

**DEEN DAYAL UPADHYAY KAUSHAL KENDRA
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034
RESTRUCTURED SYLLABUS - 2019**

B.Voc. 3D ANIMATION – 2019							
Sl. No	SECTION	SUBJECT CODE	SUBJECT TITLE	GC/SC	T/L/P	CATEGORY	CR
SEMESTER - I							
1	PART-I	UTL 1102 / UFR 1102 / UOL 1102	Tamil (Voc) – I / French For Communication (Voc) –I / General Hindi (Voc) – I	GC	T	RL	3
2	PART-II	UEL 1206 / UEL 1207	General English I (Advanced) (Voc) General English I (Intermediate) (Voc)	GC	T	GE	5
3	PART-III	UTL 1801 / UTL 1802 / UDJ 1801	Basic Tamil – I (Voc) (L) /Advanced Tamil (Voc) – I (T) / Leadership Skills - I (T)	GC	T/L	NME	2
4	PART-III	UHE 1002	Value Education - I (Voc)	GC	T	VE	2
5	PART-IV	UAN 1501	Fundamentals of Animation	SC	T	MC	6
6	PART-IV	UAN 1502	Basics of Drawing	SC	L	MC	6
7	PART-IV	UVC 1301	Visual Art & Design	SC	L	AL	6
Total Credits for Semester - I							30
SEMESTER - II							
8	PART-I	UTL 2102 / UFR 2102 / UOL 2102	Tamil (Voc) – II / French For Communication (Voc) –II / General Hindi (Voc) – II	GC	T	RL	3
9	PART-II	UEL 2206 / UEL 2207	General English II (Advanced) (Voc) General English II (Intermediate) (Voc)	GC	T	GE	5
10	PART-III	UTL 2801 / UTL 2802 / UDJ 2801	Basic Tamil (Voc) – II (L) / Advanced Tamil (Voc) – II (T) / Leadership Skills - II (T)	GC	T/L	NME	2
11	PART-III	UHE 2002	Value Education – II (Voc)	GC	T	VE	1
12	PART-III	UHE 2003	Extension Activities	GC	L	EA	1
13	PART-IV	UAN 2501	Anatomy & Animation Drawing	SC	L	MC	6
14	PART-IV	UAN 2502	Stop-Motion Animation	SC	L	MC	6
15	PART-IV	UDJ 2301	Graphic Design & Multimedia	SC	L	AL	6
Total Credits for Semester - II							30
SEMESTER - III							
16	PART-II	UEL 3206 / UEL 3207	General English III (Advanced) (Voc) General English III (Intermediate) (Voc)	GC	T	GE	4
17	PART-III	UHE 3002	Environmental Studies (Voc)	GC	T	EVS	2

18	PART-IV	UAN	Story-board and Character Design	GC	L	SS	6
19	PART-IV	UAN 3501	Traditional Animation	SC	L	MC	6
20	PART-IV	UAN 3502	3D Set-Modeling and Texturing	SC	L	MC	6
21	PART-III	UDJ	Story & Scriptwriting	SC	T	AL	6
Total Credits for Semester – III							30
SEMESTER – IV							
22	PART-II	UEL 4206 / UEL 4207	General English IV (Advanced) (Voc) General English IV (Intermediate) (Voc)	GC	T	GE	4
23	PART-III	UAN	ICT and Soft Skills Training	GC	T	SS	4
24	PART-III	UAN	User Interface Design	GC	L	SS	4
25	PART-IV	UAN 4501	3D Character Modeling	SC	L	MC	6
26	PART-IV	UAN 4502	2D Digital Animation	SC	L	MC	6
27	PART-IV	UVC	Photography and Videography	SC	L	AL	6
Total Credits for Semester – IV							30
SEMESTER – V							
28	PART-III	UAN	Animation Film Studies	GC	T	SS	6
29	PART-IV	UAN 5501	3D Rigging & Animation	SC	L	MC	6
30	PART-IV	UAN 5502	Advanced 2D Animation	SC	L	MC	6
31	PART-IV	UAN 5503	Dynamics and Effects	SC	L	MC	6
32	PART-IV	UAN 5601	Game Design	SC			6
33	PART-IV	UAN 5602	Branding & Package Design		L	ES	
Total Credits for Semester - V							30
SEMESTER - VI							
34	PART-IV	UAN 6501	Media Laws & Cyber Ethics	SC	L	MC	6
35	PART-IV	UAN 6502	VFX & Compositing	SC	L	MC	6
36	PART-IV	UAN 6601	Audio & Video Editing	SC	L	ES	6
37	PART-IV	UAN 6602	3D Tracking & Match Moving				
38	PART-IV	UAN	Internship & Project	SC	P	PJ	12
Total Credits for Semester - VI							30

PROGRAMME SPECIFIC OUTCOMES (PSOs) - B.VOC. 3D ANIMATION - 2019

PSO 1 – Explain the Elements and Principles of Design, Film-making and Animation
PSO 2 – Design and Develop Characters and Assets for Animation. / Communicate ideas effectively in visual, oral and written forms.
PSO 3 – Demonstrate communicative and leadership abilities in workplace and entrepreneurial activities.
PSO 4 – Create concepts and assets using various Design and Animation software and exhibit solid technical skills.

PSO 5 - Build Digital Portfolio and exhibit competency skills in all types of Animation

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	GE		T		5	5
Course Code		Course Title				
UEL1206		GENERAL ENGLISH I (ADVANCED) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the essentials of grammar & show their vocabulary and pronunciation skills.	L1
CO2	Demonstrate basic skills in oral and written communication	L2
CO3	Develop the skills and sub skills of listening & reading	L3
CO4	Discover the art of addressing the audience with confidence	L4
CO5	Adapt basic strategies for making effective presentations	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	L	M
CO2	S	S	L	L	S
CO3	M	M	M	L	M
CO4	M	M	S	M	L
CO5	M	L	S	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Basic Grammar, Vocabulary & Pronunciation	HOURS: 12
Parts of speech – Tenses in grammar and grammar concepts – Phrasal verbs, idioms & idiomatic expressions – Features of English pronunciation - Phonemic awareness – Phonics –Word stress - Sentence stress - Intonation – Most common grammatical & pronunciation errors.	

UNIT II: Introduction to Reading Skills & Strategies**HOURS: 12**

Scanning (Reading for specific information) – Skimming (Reading for gist) - Detailed reading and note taking – Developing reading speed – Understanding text and distinguishing text style.

UNIT III: Listening & Oral Communication Skills**HOURS: 12**

Listening Skills - Active listening – Informational listening – Critical listening - Listening to understand the feelings and emotions of the speaker – **Oral communication skills** – small talk – daily conversations – impromptu speech – persuasive speech – Strategies to achieve fluency in English.

UNIT IV: Introduction to writing techniques & strategies**HOURS: 12**

Structure & content development for formal & informal writing – mechanics of writing – coherence & cohesion in writing – Letter & email writing – Story writing – Note-making, Summarizing & paraphrasing.

UNIT V: Basic Presentation Skills**HOURS: 12**

Self-introduction – Making presentations using PPT – Strategies for developing confidence to address the audience and deliver short speeches – Ways to make effective & powerful presentations.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	English Grammar in Use	Raymond Murphy			Fourth Edition
2	Level English	Helen Toner & John Reynolds	CUP	2008	
3	Face to face – Advanced Student's Book	Gillie Cunningham & Jan Bell	CUP		
4	Business Communication Today	Courland L. Bovee, John V. Thill, Roshan Lal Raina		2017	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The man who knew too much	Alexander Baron			
2	Matilda	Hilaire Belloc			

3	Toasted English	R K Narayan			
4	Refugee Mother and Child	Chinua Achibe			
5	The Gypsy Goddess	Meena Kandasamy			

Teaching Methodology

Classroom Facilitation, Guided Quiz, Panel Discussion, Debate, Group Activities, Weekly Journal writing, Compulsory Reading, Library Visit, Field Visit, Screening of feature films in English, Video recording and presentation of students' speeches, In-classroom Presentations, Seminars & Workshops.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	GE		T		5	5
Course Code					Course Title	
UEL 1207					GENERAL ENGLISH I (INTERMEDIATE) VOC	

Course Outcomes

COs	Statements	Bloom's Level
CO1	List and explain the parts of speech and importance of tenses in writing.	L1
CO2	Apply the elements of writing and create simple, flawless sentences and paragraphs.	L2
CO3	Classify and experiment with the writing styles for different media.	L2, L3
CO4	Examine idea generation and creative writing.	L4
CO5	Survey scripts of various genre.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	L	M

CO2	S	S	S	L	M
CO3	M	S	S	L	L
CO4	L	S	S	L	L
CO5	L	S	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I

HOURS: 12

Parts of Speech –Sentences-Tenses. Written: How to write simple sentences and how to write paragraphs. Spoken: How to greet people and how to give pep talks.

UNIT II

HOURS: 12

Selected stories of renowned writers like R.K.Narayan, Ambai, Ashokamitran, Anita Desai, etc.

UNIT III

HOURS: 12

Attempting basic sentence in S+V+C; S+V+O; S+V+V A forms, paragraphs and short stories in the 3 basic tenses. Familiarizing power adjectives, adverbs, words as different parts of speech. Fill in the blanks exercises.

UNIT IV

HOURS: 12

Introduction to basics of short story writing through Hints development, Exercises with stories, Jumbled sentences.

UNIT V

HOURS: 12

Writing formal and informal letters, loud reading and silent reading and reading comprehension. Reading newspaper articles and writing articles.

Books for Study:

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	Essential English Grammar	Raymond Murphy	Cambridge University press	2000	2 nd edition
2.	Communicative Grammar of English	Geoffrey Leech and Jan Svartvik.	Routledge	2003	3 rd edition
3.	English workbook tailor made for students. "Easy 1,2,3, Spoken Grammar"	Tresa Xavier		2000	
4.	Longman English Grammar Practice	L. G. Alexander	Longman	1990	
5.	Effective Communication	John Adair	Pan Macmillan Ltd, London	2003	Unabridged edition

Books for Reference:

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	How To Write Like a Professional	J. L. Barkas	Arco Publishing, Inc.	1985	
2.	Essentials of Business Communication	Mary Ellen Guffey and Dana Loewy	CENGAGE Learning Custom Publishing	2012	International edition
3.	The Elements of Style	William Strunk Jr, and E. B. White	Pearson Publications	1999	4 th edition
4.	Fundamentals of English Grammar	B. S. Azar	Longman White Plains	2003	

Teaching Methodology:

A lot of written activities given in basic grammar, sentence and paragraph writing. Class-room lectures, group activities and student presentations. Reading texts in class as a mandatory activity Basic grammar tests regularly.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	SS		T		2	2
Course Code					Course Title	
UDJ 1801					LEADERSHIP SKILLS (VOC) - I	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define soft skills, character, and personality concepts and models.	L1
CO2	Demonstrate goal setting and creative visualization methods.	L2
CO3	Apply leadership mastery principles professionally and personally.	L3
CO4	Examine time and stress management techniques and factors impacting it.	L4
CO5	List out life changing habits and explain.	L4, L5

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	L	M
CO2	L	S	S	L	S
CO3	L	S	S	L	M
CO4	L	S	S	L	S
CO5	L	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus:

UNIT I	HOURS: 6
Purpose driven pursuit of life, creator-creation alignment, self-discovery and self-esteem, character versus personality traits, power of positivity and the attitude factor. The checklist for life habits.	

