Syllabus and Scheme for

Bachelor of Graphics Design

MADHYANCHAL PROFESSIONAL UNIVERSITY, Bhopal, (M.P.)

Semester-I

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				Practical								
			End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		One credit refers to one hour teaching in theory, Tutorial
1	BGD101	History of Arts and Design	60	20	20	100					5	0	0	5	
2	BGD102	Fundamentals of Multimedia	60	20	20	100	20	10	20	50	4	0	2	6	
3	BGD103	Rudiments of Animation Drawing	60	20	20	100	20	10	20	50	4	0	2	6	
4	BGD104	Techniques of Photographic Communication	60	20	20	100	20	10	20	50	4	0	2	6	
5	BGD105	Communicative English -I	60	20	20	100	-	-	-	-	3	0	0	3	
	Total		300	100	100	500	60	30	60	150	20	0	6	26	650

MADHYANCHAL PROFESSIONAL UNIVERSITY, Bhopal, (M.P.)

Semester-II

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				Practical				L	T	P		
			End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks					
1	BGD201	History of Animation and Visual Effects	60	20	20	100					4	0	0	4	One credit refers to one hour teaching in theory, Tutorial
2	BGD202	Planning for Animation	60	20	20	100	20	10	20	50	4	0	2	6	
3	BGD203	Raster Graphics	60	20	20	100	20	10	20	50	4	0	2	6	
4	BGD204	Desktop publishing	60	20	20	100	20	10	20	50	4	0	2	6	
5	BGD205	Vector Graphics	60	20	20	100					4	0	0	4	
	Total		300	100	100	500	60	30	60	150	20	0	6	26	650

MADHYANCHAL PROFESSIONAL UNIVERSITY, Bhopal, (M.P.)

Semester-III

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				**Practical**								
			End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		One credit refers to one hour teaching in theory, Tutorial
1	BGD301	Character Designing for Animation	60	20	20	100	20	10	20	50	4	0	2	6	
2	BGD302	Basics of 3D Animation	60	20	20	100	20	10	20	50	4	0	2	6	
3	BGD303	Classical Animation	60	20	20	100					4	0	0	4	
4	BGD304	Basic Compositing and Visual Effects	60	20	20	100	20	10	20	50	4	0	2	6	
5	BGD305	Branding Design	60	20	20	100					4	0	0	4	
		Total	300	100	100	500	60	30	60	150	20	0	6	26	650

Semester-IV

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				Practical								
			End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		One credit refers to one hour teaching in theory, Tutorial
1	BGD401	Design for Web	60	20	20	100	20	10	20	50	4	0	2	6	
2	BGD402	Stop Motion Animation	60	20	20	100					4	0	0	4	
3	BGD403	Typography	60	20	20	100	20	10	20	50	4	0	2	6	
4	BGD404	Advanced Cel Animation	60	20	20	100					4	0	0	4	
5	BGD405	Techniques of 3D Animation	60	20	20	100	20	10	20	50	4	0	2	6	
	Total		300	100	100	500	60	30	60	150	20	0	6	26	650

Semester-V

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				Practical								
			End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		One credit refers to one hour teaching in theory, Tutorial
1	BGD501	Environmental Studies And Human Rights	60	20	20	100					4	0	0	4	
2	BGD502	Interaction Design	60	20	20	100	20	10	20	50	4	0	2	6	
3	BGD503	Digital Illustration	60	20	20	100	20	10	20	50	4	0	2	6	
4	BGD504	Advanced 3D Animation Techniques	60	20	20	100	20	10	20	50	4	0	2	6	
5	BGD505	Video Editing	60	20	20	100					4	0	0	4	
	Total		300	100	100	500	60	30	60	150	20	0	6	26	650

MADHYANCHAL PROFESSIONAL UNIVERSITY, Bhopal, (M.P.)

Semester-VI

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				Practical								
			End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		One credit refers to one hour teaching in theory, Tutorial
1	BGD601	Publication Design	60	20	20	100	20	10	20	50	4	0	2	6	
2	BGD602	UI DESIGN	60	20	20	100					4	0	0	4	
3	BGD603	Animation Effects	60	20	20	100	20	10	20	50	4	0	2	6	
4	BGD604	Painting with pixels	60	20	20	100	20	10	20	50	4	0	2	6	
5	BGD605	Advertizing Design	60	20	20	100					4	0	0	4	
	Total		300	100	100	500	60	30	60	150	20	0	6	26	650

BGD 102 History of Arts And Design

Subject Code	Subject Name & Title	Maximum Marks Allotted									Credit			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD101	History of Arts and Design	60	20	20	100					5	0	0	5	

OBJECTIVE: The course will examine the role and development of the visual arts in past and present cultures throughout the world. This is designed to help students to develop art application, aesthetic judgment, and to increase visual perception and critical thinking skills.

UNITS	SYLLABUS
UNIT- I	Prehistoric visual representations -Paleolithic to the Neolithic Period-Lascaux, Altamira, Indian evidences. The earliest writing-Mesopotamian visual identification, Egyptian hieroglyphs, Chinese calligraphy, Pictographs to Alphabets
UNIT- II	Development of art from the time of Civilizations upto the age of enlightenment – Mesopotamian, Egyptian, Indian, Chinese, Greek & Roman civilizations, Byzantine, Gothic, Renaissance era and Baroque.
UNIT-III	Development of the art of printing - theinvention of paper and discovery of printing, theinvention of movable type. Early European block printing, Copperplate engraving etc. Illuminated Manuscripts & German illustrated books. Graphic design of the Rococo Era Development of art from imaginative to ideological – Romanticism, Impressionism, Expressionism and Cubism
UNIT-IV	Twentieth Century graphic design- Industrial Revolution-Impact of technology upon visual communication - revolution in printing-development of photography as a communication tool- Victorian era graphic design- development of Lithography
UNIT-V	Art and Craft movements - Art Nouveau, Modernism, Art Deco, Bauhaus, Organic design, Minimalism, Pop art, Postmodernism, American Kitsch, Conceptual art.

TEXT & REFERENCE BOOKS:

1. A Concise History of Art: G.Buzin

2. Encyclopedia of World Art (Vol.I&II): Mcgraw Hill Publication

3. Necessity of Art : Ernest Fisher

4. Meggs' History of Graphic Design : Philip B. Meggs, Alston W. Purvis

5. Graphic Design History: A Critical Guide :Johanna Drucker, Emily Mcvarish

6. The Dictionary of Visual Language: Philip Thompson, Peter Davenport

BGD 102 Elements Of Graphic Design

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem.	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz	End Sem	Total Marks	L	T	P	
BGD102	Fundamentals of Multimedia	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE: Elements of graphic design provide the students with the initial informati

UNITS	SYLLABUS
UNIT- I	Introduction to multimedia, multimedia definition and concepts, need of multimedia, Areas of use, development platform for multimedia , identify multimedia elements text, images, sound, animation and video, multimedia hardware and software requirement, making simple multimedia with power point, text as a component of multimedia, concept of plain and formation text, RTF and HTML text, object linking and embedding concept, fonts- needs and types
UNIT- II	Sound in Multimedia , Importance of Sound in Multimedia, Sound and its attributes –tone, intensity, frequency, wavelength , pitch etc . Mono v/s Stereo sound , sound channel, effects in sound , analog v/s digital sound, overview of various sound file formats on PC WAVE, MP3, concept of MIDI, software for sound editing and mixing, 3D sound
UNIT-III	Graphics in Multimedia , importance of graphics in multimedia, vector and raster graphics, image capturing methods , scanner , digital camera etc. Various attributes of images- Size , color , bit depth, resolution etc., Various image file formats- BMP, DIB,EPS, PIC and TIF formats and their features and limitations .
UNIT-IV	Video and animation in multimedia, impact of video in multimedia, basics of videos , analog and digital video, how to use video on PC, brief note on various video standard, PAL , NTSE, different file format and their use in multimedia , MPEG, AVI, MJPG, name of video editing software , basics of animation, types of animation and use of animation, software for creating animations
UNIT-V	Application of multimedia and its future, application og multimedia in different industries- Education, Entertainment, Journalism etc. Future of Multimedia, Carrier in multimedia production, virtual reality as new technology in multimedia, application of VR, introduction to HMD, Boom cave, introduction to various types authoring tools.

