2**

The main animation parameters. Editing and audio content input

**Module 3**

Optimizing your projects and Interactivity for animation creation. Different techniques of representations for animation Experimentation with different methods of representation

**Suggested Reading**

1. Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema, by David Sonnensch, Michael Wiese Productions
2. Practical Art of Motion Picture Sound, by David Lewis Yewdall, Focal Press
3. The Animator's Workbook- Step by Step Technique of Drawn Animation, by Tony White, Watson-Guption Publications
4. Animation-Art and Industry by Maureen Furniss
5. The Animation Bible by Maureen Furniss

**MVC202B: Production Management in Visual Design**  
**(100 Marks)    Lecture hours: 20    Practical hours 20**

**Module 1**

Introduction to various digital technologies used in communication design  
Designing for internet and communication devices, its limitations and possibilities

**Module 2**

Printing processes: Study of production methods of books, new papers, magazines etc  
Study of packaging using different materials.

**Module 3**

Designing for print media- Digital format image manipulation, Colour correction, font management, colour proofing.  
Constraints and possibilities in modern printing process

### **Suggested Reading**

1. Production for Graphic Designers, by Alan Pipes, Laurence King
2. Art and Print Production, by N N Sarkar, Oxford University Press
3. New Media: A Critical Introduction, by Lister, Martin, Dovey, Jon, Kelly, Kieran, Grant, Iain, Giddings, Seth, Routledge
4. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert Ryberg
5. Types of Communication Design Including Typography, Illustration, Animation, Advertisement, and Visual Design. Webster's Digital Services

### **MVC203: Multimedia and E-Commerce (Design Domain)**

**(100 Marks)    Lecture hours: 20    Practical hours 20**

#### **Module 1**

Introduction to e-business and e-commerce. Multimedia system design and development  
Case studies analysis

#### **Module 2**

Multimedia basics & Multimedia Production. Electronic commerce Management and strategies  
Formats, codes and compressions. Video & Audio Fundamentals

#### **Module 3**

Designing for E-commerce. Using digital design to facilitate and promote e-commerce  
Importance of e-commerce in today's changing business scenario: e-publishing, e-services

### **Suggested Reading**

1. The Principles of Beautiful Web Design by Jason Beard
2. Multimedia Foundations: Core Concepts for Digital Design by Vic Costello, Ed Youngblood and Susan Youngblood
3. Developing e-Commerce Systems by Jim A. Carter. Pearson Press
4. Fundamentals of Multimedia by Li & Ze Nian. Prentice Hall India Learning Private Limited
5. Web Design: Introductory Concepts and Techniques by Gary B. Shelly, H. Albert Napier, Ollie N. Rivers. Course Technology
6. E-Business and e-commerce for managers by H. M. Deitel, P. J. Deitel & K. Steinbuhler. Prentice Hall
7. White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design by Kim Golombisky, Rebecca Hagen
8. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
9. Beginning E-Commerce, Reynolds, SPD/WROX



**MVC281: Specialization Project I (Specialization Paper A/B)**  
**(100 Marks) Tutorial hours: 20 Practical hours 60**

**MVC281A: Specialization Project I (Animation Design)**

**Animation Theory & principles**

Understanding of the evolution of animation- Precursors to animation: Cave paintings.

Studio animation, Feature animation

Understanding principles that translate sequential images into action to make animation believable

Personal films and expression

Principles of Timing

Creation of an animation toy for visual narrative

**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
4. The Illusion of Life – Essays on Animation, Edited by Alan Cholodenko, Power Publication in association with Australian Film Commission,
5. Disney Discourse – Producing the Magic Kingdom, Edited by Eric Smoodin, Routledge, London
6. Eisenstein on Disney, Edited by Jay Leyda, Seagull Books, Calcutta
7. Timing for Animation, by Harold Whitaker and John Halas, Focal Press
8. Preston Blair, Cartoon Animation, Walter Foster Publishing Inc
9. Graphic Storytelling, by Will Eisner, Poorhouse Press
10. Comics and Sequential Art, by Will Eisner, Poorhouse Press
11. Understanding Comics, by Scott McCloud, Perennial Currents
12. Comic Book Nation, by Bradford W. Wright, Johns Hopkins University Press
13. Exploring Drawing for Animation (Design Exploration Series), by Stephen Missal, Thomson Delmar Learning
14. The Animation Bible by Maureen Furniss

**MVC281B: Specialization Project I (Visual Design)**

**(100 Marks) Tutorial hours: 20 Practical hours 60**

Visual Communication Principles and Theory: Understanding the evolution of visual communication- Cave paintings to modern digital emojis

Purpose of Visual communication. The Historical context.

Medium is the message: Unconventional use of mediums as visual communication.

Design principles and functional requirements.