UNIT II**HOURS: 6**

Subconscious mind programming; universal laws of the mind-research. Dreaming big, action commitment and written goal setting. Comfort zone breaking skill. Creative visualization process and procedure.

UNIT III**HOURS: 6**

Time management and stress management basics; self-discipline, concentration and concentricity. Coping with anger, failure, criticism, conflict and change (change adaptation and failure managing principle).

UNIT IV**HOURS: 6**

Effective communication (art of speaking and listening); the win-win attitude building blocks; problem solving, decision making and idea generation methods and manners.

UNIT V**HOURS: 6**

Having a role-being and becoming one; the journey from ordinary to extraordinary; entrepreneurship and self-mastery design.

Books for Study:

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	60 Principles For Success	Dr. A. Peter	Better Yourself Books	2009	
2.	The 7 Habits of Highly Effective People	Stephen Covey	Simon & Schuster; India Only edition	2013	Paperback, Special Anniversary Edition
3.	Think and Grow Rich	Napoleon Hill	Amazing Reads	2014	
4.	Infiniteism – Monthly Growth Magazine	Mahatria Ra	Edited and published by Mahatria		Current Edition on E book

Books for Reference:

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Think and Grow Rich	Napoleon Hill	Amazing Reads	2014	
2.	You Can Win	Shiv Khera	Bloomsbury India	2014	
3.	The Power of Positive Thinking	Norman Vincent Peale	Touchstone	2003	Reprint edition

Teaching Methodology:

Classroom Lectures, Group Discussion, Workshops, Guest Lectures, Student presentations orally and written.

Evaluation Methodology:

- Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks
- External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	MC		T		6	6
Course Code		Course Title				
UAN 1501		FUNDAMENTALS OF ANIMATION				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the technical terms associated with animation and List animation requirements.	L1
CO2	Explain different stages of animation production and different types of animation.	L2
CO3	Experiment with principles of animation and camera angles and shots.	L3
CO4	Plan tools and workflow for the animation.	L3
CO5	Make use of the tools for animation and techniques creating 2D Cel animations.	L3

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	L
CO2	S	M	L	M	M

CO3	S	S	L	S	S
CO4	S	S	M	M	S
CO5	S	S	L	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Introduction to Animation & History of Animation	HOURS: 10
<p>What is Animation, History of Animation – Starting from Early approaches to motion in art, Animation before film, Early Animation devices, Traditional Animation – The silent era, Walt Disney & Warner Bros., Snow White & the seven dwarfs, The Television era, Stop-motion, CGI Animation - till date. Major animation studios all over the world, Pioneer Animators and Experimental animations.</p>	

UNIT II: Different Types of Animation	HOURS: 20
<ul style="list-style-type: none"> ○ Traditional Animation - Cel Animation or hand drawn Animation ○ Stop Motion Animation – Puppet Animation, Clay Animation, Cut-out Animation, Silhouette Animation, Model Animation, Object Animation etc. ○ Computer Animation – 2D Animation, 3D Animation ○ Experiment different types of animation – Stop motion, cut-out, silhouette, Cel etc. 	

UNIT III: The 12 basic Principles of Animation	HOURS: 20
<p>Squash and Stretch, Anticipation, Staging, Straight Ahead Action and Pose to Pose, Follow Through and Overlapping Action, Slow In and Slow Out, Arc, Secondary Action, Timing, Exaggeration, Solid drawing, Appeal.</p>	

UNIT IV: Animation Production Process	HOURS: 20
<p>Understand Animation Requirements, Basic steps in Pre-Production, Production and Post-Production. Pre-Production: Story – Script – Storyboard - Audio recording – Animatic - Design – Characters, Props - Color Styling. Production: Layout - Background Painting – Animation – Key frame, In-between and Clean-up - Exposure Sheet - Pencil test – Scanning - Ink and Paint – Compositing – Export. Post-production: Musical score and sound effects – Editing - Color-correction and other corrections - Converting SD to HD - Final output.</p>	

UNIT V: Animation Glossary**HOURS: 20**

Animation techniques, Technical advancements in animation. Animation equipment - Cel - Light box - Peg holes and Peg bars - Line/Pencil tests, Field charts. Animation Glossary - The exposure sheet (X Sheet), Key frames, In-betweens, Clean-up etc. Layers, Timing for Animation, Ease in & Ease out, X-Sheet handling, Field Chart usage, Camera Panning, Zoom-in & Zoom-out, Cut-shot, Dissolve transform, trick shot, hook-up poses etc. Basic Traditional Animation Samples: To apply the principles of animation, Posing and character emotion. How to observe and study human behavior and expressions to help visualize concepts. How to enact and emote.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The Illusion of Life: Disney Animation	Frank Thomas and Ollie Johnston	Walt Disney Productions	1981	First Edition
2.	The World History of Animation	Stephen Cavalier	Aurum Press,	2011	First Edition
3.	Cartoon Animation	Preston Blair	Walter Foster Publishing	1994	First Edition
4.	Timing for Animation	Harold Whitaker and John Halas	Elsevier/Focal Press	2009	First Edition
5.	How to Make Animated Films	Tony White	Focal Press	2013	Second Edition
6.	Character Animation-2D Skills for Better 3D	Steve Roberts	Taylor & Francis	2012	Second Edition
7.	The Animator's Survival Kit	Richard Williams	Faber and Faber	2001	First Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The Anime Encyclopaedia: A Guide to Japanese Animation.	Helen Mc Carthy & Jonathan Clements	Stone Bridge Press	2001	First Edition
2.	Animation from Pencils to Pixels: Classical Techniques for the Digital Animator	Tony White	Taylor & Francis	2012	First Edition
3.	Enchanted Drawings: The History of Animation	Charles Solomon	Knopf	1989	First Edition
4.	Cartoons: One Hundred Years of Cinema Animation	Giannalberto Bendazzi	Indiana University Press	1995	Fourth Edition
5.	Of Mice and Magic	Leonard Maltin	McGraw-Hill	1980	First Edition

6.	Before Mickey: The Animated Film, 1898-1928	Donald Crafton	University of Chicago Press	1993	First Edition
7.	The Animator's Workbook: Step-By-Step Techniques of Drawn Animation	Tony White	Watson-Guptill	1988	First Edition

Online References

S.No.	Title	Link
1.	Principles of Animation	https://en.wikipedia.org/wiki/12_basic_principles_of_animation
2.	YouTube Video on 12 Principles of Animation	https://www.youtube.com/watch?v=haa7n3UGyDc&feature=youtu.be
3.	History of Animation	https://en.wikipedia.org/wiki/History_of_animation
4.	Types of Animation	https://www.youtube.com/watch?v=NZbrdCAsYqU

Teaching Methodology

Extensive Theory & Practical sessions, Chalk and Talk Lectures, Seminars, ICT based presentations, Video Lectures, Group Discussions; Interactive activities; Drawing Sessions, Traditional Animation Sessions using Light-box, Workshops, Guest Lectures, Industry Experts, Assignments, Industry Visits, Movie Showcase, Mini-project; MCQs etc.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks
 External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week		Total Hours		Credits
		L	T	P		
I	MC	L			6	6
Course Code		Course Title				
UAN 2502		ANATOMY AND ANIMATION DRAWING				

Course Outcomes

Cos	Statements	Bloom's Level

CO1	Label and reproduce basic two-dimensional and three-dimensional solids	L1
CO2	Relate organic and inorganic forms into two-dimensional and three-dimensional solids	L2
CO3	Illustrate forms in one-, two- and three-point perspective	L2
CO4	Reproduce basic human and animal anatomy and proportions in different poses	L2
CO5	Ascertain light and shade of forms in various lighting settings.	L3

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	S
CO2	S	S	L	S	S
CO3	S	S	M	S	S
CO4	S	S	L	S	S
CO5	S	S	L	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT-1: Basic Anatomy Drawings

Hours:20

Basic Life Drawing Skills - Life drawing including human anatomy, emotions, actions and expressions. Stick Figures, Line of action, Basic Human, Animals and Birds Anatomy.

UNIT-2: Basics of Perspective drawing

Hours:20

Basic Perspective Drawings – horizon, orthogonal lines, How to draw Shapes, Buildings and Figures in 1 point, 2 point and 3-point perspectives, Worm’s Eye View, Bird’s Eye View – Out-door study.

Unit-3: Basic concepts of light and shade

Hours:20

Light & Shade in Drawings – Basic Drawings including Humans, Animals, Birds etc. with Light & Shade, Umbra, Penumbra, Antemumbra type of shadows, cast shadows and form shadows, calculating the length of shadows, highlights, reaction of light in different material surfaces, Still-life study.

Unit-4: Basics of Anatomy**Hours:20**

Basic Anatomy Drawings - Basic Anatomy Drawings including Humans, Animals, Birds etc. – using Mannequins, Group figure studies.

Unit-5: Basics of action and Movement**Hours:10**

Actions & Movements, Emotions, Postures & Gestures in Drawings: Live Action / Motion Drawings including Humans, Animals, Birds etc. Including emotions, actions and expressions, attitude, postures and gestures, Facial expressions.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Illusion of Life: Disney Animation	Thomas, Frank; Ollie Johnston	Disney	1997	Revised edition 1 ISBN-13: 978-0786860708
2	The Artists Complete Guide to Figure Drawing	Ryder, Anthony	Watson-Guptill	1999	First Edition
3	Animation Art: From Pencil to Pixel, The world of Cartoon	Jerry Beck	Collins	2004	First Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Cartoon Animation by	Walter Foster	CMC Pub	1994	ISBN: 978-1560100843
2.	Enchanted Drawings: The History of Animation	Charles Solomon	Random House	1994	ISBN- 978-0517118597

Teaching Methodology

Extensive drawing sessions, Demos, Model sessions, Video Lectures, Discussions, Interactive activities, Mini-project, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Studio Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I		L			6	6
Course Code		Course Title				
UAN1AL01		VISUAL ART & DESIGN				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recognize various mediums of design.	L1
CO2	Recall the Elements and Principles of Design.	L2
CO3	Sketch a print banner with CMYK composition and Concept.	L3
CO4	Recall the tools of graphic design	L4
CO5	Differentiate between Graphic design for web and print.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	S
CO2	S	S	L	S	S
CO3	S	S	M	S	S
CO4	S	S	L	S	S
CO5	S	S	L	S	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit-I: Fundamental Principles of Visual Arts	Hours: 10
Material and Method: Art equipment, [Tools and Techniques] – Drawing board, Paper, Pencil, Charcoal, Pastel, Colour, Visual effects and uses of Water, Poster & Oil colours. Elements of	

Design - Dot, Line, Shape, Value/Tone, Texture, Space, Color, Free flowing designs, Geometric Designs

Unit-II: Principles of Design

Hours: 20

Balance - Symmetrical or Asymmetrical, Repetition / Rhythm, Focus / Emphasis / Dominance, Unity / Harmony, Scale, Proportion, Contrast, Movement, Depth, Gestalt Principle.