TEXT & REFERENCE BOOKS:

1. Multimedia : Making it work (Fourth edition by Thyvaughan, Tata Macgraw Hills)
2. Multimedia in Action Jems E. Shuman, Vikas Publication House
3. Multimedia on the PC by IANR Sinclair, BPB publisher

BGD 102 Elements Of Graphic Design
Practical

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem.	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz	End Sem	Total Marks	L	T	P	
BGD102	Fundamentals of Multimedia	60	20	20	100	20	10	20	50	4	0	2	6

List of Experiments:

1. Study of Fundamental Graphics Functions.
2. Implementation of Line drawing algorithms: DDA Algorithm, Bresenham's Algorithm
3. Implementation of Circle drawing algorithms: Bresenham's Algorithm, Mid-Point Algorithm.
4. Programs on 2D and 3D transformations
 5. Write a program to implement Cohen Sutherland line clipping algorithm
6. Write a program to draw Bezier curve.
 7. Using Flash/Maya perform different operations (rotation, scaling move etc..) on objects
8. Create a   Bouncing Ball using Key frame animation and Path animation.

BGD 103 RUDIMENTS OF ANIMATION DRAWING

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD103	Rudiments of animation drawing	60	20	20	100	20	10	20	50	4	0	2	6

Objective: Rudiments of Animation Drawing is intended to provide the student an understanding of basic drawing techniques for animation.

UNITS	SYLLABUS
UNIT- I	Introduction to Different Drawing Materials and Tools - Dry Media (Pencils, Charcoals, Chalks, Crayons, Pastels, Erasers, Smudging Tools) - Wet Media (Dip Pens, Disposable and Cartridge Pens – Brushes) – Inks (Water Based, Alcohol Based, Indian/Chinese Ink) – Paints (Water Based, Acrylic, Oil) - Drawing Surfaces – (Papers – Newsprint, Watercolor Paper, Charcoal Paper, Canvas) - Tools for Erasing and Sharpening – Palettes – Knives - Easels
UNIT- II	Doodling and Noodling (Drawing Straight Lines, Drawing Curved Lines, Free Hand Drawing) – Holding the Pencil – Angle and Direction of Lines (Drawing Lines, Circles, Ovals, Scribbles, Patterns Etc.) - Shapes and Forms – Memory and Imagination Drawing - Drawing with Grids
UNIT-III	Drawing from Observation –Still-life Drawing – Use of Basic Shapes and Forms – Sketching Poses –Study of Live Models - Rapid Sketching from Live Models - Attitude - Gestures - Line Drawing - Quick Sketches - Thumbnails - Stick Figures - Line of Action – Balance – Rhythm – Positive and Negative Spaces - Silhouettes - Caricaturing Fundamentals – Exaggeration
UNIT-IV	Perspective Drawing – Vanishing Points – Orthogonal Lines – Horizon –Eye Level – One Point PerspectiveTwo Point Perspective - Three Point Perspective – Multi- Point Perspective - Overlapping and Intersection of Shapes in One Point, Two Point and Three Point Perspective Views - Foreshortening
UNIT-V	Tones - Lighting and Shading – Basic 3Dimensional Light Set Up – Several Types of Shadows – Cast Shadow – Contact Shadow – Contour Shadow – Reflected Light – Overhang Shadow – Highlight – Core Shadow – Objects and Shapes in Perspective with Light and Shade.

TEXT & REFERENCE BOOKS:

1.   Exploring the Elements ofDesign : Mark A. Thomas, Poppy Evans
2.   The Art ofComposition : Michael Jacobs
3.   The Art of Pictorial Composition : Wolehonok
4.   Complete Books of Artist Techniques : Dr. Kurt Herbers
5.   Drawing for The Absolute and Utter Beginner: Claire Watson Garcia
6.   Perspective Made Easy: Ernest R Norling
7.   Perspective Drawing Handbook: Joseph D'Amelio,

BGD 103 RUDIMENTS OF ANIMATION DRAWING

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD103	Rudiments of animation drawing	60	20	20	100	20	10	20	50	4	0	2	6

List of Experiments:

1. To study different drawing material and tools

2. To draw straight line in graphics

3. To make still life drawing

4. To observe vanishing points

5. How to overlap and intersect of shapes in one point

BGD 104 Techniques of Photographic Composition

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit	Total Credits
		Theory				Practical					
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L T P	
BGD104	Techniques of Photographic Composition	60	20	20	100	20	10	20	50	4 0 2	6

OBJECTIVE : Techniques of Photographic Composition is intended to help students understand the basic knowledge of image making using adigital camera. Students will be introduced to basic picture composition.

UNITS	SYLLABUS
UNIT- I	The Psychology of Visual Perception – Visual Aesthetics – Art of Film Making – Stages in Brief
UNIT- II	Photography as communication tool – Basics of visual composition – Visuals – Image Sizes – Camera Angles – Elements and Principles of picture composition – Balance and Structure –composing movement, rule of space – rule of odd – rule of third – golden triangle etc – Perspective and depth of field – foreshortening
UNIT-III	Basic features of DSLR camera – human eye and camera – Principles of Image formation – Properties of light and its control – Shutter – Lenses and exposure controls – Aperture, focus and depth of field, depth of focus. Colour Temperature, Direction, and Quality of Light Etc. Measurement of light – light meters. Histogram – understanding basics of the histogram.
UNIT-IV	Grammar for motion picture: Camera Movements – Principle of continuity – action, look, movement, tonal, emotion etc. – Imaginary line concept-crossing the line – 30 0 rule – 180 0 rule etc. – meaning and aesthetic aspects of angle selection.
UNIT-V	Exercise: Project work based on the syllabus and parameters of the course under the guidance of supervising faculty.

SUGGESTED BOOKS

1.   Basic Principles of Photography : Gerald Millerson
2.   Grammar of Shot (Second edition) :Roy Thompson (Focal Press)
3.   How to read a film : James Monaco
4.   The T.V. Production :Hand Book- Zetti Herbert
5.   Elements of film: Lee.R. Bobker
6.   The Art of Pictorial Composition :Wolohomok

BGD 104   Techniques of Photographic Composition
Practical

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD104	Techniques of Photographic Composition	60	20	20	100	20	10	20	50	4	0	2	6

List of Experiments:

1. To study visual perception in Photographic composition
2. To study basic features of DSLR camera
3. To study the elements and principle of picture composition
4. To study the principle of continuity
5. To study depth of focus

BGD 105 COMMUNICATIVE ENGLISH -I

Subject Code	Subject Name & Title	Maximum Marks Allotted								Credit	Total Credits
		Theory				Practical					
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Ter m paper	End Sem	Total Marks	L T P	
BGD105	COMMUNICATIVE ENGLISH -I	60	20	20	100	-	-	-	-	3 0 0	3

OBJECTIVE : To Study Basic knowledge of sentences ,grammar and vocabulary

UNITS	SYLLABUS
UNIT- I	Sentences : Simple, Compound, Complex, Assertive, Interrogative, Imperative, Exclamatory.Clauses :Co-ordinate,Sub-ordinate, Relative,Adverb,Comparative (Adverb + Adjective) Articles : usage of 'A', 'An', 'THE' Preposition : Position of Prepositions, Place Relations Time Relations and other relations.
UNIT- II	Functional GrammarTenses : Simple Present, Progressive Perfect, Present Perfect Progressive along with Past Tense and indications of futurity. Reported speech Modals : Will, Shall Should, Would and others Voice - Active and Passive.
UNIT-III	Reading & Writing, Comprehension of Unseen Passage , Grasp Of General Language Skills, Issues with Reference Words & Usage Within Passages.
UNIT-IV	Paragraph Writing, Expansion of given ideas,Listening,Notetaking/Note making.
UNIT-V	Vocabulary : making sentences with idioms & phrases, Words Commonly Misspelled/confused, Words formation by prefix suffix.

TEXT & REFERENCE BOOKS:

• A practical english grammar by thomson and martinet
• english grammar by w.s.allen
• Intermediate english grammar by raymond williams
• Vocabulary by michael mc carthu and felicity o'dell

BGD 201 History of Animation and visual Effects

Subject Code	Subject Name & Title	Maximum Marks Allotted								credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD201	History of Animation and visual Effects	60	20	20	100					4	0	0	4

OBJECTIVE : This paper should enlighten the students on the advancement made in the field of animation and visual effects so as to appreciate and understand where the technology used today developed from. It also inspires students to experiment with different types of animation and visual effects techniques so as to think of process improvements ideas for animation and visual effects.