Visual communication with unconventional use of medium

**Suggested Reading**

1. Communication Design: Principles, Methods and Practice by Jorge Frascara. Allworth Press
2. Design paradigms: a sourcebook for creative visualization by Warren K Wake, D. Des. John Wiley & sons Inc.
3. Design thinking and visual communication by Gavin Ambrose. Fairchild Books

4. The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas by Mark Edwards
5. Resonate: Present Visual Stories that Transform Audiences by Nancy Duarte. John Wiley & Sons
6. Visual Communication design by Jonathan Baldwin (Author), Lucienne Roberts. AVA Publishing

**MVC282: Design Project III (Technical drawing for Structural Representation)**

**(100 Marks) Tutorial hours: 20 Practical hours 60**

Understanding of Isometric structure of objects. 3 dimensional drawing and space creation. Proportions and structures. Representation of 2D structure in 3d space, Basic Maya modeling, constructional modeling.

**Suggested Reading**

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
5. Understanding 3D Animation Using Maya by John Edgar Park
6. Beginner's Guide to Character Creation in Maya by Jahirul Amin and 3DTotal Publishing.
7. Mastering Autodesk Maya by Todd Palamar Eric Keller

**MVC291: Understanding Digital Film making and sequential narrative**

**(100 Marks) Tutorial hours: 20 Practical hours 40**

Understanding Digital Film Making, Production, Camera, Shooting Strategies, Camera Movements, Steadicam, Sound Recording, Post Production, Lights and Sound. Animation as a story telling (narrative) medium  
Introduction to Pre-production, Developing Story, Script Writing for sequential narrative  
Visual Concepts, Character Exploration Storyboarding and basic animatics, Editing, Sound Design

**Suggested Reading**

1. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, by Ascher, Steven & Pincus, Edward, Plume
2. Our Films, Their Films, by Ray, Satyajit, Seagull Books Ltd
3. Film Directing Shot by Shot: Visualizing from Concept to Screen, by Katz, Steve, Michael
4. Wiese Productions
5. The DSLR Filmmaker's Handbook, by Andersson, Barry, Geyen, Janie L., John Wiley & Sons, Inc
6. Film, Form, and Culture, by Kolker, Robert, McGraw-Hill Inc
7. Animation from script to screen, by Shamus Culhane, St. Martin's Griffin
8. The Five C's of Cinematography: Motion Picture Filming Techniques, by Mascelli, Joseph V., Silman-James Press,

## **MVC292: Digital design II**

**(200 Marks) Tutorial hours: 20 Practical hours 60**

Tools and techniques of the various software

The use of the software for enhancing interactivity in communication

### **Module1**

Advanced Photoshop: for visual creation

### **Module 2**

After Effects: Image manipulation and interaction and motion graphics creation

### **Module3**

Premier: Editing audio visuals

### **Suggested Reading**

1. The Art of 3D Computer Animation and Effects by Isaac Kerlow
2. Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 by Chris Meyer and Trish Meyer

## **SEMESTER 3**

### **MVC301: Systems thinking**

**(100 Marks) Lecture hours: 30 Practical hours 20**

#### **Module 1**

What is a Systems Thinking and its emergence

Definition of a System and different classes of systems

Systems Theory

#### **Module 2**

Basic principles of Systems thinking

Systems approach for design- Total systems objective, systems environment, resources of a system, components of a system, management of a system

#### **Module 3**

Systems thinking tools and Systems mapping

Systems perspective for design and the application of systems approach

Design case studies applying systems approach

### **Suggested Reading**

1. Thinking in Systems by Donella Meadows,
2. The Systems Thinking Playbook by Dennis Meadows,
3. Systems Thinking made Simple: New hope for Solving wicked Problems by Derek Cabrera,

**MVC381: Industry Training\*****(200 Marks) 2 Months****Credit break up**

Office Training	2
Critical Appraisal	2
Documentation and Reporting	2

**MVC382: Design Specialization Project II (Specialization Paper A/B)****(300 Marks) Tutorial hours: 40 Practical hours 120****MVC382A: Design Specialization Project II (Animation Design)**

Animation film for a Social project: Visual Narrative for Empathy (India Specific)

**Suggested Reading**

1. Experimental Animation, Origins of a New Art by Robert Russett and Cecile Starr, A Da Capo
2. Richard Taylor, Encyclopedia of Animation Techniques, Book Sales, 2004
3. Clay Animation: American Highlights 1908 to Present, by Michael Frierson, Twayne Publishers,
4. The Complete Animation Course: The Principles, Practice, and Techniques of Successful Animation, by Chris Patmore; Barron's Educational Series
5. Gardner's Guide to Feature Animation Writing: The Writer's Road Map by Marilyn Webber, Garth Gardner Company
6. How to Write for Animation, by Jeffrey Scott, Overlook Press

**MVC382B: Design Specialization Project II (Visual Design)**

Visual campaign for a Social project: Visual Narrative for Empathy (India Specific)