Unit-III: Colour Theory and Composition

Hours: 20

Relationship between Value and Hue, Color Systems and the Color Wheel, Theories of Color Relationships/Harmonies: Monochromatic, Analogous, Complementary, Split Complementary, Picture Plane, Closed & Open Composition, Positive & Negative Space.

Unit- IV: Typography and application in Design

Hours: 20

Typography and its power for expressive qualities, To explore the aesthetical aspects of colour, form and the expressionistic quality of letter form, Copy based Advertisements from Magazines, Understanding of letter Forms, spacing, words, mechanical and optical spacing, grid system, Lettering and Typography, Construction of a San – Serif Font, Serif Font, Parts of the letter, Assignments based on Optical spacing and Mechanical spacing, Expressive Typography.

Unit-V: Introduction to Graphic Design

Hours: 20

To discuss the visual communication process from the history to present, relation between Society and Graphic Design, practical exercises on form and text.

Graphic Design: Different stages of simplification of design, to design a symbol or a logo with specific objective. Different aspects of Letter form, design Visiting cards, Letter Heads, Envelop Design, Greetings, Invitation Cards etc.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Design	Rawson, Philip,	Prentice Hall,	1987	
2	Visual Theory: Painting and Interpretation	Bryson, Norman, Ann Holly, Michael, Moxey, Keith	Harper Collins	1991.	
3	Visual Methodologies	Rose Gillian	Sage	2006	

4	The Practices of Looking	Sturken, Marita	OUP	2009	
5	About Face: The Essentials of Interaction Design	Cooper, Alan et.al	Wiley	2007	

Recommended Reading:

1. Computer Graphics and Multimedia - http://www.academia.edu/6709255/LECTURE_NOTES_on_Computer_Graphics_and_Multimedia_Table_of_Contents
2. Graphic Design - <http://www.slideshare.net/AfshanKirmani/an-introduction-to-graphic-design-presentation>
3. Multimedia - <http://www.slideshare.net/kenshin1017/introduction-to-multimedia-4663053>
4. Elements & Principles of Design - <http://teaching.ellenmueller.com/drawing-i/resources/elements-principles-of-2d-design/>
5. Design Principles - http://www.design-skills.org/design_principles_guidelines.html

Teaching Methodology:

Extensive Theory & Practical sessions, Drawing & Coloring Sessions, Computer Lab sessions, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits

Assignments:

Abstract designs representing Principles & Elements of Design, Simplification of form, Typography, designing of consumer products

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	GE		T		5	5
Course Code	Course Title					
UEL2206	GENERAL ENGLISH II (ADVANCED) VOC					

Course Outcomes

COs	Statements	Bloom's Level
CO1	Show proficiency the use of the English language that will help them become effective communicators in real world.	L1

CO2	Demonstrate basic skills and strategies to communicate orally.	L2
CO3	Develop basic strategies & skills in writing and contribute to the print and electronic media.	L3
CO4	Explain basic concepts in academic writing.	L5
CO5	Design basic strategies in the art of influencing people and using basic corporate communication skills.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	M
CO2	M	L	S	M	M
CO3	S	L	M	M	S
CO4	M	M	M	M	S
CO5	M	M	S	M	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Grammar and real world	HOURS:12
Grammar structures for usage in daily routines and real world. Functional language - Finding the right information and planning how to respond - Expressing Opinion - Making Suggestion - Expressing Preference – Expressing Agreement, Partial Agreement, Slight Disagreement, Strong Disagreement - Invitations - Listening, interrupting politely and moving things on - Asking questions, being clear and persuading people - Using formal or informal language.	

UNIT II: English for Oral Communication	HOURS:12
Longer conversations, Speeches presentation on current and socially relevant topics, persuasive speech, debates, and panel discussions, barriers in oral communication & strategies to overcome the barriers.	

UNIT III: English for Written Communication	HOURS:12
Writing letters, effective formal and informal email writing, writing abstracts, writing for newspapers, magazines and social media, argumentative essay writing, report writing.	

**UNIT IV: Introduction to Academic Writing****HOURS:12**

Basic concepts and terminologies of academic writing - cohesion & coherence - grammatical accuracy – correct & effective use of linkers - phrases & clauses - plagiarism in writing – Formal language Vs Informal language – Basic rules for referencing.

UNIT V: English for Professional Communication**HOURS:12**

Communicative language for professionals - group discussion language - effective language use, strategies and techniques in corporate interactions - effective online interaction.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	English Grammar in Use	Raymond Murphy			Fourth Edition
2	Level English	Helen Toner & John Reynolds		2008	CUP
3	Academic Writing: A guide to tertiary level writing	Edited by Dr Natilene Bowker		2007	
4	Business Communication Today	Courland L. Bovee, John V. Thill, Roshan Lal Raina		2017	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Speaking and Writing for Effective Business Communication	Francis Soundararaj			
2	Foundations of Business Communication: An integrative approach		Tata McGraw Hill	2006	
3	Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and	Archana Mathus	Amazon		

	Speak Correct English Effectively.				
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Teaching Methodology

Classroom Facilitation, Guided Quiz, Panel Discussion, Debate, Group Activities, Weekly Journal writing, Compulsory Reading, Library Visit, Field Visit, Screening of feature films in English, Video recording and presentation of students' speeches, Presentations, Seminars & Workshops.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	GE		T		5	5
Course Code					Course Title	
UEL 2207					GENERAL ENGLISH II (INTERMEDIATE) (VOC)	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Relate the different texts, their moral, characterization and theme to life.	L1
CO2	Explain the basic ideas from subjective experience.	L2
CO3	Identify the areas of improvement and excellence from the knowledge gained.	L3
CO4	Categorize and distinguish communication mediums, process and barriers.	L4
CO5	Analyze the concepts practically and with conviction.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	L	M
CO2	S	S	S	L	M
CO3	M	S	S	L	L

CO4	L	S	S	L	L
CO5	L	S	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus:

UNIT I	HOURS: 12
<p>Enhancing Communication and fine tuning attitude – through appreciation and application of literary texts</p> <ul style="list-style-type: none"> • Living Amicably from Dr. A.P.J. Abdul Kalam’s Autobiography ‘Wings of Fire’ • The way we see the Problem is the Problem– Stephen Covey (An excerpt from Seven Habits of highly effective people). • An extract from ‘The test of my life,’ Yuvraj Singh. • ‘You can’t be that, no, you can’t be that’ poem by Brian Patten. 	

UNIT II	HOURS: 12
<p>Introduction - Understanding Communication - Communication Process, Barriers, channels of Communication (Intrapersonal and interpersonal). Importance of Communication in the Workplace. Common expressions for usage in communication.</p>	

UNIT III	HOURS: 12
<p>Different forms of communication. Advantages and disadvantages of Oral Communication and written communication - Advantages and Disadvantages of Media Communication.</p>	

UNIT IV	HOURS: 12
<p>Resumes and Cover Letters – Introduction - Writing a Resume Writing Job Application Letters – proof reading process. Other Letters about Employment , g-mail, drafting formal and informal letters.</p>	

UNIT V	HOURS: 12
<p>Group Discussion – Interviews skills (self-introduction and FAQs). Common expressions in an interview, resume, and work communication. Describe the organization’s health, safety and security policies and procedures.</p>	

Books for Study:

S.No	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	Your First Resume	Ron Fry	Delmar Cengage Learning	2001	5 th edition
2.	Essentials of Business Communication	Mary Ellen Guffey and Dana Loewy	CENGAGE Learning Custom Publishing	2012	International edition
3.	The Elements of Style	William Strunk Jr, and E. B. White	Pearson Publications, United Kingdom	1999	4th edition
4.	How to Prepare for Group Discussion and Interview	Hari Mohan Prasad	Tata McGraw-Hill Publishing Company Ltd	2005	
5.	Body Language	Allan Pease	Manjul Publishing House	2014	New edition

Books for Reference:

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	The Elements of Style	William Strunk Jr, and E. B. White	Pearson Publications, United Kingdom	1999	4th edition
2.	How To Write Like a Professional	J. L. Barkas	Arco Publishing, Inc., New York	1985	
3.	How to Prepare for Group Discussion and Interview	Hari Mohan Prasad	Tata McGraw-Hill Publishing Company Ltd	2005	

Teaching Methodology:

Chalk and Talk Lectures; Seminar; ICT based presentations; Video Lectures; Group Discussions; Interactive activities; Mini-project; MCQs etc.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	SS		T		2	2
Course Code					Course Title	

UDJ 2801	LEADERSHIP SKILLS (VOC) - II
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Course Outcomes

COs	Statements	Bloom's Level
CO1	Define leadership concepts and models.	L1
CO2	Summarize the characteristics of a successful leader.	L2
CO3	Identify the factors which influence attitude.	L3
CO4	Examine the power of human mind through NLP	L4
CO5	List out life changing habits and explain.	L4 L5

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	L	M
CO2	L	S	S	L	S
CO3	L	S	S	L	M
CO4	L	S	S	L	S
CO5	L	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus:

UNIT I	HOURS: 6
Principles of growth and change. Habits defined. a. Proactivity b. Begin with the end in mind. c. Prioritization d. Win-win attitude. e. Empathy d. Synergy.	

UNIT II	HOURS: 6
Attitude awareness creation. Thoughts to destiny manifestation process. Relationship between attitude and success. Three factors influencing attitude. -environment, education and experience. Benefits of positive attitude. Consequence of negative attitude. Characteristics of an optimist. Winner versus losers.	

UNIT III**HOURS: 6**

Daily check list for life: time mastery-gaining more invested time, habitual reading, written goal setting, gestures of love and care to all, gratitude meditation, planning and reflection, intrapersonal positive self-talk, being a volunteer.

UNIT IV**HOURS: 6**

An introduction to NLP, the principle behind. An approach to communication and personal development thorough NLP. Stories from the great masters- motivational stories for NLP.

UNIT V**HOURS: 6**

The definition and measure of success. The problems or challenges to success (real versus imaginary); the gifts of failure; life of choices or chances; qualities of a successful person. 10 qualities that make you a successful person. 20 qualities that make you a failure.