UNITS	SYLLABUS
UNIT- I	Early attempts for Animation:- Early attempts to imitate and reproduce motion – Cave Paintings - Persistence of Vision and Phi Phenomenon - Early Animation Devices – Initial Attempts to Make Animation – Photography – Motion Picture
UNIT- II	Birth of Animation:- Experimental Animations (Drawn, Stop motion) All Over the World – Pioneer Animators - Major Animation Studios
UNIT-III	Animation Techniques and Advancements:-Animation Techniques (Timelapse, Stop motion, Cut-out, Silhouette, Cel etc.) - Inventions and Technical Advancements (Layer, Cel, Pegbar, Combining Live Action with Cartoon Characters, Synchronized Sound, Technicolor Process, Multi-plane Camera, CGI etc.)
UNIT-IV	Visual Effects: -Use of Miniatures in Early Films - Use of Makeup, Rear Projections, Pyrotechnics and Matte Paintings Before the CGI Era – Stereoscopic 3D - Realistic Puppets and Stop Motion Photography – Split Screen Technology – Space Vision 3D – Stereovision 3D - Motion Controlled Camera – CGI Effects – Digital Compositing - Animatronics - Motion Capture – High Speed Cameras - The Fusion Camera System – Major Visual Effects Studios
UNIT-V	Animation & VFX Around the World: - American, Canadian, European, Indian, Japanese Studios.

TEXT & REFERENCE BOOKS:

1. Enchanted Drawings: The History of Animation: Charles Solomon
2. The World History of Animation: Stephen Cavalier
3 .Cartoons: One Hundred Years of Cinema Animation: Giannalber to Bendazzi
   of Mice and Magic: Leonard Maltin
4. Before Mickey: The Animated Film, 1898-1928: Donald Crafton
5. The Anime Encyclopedia: A Guide to Japanese Animation Since 1917: Lowry
6. Special Effects: The History and Technique: Richard Rickitt
7. Special Effects: How They Are Done In Hollywood: Robert G Willard
8.Special Effects: An Oral History: Pascal Pinteau

BGD 202 Planning for animation

Subject Code	Subject Name & Title	Maximum Marks Allotted											credit			Total Credits
		Theory				Practical										
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P				
BGD 202	Planning for Animation	60	20	20	100	20	10	20	50	4	0	2				6

OBJECTIVE : Planning for animation is meant to guide the student through the various stages of pre-production before the production starts of an animation project. It starts from developing an idea through to selling of a story using storyboards and Animatics

UNITS	SYLLABUS
UNIT- I	Techniques of Animation – Different Types of Animation - Workflows of Different Types of Animation - Preproduction, Production and Post-Production Stages - Types of Animation - Experimental Animations.
UNIT- II	Developing Idea/ Concept - Story - Basic Elements of a Story – Types of Stories - Creating Story Ideas - Sources of Story Line - Adaption - Character Roles - Characterization– Dialogues – Basic Structure Of A Story – Old and Modern Structures – Concept of Acts –Theme – Subplots – Tone – Genre - Writing for Different Types and Groups of Audience – Animation Script - Animation Script Vs. Live Action Movie Script – Shot – Scene – Sequence – Screenplay Format – Elements of Screenplay
UNIT-III	Character Designing - Features ofa Character – Types/Kinds of Characters – Designing Props and Assets of Character – Creating Turn Arounds / Character Model Sheets – Blueprints - Character Size Comparison Charts – Character Attitude Poses
UNIT-IV	Story Board - Definition - Importance of Story Boarding - Different Types of Story Boards - Story Board Formats - Elements of Storyboarding (Design, Color, Light and Shadow, Perspective, Staging, Composition Rules) - Concept of Panels and Its Usages- Floor Plans - Storyboarding Movements - Illustrating Camera Techniques ina Story Board - Visual Continuity – Transitions - Digital Storyboarding
UNIT-V	Introduction to the creation of Animatic – Scanning Storyboard panels and Synchronizing it with the sound tracks.

TEXT & REFERENCE BOOKS:

1. The Encyclopedia of Animation Techniques: A Comprehensive Step-By-Step Directory of

Techniques, with an Inspirational Gallery of Finished Works: Richard Taylor

2. How to Write for Animation: Jeffrey Scott

3. Writing for Animation, Comics and Games: Christy Marx

4. Animation Writing and Development: From Script Development to Pitch: Jean Ann Wright

BAM 202 Planning for animation

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credit			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD 202	Planning for Animation	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments:

1. To study post production stages

2. To study animation scripts

3. To study elements of story boarding

4. To study concepts of Arts

5. To synchronize sound track with story board panel

BGD 203 Raster Graphics

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD203	Raster Graphics	60	20	20	100	20	10	20	50	4	0	2	6

Objective : To study basic knowledge of selection tools and preference settings

UNITS	SYLLABUS
UNIT- I	Digital Image- Pixels – Bit Depth – DPI – LPI - Resolution - File Formats (Print and screen media Formats - GIF, JPEG, TIFF, etc.) - Compression: Lossy - Lossless - Colour: Colour Coding - Process colour (CMYK) - RGB - Spot Colour - Colour systems. Duotones - Tritones – Quadratones etc.
UNIT- II	Selection Tools, Retouching Tools, Path Making Tools, Image Adjustment Options. Processing Camera RAW Layer, Channel, Mask, Path, Layer Comp, Paragraph & Character, Swatches, Adjustment Layers
UNIT-III	Preference Settings, Colour Settings, Assign Profile Automate, Script. Proof Setup, Gamut Warning, Bit Preview, Screen Mode Show, Pixel Aspect Ratio
UNIT-IV	Saving with Clipping Path and alpha Channel, PSD, PDF, EPS, TIFF, JPEG. Camera RAW.
UNIT-V	What is the use of blend modes? How to apply blend modes? Different types of blend modes - Normal modes - Darken modes, Lighten modes, Contrast modes, Comparative modes and Color modes. Application of blend modes - Creating custom textures for 3D models, Blending modes for compositing etc.

TEXT & REFERENCE BOOKS:

1. Adobe Photoshop Classroom in a Book: Adobe Creative Team

2. The Book of GIMP - A Complete Guide to Nearly Everything: Olivier Lecarme, KarineDelvare

BGD 203 Raster Graphics

Practicals

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD203	Raster Graphics	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments:

1. To study use of blend modes

2. How to save and clip path

3. Defining the various aspect ratio

4. Reassign various camera raw layers

5. To study line color filling

BGD 204 DESKTOP PUBLISHING AND DESIGNING

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD204	Desktop Publishing & Designing	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE : To Study Basic Knowledge of Desktop Publishing, Adobe Photoshop and Page Layout

UNITS	SYLLABUS
UNIT- I	D.T.P For Publications: Introductions to Printing, Types of Printing, Offset Printing, Working of offset Printing, Transparent Printout, Negative & Positives for Plate were making, Use of Desk Top Publishing in Publications, Importance of D.T.P in Publication, Advantage of D.T.P in Publication, Mixing of graphics & Image in a single page production, Laser printers - Use, Types, Advantage of lager printer in publication.
UNIT- II	Page Layout: Different page format / Layouts, News paper page format, Page orientations, Columns & Gutters, Printing in reduced sizes. Introductions To Page Maker:Page Maker Icon and help, Tool Box, Styles, Menus etc., Different screen Views, Importing text/Pictures, Auto Flow, Columns, Master Pages and Stories, Story Editor, Menu Commands and short-cut commands, Spell check, Find & Replace, Import Export etc., Fonts, Points Sizes, Spacing etc., Installing Printers, Scaling (Percentages), Printer setup.
UNIT-III	D.T.P, Use of D.T.P. in Advertisements, Books & Magazines, News Paper, Table Editor.
UNIT-IV	Introduction to Adobe Photoshop & Documents ,Various Graphic Files and Extensions Vector Image and Raster Images, Various Colour Modes and Models.
UNIT-V	Introduction to Screen and Work Area, Photoshop Tools & Palettes ,Use of Layers & Filters Working with Images.

TEXT & REFERENCE BOOKS:

•	page maker 4.0 & 5.0 by b.p.o. Publications.

•	prakhar complete course for dtp (coreldraw, pagemaker, photoshop)

BGD 204 DESKTOP PUBLISHING AND DESIGNING

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD204	Desktop Publishing & Designing					20	10	20	50	4	0	2	6

List Of Experiments :

1. Understand Adobe Page Maker Software.

2. Design Pages with precision

3. Understand Corel Draw Software features.

4. Apply available tools in oral draw software.

5. Prepare jobs on coral draw software

6. Introduction of Tools and their uses in Corel draw

7. Introduction of Menu with their options of Corel draw

8. Basic knowledge of Tools and their uses in Page maker

BGD205 VECTOR GRAPHICS

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem.	Quiz, Assignment	Total Marks	Lab Work	Assignment	End Sem	Total Marks	L	T	P	
BGD 205	Vector graphics	60	20	20	100					4	0	0	4

OBJECTIVE: This course covers the most popular illustration programs used by graphic designers. The potential applications for these programs are explored, from fine-tuned illustrations to successful typographic studies.