**Suggested Reading**

1. Design Thinking for the Greater Good – Innovation in the Social Sector by Jeanne Liedtka and Daisy Azer. Columbia Business School
2. Design Paradigms: a sourcebook for creative visualization by Warren K Wake. John Wiley and Sons
3. Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin. Wiley

**MVC391: Digital Specialization (A/B)****(200 Marks) Tutorial hours: 40 Practical hours 120****MVCAD391A: Digital Animation**

Tools and techniques of the various software

The use of the software to explore and experiment in animation creation

Digital Animation technique and process

Flash Animation

Advanced Maya

Advanced After Effects

VFX Basics

### **Suggested Reading**

1. Practical Art of Motion Picture Sound, by David Lewis Yewdall, Focal Press
2. Sound for Film and Television by Focal Press, 2001
3. References for Visual Form
4. The Art of Finding Nemo, by Mark Cotta Vaz, Cronicle Books
5. The Art of The Fellowship of the Rings, by Gary Russell, Houghton Mifflin
6. Graphic Storytelling, by Will Eisner, Poorhouse Press
7. Comics and Sequential Art, by Will Eisner, Poorhouse Press
8. Scott McCloud, Understanding Comics, Perennial Currents, 1994
9. Comic Book Nation, by Bradford W. Wright, Johns Hopkins University Press
10. Exploring Drawing for Animation by Stephen Missal, (Design Exploration Series), Thomson Delmar Learning
11. After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist (Apprentice Series) by Trish Meyer and Chris Meyer
12. Compositing Visual Effects in After Effects: Essential Techniques by Lee Lanier

### **MVC391B: Digital design VD**

Tools and techniques of the various software

The use of the software to explore and experiment in web design creation. Interactivity and information design, Presentation and production and mediums of delivery

Web Design: Dreamweaver, Advanced Flash and Coding

Structure and design of web pages and sites

Prepare images, audio and video for the web

### **Suggested Reading**

1. Communicating Design: Developing Web Site Documentation for Design and Planning by Donis A Dondis (Voices That Matter)
2. HTML & CSS: Design and build websites by John Ducket,
3. The principles of beautiful web Design by Jeason Beaird,
4. Elements of user experience by Jesse James,
5. Implementing responsive design by Tim Kadlic,
6. The Adobe Photoshop CS6 Book for Digital Photographers by Scott Kelby
7. HTML and CSS: Design and Build Websites by Jon Duckett
8. Interactivity by design: creating and communicating with new media by Ray Kristof & Amy Satran, Adobe press

## **SEMESTER 4**

### **MVC401: Design Management and Branding**

**(100 Marks) Lecture hours: 30 Practical hours 20**

#### **Module 1**

Introduction to design management. Design Thinking. Contextual inquiry

## Module 2

Introduction to marketing and branding, brand positioning and the marketing mix  
Components of marketing mix. Methods of marketing  
Managing design for strategic advantage. Design and design management, Case study

## Module 3

Integrated Marketing communication the role of visual communication  
Various channels, processes and mediums  
Visual merchandising and retail design for brand promotion

## Suggested Reading

1. Rapid Contextual Design, by Wendell J, Holtzblatt K, Wood S Morgan Kaufmann
2. Contextual Design: Defining Customer Centered Systems; by Beyer, Hugh; Holtzblatt, Karen; Morgan Kaufmann Publishers
3. 100 Design methods by Vijay Kumar,
4. Principles of marketing by Philip Kotler-
5. Ogilvy on Advertising by David Ogilvy-
6. Brand position: for strategic competitive advantage by Subrato SenGupta. Tata Mcgrow hill
7. Creating the perfect Design Brief by Peter L Phillips
8. Advertising and Promotion by Belch & Belch
9. Design management: a handbook of issues and methods by Mark Oakley. Basil Blackwell Inc

## MD482: Design Documentation and Thesis# (300 Marks) Guided self study 1month

### Study and documentation of a traditional/indigenous visual form for pre production and production of final project

#### Credit break up

Research of scenario study & observation	2
Critical Appraisal of study	1
Conceptualization	1
Documentation and Reporting : Process and details	2

## MD483: Final Specialization Project (400 Marks) Guided project 2month

### Objectives

To implement a strategic and creative design sensibilities through the development of a well rounded visual communication campaign/Animation film design following Design processes

### Unit1

Ground Research to identify need and core area of theme  
Opportunity Identification. Design Brief setting

**Unit2**

Idea Generation and exploration and concept development

**Unit3**

Design execution and campaign finishing

**Unit 4**

Fully documented project report of process, exploration and execution with all supportive rational.

**Credit break up**

Research	2
Ideation, exploration and conceptualization	2
Design execution	2
Documentation and Reporting :Process and details	2
Viva and final presentation	4