Books for Study:

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	60 Principles For Success	Dr. A. Peter	Better Yourself Books	2009	
2.	The 7 Habits of Highly Effective People	Stephen Covey	Simon & Schuster; India Only edition	2013	Paperback, Special Anniversary Edition
3.	Infiniteism – Monthly Growth Magazine	Mahatria Ra	Edited and published by Mahatria		Current Edition on E book
4.	You Can Win	Shiv Khera	Bloomsbury India	2014	

Books for Reference:

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1.	Introduction to Psychology	Morgan and King	Tata McGraw-Hill Publishing Company Ltd, New Delhi.	1993	

1.	Think and Grow Rich	Napoleon Hill	Amazing Reads	2014	
1.	Understanding Life Skills		UNESCO Digital Library		
1.	Who Will Cry When You Die	Robin Sharma	Jaico Publishing House	2006	First edition
1.	The 8th Habit: From Effectiveness to Greatness	Stephen Covey	Free Press	2005	Reprint edition

Teaching Methodology

Topics brainstormed through reading, paraphrasing and analysing, Classroom Lectures, Group, Discussion, Workshops, Guest Lectures, Ted talks and other relevant videos

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	MC	L			6	6
Course Code		Course Title				
UAN 2502		ANATOMY AND ANIMATION DRAWING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Label and list the basic muscles of human anatomy.	L1
CO2	Relate muscles to 3D shapes.	L2
CO3	Illustrate the Human Anatomy in different angles and forms.	L2
CO4	Reproduce basic human and animal anatomy and proportions in different poses.	L2
CO5	Apply light and shade to human anatomy and drapery.	L3

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	S
CO2	S	S	L	S	S
CO3	S	S	M	S	S
CO4	S	S	L	S	S
CO5	S	S	L	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT-1: Basic Anatomy Drawings

Hours:20

Introduction to human Anatomy, skeleton and skull proposition, male body proportion, Female body proportion- Andrew Loomis method- Stan Prokopenko method- Different head shapes- Prokopenko method of drawing the Torso- Twist and Turn of Torso.

UNIT-2: Basics of Perspective drawing

Hours:20

Human body proportions for different age groups. Eyes, nose, mouth, ear, finger proportions (different age group), hand, feet and body proportions. Human anatomy for different human body shapes and postures, studies using Mannequins, Group figure studies.

UNIT-3: Animal & Bird Anatomy

Hours:10

Animal and Bird anatomy - bone structure, proportion of both animal and birds.
Drawing different skull shapes, Different types of gaits.

UNIT-4: Dynamic Figure Drawing:

Hours: 20

Drawing the moving figure in deep space and foreshortening. Actions & Movements, Emotions, Postures & Gestures in Drawings, including emotions, actions and expressions, attitude, Facial expressions etc.

UNIT -5: Cartoon Anatomy Drawings:

Hours: 20

Actions & Movements, Emotions, Postures, Gestures in Drawings & Facial expressions, Brief history of cartoons, exaggerating features.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Animator's workbook	Tony White	Watson- Guptill	1997	Revised edition 1 ISBN-13: 978-0823002290
2	The Artists Complete Guide to Figure Drawing	Ryder, Anthony	Watson- Guptill	1999	1
3	Drawing the head and hand	Andrew Loomis	Titan Books	2011	1 ISBN- 978-0857680976

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	New Drawing on the Right Side of the Brain Workbook	Betty Edwards	Souvenir Press Ltd.	2003	ISBN: 978-0285636644

Teaching Methodology

Extensive drawing sessions, Demos, Model sessions, Video Lectures, Discussions, Interactive activities, Mini-project, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Studio Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	MC	L			6	6
Course Code			Course Title			
UAN 2502			STOP MOTION ANIMATION			

Course Outcomes

COs	Statements	Bloom's Level
CO1	Relate and show the 3 dimensional quality of a sculpture in Claymation.	L1

CO2	Explain the process of clay-modeling & stop-motion animation.	L2
CO3	Demonstrate the techniques and make use of software for stop-motion animation.	L2, L3
CO4	Choose and develop the execution of concept.	L3
CO5	Create a simple animation using the various techniques of stop motion.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	S
CO2	S	S	M	M	S
CO3	M	M	L	S	S
CO4	S	S	M	M	S
CO5	S	S	M	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Basics of Clay Modeling	HOURS: 10
Model from a still life set-up in the classroom, a sculptural equivalent in clay, emphasizing inter-relationships of form, space and surface, use different types of clay; plasticine, terracotta.	

UNIT II: Types of Clay Modeling	HOURS: 20
Create different characters in clay, Cartoons, human figures, Animals, Props etc. Clay Modeling Techniques: Sculpting tools handling, Clay handling techniques, Analyzing and understanding the challenges faced during clay modeling and shooting, Props & lip-synch handlings, Preparation of a prototype work product/pre-visualization for review.	

UNIT III: Process and techniques of stop-motion animation	HOURS: 20
Camera angles, Character positioning, Frame by Frame controls, Positioning and actions of secondary characters and Props, Different types of stop motion animation	
<ul style="list-style-type: none"> • Traditional frame-by-frame capture. • Claymation, Cut-out animation, Silhouette animation, Found object animation, hand drawn animation. 	

**UNIT IV: Introduction to stop-motion animation software****HOURS: 20**

Introduction to available software for Stop-Motion Animation, Learning to use Monkey Jam, Stop-motion Pro Software, Preparation of the following stop motion animation end-products, Film, Television series, Advertisement, Education content, Application of stop motion animation techniques, adding audio to animation.

UNIT V: Concept Creation for Stop Motion Animation**HOURS: 20**

How to create action and movement of form, How to create your own concept, understanding the limitations and challenges of the medium, Creation and Execution of the concept.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The Art of Stop motion animation	Ken A Priebe	Course Technology PTR	2006	First Edition
2.	Stop motion: Craft skills for model Animation	Susannah Shaw, Tony Guy	Taylor & Francis	2004	First Edition
3.	Stop motion: Passion, Process and Performance	Barry JC Purves	Taylor & Francis	2008	First Edition
4.	Creating 3D Animation - The Aardaman Book of Film making	Peter Lord & Brian Sibley	Harry N. Abrams	2004	Revised Edition
5.	Stop motion Armature Machining: A Construction Manual	Tom Brierton	McFarland Publishing	2002	First Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Stop motion Filming and Performance	Tom Brierton	McFarland & Company	2006	First Edition
2.	Stop motion Puppet Sculpting	Tom Brierton	McFarland & Company	2015	First Edition
3.	A Century of Stop Motion Animation from Melies to Aardaman	Ray Harry Hausen	Aurum	2008	First Edition

Online References

S.No.	Title	Link
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1.	Stop Motion Animation	https://www.youtube.com/watch?v=wVjMFU11hVA
2.	Caymation	https://www.youtube.com/watch?v=PHTQr0kfA98
3.	Cutout Animation	https://www.youtube.com/watch?v=Wo6-6ENTI7o
4.	Silhouette Animation	https://www.youtube.com/watch?v=E4DB8H13oqw
5.	Paper Cutout Animation	https://www.youtube.com/watch?v=iVg8n7jmndQ

Teaching Methodology

Extensive Practical sessions with required theory classes, Drawing Sessions, Sculpting using clay, Studio Practice, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits. Use clay to create a stop-motion animation, use objects like coins, puppets, marbles, toys and mannequins to create a stop-motion animation.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	AL	L			6	6
Course Code				Course Title		
UDJ 2301				Graphic Design & Multimedia		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Explain the evolution of digital art and multimedia.	L2
CO2	Identify the purpose and scope of design for digital, Print and Web	L3
CO3	Apply the elements and principles of design to draft brand stationaries and understand the print medium better.	L3
CO4	Analyze an existing brand design for a company as an aesthetic practice.	L4
CO5	Compose a digital illustration for different mediums of media.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	M	S
CO2	S	S	S	L	S
CO3	S	S	S	M	S
CO4	S	S	M	L	M
CO5	S	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit-I: Introduction to graphic design

HOURS: 8

Introduction to graphic design- role of design in society- visual elements of graphics design- color wheel – color spectrum- shapes – geometric- organic- textures – pattern- space – form – typography- space- contrast – hierarchy- alignment- balance- proximity – repetition- functions.

Unit-II: Mediums and Layouts

HOURS: 12

Types of Printing Medium- Principles of Layout and Designing - Elements of Layout Adding Images - Typography on Computer Layout - Dummy Make-up.

Unit-III: Branding

HOURS: 20

What is branding- brand identity- design brief – branding methods and techniques- monitoring and rebranding- iconography – typography- using branding style guides- brand story- audience – supporting graphics.

Unit-IV: Introduction to Computer Graphics / Multimedia

HOURS: 20

Computer Graphics, Multimedia – hardware and software- application of computer graphics pixels- co-ordinates- real number co-ordinate system – aspect ratio- color models– multimedia in terms of computing – classification – system impaction – text- graphics-audio- video – multimedia modality- encoding type- storage material – transmission strategy.

Unit-V: Introduction to multimedia

HOURS: 20

Creating poster design using basics tools – selection- magic wand- pen tool – text – clone tool – stamp – color correction and adjustments.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Newspaper Layout and DesignTracking	Moen,Daryl R	Iowa State Press, Iowa	2008	2nd Edition
2.	The Newspaper Designer’s Handbook	Harrower, 67TTim. and Elman, Julie.	McGraw Hill, New York,	2012	1 st edition
3.	The Elements of Style	Strunk Jr, William. and WhiteE.	Pearson Publications, United Kingdom,	1999	

Recommended Reading: Adobe Resources Photoshop

1	https://www.adobe.com/in/products/illustrator.htmlInDesign					
2	https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-Ch11Principles%20of%20Web%20Design.pdf					
3	https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf					
4	https://www.adobe.com/in/products/indesign.html					
5	https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=otherIllustrator					
Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	GE		T		4	4
Course Code				Course Title		
UEL 3206				GENERAL ENGLISH III (ADVANCED) VOC		

Course Outcomes

COs	Statements	Bloom’s Level
CO1	Show proficiency in academic writing.	L1
CO2	Demonstrate basic speaking skills.	L3

CO3	Build basic strategies & skills in writing for media.	L3
CO4	Distinguish various terminologies and basic concepts in academic writing.	L4
CO5	Simplify ideas and language for various media consumers.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	S
CO2	M	S	S	L	L
CO3	M	S	S	M	M
CO4	M	S	M	L	L
CO5	M	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Understanding texts for essays and Language for writing HOURS: 12

Reading: Understanding texts for essays – Skimming and scanning – Identifying the sequence of ideas – Understanding the implicit meanings – Inferring the meaning of words – **Listening and speaking:** Introducing your presentation – Clarifying key terms – **Writing skills:** Understanding how essay types are organized – Drafting introduction to an essay – Language for writing – **Grammar and practice:** Avoiding repetition: that (of) and those (of) – Word families: linking parts of texts – Verb-noun collocations.