UNITS	SYLLABUS
UNIT- I	Introduction What is Vector? Technical Differences of Vector& Raster Imaging, Adobe llustrator / Inkscape, Document Profile, Artboards, File Size, Page Orientation, Units, Bleed, Colour Mode, Raster Effects Resolution.
UNIT- II	Tools: Stroke & Fills, Basic Shape Tools, Pen Tool, Transformation, Rotation, Perspective, Grid, Guides.Type Tool:Character & Paragraphs, Type Controls, Path & Area Typing, Paragraph Styles. Glyphs.
UNIT-III	Panels: Work Space, Tools & Control, Align & Pathfinder, Appearance, Artboards, Brushes, Color, Color Guide, Radient, Layers, Links, Stoke Options, Symbols Transparency.
UNIT-IV	Advanced Options & Settings: Preference Settings, Color Settings, assign Profiles Expand, Envelop Distort, Colour Guide, Perspective Grid Smart Guide, Live Paint, Image Trace, Wrap,Clipping Mask, Path. Preview: Outline, Over Print, Pixel Preview, Proof Setup Export: AI, EPS, PDF, SVG, SVGZ & Other Raster Formats
UNIT-V	Design Exercises: Logo or corporate identity designDesigns based on typographySymbols or Icons Designs(All design exercises should be conducted from manual scribbles to digital approach)

TEXT & REFERENCE BOOKS:

1. Adobe Illustrator Classroom in a Book:Adobe Creative Team
2. The Book of Inkscape - The Definitive Guide to the Free Graphics Editor: Dmitry Kirsanov

BGD 301 CHARACTER DESIGNING FOR ANIMATION

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD301	Character Designing for Animation	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

Character design for animation is intended to provide the student with an understanding of the anatomy of a human, a creature or a cartoon character.

UNITS	SYLLABUS
UNIT- I	Human Anatomy – Anatomy of Different Age Groups (Babies, Kids, Teens, Young Adults, Aged) - Basic Proportions – Basic Understanding of the Skeletal and Muscle System – Human Forms in Perspective.
UNIT- II	Male and Female Anatomy - Body Structure, Proportion and Construction of Body Parts (Torso, Face, Eyes, Nose, Ears, Mouth, Hand, Feet Etc.) – Motion Analysis - Study of Poses
UNIT-III	Anatomy of Animals, Birds, Reptiles: Body Structure - Basic Forms, Proportion and Construction of Body Parts, Head, Legs, Tails - Use of Perspectives While Drawing Animals, Birds, Reptiles andInsects. - Understanding Motion and Grace
UNIT-IV	Cartoon Characters -Understanding Cartoon Characters - Cartoon Constructions – Character Development - Drawing from Basic Shapes - Distortion of Proportions - Cartoon Faces, Eyes, Mouths, Hairs, Nose, Hands, Feet - Facial Expressions
UNIT-V	Classic Cartoon Characters (Humans, Animals, Birds, Reptiles –Cute, Screwball, Goofy, Heavy, Pugnacious –Fairy Tale Characters, Gnomes, Elves, Dwarfs, Witches) - Manga Style

TEXT & REFERENCE BOOKS:

1. **How to Draw What You See: Rudy De Reyna**
2. **Figure Study Made Easy: Aditya Chari**
3. **Figure Drawing Without a Model: Ron Tiner**
4. **Classic Human Anatomy: The Artist's Guide to Form, Function, and Movement: Valerie L. Winslow**
5. **Anatomy for the Artist: Sarah Simblet**

BGD 301 CHARACTER DESIGNING FOR ANIMATION

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD301	Character Designing for Animation	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY MALE ANATOMY**

2. **TO STUDY FEMALE ANATOMY**

3. **TO STUDY CLASSIC CARTOON CHARACTERS**

4. **TO STUDY ANATOMY OF ANIMALS**

5. **TO STUDY ANATOMY OF BIRDS**

BGD 302 BASICS OF 3D ANIMATION

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD302	Basics of 3D Animation	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE
This course is meant to introduce the student to the world of 3D. In this course, the student will learn about how to work in 3D space, model, texture, apply lights and finally take a render output of his/her creation.

UNITS	SYLLABUS
UNIT- I	Introduction to 3D animation, its uses and scope, 3D production pipeline, various 3D softwares-Different file types used in 3D animation and their applications- Basic skills for handling the selected software like transforming objects, object properties, hierarchies, pivots, etc.
UNIT- II	Modeling techniques like Spline, NURBS, Polygon and SubD- Various tools and their applications, Detailed modeling of furniture, instruments, character props, etc.
UNIT-III	Shaders and Materials, 2D and 3D textures,Texturing with HDR images,Different Types of Material Creation, Normal and Artificial Lighting – 1 Point, 2 Point, 3 Point Lighting In 3D Space, Common Light Attributes, Shadows and its attributes.
UNIT-IV	Introduction to Animation, Key frame creation, Animation curves - Animating through paths, Application of basic animation principles: Squash & Stretch – Timing & Spacing – Anticipation – Slow-In & Slow-Out.3D Cameras, Creating Camera movements.
UNIT-V	Exterior Modeling: - Environments- Buildings, Hills, City Etc. - Interior Modeling: - Architectural / Industrial Structures - Exterior Lighting – Interior Lighting, Rendering basics,Global illumination, Final gather.

TEXT & REFERENCE BOOKS:
1. **The Art of 3D Computer Animation and Effects: Isaac Kerlow**
2. **Autodesk 3ds Max 2014 Essentials: Randi L .Derakhshani, DariushDerakhshani**
3. **Autodesk Maya 2014 Essentials: Paul Naas**
4. **Blender Master Class - A Hands-On Guide to Modeling, Sculpting, Materials, and Rendering: Ben Simonds**
5. **Blender Studio Projects: Digital Movie Making: Tony Mullen, Claudio Andaur**

BGD 302 BASICS OF 3D ANIMATION

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD302	Basics of 3D Animation	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY 3D ANIMATIONS**

2. **TO STUDY MODELLING TECHNIQUES**

3. **TO STUDY KEY FRAME CREATION**

4. **TO STUDY EXTERIOR MODELLING**

5. **TO STUDY 3D CAMERAS**

BGD 303 CLASSICAL ANIMATION

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD303	Classical Animation	60	20	20	100					4	0	0	4

OBJECTIVE

To provide a solid foundation of the principles animation, together with observational studies essential for the student of animation. Observational drawing from life includes drawing from the model or animal, to better understand gesture, poses and particularly movement.

UNITS	SYLLABUS
UNIT- I	Animation Equipments– Cels - Light Box– Peg Holes and Peg Bars – Line/Pencil Tests - Field Charts - Rostrum Camera - The Exposure Sheet (X Sheet) – Concepts Of: -Soundtrack, Track Breakdown, Key Frames, In-Betweens, Clean-Up etc.
UNIT- II	Line of Action - Path of Action – Maintaining Volume - Key Drawings – Extremes and Breakdowns - In-Betweens – Timing Ladder and Numberingof Animation Drawings – Flipping Key Drawings - Animation Methods: - Straight Ahead, Pose to Pose, Combination of Both.
UNIT-III	Acting for Animators – Character Acting - Difference between Acting for Drama and Acting for Animation - Studies from movies - Motion Analysis - Basics of Animation Acting - Posing, Timing, Staging - Voice Acting –Facial Expressions - Body Language.
UNIT-IV	Experiments with Basic Principles of Animation (Squash and Stretch, Anticipation, Staging, Straight Ahead and Pose to Pose Animation, Follow Through and Overlapping Action, Slow Out and Slow In, Arcs, Secondary Action, Timing, Exaggeration, Solid Drawing, Appeal).
UNIT-V	Animating Walks – Normal and Stylized Walks – Walks of Different Types of Human Characters - Runs - Different Types of Runs – Runs of Different Types of Human Characters - Jumps – Skips – Leaps - Takes and Double Takes – Anticipation – Overlapping Actions – Mass and Weight.

TEXT & REFERENCE BOOKS:

1. **The Illusion of Life: Disney Animation: Ollie Johnston, Frank Thomas**
2. **The Animator's Survival Kit: Richard Williams**
3. **Cartoon Animation: Preston Blair**
4. **Timing for Animation: Harold Whitaker and John Halas**
5. **How to Make Animated Films: Tony White**

BGD 304 BASIC COMPUTING AND VISUAL EFFECTS

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD304	Basic Compositing and Visual Effects	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE
The objective of this subject is to introduce the student to compositing software. This course is meant to shine light to the possibilities of compositing in today's media world.

.

UNITS	SYLLABUS
UNIT- I	What is Compositing? Introduction to After Effects Interface Create a new composition, Timeline panels, Adding footage, Resolution, Quality.
UNIT- II	Adjustment layers, Solid layers, Pre-Composition, Layers, Basic Animation Rotation, Scale, Transform, Anchor point, Key frames, Text animation, Easy Ease
UNIT-III	Layer Management Selecting - Moving layers, Trim in and out points, Motion blur, Masking Create Masks - Transforming masks, Mask points, Feather - Animating masks, Blending modes, Track mattes luma, Alpha matte, Animated mattes
UNIT-IV	Effects and Presets Applying effects, Effects and preset panel, Garbage mattes to support keying, Chroma Keying, Colour correction
UNIT-V	Tracking Motion tracking, Motion stabilization, Time warp, Creating a VFX Demo Reel.

TEXT & REFERENCE BOOKS:
1. **Compositing Visual effects: Steve Wright**
2. **The art and science of Digital Compositing : Ron Brinkmaan**
3. **Digital Compositing in Depth: Doug Kelley.**
4. **Motion Graphics: Graphic Design For Broad cast and Film: Steve Curran**
5. **How did they do that: Motion Graphics: David Green**

BGD 304 BASIC COMPUTING AND VISUAL EFFECTS

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD304	Basic Compositing and Visual Effects	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY COMPOSITING**
2. **TO STUDY ADJUSTMENT LAYERS**
3. **TO STUDY LAYER MANAGEMENT**
4. **TO STUDY TRAFFIC MOTION**
5. **TO STUDY EFFECTS**

BGD 305 BRANDING DESIGN

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD305	Branding Design	60	20	20	100					4	0	0	4	

OBJECTIVE

In this course, students develop creative strategies for problem solving and investigate design issues. The focus is on establishing effective design methods. To get thorough knowledge in branding and style guide preparation

.

UNITS	SYLLABUS
UNIT- I	Common terms in design: Measurements-Absolute and Relative. Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc. Page Layout: Working of a Grid System-Column, Margin, Gutter Spaces, Bleed, Registration and Trim. Paper: Paper Qualities, Paper Types and Print Quality. Binding/Folding:Types of Binding, Type of Folds
UNIT- II	Corporate Identity: Creation of corporate Logo, visual identity, Logo type: Style guide-importance of style guide, Selection of colours, typefaces, element placement etc. stationary designs: Letter head, business card, envelopes etc. –Semiotic designs: Symbols and Signage for various environments.
UNIT-III	Posters and promotional designs: Concept creation, application of various design principles such as emphasis, hierarchy etc. Campaign posters - event posters. Advertising technique - Advertisement-Objectives, Creative strategy, message appeals, target market, creative use of images or illustrations. Advertisement for newspaper- magazine - online promotion etc.Pamphlets and brochures: What is a Brochure? - Content management, Design Concepts, Selection of typefaces, Page Size, different methods of folding.
UNIT-IV	Package Design: 3D Forms and Surface Graphics, Create Cartons, Containers and Wrappers for Verity of products.
UNIT-V	Reproduction Techniques: History of Printing, Different Printing and Printmaking Techniques. Exercise: - Visualize a comprehensive style guide, stationeries, campaign posters, advertisements and package for a particular brand.

TEXT & REFERENCE BOOKS:

1. **Layout: Design of the Printed Page: Allen Hurlburt**
2. **Layout Workbook: A Real-World Guide to Building Pages in Graphic Design: Kristin Cullen**
3. **The Big Book of Layouts: David E. Carter**
4. **The Definitive Book of Branding: KartikeyaKompella**
5. **Brands and Branding: Rita Clifton Et Al**

BGD 401 DESIGN FOR WEB

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD401	Design for Web	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

Students are introduced to a new media, web authoring techniques and technologies as they learn how to create and develop basic projects in which interactivity is the focus. Also, students will learn the idea about Responsive Web Design (RWD) with its features on the Internet.

UNITS	SYLLABUS
UNIT- I	Study of how an interactive system to be used to form an effective User interface and user Experience Design. Interaction Design Principle.
UNIT- II	Utilization of Design concepts, Colors, Typography, Layout & Digital Imaging to form an affective interface system for Internet Media. Using Photoshop make it possible to form an aesthetic Layout.
UNIT-III	Introduction to HTML, a language which is used to display & information from the World Wide Web through a browser. Introduction to Notepad++ (An application professionally used to code or script web based content widely)
UNIT-IV	Advanced web coding using HTML5 & CSS3 in Dreamweaver. Intro to animation, transition, font & - webkit- techniques in the advanced version of HTML.
UNIT-V	Introduction to Responsive Webpage Design (RWD) Layout in connection with 960GS (Grid System) which is used to access the information from web through different devices. Explore the unique layouts in accordance with content, purpose, device, user etc.

TEXT & REFERENCE BOOKS:

1. **Interactive Design for New Media and the Web:Nicholas V. Iuppa**
2. **Principles of Interactive Design: Lisa Graham**
3. **The Design of Everyday Things: Donald A. Norman**

BGD 401 DESIGN FOR WEB

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD401	Design for Web	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY INTERACTIVE SYSTEM**

2. **TO STUDY UTILIZATION OF DESIGN CONCEPTS**

3. **TO STUDY ADVANCE WEB CODING**

4. **TO STUDY RESPONSIVE WEB PAGE DESIGN**

5. **TO STUDY GRID SYSTEM**

BGD 402 STOP MOTION ANIMATION

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD402	Stop Motion Animation	60	20	20	100					4	0	0		4

OBJECTIVE

Stop motion animation is a powerful animation technique that makes static objects appear to be moving. Stop motion animation draws attention to placement, framing, direction and speed of movement and is an excellent platform to study composition and experiment with the art of storytelling.

UNITS	SYLLABUS
UNIT- I	Difference Between Time-Lapse and Stop Motion Animation Techniques – Time Lapse Animation Set Ups Creation of Time-Lapse Animations.
UNIT- II	Brief History of Stop Motion Photography - General Workflow of Stop Motion Animations - Procedures and Techniques: – Choosing Camera, Tripods, Lights, Software Etc. – Preparation Of: - Script, Storyboard, Character Designs Etc. - Character and Props Creation for Stop Motion Animation – Set Designing for Stop Motion Animation – Lighting - Post Production
UNIT-III	Cutout Animation Project - Preparation of Characters/ Models – Finding Suitable Materials for Making Characters – Different Medium for Adding Details ona Model - Set Designing – Lighting
UNIT-IV	Puppet Animation /Clay Animation Project – Types of Puppets: –Simple Clay Models, Toys, Maquette, Armature, Simple Wire and Plasticine Puppets, Clothed Puppets - Preparation of Models – Colouring – Costumes - (Clay Modeling) – Set design for animation
UNIT-V	Pixilation Project - Preparation Of: - Script, Storyboard, Models Etc. - Set Designing - Lighting - Animation - Post Production.Sand Animation

TEXT & REFERENCE BOOKS:
1. **The Animation Book: Kit Laybourne**
2. **The Encyclopedia of Animation Techniques: A Comprehensive Step-By-Step Directory of Techniques, with an Inspirational Gallery of Finished Works: Richard Taylor**
3. **Stop Motion - Craft skills for model animation: Susannah Shaw**
4. **Stop Motion Passion, Process andPerformance: Barry J C Purves**
5. **The Animator's Survival Kit: Richard Williams**

BGD 403 TYPOGRAPHY

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD403	Typography	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE
This course enables students to create professional level typographic designs.

UNITS	SYLLABUS
UNIT- I	Art of Writing: Calligraphy: basic tools and instruments: dip pens, brushes, nibs etc.Application of calligraphy in designs: Logo designs, announcements, thematic posters etc. Understanding difference between Calligraphy and Typography
UNIT- II	Understanding typeface: Typefaces and fonts, Anatomy: Apex, Beak, Arm, tail, serif, X height etc. Measurements: relative and absolute, point, pica etc. Em space and En space. Majuscule and minuscule – display type and text types
UNIT-III	Classification of type - old style, transitional period, modern, slab serif, sans serif, script, decorative etc.
UNIT-IV	Selection of a type face in design: point size, line length, leading, tracking, and kerning. Readability and legibility, integration with visuals, concept, theme etc. 3D type – application of perceptive etc.
UNIT-V	Express the meaning or idea of a word by use of size, spacing or placement of letters. Pattern poems or Concrete poetry, Typo grams, Calligramme etc.