UNIT II: Prioritizing what you read and Preparing slides for presentation HOURS: 12

Reading: Selecting and prioritizing what you read – Thinking about what you already know – Inferring the meaning of words – Vocabulary building 1: collocations & cause-effect markers – Retelling what you have read – **Listening and speaking:** Preparing slides for presentations – Choosing the right type of chart for a slide – Presenting charts – Pronunciation: numbers & inserts **Writing skills:** Using claims to plan essays – Supporting claims with evidence – **Grammar and practice:** Complex noun phrases – Countable and uncountable nouns – Adjectives meaning large or important – Prefixes.

UNIT III: Predicting the content of a text and Referencing HOURS: 12

Reading: Predicting the content of a text – Reading for details – Scanning for information – Understanding implicit meanings – Vocabulary building: adjectives – Thinking about ways of taking notes– **Listening and speaking:** Making suggestions in group work – Pronunciation: stress in adjectives ending in –ic and –ical **Writing skills:** Referring to other people’s work- Using in-text references – Language for writing: reporting verbs – **Grammar and practice:** Impersonal it-clauses: saying that something is important, interesting, etc. Word families Nouns with related adjectives ending –ic and –ical – Reporting verbs.

UNIT IV: Reading in detail and Generating ideas

HOURS: 12

Reading: Thinking about what you already know – Reading in detail – Taking notes – **Vocabulary building:** word families, adjective-noun collocations – Collecting information for an essay – Taking notes for essay writing - **Listening and speaking:** Working with colleagues: generating ideas and reporting – **Pronunciation:** dividing speech into units **Writing skills:** Language for writing: the grammar of reporting verbs, comparing and reporting what you need **Grammar and practice:** Linking parts of a text: conjunctions and sentence connectors, Single-word verbs – Word families.

UNIT V: Recognizing plagiarism and Reaching a consensus in group work

HOURS: 12

Reading: Recognizing plagiarism – Getting started – Identifying the main ideas in a text – Summarizing what you have read – **Vocabulary building:** single-word verbs and multi-word verbs – Vocabulary in context: hedging adverbs - **Listening and speaking:** Reaching a consensus in group work – Pronunciation: contrasts - **Writing skills:** Using paraphrases – Including quotations in your writing – **Grammar and practice:** Articles: zero article and the Complex prepositions – Person, people, peoples.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Cambridge Academic English – An integrated skills course for EAP – Upper Intermediate – Student’s Book				
2.	GEMS OF IMAGINATION	Siby James and Febu George	Cambridge University Press	2018	
3.	English newspapers and magazines				

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
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1.	Speaking and Writing for Effective Business Communication	Francis Soundararaj			
2.	Foundations of Business Communication: An integrative approach		Tatal McGraw Hill	2006	
3.	Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively	Archana Mathur			

Online Resources:

1. BBC Learn English (app)
2. 6 Mins English (app)
3. English Conversation (app)
4. TALK English Speaking Practices (app)
5. <https://www.ted.com/>
6. <https://www.bbc.com/>

Teaching Methodology

Classroom Facilitation, Guided Quiz, Panel Discussion, Debate, Group Activities, Weekly Journal writing, Compulsory Reading, Library Visit, Field Visit, Screening of feature films in English, Video recording and presentation of students' speeches, Presentations, Seminars & Workshops

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	GE		T		4	4
Course Code		Course Title				
UEL 3207		GENERAL ENGLISH III (INTERMEDIATE) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the basic concepts of grammar and communication.	L1
CO2	Demonstrate appropriate use of English for academic writing.	L2
CO3	Apply LSRW approach to language and literature.	L3
CO4	Compare and interpret different texts in various contexts	L4
CO5	Classify and describe different genres of literature	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	L	M
CO2	S	S	S	L	M
CO3	M	S	S	L	L
CO4	L	S	S	L	L
CO5	L	S	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus

<p>UNIT I: Rhetorical devices of traditional and contemporary English HOURS: 12</p> <p>The five canons of rhetoric. the good and bad rhetoric. ancient and modern rhetoric (new rhetoric). components of persuasion. English for personal and social skill enhancement: extracurricular skills (public speaking, group discussion and debates), learning contextual meaning of words through newspaper and magazine reading and comprehension. practical grammar for effective communication (prepositions)</p>

<p>UNIT II: Stylistic devices for creative writing HOURS: 12</p> <p>Genres of literature. connotations, collocations and register. effective use of words and expression- an analytical study of newspaper articles (horoscopes, problems pages, fashion world, sports columns, etc.) and magazines. various literary devices: definition, allusion, diction, epigraph, euphemism, foreshadowing, imagery, metaphor, personification, point of view, structure. Writing for mass media: understanding mass media characteristics, issues, nature, effects and scope in the Indian society.</p>
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UNIT III: Art of storytelling and narratology**HOURS: 12**

Various narrative techniques. first, second and third person narratives. Writing for newspapers, magazines, internet, appreciating art, etc. vocabulary from politics, law, economy, finance, environment, etc. Identification of formal and informal words, descriptive adjectives, adverbs. practical grammar for effective communication (direct and indirect speech, active and passive voice)

UNIT IV: Business reports, digital etiquettes and professionalism**HOURS: 12**

Characteristics of a good report. Types and classification of reports. Culture specific business etiquettes and intercultural communication. Global contact and language enrichment. Intercultural communication training with films. Practical grammar-modal auxiliaries and its multiple usages.

UNIT V: Job/career specific language skills**HOURS: 12**

Gonzo journalism. Read and understand the script and character descriptions. communicate clearly and collaborate effectively with colleagues on professional grounds. movie reviews. Practical grammar revisited-(prepositions, active passive, reported speech, and modal auxiliaries).

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Intermediate English grammar	Raymond Murphy	Cambridge University Press.	1994	1 st Edition
2.	English vocabulary in use (advanced)	Michael McCarthy felicity o' dell	Cambridge University Press.	2003	1 st Edition
3.	Active grammar	Fiona Davis and Wayne Rimmer	Cambridge University Press.	2011	1 st Edition
4.	Our Country Our Literature (An Anthology of Indian Writings in English)	S.Haneefa, N.P.Rajendran	Cambridge University Press.	2015	1 st Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The elements of style, 3rd ed.	Strunk, William, J R and White, e.b.	Macmillan	1979	1 st Edition
2.	How to write like a professional	Barkas J.L	Arco	1984	1 st Edition
3.	Effective communication	Adair John	Pan Macmillan ltd, London	2003	1 st Edition

4.	How to prepare for group discussion and interview	Prasad H M	Tata McGraw-Hill publishing company limited, New Delhi	2001	1 st Edition
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Teaching Methodology

Classroom lectures, group discussion, workshops, guest lectures, reading texts in class made a mandatory activity and basic grammar test regularly.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	SS	L			6	6
Course Code		Course Title				
UAN 3601		Story-board and Character Design				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List different type of character shapes and relate them to different personality traits and recall different types of framing	L1
CO2	Illustrate anatomy and environments in digital mediums	L2
CO3	Plan a character's story, personality and design in relation to the world.	L3
CO4	Determine specific placements in storyboard and evaluate the composition	L5
CO5	Create original characters and storyboard in traditional and digital medium	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	L
CO2	M	S	L	S	S
CO3	S	S	L	M	M

CO4	M	S	L	M	L
CO5	L	S	L	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Character shapes and 3D space

HOURS: 10

Introduction to character design, the need for character design and what makes a good design in theory; creating volume and a solid foundation via 3D space and grids in art; the character and gesture, balance in design, line of action, the importance of silhouette, the head and face, human anatomy, animal anatomy; Evolution in terms of design traits. Tangents in character design and storyboards, types of storyboards and templates.

UNIT II: Screenplay to Storyboarding

HOURS: 20

Setting the frame: Eye line, types of shots and camera angles, using line of action and objects to create frames, using tangents to create fake panels, rule of third and golden ratio, 180° rule in setting the frame; Arrows in Camera movement lines and action lines and texts, hook-ups; Shuffles and cuts to create a dynamic scene, continuity and mise en scene. Thumbnails: Defining character traits, setting simple silhouettes to showcase the scene.

UNIT III: Digital Storyboard

HOURS: 20

Digital painting: Tones, lighting in digital art, vector based art, blending shades and stylized brushes in Adobe Photoshop. Compose for movement and character space, painting based on scene lighting and scene tones, rough sketching from the thumbnail and clean up. Darker lines and vanishing components to create a focus; Maintaining the world theme and characters relation to the world using lighting and shadows.

UNIT IV: Character styles and concepts

HOURS: 20

Design Language of Shapes: from Square, circle and triangle to fused forms; Character construction: Disney's adaptation of shapes and its use in character design, shapes in designing cartoons, realistic, cutting edge and anime style art; Color in character design; Animals and inanimate objects to anthropomorphism. Creating character bonds and rivals.

UNIT V: Original Character concept creation

HOURS: 20

Building Personality, race sheet, character sheet: character alignments, characteristics, bonds and behaviours and character background story; Using Character sheet to develop a character's look: Rough sketch to clean up development, character turn-around, color mapping, attitude sheet, size relation chart, expression sheet, walk and run cycles, concept art and props.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Anatomy and Composition	Moderndayjames	Gumroad	2017 - 19	1,2,3,4
2.	Sketching for Animation	Peter Parr	Good Readers	2016	
3.	The Character Designer (e-book)	Loish, Loopy Dave, Tom Bancroft	21draw	2019	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Designing web Pixar: 45 activities to create your own characters worlds and stories	Pixar	Pixar	2016	
2.	Disney Animation: The Illusion of Life	Frank Thomas, Ollie Johnston	Walt Disney Productions	1981	First Edition

Online Reference

S.No.	Channels	Platform			
1.	Synix designs - Youtube (Digital Painting)	Youtube			
2.	Mohammed Agbadi - Youtube (character lighting)	Youtube			
3.	Proko - Youtube (anatomy)	Youtube			

Teaching Methodology

Figure studies, Light reference studies, building environments based on real settings, re sketching existing characters for character study. Digital painting practice by using speed drawing of short thumbnails and doodles of characters. Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits, PPTs, and Lab sessions.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	MC	L			6	6
Course Code					Course Title	
UAN 3501					Traditional Animation	

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the Tools and Techniques of Cel animation. Apply principles of animation to create 2D animation sequences and scenes.	L1, L3
CO2	Develop Key-frames, In-betweens, Clean-ups, Line testing, cycle animations, expressions, lip-sync; Experiment Timing and Weight in animation.	L3
CO3	Analyse acting for animation and animate characters in accordance to script and animatic with appropriate voice and timing.	L4
CO4	Appraise and Critique traditional animation scenes and their effective use of Movement.	L5
CO5	Create traditional 2D Animation project based on industry trends and practices.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	S
CO2	S	S	L	S	S
CO3	M	S	L	M	M
CO4	S	M	L	M	M
CO5	S	S	S	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Introduction to Cel Animation Tools and Techniques**HOURS: 12**

Introduction to use of Light box, Capture Device, Line testing software, Pencil tests, Inking, and other Cel animation skills, tools and techniques. To improve traditional cel animation skill by various exercises and assignments. To apply basic animation principles to produce animation exercises like Bouncing Ball – In place, across the screen, Pendulum swing, Flour sack animation, Feather or leaf falling through the air.