TEXT & REFERENCE BOOKS:
1. **Thinking with Type, 2nd revised and expanded edition: Ellen Lupton**
2. **Hand-Lettering Ledger: Mary Kate McDevitt Publisher: Chronicle Books**
3. **The Typographic Universe: Letterforms Found in Nature, the Built World and Human Imagination: Steven Heller & Gail Anderson**
4. **Shadow Type: Classic Three-Dimensional Lettering:Steven Heller & Louise Fili**
5. **Drawing Type: An Introduction to Illustrating Letter forms:Alex Fowkes.**

BGD 403 TYPOGRAPHY

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD403	Typography	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY ART OF WRITING**
2. **TO STUDY CALLIGRAMME**
3. **TO STUDY TYPEFACE**
4. **TO STUDY APPLICATION OF INTERFACE**
5. **TO STUDY INTERFACE WITH VISUALS**

BGD 404 ADVANCED CEL ANIMATION

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD404	Advanced Cel Animation	60	20	20	100					4	0	0	4	

OBJECTIVE

This course is meant for analyzing animal locomotion and motion in real world.

UNITS	SYLLABUS
UNIT- I	Animation of Four Legged and Two Legged Animals - Normal and Stylized Movements of animals
UNIT- II	Bird Flight / Movements in Different Stages - Movements of Reptiles - Animating Insects and Fishes
UNIT-III	Phonetics – Standard Mouth Shapes - Dialogue Animation – The Sound Track - Phrasing – Accents – Attitudes – Recoding of Dialogues and Voice-Over –Marking in X Sheets – Synchronizing Sound. - Dialogue Animation of Humanoid Characters
UNIT-IV	Animating Special Effects: - Cloth, Sky, Lightening, Rainfall, Snow, Water Drops, Water Ripples, Waves, Smokes, Fire, Explosions Etc.
UNIT-V	Project: Creation of a digital 2D animation short film with proper use of (digital) ink and paint, sound synchronization etc.

TEXT & REFERENCE BOOKS:
1. **The Animator's Survival Kit: Richard Williams**
2. **Cartoon Animation: Preston Blair**
3. **Timing for Animation: Harold Whitaker and John Halas**
4. **How to Make Animated Films: Tony White**
5. **Character Animation-2D Skills for Better 3D: Steve Roberts**

BGD 405 TECHNIQUES OF 3D ANIMATION

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD405	Techniques of 3D Animation	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

Techniques of 3D Animation is a specialty course for the 3D Animation curriculum. This course provides students technical skills needed to model, texture, rig, alter and support character animations effectively.

UNITS	SYLLABUS
UNIT- I	Modeling Automobiles - Modeling of Human Body Parts (Head, Ear, Mouth, Limbs, Torso, Etc.), Creation of Blend Shapes, Creating good mesh topology, Mesh Clean-Up.
UNIT- II	Materials Through Nodes – Material Utilities – Applying UV Coordinates for Texturing, various techniques of Editing UV Layouts, Importing 3D Objects Directly into Texture Painting Softwares – Painting UV Map – Application of the Texture - Procedural Texturing.
UNIT-III	Study of skeleton Setups – Skeleton Creation – IK and FK –Attribute Controls – Expressions and basic Scripting for Rig –Rig Controls. Constraints – Locking and Hiding Animation Channels – Custom Attributes – Driven Keys, Creating Rigs for Props and two legged characters.
UNIT-IV	Deformers, Skinning, Controlling Skin Weights – Painting skin Weights, Use of Blend Shapes.
UNIT-V	Editing Curves, Animation Layering, Animation constrains – Pose creation – linear and Non-linear animation techniques –Modifiers and Controllers. Planning and Blocking Animations, Break downs. Cyclic animation: Walk, Run, Jump.

TEXT & REFERENCE BOOKS:
1. **Character Development in Blender 2.5: Jonathan Williamson**
2. **Autodesk 3ds Max 2014 Essentials: Randi L. Derakhshani, DariushDerakhshani**
3. **Autodesk Maya 2014 Essentials: Paul Naas**
4. **Blender Master Class - A Hands-On Guide to Modeling, Sculpting, Materials, and Rendering: Ben Simonds**
5. **3D Human Modeling and Animation: Peter Ratner**

BGD 405 TECHNIQUES OF 3D ANIMATION

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted											credits	Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD405	Techniques of 3D Animation	60	20	20	100	20	10	20	50	4	0	2		6

LIST OF EXPERIMENTS :

1. **TO STUDY MODELING AUTOMOBILES**
2. **TO STUDY DEFORMERS**
3. **TO STUDY EDITING CURVES**
4. **TO STUDY SKELETON SETUPS**
5. **TO STUDY UV COORDINATES**

BGD 501 ENVIRONMENTAL STUDIES AND HUMAN RIGHTS

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD501	Environmental Studies And Human Rights	60	20	20	100					4	0	0	4	

OBJECTIVE

Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues

UNITS	SYLLABUS
UNIT- I	Natural Resources: Renewable and non-renewable resources: Natural resources and associatedproblems. a)Forest resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forest and tribal people. b)Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c)Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies
UNIT- II	Biodiversity and its conservation: Introduction - Biogeographical classification of India - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values -India as a mega-diversity nation - Hot-sports of biodiversity - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - Endangered and endemic species of India Environmental Pollution: Definition - Causes, effects and control measures of: - (Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution)
UNIT-III	Sound pollution: Dynamic range of hearing– Amplitude, frequency, Threshold of hearing, threshold of pain. Causes of Sound pollution – Industrialization, poor urban planning, social events, Transportation, Construction activities, Household chores, Effect of Sound pollution - Hearing problem, Health issue, Sleeping disorder, Cardiovascular issues, Trouble communicating, Effect on wild life. Prevention of Sound pollution
UNIT-IV	Media and environment: Media coverage of environmental issues; Agenda setting of environmental risks and its presentation, Role of various media in establishing and maintaining perspectives on environment; tendencies and limitations of green journalism; Media as bridge between science and public.
UNIT-V	Human Rights– An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).Human Rights and United Nations – contributions, main human rights related organs UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

TEXT & REFERENCE BOOKS:

1. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, IInd Edition 2013 (TB)
2. Clark.R.S., Marine Pollution, Clanderson Press Oxford (Ref)
3. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House. Mumbai. 1196p .(Ref)
4. Dc A.K.Enviornmental Chemistry, Wiley Eastern Ltd.(Ref)

BGD 502 INTERACTION DESIGN

Subject Code	Subject Name & Title	Maximum Marks Allotted											credits	Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD502	Interaction Design	60	20	20	100	20	10	20	50	4	0	2		6

OBJECTIVE

This course introduces students to the basic programming concepts allowing them to explore and experiment with code to control visual and interactive elements. By the end of this module students must showcase their creative and innovative works to the world of multimedia for securing a high-profile job.

UNITS	SYLLABUS
UNIT- I	Explore the internet terms like web hosting, web server, client server, domain registration etc. Explain the difference between static and dynamic Web Sites.
UNIT- II	Client Side Scripting Language - Java Script: Creating User Logins and Form validation using JScript. Introduction to DOM (Document Object Model) concept
UNIT-III	Server Side Scripting Language - PHP: Explain how the form data are being sent to the server and retrieve it from the server to the browser window.
UNIT-IV	Database Management System (DBMS) - Intro to SQL or MySQL which is used to create, read, write, delete and update records / data to/from a database from a PHP file.
UNIT-V	Project: Hosting of the student's Portfolio Site or Creating a Blog which showcase their skillset to the realm of multimedia for the job hunting purpose.

TEXT & REFERENCE BOOKS:
1. **Adobe Flash Professional CC Classroom in a Book: By Adobe Creative TeamPublisher - Adobe Press.**
2. **Adobe Flash Professional CC: A Tutorial Approach: (Revised and Updated Version) Prof. Sham Tickoo**
3. **Learning ActionScript 3.0 (A Beginner's Guide): Rich Shupe, Zevan Rosser.**

BGD 502 INTERACTION DESIGN

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD502	Interaction Design	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY SERVER SIDE SCRIPTING LANGUAGE**

2. **TO STUDY SQL QUERIES**

3. **TO STUDY DOCUMENT OBJECT MODEL**

4. **TO STUDY DOMAIN REGISTRATION**

5. **TO STUDY STATIC AND DYNAMIC WEBSITES**

BGD 503 DIGITAL ILLUSTRATION

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD503	Digital Illustration	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

Various tools and techniques in digital illustration and Information Design are explained in detail. Vector and raster applications are used to create different style of results.

UNITS	SYLLABUS
UNIT- I	Introduction Digital illustration applications - Creating brush presets - Creating patterns for colour mixing, Using pen stroke paths. Digital painting techniques – Using blending modes, Opacity.
UNIT- II	Concept Art: Character, Costume, Product, Equipment, Background concepts, Speed painting, Creature Concepts, Flora and Fauna, Comic Book layout & Illustration.
UNIT-III	Basics of Information Design visualization – translating data into visuals. Designing statistical information graphics, Semiotics: The representation of objects – the process of simplification.
UNIT-IV	Visualizing complex data – process of converting data into useful information using graphics, Recreating events in space and time.
UNIT-V	Project

TEXT & REFERENCE BOOKS:
1. **Digital painting techniques: Practical Techniques of Digital Art Masters**
2. **The Visual Display of Quantitative Information: Edward R. Tufte**
3. **The Skillfull Huntsman: Visual Development of a Grimm Tale (Concept Art)**
4. **Complete Digital Illustration: A Master Class in Image-Making - Lawrence Zeegen**
5. **The Complete Guide to Digital Illustration: Steve Caplin, Adam Banks,Nigel Holmes**

BGD 503 DIGITAL ILLUSTRATION

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD503	Digital Illustration	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY BASICS OF INFORMATION DESIGN VISUALIZATION**

2. **TO STUDY VARIOUS DIGITAL ILLUSTRATIONS**

3. **TO STUDY VISUALIZING COMPLEX DATA**

4. **TO STUDY PROCESS OF SIMPLIFICATION**

5. **TO STUDY CREATION OF EVENTS IN TIME AND SPACE**

BGD 504 ADVANCED 3D ANIMATION TECHNIQUES

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD504	Advanced 3D Animation Techniques	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

This course will cover the advanced areas of 3D modeling, character animation, rigging and rendering. Special emphasis will be given to techniques for imbuing computer-generated characters with the illusion of life.

UNITS	SYLLABUS
UNIT- I	Modeling Different Types of Human Characters (Real, Stylized, Comic, Characters of Different Age Group Etc.). Modeling Animals and Birds - Basic Proportions, Modeling of Body Parts (Head, Ear, Horns, Mouth, Limbs, Torso, Tail, Wings Etc.)
UNIT- II	Animating Different Types of Characters - Applying Principles of Animation - Body Language – Posing – Action – Reaction – Push and Pull – Lift – Throw – Staging. Animation of Camera and Light – Animating to Music and Dialogues - Lip Sync – Facial Expressions – Graph Editor - Dope Sheet - Blend Shapes – Basics of Motion Capture.Linear and Non-linear Animation Techniques.
UNIT-III	Creating rigs for four legged characters.
UNIT-IV	Lighting a Character - Lighting a Scene to Matching the Environment - Exterior Lighting – Interior Lighting.Camera matching techniques.
UNIT-V	Ray Tracing - Final Gathering – Global Illumination and Caustic Effects - Render Setups (Single Frame Rendering, Batch Rendering, And Different Rendering Formats) – Motion Blur – Applying Render Passes for Compositing - Image Based Lighting and HDRI Rendering.

TEXT & REFERENCE BOOKS:
1. **Autodesk 3ds Max 2014 Essentials: Randi L. Derakhshani, DariushDerakhshani**
2. **Autodesk Maya 2014 Essentials: Paul Naas**
3. **Character Animation-2D Skills for Better 3D: Steve Roberts**
4. **The Animator's Survival Kit: Richard Williams**
5. **Timing for Animation: Harold Whitaker and John Halas**

BGD 504 ADVANCED 3D ANIMATION TECHNIQUES

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD504	Advanced 3D Animation Techniques	60	20	20	100	20	10	20	50	4	0	2	6

List Of Experiments :

1. **TO STUDY DIFFERENT TYPE OF HUMAN CHARACTERS**

2. **TO STUDY LIGHTING OF CHARACTER**

3. **TO STUDY RAY TRACING**

4. **TO STUDY CREATING RIGS**

5. **TO STUDY NON LINEAR ANIMATION TECHNIQUES**

BGD 505 VIDEO EDITING

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD505	Video Editing	60	20	20	100					4	0	0	4

OBJECTIVE

The objective of this paper is to provide the basic principles involved in editing visuals and develop a basic skill with the tools and techniques available in standard Nonlinear video editing Software.

UNITS	SYLLABUS
UNIT- I	How films are made? Persistence of vision, Fragmentation of action, Image sizes LS, MS, Close Up, Shot, Scene, Sequence. Linear Editing, Nonlinear Editing, Selecting Good shots-stages of editing
UNIT- II	Different Types of cables and connecters- Fire wire, HDMI, SDI, AV, Thunderbolts. Different Media formats- Film, VHS, DV, HD DVD, CD Blue Ray
UNIT-III	Introducing a Non-Linear Editing Software- Project setting- Introducing interface, different windows, monitors-timeline, tools – Working with Bins, importing footage, Drag and drop editing, three-point editing JKL, time line trimming, rearranging clips in time line
UNIT-IV	Continuity Editing-Match cut, cross cut, jump cut, Dialogue overlapping, L-Cut, J-Cut, Slow motion Fast motion, Synchronizing and mixing Video and Audio
UNIT-V	Working with effects, Adding different transitions and effects to Video- Working with Key frames, Compositing, Colour Correction, Titling, Exporting to different Video formats

TEXT & REFERENCE BOOKS:
1. **Nonlinear Editing: Bryce Button (Focal Press)**
2. **Notes on Digital Film Editing: Gerhard Schumm (Digital Publish)**
3. **Grammar of edit (Second edition): Roy Thompson (Focal Press)**
4. **Make the cut: Lori Jane ColemanA.C.E& Diana Friedberg. (Focal Press)**
5. **Grammar of Shot (Second edition): Roy Thompson (Focal Press)**

BGD 601 PUBLICATION DESIGN

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD601	Publication Design	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

This course examines the graphic designer's role in the layout and design of multi-page publications in print and digital media. Lectures and studio work cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the design elements and art skills.

.

UNITS	SYLLABUS
UNIT- I	Layout Design: Directing the Eye, Backwards Movement, Application of Design Principles in Lay Out, Free Style Lay Out, Grid Design etc. understanding of Formats, Margins, Columns and Gutters.
UNIT- II	Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Colour, Headlines, The Masthead etc.
UNIT-III	Introduction to Adobe InDesign / scribes: Various tools and panels-Character formatting options and paragraph formatting. Colour and swatches palette, understanding of swatches exporting. Objects and its treatments: Shapes, Path – corner options, pathfinder etc. Clipping path and image masking. Page Panel, Insert Page, Concept of master page- apply Master to Page, Override master Item. Number & Section Option, Table of Content, Bullets & Numbering etc. Proof setup: - Pre-flight options, separations preview etc. Exporting of documents, Print booklet options etc.
UNIT-IV	Multipage publication design exercises: Visualization for various Formats: Magazine, Newspaper, books etc.
UNIT-V	Electronic Publishing: Interactive PDF and Other E-Pub Formats, Interaction Between Movies, Sound Clips URL's And Other E-Books, E-Publication for Various Platforms.

TEXT & REFERENCE BOOKS:
1. **The Big Book of Layouts: David E. Carter**
2. **Layout Essentials -100 Design Principles for Using Grids: Beth Tondreau**
3. **Best of Newspaper Design: Society of News Design**
4. **Designing for Newspapers and Magazines: Chris Frost**
5. **Layout Workbook: Kristin Cullen**

BGD 601 PUBLICATION DESIGN

PRACTICAL

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD601	Publication Design	60	20	20	100	20	10	20	50	4	0	2	6

LIST OF EXPERIMENTS

1. **TO STUDY VISUALIZATION OF VARIOUS EFFECTS**

2. **TO STUDY ELECTRONIC PUBLISHING**

3. **TO STUDY LAYOUT DESIGN**

4. **TO STUDY DESIGN PRINCIPLES USING GRID**

5. **TO STUDY OVERIDE MASTER ITEM**

BGD 602 UI DESIGN

Subject Code	Subject Name & Title	Maximum Marks Allotted									credits			Total Credits
		Theory				Practical								
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
BGD602	UI DESIGN	60	20	20	100					4	0	0	4	

OBJECTIVE

User Interface designs explores the design of digital interfaces and how humans interact with various Interfaces, Visuals, Semiotics and other interactive elements. This course helps students to understand theories and principles of interface design for varied platforms.