UNIT II: Creating cycle animations**HOURS: 18**

To practice the production process of 2D Animation including key-frames, breakdowns, in-betweens, clean-ups, line tests. To develop skills in clean-up, the technique of producing a clean drawing from a rough animation. Clean-up of various poses on multiple layers. Difference between classical animation and limited animation. Use of Frames per second, Line of action. To create cycle animations like Walk Cycle, Run Cycle, Fly cycle, Four legged walk cycle, Jump animation, vehicle animation.

UNIT III: Character Animation and expressions**HOURS: 20**

Acting Skills for Animation: How to observe, act and emote. Understand and develop acting skills. Understand and experiment voice modulations and mimicry and how to use it for animation and dubbing. Students will create a 360 degree turn around animation of a character's head using traditional pose-to-pose animation principles. Produce exercises like Character Eye blink, Character head turn with anticipation, Change in character emotion (happy to sad, sad to angry etc.), Character being hit by something simple (ball, brick, book), Hammering a nail.

UNIT IV: Timing for animation, Dialogue & Lip-synch**HOURS: 20**

To understand and focus on timing and performance. Demonstrate suitable use of timing, proportion, volume and weight. Use traditional methods to animate the scene from the storyboard. Critique and discuss animated movies and sequences. Create cel animation exercises like Character lifting a heavy object, Close-up of hand picking up a small object, Character blowing a balloon, Character eating something, Character conversation, Lip-synch.

UNIT V: Effects animation, 2D Traditional animation project**HOURS: 20**

Effects animation Exercises: Create effects animation like fire, smoke, water, blast etc. Use live shoot video as reference for 2D animation.

2D cel animation project: Apply industry-standard storyboard techniques to animation. Complete the entire process of animation including Pre-production, Production and post-production for a one-minute story as final project in cel animation.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
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1.	Disney Animation: The Illusion of Life	Frank Thomas, Ollie Johnston	Walt Disney Productions	1981	First Edition
2.	The Animator's Survival Kit	Richard Williams	Faber and Faber	2001	First Edition
3.	Acting for Animators	Ed Hooks	Routledge	2013	Revised Edition
4.	Cartoon Animation	Preston Blair	Walter Foster Publishing	1994	First Edition
5.	Timing for Animation	Harold Whitaker	Elsevier/Focal Press	2009	First Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Art of Animation	Bob Thomas	Walt Disney	1958	First Edition
2.	Character Animation Crash Course!	Eric Goldberg	Silman-James Press	2008	First Edition
3.	How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principles of Animation	Tony White	Taylor & Francis	2009	First Edition
4.	Animation: From Script to Screen	Shamus Culhane	St. Martin's Press	1990	First Edition

Online References

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Reference from Animation movie scenes				
2.	YouTube Links				

Teaching Methodology

Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Materials Required: Pencil, Pen, Paper, 3-Ring Binder, 1/4” Round Hole Peg Bar, Tabbed Dividers, Flash drive or external hard drive for saving homework, a sketchbook for ideas and to work out scenes.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	MC	L			6	6
Course Code					Course Title	
UAN 3502					3D Set-Modeling & Texturing	

Course Outcomes

COs	Statements	Bloom's Level
CO1	List 3D Modelling tools and Techniques. Apply appropriate shader and texture materials for the 3D models to create a photorealistic CGI render output	L1, L3
CO2	Apply knowledge of shaping/sculpting a shape in 3D software with proper mesh topology and Clean-ups if needed.	L3
CO3	Develop texture maps in accordance to the model to match the real existence.	L4
CO4	Perceive and Critique organic shapes and their detailed anatomy and take reference of inorganic shapes, to experiment with different 3D shapes.	L3, L5
CO5	Create 3D set model project based on the industry expectations and practices.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5

CO1	S	S	L	M	M
CO2	S	S	L	S	S
CO3	M	S	L	S	S
CO4	M	S	L	S	M
CO5	L	S	M	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Introduction to 3D Interface

HOURS: 10

Introduction to 3D interface, 3D Pipeline; Editors, viewports and menus; creating a Scenes and project management, Navigation and toolbox (Creating and Manipulating objects); perspective and orthographic windows; hotkeys and creating customized menus; basic Primitive models, creating and editing with NURBs curves (Control Vertex, Edit Points, Isopharm, Hull); attaching and detaching curves; inserting knots; reverse curve direction; adding points to a curve; using curve editing tool

UNIT II: NURBs and Polygons

HOURS: 20

Surfaces creation and editing tools, rebuilding surfaces; creating polygons mesh; Retopology tools; combine; polygon Booleans; mirror geometry; polygon smooth and add divisions; polygon cleanup; extruding polygon faces and edges; multi-cut, insert edge loop tool; Basic tabletop props; create polygon robot primitives.

UNIT III: Organic Modeling

HOURS: 20

3D modelling in art practices; Advanced Hard Surface Modelling, Organic Modelling; Sculpting Tools and Retopo, sculpt geometry, Introduction to shading, understanding Maya Materials, Arnold materials/ Mental Ray, Shading and Texturing, applying basic lighting; Modeling an Exterior Shot.

UNIT IV: Introduction to Hypershade & texture maps

HOURS: 20

Introduction to Hypershade nodes; UV checkerboard mapping; UV unwrapping (cut & sew); creating UV snapshot, texturing using 2D/3D painting software; Texturing the Robot; Creating and applying different texture maps (Bump, Normal, Displacement), Texturing table top Props; Texturing a sample object from exterior shot.

UNIT V: Camera, lighting and Rendering

HOURS: 20

Creating camera, types of camera; resolution gate; safe display region; safe action animation fundamentals; using the time slider; setting playback range; setting playback speed; setting

keyframes; channel control; editing keyframes; using graph editor; 3D lighting, types of light spot lights ; area lights; volume lights; Mesh light, Photometric light; light theory; common attributes; Render view; Rendering regions; Setting render global; Render Image naming and formats; Batch Rendering.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Introducing Autodesk Maya 2014	Dariush Derakhshani	Sybex	2013	Edition.1
2.	Mastering Maya 2009	Eric Keller, Eric Allen, and Anthony Honn	Sybex	2009	Edition.1

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	101 Autodesk Maya Tips	Dave Girard	Amazon Digital South Asia Services, Inc		
2.	Autodesk Maya 138 Tutorials and Tips by Antonio Bosi: 138 useful Maya tutorials (tips & tricks) for experts and beginners	Antonio Bosi	Amazon Digital South Asia Services, Inc		

Teaching Methodology

Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		

III	AL	L			6	6
Course Code					Course Title	
UDJ 3301					STORY AND SCRIPTWRITING	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Describe the art of storytelling	L1
CO2	Identify and explain the different structures of narrative	L2
CO3	Outline and Recall the format of scriptwriting	L2
CO4	Apply the learnt scriptwriting skill to produce one's own script	L5
CO5	Criticize films based on the story and script	L5

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	L	M
CO2	S	S	L	L	M
CO3	S	S	M	M	M
CO4	S	S	L	M	M
CO5	S	S	L	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Essentials of story writing	HOURS: 20
<p>Story – Purpose and its importance; Characters - Protagonist, Family & Friends, Rivals and Antagonist; Setting - Events & Location; Era & Time; Genre and Genre combinations; Target audience; Archetypes and its various types – Character, Hero, Situational, Symbol and Color; Idea Generation with Introduction, Context and Conclusion, Diegetic time and space, extensive writing sessions.</p>	

UNIT II: Basics of screenwriting**HOURS: 20**

The art of storytelling. Script - Non Linear Structure – Flash back – Future Dream; Story to Scene and Shot; Event Effect – Day or Night; Place of the event – Interior or Exterior; Dialogue or mute; Foreshadowing; Three Dimension of a Character; Three Act Structure; Screenwriting basics as per Syd Field; Plot & its types; Twists and Turns; Conflicts; Cliché; Climax; Hero's Journey. Film Language, Film Grammar and Film Analysis: Story / script /storyline

UNIT III: Workflow of scriptwriting**HOURS: 20**

Presentation of the Script; Log Line; Characters; Synopsis; Story; Step Outline; Shot Breakdown for Scenes; Storyboard; Animatic; Scene Video for Treatment; Scriptwriting Format, slug line, Scriptwriting font, scriptwriting page alignment, scriptwriting line spacing, parentheticals, transitions, Dialogs, Fifteen breakups of screenwriting as per Blake Snyder, Developing Story ideas, Plot devices, Plot development, three act structure, five act structure, Climax, Story narration.

UNIT IV: Scriptwriting for various projects**HOURS: 20**

Extensive writing sessions: Script for Animation Projects: Advertisement, PSA, Short Film, Documentary Video, Corporate Video, Tele Series, Web Series, Feature Film, Infographics & E-Content.

UNIT V: Scriptwriting Software**HOURS: 10**

Extensive training on Celtex and final draft pro. Creating logline and character development and Character assignment, writing an outline, treatment of script, writing the script.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Screenplay: The foundations of screenwriting	Syd Field	RHUS	2005	Revised edition 1 ISBN-13: 978-0385339032
2.	Thiraikathai Yezhudhuvadhu Yeppadi	Sujatha	Uyirmai Pathipagam	2011	Edition:1 ISBN: 978-8188641000
3.	Save the Cat	Blake Snyder	Michael Wiese Productions	2005	Edition:1 ISBN- 978-1932907001

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The complete guide to standard scriptwriting formats: The Screenplay	Cole & Haag	CMC Pub	1980	ISBN: 978-0929583006
2.	How not to write screenplay: 101 common mistakes that most screenwriters make	Denny Flinn	Lone Eagle	1999	ISBN- 978-1580650151
3.	Story: Style, Structure, Substance, and the Principles of Screenwriting	Robert McKee	It books	1997	ISBN- 978-0060391683

Teaching Methodology

Extensive Theory & Seminars, Film Screenings, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	GE		T		4	4
Course Code					Course Title	
UAN 4206					GENERAL ENGLISH IV (ADVANCED) VOC	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Demonstrate the use of the English language that will help them become proficient in academic writing.	L2

CO2	Demonstrate the art of influencing people and learn basic corporate communication skills.	L2
CO3	Make use of the basic skills and strategies to communicate in writing and speaking.	L3
CO4	Develop strategies & skills in writing and contribute to the print and electronic media.	L3
CO5	List various terminologies and basic concepts in academic writing.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	M
CO2	M	S	M	L	L
CO3	L	M	S	L	L
CO4	M	M	M	M	S
CO5	M	M	M	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Organizing information for an essay and Referencing	HOURS: 12
<p>Reading: Organizing information for an essay – Skimming and scanning texts – Taking notes and explaining what you have read – Vocabulary: collocations – Listening and speaking: Referring backwards and forwards in presentations Writing skills: Writing conclusions in essays – Language for writing: hedging – Giving references – Grammar and practice: Avoiding repetition: expressions with so Wh- noun clauses – Using viewpoint adverbs to restrict what is said – Verb/adjective + preposition combinations</p>	

UNIT II: Reading critically and Language for presentation	HOURS: 12
<p>Reading: Reading critically – Finding information and taking notes – Vocabulary: inferring the meaning of words, hedges – Listening and speaking: Concluding your presentation – Presentation – Pronunciation: linking words in speech units Writing skills: Using an academic style – Grammar and practice: Adding information about nouns: relative clauses, It-clauses: expressing personal opinions impersonally</p>	

UNIT III: Understanding figures and tables and Report writing	HOURS: 12
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Reading: Understanding figures and tables – Scanning for information – Taking notes – Understanding the significance of references – **Vocabulary :** avoiding repetition **Listening and speaking:** Taking part in tutorials and joining in discussions – **Pronunciation :** stress in compound nouns **Writing skills:** Looking at the structure and content of reports – Language: Looking at the structure and content of reports – Language : describing events in a time sequence Grammar and practice: Passive voice – Past perfect –ing nouns

UNIT IV: Understanding the writer’s opinion and Describing information HOURS: 12

Reading: Understanding the writer’s opinion – Identifying main ideas and supporting information – Recognising general nouns – Understanding hedges – Vocabulary: formal and informal verbs – opposites – **Listening and speaking:** Tutorials: asking for and giving more information – Pronunciation: intonation in wh-clefts **Writing skills:** Describing information in figures and tables – Language for writing: referring to figures and tables – referring backwards and towards – **Grammar and practice:** Verbs followed by a noun phrase or that-clause – Non-finite relative clauses – Adverbials used to comment

UNIT V: Reading for evidence and Expressing disagreement HOURS: 12

Reading: Reading for evidence – Thinking about what you already know – Preparing for essay writing – Vocabulary in context: inferring the meanings of words – Understanding connections in texts: this / these – Developing hedging skills **Listening and speaking:** Summarising what has been said – Evaluating visual aids – **Pronunciation:** stress in compound words **Writing skills:** Contrasting information – Taking a stance – expressing disagreement – **Grammar and practice:** Referring to quantities – Evaluative adjectives and adverbs – Phrases connecting sentences: this / these – Non-finite relative clauses

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
4.	Cambridge Academic English – An integrated skills course for EAP – Upper Intermediate – Student’s Book				
5.	GEMS OF IMAGINATION	Siby James and Febu George	Cambridge University Press	2018	
6.	English newspapers and magazines				

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
4.	Speaking and Writing for Effective Business Communication	Francis Soundararaj			
5.	Foundations of Business Communication: An integrative approach		Tatal McGraw Hill	2006	
6.	Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively	Archana Mathur			

Online Resources:

1. BBC Learn English (app)
2. 6 Mins English (app)
3. English Conversation (app)
4. TALK English Speaking Practices (app)
5. <https://www.ted.com/>
6. <https://www.bbc.com/>

Teaching Methodology

Classroom Facilitation, Guided Quiz, Panel Discussion, Debate, Group Activities, Weekly Journal writing, Compulsory Reading, Library Visit, Field Visit, Screening of feature films in English, Video recording and presentation of students' speeches, Presentations, Seminars & Workshops

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		

IV	GE		T		4	4
Course Code					Course Title	
UAN 4207					General English IV (Intermediate) Voc	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Explain various writing style, format and structuring the text.	L2
CO2	Demonstrate oral and written skills.	L2
CO3	Translate ideas, opinions, beliefs into written and oral forms.	L2
CO4	Build the skills required in writing for digital and social media.	L3
CO5	Analyze various ideas and perceptions of writers.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	L	L	L
CO2	M	S	S	L	L
CO3	M	S	S	L	M
CO4	M	S	M	L	S
CO5	S	S	M	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: INTRODUCTION TO ACADEMIC WRITING SKILLS:	HOURS: 12
Descriptive, narrative, persuasive, expository writing styles. Explaining, reinforcing and exemplifying approaches to writing. Structuring the text. Writing style and format. Lexical strategies, style and articulation for speaking. Vague language expression and types of idioms. Practical grammar (phrasal verb, descriptive adjectives and adverbs).	

UNIT II: INTRODUCTION TO NEW TECHNOLOGIES AND LANGUAGE	HOURS: 12
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Web 2.0 revolution. Different forms of technology enabled communication tools in the digital age. The impact of social media on language usage and comprehension. Language oriented career choices. Practical grammar (noun types, clauses, and articles)

UNIT III: THE MEDIA: INTERNET AND E-MAIL:

HOURS: 12

E-mail and internet communication. The advertisers' language and some new vocabulary. The news: gathering and delivering terms. Vocabulary for sports, health and fitness, diet, industrialization, technology and future visions. Practical grammar(possessive case and types of pronouns)

UNIT IV: WRITING SKILLS FOR SOCIAL MEDIA:

HOURS: 12

Writing for Twitter, Facebook, LinkedIn, Flickr, Whatsapp and Instagram. Video: Podcasting, Screen casting & Videoconferencing. Digital storytelling using photo story - writing for online audio & video programs. Hands on experience with emerging technologies such as blogs, social network websites, messengers etc.

UNIT V: PRACTICAL TIPS FOR WRITING AND PRESENTATION

HOURS: 12

Case study of existing pieces such as blogs, twitter, emails, sms etc. Powerpoint presentation a.compressing information in slides b. developing explication skills for elaboration of concise points. C. Effective communication through PPTs. using powerpoint as a supplement for effective communication by preparation of visuals, audio clips etc. Practical grammar: (Conjunctions and Prepositions)

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Intermediate English grammar	Raymond Murphy	Cambridge University Press.	1994	1 st Edition
2.	English vocabulary in use (advanced)	Michael McCarthy felicity o' dell	Cambridge University Press.	2003	1 st Edition
3.	Active grammar	Fiona Davis and Wayne Rimmer	Cambridge University Press.	2011	1 st Edition
4.	Our Country Our Literature (An Anthology of Indian Writings in English)	S.Haneefa, N.P.Rajendran	Cambridge University Press.	2015	1 st Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The elements of style, 3rd ed.	Strunk, William, J R and White, e.b.	Macmillan	1979	1 st Edition
2.	How to write like a professional	Barkas J.L	Arco	1984	1 st Edition
3.	Effective communication	Adair John	Pan Macmillan ltd, London	2003	1 st Edition
4.	How to prepare for group discussion and interview	Prasad H M	Tata McGraw-Hill publishing company limited, New Delhi	2001	1 st Edition

Teaching Methodology

Classroom lectures, group discussion, workshops, guest lectures, reading texts in class made a mandatory activity and basic grammar test regularly.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	GE		T		4	4
Course Code					Course Title	
UAN 4601					ICT & SOFT SKILLS TRAINING	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Show self-awareness and self-esteem.	L1
CO2	Demonstrate time management and team handling skills.	L2

CO3	Develop Intrapersonal and Interpersonal skills.	L3
CO4	Take part in business presentations and interviews.	L4
CO5	Value the importance of effective goal setting.	L5

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	L	M
CO2	L	S	S	L	S
CO3	L	S	S	L	M
CO4	L	S	S	L	S
CO5	L	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Goal setting and managing time:

HOURS: 12

The basis of effective goals – steps to be followed to obtain optimum results from goal setting – identifying the reasons for procrastination – guidelines to overcome procrastination – priority management at home and college.

UNIT II: Team work and participating in group discussions:

HOURS: 12

Team building and team work, team briefing, role of team leader, conflict resolution, Methodology of group discussions, role functions in group discussion, types of non – functional behaviour, improving group performance. Participating in mock group discussions.

UNIT III: Business Presentations:

HOURS: 12

Preparing successful presentations, thinking about audience, making effective use of visual aid, delivering presentation, using prompts, dealing with questions and interruptions, mock presentations.

UNIT IV: Interviews:

HOURS: 12

Types of interviews, preparing for interviews, facing interviews, reviewing performance, participating in mock interviews. Internet and soft skills - internet for job seekers

UNIT V: Interpersonal Effectiveness:**HOURS: 12**

Soft skills training to handle interpersonal relations, to take appropriate decisions, to communicate effectively, to manage anxiety, fear and stress, to gain professional development, overcoming shyness, building one's self-esteem, avoiding self-blame, taking risks, tolerating failure, persisting and celebrating success, self-talk.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	60 success principles for your success	Dr. A. Peter.			
2.	Seven habits of highly effective people	Stephen Covey			
3.	Life Skills Resource Manual, Schools Total Health Program			2006	
4.	Health Education and Promotion International Inc. Oxford Journals.				
5.	Infiniteism-Monthly magazine	Rangarajan (Mahathria)			
6.	You can win	Shiv Khera			

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Introduction to Psychology	Morgan and King	Tata McGraw-Hill Publishing Company Ltd, New Delhi.	1993	
2.	Think and grow rich	Napoleon Hill			
3.	Understanding Life Skills		UNESCO Digital Library		

4.	Who will cry when you die	Robin Sharma			
5.	The 8th habit	Stephen Covey		1989	

Teaching Methodology

Classroom sessions, group discussion, workshops, guest lectures.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	SS	L			4	4
Course Code				Course Title		
UAN 4602				USER INTERFACE DESIGN		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Classify the principles of User Interface Design with an intention to reach out users.	L2
CO2	Demonstrate knowledge of different interaction styles – Web, Mobile and other devices.	L2
CO3	Illustrate the user interface wireframe for appropriate platforms – Web, Mobile and other devices.	L2
CO4	Compare and Build an awareness of the relation between interaction design and users expectations	L3, L4
CO5	Create and discuss user friendly design in terms of work context values and utility.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	S

CO2	M	S	L	S	S
CO3	M	M	L	M	S
CO4	M	S	L	S	S
CO5	S	S	S	S	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit-1: Introduction to User Interface Design

Hours: 10

User interface for different platforms- Mobile, Web, Computer, Introductory Panel: User Interface Design and why it Matters, Design-Centered Approaches & When They Work Best, Design Principles: Visibility, Feedback, Mappings, and Constraints, Perception and visualization, hierarch, Conceptual models

Unit-2: Introduction to Adobe XD

Hours: 20

Creating New Files & Designing on a Grid, Setting up artboards, importing text, creating colored backgrounds for text, Adjusting the Layout for Tablets & Mobile Phones, Designing with grid, Adapting the design for tablets and mobile phones, Importing & Cropping Photos.

Unit-3: UI Principles and Structure

Hours: 20

UI Principles, Visual Design Specification, Layout Wireframe, Platforms and Screen Sizes, Creating a visually responsive user designs, Design Wireframe on genres, Static to Active, Typography, Icons, Aesthetics & Functionality, Buttons, Template vs Content.