UNITS	SYLLABUS
UNIT- I	An overview of the human experience design process - UX design to UI design - human perception and behaviour in virtual and spatial environments: colour, texture, typography, Imagery etc-cultural, geographical, psychological relationship. Design Considerations: Development factors- platform constraints, prototyping, customizability etc. Visibility factors: human factors and express a strong visual identity, human aptitude, product identity, clear conceptual model and multiple representations. Acceptance factors: corporate politics, international markets, training factors etc.
UNIT- II	Principles of User Interface Design: Organize: Consistency, screen layout, relationships and navigability.Economize: Simplicity, Clarity, and Distinctiveness etc. Communicate: balance, legibility, readability etc.
UNIT-III	Design of elements: graphical techniques used to communicate the message or context – Semiotics: from real to the abstract.Colour: colour, texture and lightconvey complex information and pictorial reality. Animation: a dynamic or kinetic display of elements. Layout: formats, proportions, and grids – how to read a screen.
UNIT-IV	User Research &Wireframing: Conducting user research, Site/Content Map, Wireframing basics, Technical considerations. Introduction to UI mock up software.
UNIT-V	Building a Brand: Creating brand guidelines for interactive applications. Selecting & expanding a design for interactive applications. Wireframing workflows, translating brand guidelines to UX for interactive applications. Wireframing review, Sketch analysis, Pitch Guidelines, Final wireframe critique, User flow review - Final design.

TEXT & REFERENCE BOOKS:
1. **The Design of Everyday Things: Norman, Donald A**
2. **Designing Visual Interfaces: Communication Oriented Techniques: Mullet, Kevin, and Darrell Sano.**
3. **Human-Computer Interaction: Dix, Alan J., Janet E. Finlay**
4. **Developing User Interfaces (Interactive Technologies): Olsen, Dan R.**
5. **The UX Book : Rex Hartson and PardhaPyla**

BGD 603 ANIMATION EFFECTS

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD603	Animation Effects	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

This course will prepare the learners to design and execute compositing in Visual Effects using digital electronic media. Aim of the Course is to develop the students in a core set of technical and creative skills related to digital filmmaking.

.

UNITS	SYLLABUS
UNIT- I	Visual Effects- Description- Types- Particles – Analysis- Size- Sand Effects – Smoke Effects- Fire Effects – Cloud Effects – Snow Effects
UNIT- II	Fluid Effects-Colouring- designing Clouds Background – Designing Fog Effects – Explosion Effects– Fire Effects with flames - Space Effects and designs- Designing Thick Smoke
UNIT-III	Designing Paint Effects – Colouring paints- Designing Trees and green effects – Designing Weather and seasons –Effects on seasons- Designing Glass image – Designing Different glass reflection- Designing Glow Effects – Liquid Effects and Reflection design.
UNIT-IV	Designing Special Effects – Designing effects of Hair and shape – Designing Fur Effects- Designing Clothes and effects
UNIT-V	Visual Effects Tool and advanced functions– Converting images from 2D to 3D Pictures - Creating 3D Effects- Differentiation 2D effects and 3D effects.

TEXT & REFERENCE BOOKS:
1. **The Invisible Art: Mark Cotta Vaz**
2. **Visual Effects Cinematography: Zoran Perisic**
3. **Industrial Light & Magic: The Art of Special Effects: Thomas G. Smith**
4. **The Art and Science of Digital Compositing (The Morgan Kaufmann Series in Computer Graphics) : Ron Brinkmann**
5. **The Language of Visual Effects: Micheal J. McAlister**

BGD 603 ANIMATION EFFECTS

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD603	Animation Effects	60	20	20	100	20	10	20	50	4	0	2	6

LIST OF EXPERIMENTS

1. **TO STUDY THE INVISIBLE ART**
2. **TO STUDY LANGUAGE OF VISUAL EFECTS**
3. **TO STUDY INDUSTRIAL LIGHTS AND MAGIC**
4. **TO STUDY VISUAL EFFETC CINEMATOGRAPHY**
5. **TO STUDY 3D EFFECTS**

BGD 604 PAINTING WITH PIXELS

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD604	Painting with pixels	60	20	20	100	20	10	20	50	4	0	2	6

OBJECTIVE

This course will introduce the students to the art and craft of painting techniques like matte painting, rotoscopy, digital paint effects etc. Students apply this technique to the recreation of both realistic and fantasy scenes and character texturing. Emphasis also given to visual effect techniques like wire removal, paint animation etc.

.

UNITS	SYLLABUS
UNIT- I	Concept of digital painting, Basic tools for painting, Digital creation of charcoal drawings, pastel, water color and oil painting using Photoshop, Illustration techniques.
UNIT- II	Character design: issues and limitations - Creating character history, Designing the physical look -Drawing, Sketching and painting of the character, Value and color in character creation. Lighting for a character, Using and blending edges in painting - Creating textures and patterns - Painting an eye, face and hair, Painting real and fantasy characters.
UNIT-III	Matte painting: preparing the background plate, articulated mattes, plate restoration, plate extension, adding 3D elements, creating sky mattes, static matte and motion matte painting, color grading, final output
UNIT-IV	Wire removal technique using Van bus compositing softwares. Rotoscopy: basics and examples, Tracing for animation, matting with green screen, Garbage matting, mid ground Roto, Compositing mid ground, colorizing, and animated wipe.
UNIT-V	Demo reel creation

TEXT & REFERENCE BOOKS:
1. **Bold Vision: A Digital Painting Bible: Gary Tonge**
2. **Digital Fantasy Painting Workshop: Martin Mckenna**
3. **Digital Character Design and Painting: Don Seegmiller**
4. **Complete Digital Painting Techniques: David Cole**
5. **Digital Fantasy Painting: Michael Burns**

BGD 604 PAINTING WITH PIXELS

| Subject Code | Subject Name & Title | Maximum Marks Allotted | | | | | | | | | | credits | | | Total Credits |
| | | Theory | | | | Practical | | | | | | | | | |
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD604	Painting with pixels	60	20	20	100	20	10	20	50	4	0	2	6

LIST OF EXPERIMENTS

1. **TO STUDY CONCEPT OF DIGITAL PAINTING**

2. **TO STUDY DEMO REEL CREATION**

3. **TO STUDY MATTE PAINTING**

4. **TO STUDY CHARACTER DESIGN**

5. **TO STUDY DIGITAL FANTASY PAINTING**

BGD 605 ADVERTIZING DESIGN

Subject Code	Subject Name & Title	Maximum Marks Allotted								credits			Total Credits
		Theory				Practical							
		End Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P	
BGD605	Advertizing Design	60	20	20	100					4	0	0	4

OBJECTIVE

This practical course provides to develop the artistic, theoretic and technical skills of students in advertising as an art director, copywriter, or creative strategist. Solve creative problems within their field of art and design, including research and synthesis of technical, aesthetic, and conceptual knowledge. Students will meet the following performance criteria: Design skills, Problem solving, Conceptual thinking..

UNITS	SYLLABUS
UNIT- I	Evolution of Modern Advertising - Definitions – Scope and present status- - Industrial Revolution - Advertising in the 20thCentury. Types of Advertising: Classified - Display - Campaign ads - public service ads etc. Advertisers and Advertising Agencies - organizational structure of advertising agency.
UNIT- II	Persuasive forms of Communication – what is persuasive communication. Advertising Theories: Hierarchical Effects Theory-Audience Resistance, Resilience and Selectivity-Marketing Mix -Brand Management and Market Segmentation - Brand Positioning: Strategies for competitive advantages - product class – consumer segmentation. Advertising and Media- Media Planning: Research, Frequency and Continuity, media plan frame work-reach and frequency and GRP goals - creativity in media planning. Ethics in advertising and other commercial art forms.
UNIT-III	Copy writing: Headline, sub-headlines, body, logo, copy style. Slogans or taglines- Writing for print-creative strategy for print media-newspaper, magazine etc.
UNIT-IV	Lay-out and Design, Lay-out stages – Thumb-nail sketches - rough sketch - comprehensive layout
UNIT-V	Application of principles of design - balance - contrast - unity - harmony -proportion - eye movement and emphasis - Art works – photographs, Illustration, typography etc.

TEXT & REFERENCE BOOKS:
1. **The Advertising Concept Book: Pete Barry**
2. **Brand Thinking and Other Noble Pursuits: Debbie Millman**
3. **The Art of Looking Sideways: Alan Fletcher**
4. **Tested Advertising Methods: John Caples, Fred Hahn**
5. **Scientific Advertising: Claude C. Hopkins**

MADHYANCHAL PROFESSIONAL UNIVERSITY, Bhopal, (M.P.)