Unit-4: HTML & CSS

Hours: 20

Elements of HTML, HTML Tags, CSS Styles, CSS Style sheet- Properties- Styling- Hyperlinks, Other CSS Attributes

Unit-5: User Journey

Hours: 20

Mapping the user Journey, Debug, constraint, alpha and beta upload, preview testing, information visualization.

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Computer Graphics Software Construction	Rankin, John R.	Prentice Hall Publications, Australia	1989	

2.	Principle of Interactive Computer Graphics	Newman, William M. and Sproull, Robert F.	McGraw Hill Publications, New York	1989	
3.	Computer Graphics: Systems and Concepts	Salman, Rod and Slater, Mel.	Wesley Publications, Boston Addison	1987	

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Don't Make Me Think	Steve Krug	New Riders Press	2000	3 rd Edition

Teaching Methodology

Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	MC	L			6	6
Course Code					Course Title	
UAN 4501					3D Character Modeling	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the basics of 3D character modeling and topology.	L1
CO2	Illustrate 3D cartoon character modeling and demonstrate 2D to 3D conversion.	L2
CO3	Identify mesh flow to build a proper character anatomy.	L3
CO4	Judge the 3 dimensional quality of a sculpture using contour lines.	L5
CO5	Develop realistic character models using 3D software in both high and low	L6

	poly.	
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Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	M
CO2	S	S	M	S	S
CO3	M	M	L	S	M
CO4	M	S	L	S	S
CO5	S	S	L	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Anatomy and Topology	HOURS: 10
Defining and creating proper topology on hard surface models; Anatomy's influence on topology: Human & animal anatomy, facial muscles, skeleton structure, joints. Creating a workflow based on the selected character, requirement and budget (i.e. Quad/Tri count etc);	

UNIT II: Prop Design	HOURS: 20
Designing Props for characters using Hard Surface Topology; Using Edge Flow to smooth geometry, adding edge loops (both horizontally and vertically) and moving edge loops. Surface constraints and symmetry controls; Using deformers in creating shapes, using lattice and creating detail with the Connect tool, multicut tool, bevel, using divisions and circularize etc; Refining the mesh, Remesh and Retopology.	

UNIT III: Mecha study, Joints and hinges	HOURS: 20
Setting up Reference Images, Image Plane proper set up using guidelines and grids, Shading menu in modeling; Vertex and Edge matching, maintaining loops, and base topology graph on a hard surface mech model; Tri formation in loops and fixing using multi cut tool; Using extrude in adding details; Using controlled booleans, matching edges to boolean frames, fixing broken vertex and edges using merge tool; Creating Joints for mechas, why joints are important- functional joints and design joints, types of joints and reinforcing edges.	

UNIT IV: Humanoid organic models**HOURS: 20**

Principles of 3D modeling in regards to character models in regards to polygons, nurbs, and sub-surface modeling. Overview of pipelines and software tools for character modeling, Intermediate 3D character modeling concepts and techniques; Topology in regards to organic and hard surface models and influencing simple vs complex models. Using boxed and Plane methods, building a smart and efficient character base mesh; Edge loops and mesh flow in organic models. Creating hair using polygon primitives.

UNIT V: Clothing, basic sculpting and facial expressions**HOURS: 20**

Building from base mesh, re editing using transformation tools to fit primary mesh and ncloth application. Sculpting in Autodesk Maya, sculpting tools, blend shape, and shape editor, 3D scanning, Vector Displacement.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Introducing Autodesk Maya 2014	Dariush Derakhshani	Sybex	2013	Edition.1
2.	Mastering Maya 2009	Eric Keller, Eric Allen, and Anthony Honn	Sybex	2009	Edition.1

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	101 Autodesk Maya Tips	Dave Girard	Amazon Digital South Asia Services, Inc		
2.	Autodesk Maya 138 Tutorials and Tips by Antonio Bosi: 138 useful Maya tutorials (tips & tricks) for experts and beginners	Antonio Bosi	Amazon Digital South Asia Services, Inc		

Teaching Methodology

Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	MC	L			6	6
Course Code					Course Title	
UAN 4502					2D DIGITAL ANIMATION	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Build knowledge of 2D Animation Software(Adobe Animate) tools and techniques.	L3
CO2	Apply processes such as key framing, in-betweening, Coloring and cycling animation.	L3
CO3	Categorize, store and manage work-products into file formats using standard file naming conventions and maintain assets for further use.	L4
CO4	Adapt 2D Digital Animated sequences from animated movies and critique animation projects.	L5, L6
CO5	Develop Digital 2D Animation project from concept design to final video based on current industry trends and practices.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	S	S
CO2	S	S	L	S	S
CO3	S	S	M	S	S
CO4	M	M	M	S	S
CO5	S	S	S	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Introduction to Software, Interface, Drawing Tools

HOURS: 10

Introduction to 2D Animation software – Adobe Animate. Understanding Document types, Adobe Animate Workspace and Workflow. About vector and bitmap graphics, Working with the Stage and Pasteboard, Importing Assets to Stage, Modify imported Assets, Understanding the timeline – Frames, Key-frames, Blank key-frames, Layers and features in a Timeline, Frames Per Second, Using the Properties Panel. Introduction to various drawing tools and their uses and procedures, Using the Tools Panel – Selection, Free Transform, Line Tools, Undoing steps in Animate, Previewing your Movie, Modifying the content and Stage, Working with the Library Panel, Saving your Project.

UNIT II: Creating Graphics, text & Working with Timeline and Layers

HOURS: 20

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, Using Brushes and Paint Bucket, Creating and Editing Text, Aligning and Distributing Objects, Converting and Exporting Art. The Basics of Animation, Frame-by-Frame Animation, Converting Text to Shapes, Adding Filters to Text, Applying and Managing Vector Art Textures and Brushes.

UNIT III: Symbols and Tweening Animation Concepts

HOURS: 20

About Symbols, Creating Symbols – Graphic, Movie Clip, Button, Editing and Managing Symbols, Changing the Size and Position of Instances, Changing the Color Effect of an Instance, Understating Display Options, Applying Filters and Special Effects, Positioning Objects in 3D Space, Animating Symbols – About Animation, Animating Position, Animating with Shape Tweens, Classic Tweens, Motion Tweens, Changing the Pacing and timing, Animating Transparency, Animating Filters, Animating Transformations, Changing the Path of the Motion, Swapping Tween Targets, Creating Nested Animations.

UNIT IV: Using Masks and Camera, BG & Layout Creation

HOURS: 20

Using Camera, Animating with Camera moves, Creating and using Masks, Animating the Mask and Masked layers, with Camera with Motion Tweens, Snapping (object snapping, pixel snapping, snap alignment), Background Designing, Layout Creation, Over-layers creation, Frame-by-Frame Animation, Easing, Animating 3D Motion, Exporting Final Movie. Importing Adobe Photoshop Files, Importing Adobe Illustrator Files.

UNIT V: Interactivity and Basic Rigging

HOURS: 20

Using Action Script, Navigating the Actions Panel, Adding Interactivity, Making Interactive Content, Understanding Bone tool, Inverse Kinematics with shapes and symbols, Adding bones, Disabling and Constraining Joints, Adding Poses, Simulating Physics with Springiness and C

Working with HTML5 Canvas, Publishing to Web and Mobile platforms. Animated GIF and other Image Formats, Working with sound - Working with video.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Adobe Animate CC – The Official training workbook from Adobe	Russell Chun	Adobe Press	2018	ISBN-13: 978-0-13-485253-9 ISBN-10: 0-13-485253-2
2.	<i>The Animator's Survival Kit</i>	Williams, Richard.	Faber	2001	1 st Edition
3.	<i>Digital Animation</i>	Chong, Andrew	Ava Academia	2008	1 st Edition
4.	<i>Flash Cartoon Animation</i>	Peaty, Kevin and Kirkpatrick, Glenn	Freindssoft	2002	1 st Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Rich Content Creation for Multiple Platforms with Animate CC	Joseph Labrecque	Adobe Max 2017	2017	PDF Version
2.	Beginning Adobe Animate CC	Tom Green, Joseph Labrecque	Apress	April 2017	ISBN: 9781484223758
3.	Cartoon Animation	Preston Blair	Walter Foster Publishing Inc	1994	1 st Edition
4.	Timing for animation	Harold Whitaker, John Hakas	Focal Press, Taylor & Francis Group	2009	2 nd Edition ISBN-13: 978-0240521602 ISBN-10: 9780240521602

Teaching Methodology

Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	AL	L			6	6
Course Code					Course Title	
UVC 4301					PHOTOGRAPHY AND VIDEOGRAPHY	

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the basic equipment and techniques of photography & videography.	L1
CO2	Translate creative ideas into concepts for photography.	L2
CO3	Identify creative ideas and concepts for videography.	L3
CO4	Critique composition and shot transitions.	L5
CO5	Plan, compose and edit videos.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L
CO2	M	S	L	M	L
CO3	M	L	L	M	M
CO4	M	M	M	S	L
CO5	L	M	M	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: History of Photography	HOURS: 10
Introduction to Photography - History and Evolution - Best Photographers and their Works -Early Pioneers and Experiments - Joseph Niepce - Louis Daguerre - Eadward Muybridge. Sebastião Salgado, Margaret Bourke-White	

UNIT II: Basics of Photography**HOURS: 20**

Differences between Analog and Digital Photography - Body Parts of Analog and Digital Cameras - Types of Analog and Digital Cameras - Function of Camera - Exposure, Focus, Aperture, Shutter Speed - Depth of Field - Photograph Printing Paper - Power System, Memory Storage, Resolution - Exposure and Controls, Flash and Lighting

UNIT III: Lighting Techniques**HOURS: 20**

Three Point Lighting - Lighting for Indoor/Outdoor - Artificial, Natural Light, Hard and Soft Lights - Reflectors - Indoor Lights for product shoot.

UNIT IV: Basics of Composition and Videography**HOURS: 20**

Shots, Angles, Positions - Lighting – Natural and Artificial, Shadows - Using Flash - Light Settings - Color Composition, Video Camera introduction.

UNIT V: Production Techniques**HOURS: 20**

Basic Videography Rules - Stages of Production, Basics of Editing, Aesthetics of Video Production - Grammar Audio – Dubbing, synchronizing of video and audio - Voice Over, Photo and video editing.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The Photographer's Eye: Composition and Design for Better Photography	Freeman, Michael.	CRC Press,.	2007	
2.	Film Art: An Introduction	Bordwell and Thompson	McGraw-Hill	2004	7 th Edition
3.	Movies & Methods	Nichols, Bill	permanence of Paper	1976	
4.	Cs Five of Cinematography	Mascelli, Joseph V	Cine/Grafic	1965	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Complete Guide to Digital Photography	Ian Farrell	Quercus	2017	

2.	Langford's Basic Photography	Michael Langford	Focal Press	2007	8th Edition
3.	Basic Photography	Langford J. J	Focal Press	2015	10th Edition

Teaching Methodology

Classroom Lectures / Workshops / Guest lectures / Interaction with Industry Experts

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks