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SNU SISTER NIVEDITA UNIVERSITY

SCHOOL OF MEDIA COMMUNICATION DESIGN AND ARTS
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
Bachelor of Science in Animation and Graphic

Sister Nivedita University

Undergraduate course structure for Journalism and Mass Communication

(As per NEP 2020 regulation and according to UGC-CBCS)

Course structure for
B.Sc. in Animation & Graphics

Category Definition with Credit Breakup

Major – Major Program Specific Course – Compulsory (MC); Major Program Specific Course – Elective (ME); NM – Non-Major Specific Subject Course; NV – Non-Major vocational education and training; MDC – Multidisciplinary courses; AEC – Ability Enhancement Courses; SEC – Skill Enhancement Courses; VAC – Value Added Courses; INT – Internship; Project – Project.

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Semester	Credits										Credits /Semester
	MC/ME	ME		Non-Major		MDC	AEC	SEC	VAC	INT	
		Course	Project	NM	NV						
I	4+4+4				1(*d)+1(*e)		2(*c)	3(*b)	2(*a)		21
II	3+4+4+4				1+1	4	2	4	2		28
III	4+4+3			4	1+1	4	2				25
IV	4+3+3			4	1+1	4	2				24
V	4+4+4+3				1+1			3	2		22
VI	4+4+3			4+2* **(*Dept)**	1+1					3	23
VII	4+5+5			4+2* **(*Dept)**							24
VIII		8/20	12/0								20
Credits/ Course	109			32		12	8	9	6	3	
Total Credit											187

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester I					
MC_1	Foundation of Art	1	1		
	Foundation of Art Lab	3			6
MC_2	Graphic Design I	1	1		
	Graphic Design I Lab	3			6
MC_3	Digital Videography and Photography	1	1		
	Digital Videography and Photography Lab	3			6
NV_1 NV_2	Vocational- EAA 1 (Yoga/ Sports/ NCC/NSS)	1			2
	Vocational- Soft Skill Development I	1	1		
SEC_1	Computer Application	3	3		
AEC 1	Communicative English I	2	2		
VAC 1	Environmental Studies I	2	2		
Total Credit= 21			Teaching Hour=31		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester II					
MC_4	Creative Thinking and Communication	2	2		
	Creative Thinking and Communication Lab	1			2
MC_5	Video Editing	1	1		
	Video Editing Lab	3			6
MC_6	Storyboarding	3	3		
	Storyboarding Lab	1			2
MC_7	Graphic Design II	1	1		
	Graphic Design II Lab	3			6
NV_3	Vocational- EAA 1 (Yoga/ Sports/ NCC/NSS)	1			2
NV_4	Vocational- Soft Skill Development II	1	1		
MDC1	Selected by the Candidate from Different Department Digital Designing * (Offered by JMC)	4	4		
SEC_2	Selected By the Candidates (Basic Management Skill)	3	3		
AEC 2	Communicative English II	2	2		
VAC 2	Environmental Studies II	2	2		
Total Credit= 28			**Teaching Hour= 37**		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester III					
MC_8	2D Animation I	1	1		
	2D Animation I Lab	4			8
ME_1	Video Editing II	4			8
ME_2	Digital Art	4			8
NM_1	Selected by the Candidate from Different Department *** (Offered by JMC: Digital Communication: reporting for Online Journalism)	4	4		
NV_5	Vocational- Soft Skill Development III	1	1		
NV_6	Mentored Seminar-I (Intro to Generative AI)*	1	1		
MDC2	Selected by Candidate * Photography and Mobile as a tool of Journalism ((Offered by JMC))	4	4		
AEC 3	Logical Ability I/ Foreign Language I	2	2		
Total Credit= 25			**Teaching Hour= 37**		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester IV					
MC_9	2D Animation II	4			8
MC_10	Basic of 3D	1	1		
	Basic of 3D Lab	3			6
MC_11	Motion Graphic- I	1	1		
	Motion Graphic-I Lab	3			6
NM_2	Selected by the Candidate from Different Department *** (Offered by JMC: Digital Communication: MOJO)	4	4		
NV_7	Vocational- Soft Skill Development IV	1	1		
NV_8	Mentored Seminar I I (Intro to Advance AI)*	1	1		
MDC3	Selected by Candidate * Storyboard Development (Offered by JMC)	4	4		
AEC 4	Logical Ability II/ Foreign Language II (Offered by JMC)	2	2		
Total Credit= 24			**Teaching Hour= 34**		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester V					
MC_12	Advance 3D Modeling	4			8
ME_3	Basic of Compositing	1	1		
	Basic of Compositing Lab	3			6
ME_4	3D Texturing	1	1		
	3D Texturing Lab	3			6
ME_5	UI/UX Design	3			6
NV_9	Vocational- Soft Skill Development V	1	1		
NV_10	Mentored Seminar III (Intro to VR)*	1	1		
SEC 3	Selected By the Candidate	3	3		
VAC 3	Ethics Study and IPR	2	2		
Total Credit= 22			**Teaching Hour= 35**		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VI					
MC_13	Digital Sculpting	4			8
ME_6	Lighting and Rendering	1	1		
	Lighting and Rendering Lab	3			6
ME_7	Advanced Compositing	1	1		
	Advanced Compositing Lab	3			6
NM_3	Selected by the Candidate from Different Department *** (Offered by JMC: Corporate Communication)	4			
NMD_1	Media Literacy 1 **	2	2		
NV_11	Vocational- Soft Skill Development VI	1			2
NV_12	Mentored Seminar IV (Intro to AR)*	1	1		
INT 1	Internship**	3			6
Total Credit= 23			**Teaching Hour= 34**		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VII					
MC_14	Rigging and Animation	4			8
ME_8	Project I	4			8
ME_9 (Any One)	Advance Motion Graphic	1	1		
	Advance Motion Graphic Lab	4			8
ME_10 (Any One)	Cinematography	4	4		
	Cinematography Lab	1			2
NM_4	Selected by the Candidate from Different Department *** (Offered by JMC: Branding)	4			
NM_DEPT_2	Media Literacy 2 **	2	2		
Total Credit= 24			**Teaching Hour= 37**		

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Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VIII					
MC_15	3D Animation II	4			8
MC_16	Dynamic Simulation	1	1		
	Dynamic Simulation Lab	3			6
(Above 75%)	Departmental Project(4) + Industry Based Training Program (4)+ Will be followed by Dissertation(4)	12			
MC_17	Project II	4			8
MC_18	Production Planning Management	3	3		
	Production Planning Management Lab	1			2
ME 12	*Camera Tracking and Match Moving*	1	1		
	Camera Tracking and Match Moving Lab	3			6
ME 13	*Wire removal and Rotoscope*	1	1		
	Wire Removal Lab and Rotoscope Lab	3			6
ME 14	*Advertising, Marketing and Sales/ Strategic PR, ORM and CSR*	3	3		
	Advertising, Marketing and Sales Lab/ Strategic PR, ORM and CSR Lab	1			2
		12/(4+4+4)			
Total Credit= 20			**Teaching Hour= 27/32**		

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Bachelor of Science in Animation and Graphic

COURSE OUTCOME AND PROGRAMME OUTCOME FOR ANIMATION AND GRAPHICS

COURSE OUTCOME

CO1: to impart basic knowledge of animation and graphic design, scope of their application

CO2: to impart advance knowledge about the principles of 2D & 3D animation and elements of graphic design

CO3: to impart technical knowledge for acquiring necessary drawing skills, create balanced compositions and supporting colour schemes.

CO4: to impart knowledge about important aspects responsible for building user friendly UI/UX designs.

CO5: to impart the knowledge for building brand identities to help connecting with targeted consumer groups

CO6: to inculcate the art of visual storytelling through digital photographs, videos and animations to create a long lasting and deep impact on the viewers' psyche

PROGRAMME OUTCOME:

PO1: to have a comprehensive understanding of 2D/3D animation, including its history, concepts, and tools

PO2: to be able to assess project stylization requirements and plan animation projects accordingly

PO3: to get required skills to develop professional marketing collaterals

PO4: to be able to design logos, posters, brochures, books and magazines

PO5: to be able to develop highly communicative infographics and explainer videos with2D animation

PO6: to be able to edit and render outputs of fiction/non-fiction shorts/reels/films, etc.

PO7: to be able to develop AD Films using 2D/3D animation, with required VFX

PO8: to be able to design storyboards to visualize scripts

PO9: to be able to replace backgrounds of Chroma Shots, removing green/blue screens

PO10: to be able to render colour grading and colour corrections to scenes and sequences

PO11: to be able to design and animate 3D Models for complementing Medical/Engineering Research

PO12: to be able to design and animate 3D Models for visualizing Architectural Projects

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	.75	1	1.5	1	1	1	1	1	1	1	1
CO2	1	1	1.25	2.5	1	1	1	1	1	1	1	1
CO3	1.5	1.5	2	2.5	2.5	.5	1	2.5	1	1	1	1
CO4	2	2	2.5	3	3	1.5	1.5	2.5	1	1	1	1.5
CO5	3	3	3	3	3	2.5	2.5	3	1	1	2	1.5
CO6	3	3	2	1.5	3	3	3	3	3	3	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

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Major Program Specific Course

(MPSC)

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SEM-I

MC_1: Foundation of Art

COURSE OUTCOME:

CO 1: To provide a foundational understanding of art and sketching.

CO 2: To develop basic skills in line and contour drawing.

CO 3: To introduce the principles of perspective drawing.

CO 4: To explore the interplay of light and shadow in art.

CO 5: To teach anatomy and figure drawing basics.

CO 6: To introduce storyboarding and sketching for narrative illustration.

PROGRAMME OUTCOME:

PO 1: To apply foundational knowledge of art concepts and techniques to various art forms.

PO 2: To develop proficiency in line and contour drawing skills.

PO 3: To master the principles of perspective drawing.

PO 4: To demonstrate a thorough understanding of the use of light and shadow in art.

PO 5: To exhibit advanced skills in anatomy and figure drawing.

PO 6: To create compelling storyboards and sketches for narrative illustration.

PO 7: To complete a final project demonstrating comprehensive art skills.

PO 8: To engage in ongoing learning and research within the field of art.

PO 9: To demonstrate an understanding of the cultural and historical contexts of art.

PO 10: To communicate ideas and emotions effectively through art.

PO 11: To collaborate effectively with peers in artistic projects.

PO 12: To promote environmental and social awareness through art.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1.5	2.5	1.5	1.5	1.5	1	1	1.5	1.5	1	1
CO2	3	3	1	1.5	2	2	1	1	1.5	1.5	1	1
CO3	3	3	3	2.5	2.5	3	2	2	1.5	2	1.5	1.5
CO4	2	2	2	3	1.5	3	3	2	1.5	2.5	3	1.5
CO5	1	1	1	1	3	2	3	2	1	2.5	2.5	2.5
CO6	1	1	1	2	2	3	2.5	1.5	1	3	2.5	2.5

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Art and Sketching

- What is art?
- The different forms of art
- The importance of art and sketching in animation and film making
- The basic tools and techniques of sketching

Unit 2: Line and Contour Drawing

- Basic line drawing techniques
- The use of contour lines to define form and shape
- The importance of gesture in drawing

Unit 3: Perspective Drawing

- The principles of perspective drawing
- Drawing from observation and imagination
- Creating depth and space in drawings

Unit 4: Light and Shadow

- Understanding light and shadow
- The use of shading to create form and texture
- The importance of value in creating depth and contrast

Unit 5: Anatomy and Figure Drawing

- The basics of anatomy and proportions
- Drawing the human and Animal figure
- The use of gesture and expression in figure drawing

Unit 6: Storyboarding and Sketching

- The importance of storyboarding in animation and film making
- Basic storyboarding techniques
- Sketching for storyboarding

Unit 7: Final Project

- Creating memorable and Unique characters (With turn around)
- Students will create an original character using the principles of anatomy, proportion, and gesture that they've learned in class. The character should be fully designed and fleshed out, with details such as clothing, accessories, and personality traits.
- Once the character is created, students will then storyboard a scene featuring their character. The scene should be at least 10-15 panels long and should show a clear progression of action and emotion. The scene can be from an existing story or can be an original story created by the student.

Suggested Books:

1. "Drawing for the Absolute Beginner" by Mark and Mary Willenbrink
2. "The Complete Guide to Perspective" by John Raynes
3. "How to Draw What You See" by Rudy De Reyna
4. "Figure Drawing: Design and Invention" by Michael Hampton
5. "The Animator's Sketchbook: How to See, Interpret & Draw Like a Master Animator" by Tony White

MC_2: Graphic Design I

COURSE OUTCOME:

CO 1: To introduce students to the fundamental concepts and principles of graphic design and its applications.

CO 2: To develop students' skills in typography, including font selection, spacing, and hierarchy.

CO 3: To teach students the principles of layout and composition in graphic design.

CO 4: To explore the concepts of branding and identity design, including logo creation and brand consistency.

CO 5: To familiarize students with digital design tools and techniques for creating digital graphics.

CO 6: To teach students the fundamentals of print design, including preparing files for print production.

PROGRAMME OUTCOME:

PO 1: To apply the knowledge acquired in graphic design and related fields to practical design projects.

PO 2: To develop proficiency in graphic design techniques and tools to excel in the creative industry.

PO 3: To utilize graphic design skills to effectively communicate ideas and messages through visual means.

PO 4: To create and maintain consistent branding and identity designs for businesses and organizations.

PO 5: To demonstrate competence in digital design by producing high-quality digital graphics.

PO 6: To prepare print-ready design files and understand the print production process.

PO 7: To foster a commitment to continuous learning and research in the field of graphic design.

PO 8: To exhibit awareness of design's role in addressing societal and environmental issues.

PO 9: To develop ethical awareness in graphic design practice, balancing individual creativity with societal expectations.

PO 10: To collaborate effectively within a team environment, valuing teamwork over individual excellence.

PO 11: To contribute to the betterment of society and the design industry while using their unique design skills.

PO 12: To be culturally aware and environmentally responsible designers, integrating these considerations into their design practices.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	2.5	2.5	1	1	2	1	1.5	1
CO2	3	3	3	3	2	1	1.5	1	1.5	1	2	1
CO3	2.5	3	3	3	1.5	1.5	1.5	1	2.5	2.5	1.5	1.5
CO4	2	2	2	2	1.5	1.5	1.5	1	2.5	2.5	1.5	1.5
CO5	2.5	2.5	2.5	2.5	3	2.5	2	1.5	1.5	1.5	2	2.5
CO6	2	2	2	2	2	3	1.5	1.5	2	1	1	1

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Graphic Design

- History of Graphic Design
- Elements of Graphic Design
- Principles of Graphic Design
- Color Theory
- Adobe Photoshop

Unit 2: Typography

- Anatomy of type
- Type classification
- Type families
- Typeface pairing
- Adobe Illustrator
- Google Fonts

Unit 3: Layout and Composition

- Grid Systems
- Balance and Alignment
- White Space
- Hierarchy
- Adobe InDesign

Unit 4: Branding and Identity

- Developing a Visual Identity
- Logo Design

Book Reference:

1. "Graphic Design School: The Principles and Practice of Graphic Design" by David Dabner, Sandra Stewart, and Eric Zempol
2. "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
3. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau
4. "Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey
5. "Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability" by Steve Krug
6. "The Non-Designer's Design Book" by Robin Williams

MC_3: DIGITAL PHOTOGRAPHY AND VIDEOGRAPHY

COURSE OUTCOME:

CO 1: To provide a foundational understanding of photography, videography, and their related concepts.

CO 2: To develop proficiency in using lighting techniques effectively for both photography and videography.

CO 3: To enable students to master post-processing tools and techniques specific to photography.

CO 4: To explore advanced techniques and creative approaches in photography.

CO 5: To equip students with shooting techniques essential for videography.

CO 6: To develop storytelling skills that apply to both photography and videography.

PROGRAMME OUTCOME:

PO 1: To apply the knowledge acquired in photography and videography units to real-world situations.

PO 2: To demonstrate expertise in using lighting techniques to enhance visual media projects.

PO 3: To effectively use post-processing skills in photography and videography for professional results.

PO 4: To innovate and apply advanced techniques in photography to create unique and compelling visuals.

PO 5: To demonstrate competence in capturing video footage using appropriate techniques for different situations.

PO 6: To excel in storytelling through both photography and videography.

PO 7: To understand the business aspects of photography and videography, including portfolio development.

PO 8: To contribute to the growth of knowledge in the field through research and innovation.

PO 9: To demonstrate awareness of societal and environmental issues through visual storytelling.

PO 10: To exhibit strong personality development and ethical awareness in their professional practice.

PO 11: To foster collaboration and teamwork in a creative environment, prioritizing group performance efficiency over individual excellence.

PO 12: To apply their unique skill sets in a socio-cultural context, contributing to the betterment of society and the nation.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	2.5	2	2	1.5	1.5	1	1.5	1.5	1	1	1.5
CO2	3	3	2.5	2.5	2	2	1	1.5	1	1.5	1.5	1
CO3	2	2	3	3	1.5	1.5	1.5	2	1.5	1	2	1.5
CO4	2	3	3	3	2	2	1.5	1.5	1	1	2.5	2
CO5	1.5	2	2	2	3	3	2	2	2	1.5	2	2
CO6	2	2	2	2	1.5	3	1.5	1	2	1	1	1

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Photography

- Understanding the fundamentals of photography.
- Getting familiar with cameras and lenses.
- Understanding the basics of exposure, shutter speed, aperture, ISO, and white balance.
- Understanding the principles of composition in photography.

Unit 2: Lighting for Photography

- Understanding the principles of lighting.
- Working with natural light sources.
- Working with artificial light sources.
- Manipulating light to create mood and atmosphere.
- Understanding color temperature and its application in photography.

Unit 3: Post-Processing for Photography

- Understanding the digital workflow
- Editing and processing images in Adobe Lightroom and Photoshop
- Using presets and filters to enhance images and videos

Unit 4: Advanced Techniques for Photography

- Understanding the different types of lenses and their applications
- Capturing motion and freezing action
- Working with depth of field
- Understanding and working with audio for videography

Unit 5: Shooting Techniques for Videography

- Understanding different shooting techniques for videography
- Getting familiar with different camera movements and their uses
- Understanding how to create different shots like close-ups, medium shots, and wide shots
- Understanding how to create movement and use it effectively

Unit 6: Storytelling in Photography and Videography

- Developing a storytelling approach in photography and videography

- Creating visual narratives through still images and video footage
- Understanding and working with pacing and sequencing in videography
- Working with music and sound to enhance storytelling

Unit 7: Post-Processing for Videography

- Understanding the digital workflow in videography
- Editing and processing video footage in Adobe Premiere Pro
- Using presets and filters to enhance videos

Unit 8: Portfolio Building and Business of Photography and Videography

- Building a portfolio and presenting your work
- Understanding copyright and licensing
- Understanding the business of photography and videography
- Understanding and working with clients.

Book Reference:

1. "The Digital Photography Book" by Scott Kelby
2. "Light Science and Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua
3. "The Photographer's Story: The Art of Visual Narrative" by Michael Freeman
4. "Photography Business Secrets" by Lara White.

SEM-II

MC_4: Creative Thinking and Communication

COURSE OUTCOME:

CO 1: To establish a foundational understanding of creative communication and its significance.

CO 2: To develop creative thinking skills for effective communication.

CO 3: To explore the concepts of brand identity and personality in creative communication.

CO 4: To generate and refine creative concepts for various communication purposes.

CO 5: To understand the processes of brand management and execution in creative communication.

CO 6: To evaluate and optimize creative communication strategies and campaigns.

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PROGRAMME OUTCOME:

PO 1: To apply creative thinking and communication skills to real-world scenarios.

PO 2: To demonstrate proficiency in crafting innovative communication strategies.

PO 3: To adapt creative communication skills for effective engagement with diverse target audiences.

PO 4: To analyze and shape brand identity and personality through creative communication.

PO 5: To design and implement creative concepts that align with communication objectives.

PO 6: To evaluate the effectiveness of creative communication campaigns and suggest optimizations.

PO 7: To adapt to evolving communication technologies and tools for creative purposes.

PO 8: To engage in research and exploration of creative communication trends and practices.

PO 9: To exhibit social and cultural sensitivity in creative communication practices.

PO 10: To showcase ethical awareness and responsibility in creative communication endeavors.

PO 11: To collaborate effectively within a creative team and foster a culture of innovation.

PO 12: To contribute to positive socio-cultural and environmental change through creative communication strategies.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	2.5	2	2.5	2	1.5	1.5	1	1	1	1	1.5
CO2	3	3	2	3	2.5	2	2	1.5	1.5	1	1.5	2
CO3	2	2	3	3	2	2.5	2	2	1	2	2	2.5
CO4	3	2.5	2	2.5	3	2	1.5	1.5	2	2	1.5	1
CO5	3	2	1.5	3	3	2	2	2	2.5	2	1.5	1
CO6	1.5	1.5	1.5	2	1.5	1	1.5	1.5	1	1	2.5	2.5

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Creative Communication

- What is branding?
- The importance of branding in animation movies
- The role of effective communication in branding
- Elements of a successful brand strategy

Unit 2: Understanding the Target Audience

- Identifying the target audience
- Analyzing consumer behavior and preferences
- Creating a brand narrative that resonates with the target audience

Unit 3: Brand Identity and Personality

- Developing a brand identity and personality
- The use of visual and verbal elements in brand identity
- The role of branding in creating an emotional connection with the audience

Unit 4: Creative Concept Development

- Developing creative concepts that align with the brand and target audience
- The use of storytelling and emotion in branding
- Creating a unique visual and verbal identity for the brand
- Brainstorming and ideation techniques

Unit 5: Brand Management and Execution

- Managing the brand and its assets
- The use of technology and digital tools in brand management
- Turning creative concepts into a tangible animation
- Managing the animation production process and budget

Unit 6: Brand Evaluation and Optimization

- Measuring the effectiveness of branding and communication
- The use of metrics and data to optimize future campaigns
- The role of feedback and iteration in branding and communication
- Identifying areas for improvement and innovation

Suggested Books:

1. "Building a StoryBrand: Clarify Your Message So Customers Will Listen" by Donald Miller
2. "Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands" by Kevin Budelmann and Yang Kim
3. "The Brand Gap: How to Bridge the Distance Between Business Strategy and Design" by Marty Neumeier
4. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
5. "The Art of Pixar: 25th Anniversary" by Amid Amidi

MC_5: Video Editing I

COURSE OUTCOME:

CO 1: To provide a foundational understanding of video editing concepts and principles.

CO 2: To develop proficiency in using video editing tools and techniques.

CO 3: To master audio editing and mixing for video productions.

CO 4: To gain expertise in color correction and grading for enhancing video quality.

CO 5: To explore advanced video editing techniques and creative storytelling.

CO 6: To understand the process of exporting and sharing edited video content.

PROGRAMME OUTCOME:

PO 1: To apply knowledge gained in video editing and related fields to real-world projects.

PO 2: To demonstrate proficiency in using a wide range of video editing tools and software.

PO 3: To exhibit the ability to edit and mix audio effectively for video productions.

PO 4: To excel in color correction and grading for professional video enhancement.

PO 5: To innovate and implement advanced video editing techniques for creative storytelling.

PO 6: To proficiently manage the process of exporting and sharing video projects.

PO 7: To demonstrate a commitment to continuous learning and staying updated with industry trends.

PO 8: To engage in research and development related to video editing and post-production.

PO 9: To promote ethical and responsible video editing practices, adhering to professional standards.

PO 10: To collaborate effectively within a team environment, prioritizing group goals over individual accomplishments.

PO 11: To demonstrate social and cultural awareness while using video editing skills for community and societal betterment.

PO 12: To consider environmental implications and sustainable practices in video editing projects.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2.5	1.5	1	1.5	1	1	1	1.5	1	1	1.5
CO2	1.5	3	2	1.5	2	2	1.5	1.5	1	1.5	1	1
CO3	1.5	2	3	1	1	1	1	1.5	2	1	1	2
CO4	2	2	1	3	2.5	2	1.5	1.5	2	1.5	1	1
CO5	1.5	2	1.5	2	2	2	1.5	3	2.5	2	2	2
CO6	1.5	1.5	1.5	1.5	1.5	3	1	1	1	1	1	1

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Video Editing

- Overview of video editing software
- Basic concepts of video editing
- Introduction to video file formats and codecs

Unit 2: Tools and Techniques of Video Editing

- Exploring the interface of video editing software

- Understanding video timeline and tracks
- Techniques for cutting, trimming and editing clips
- Adding and manipulating transitions, effects and filters

Unit 3: Audio Editing and Mixing

- Understanding audio levels and waveforms
- Techniques for editing and manipulating audio
- Using audio effects and filters
- Mixing audio and video tracks

Unit 4: Color Correction and Grading

- Understanding color theory
- Using color correction tools to adjust white balance, exposure, saturation, and contrast
- Using color grading techniques to create a specific mood or look

Unit 5: Advanced Editing Techniques

- Multi-camera editing
- Keyframing and animation
- Creating motion graphics and titles
- Working with green screens and chroma keying

Unit 6: Exporting and Sharing

- Exporting video files for various formats and platforms
- Understanding compression and bitrate
- Creating and customizing presets
- Sharing and distributing videos online

Recommended book:

1. "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
2. "Adobe Premiere Pro CC Classroom in a Book" by Maxim Jago
3. "Audio Postproduction for Film and Video" by Jay Rose
4. "Color Correction Handbook: Professional Techniques for Video and Cinema" by Alexis Van Hurkman
5. "The Cool Stuff in Premiere Pro: Learn Advanced Editing Techniques to Dramatically Speed Up Your Workflow" by Jarle Leirpoll
6. "Video Made on a Mac: Production and Postproduction Using Apple Final Cut Studio and Adobe Creative Suite" by Richard Harrington

MC_6: Storyboarding

COURSE OUTCOME:

CO 1: To introduce the fundamental concepts and principles of storyboarding, providing a foundational understanding of its role in visual storytelling.

CO 2: To develop proficiency in visual narrative and shot composition techniques, enabling students to effectively convey stories through images and sequences.

CO 3: To guide students in the practical application of storyboarding skills by providing hands-on experience in developing storyboards for various media formats.

CO 4: To explore advanced storyboarding techniques, including dynamic camera angles, pacing, and visual storytelling innovations, to enhance the narrative impact of visual sequences.

CO 5: To foster an understanding of collaboration and communication within the context of storyboarding, emphasizing the role of storyboard artists in the creative process.

CO 6: To keep students updated on emerging trends and technologies in the field of storyboarding, ensuring their knowledge remains current and adaptable to evolving storytelling needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in storyboarding to effectively convey narratives in various visual media, such as film, animation, advertising, and gaming.

PO 2: To demonstrate expertise in visual storytelling, utilizing composition, framing, and sequencing to create compelling and immersive narratives.

PO 3: To employ storyboarding skills to develop and communicate creative ideas, advertising campaigns, and visual concepts effectively, contributing to the success of creative projects.

PO 4: To emerge as collaborative and communicative professionals with a holistic view of the creative process, capable of working seamlessly within multidisciplinary teams.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of visual storytelling, adapting to diverse project requirements and storytelling styles.

PO 6: To uphold ethical standards and professional integrity in the execution of storyboarding projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve storyboarding skills and adapt to evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to storyboarding techniques and visual narratives.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into visual storytelling, fostering meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of storyboarding, contributing to the overall success of creative projects.

PO 12: To leverage storyboarding skills to address socio-cultural and environmental challenges, creating visual narratives that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2.5	2	1.5	2	1.5	1	1	1	1	1
CO2	3	3	3	2	2	2	2	1	1.5	1.5	1	1
CO3	3	3	3	2.5	2.5	2	1.5	1.5	2	2	1	1
CO4	3	3	3	2	2	2	2	1.5	2	2	1.5	1.5
CO5	2	2	2	2	2	2	2	1.5	1.5	1.5	2	2
CO6	1	1	1	2	2	2	2	1.5	1.5	2	2	2

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Storyboarding

- Overview of Storyboarding and its purpose in visual storytelling
- Understanding the elements of a storyboard: panels, shots, angles, and camera movement
- Analyzing and dissecting existing storyboards in films and animations
- Sketching and drawing basic storyboard panels with pencil and paper

Unit 2: Visual Narrative and Shot Composition

- Understanding visual storytelling techniques and narrative structure
- Composing shots for effective storytelling
- Framing and camera angles in storyboarding
- Creating shot sequences and transitions

- Incorporating visual elements to enhance storytelling (e.g., perspective, lighting, props)

Unit 3: Developing a Storyboard

- Creating a narrative and story structure for a storyboard
- Building character and setting design for storyboards
- Developing shot lists and storyboards for a short animation
- Critiquing and refining storyboards through feedback and revision

Unit 4: Advanced Storyboarding Techniques

- Creating dynamic camera movements and angles
- Creating effective transitions between shots in a storyboard
- Storyboarding for different genres: action, comedy, horror, etc.
- Creating a storyboard animatic with sound and music

Book Reference: -

1. Introduction to Storyboarding: Principles and Techniques by Mark Simon
2. The Anatomy of Story: 22 Steps to Becoming a Master Storyteller by John Truby
3. The Writer's Journey: Mythic Structure for Writers by Christopher Vogler
4. Character Design Quarterly: Issue 1 by 3DTotal Publishing
5. Force: Dynamic Life Drawing for Animators by Michael D. Mattesi
6. The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators by Richard Williams
7. The Art of Star Wars: The Force Awakens by Phil Szostak
8. Show Your Work! 10 Ways to Share Your Creativity and Get Discovered by Austin Kleon

MC_7: Graphic Design II

COURSE OUTCOME:

CO 1: To provide students with a comprehensive introduction to the principles and practices of graphic design, establishing a strong foundation in the discipline.

CO 2: To develop students' expertise in typography and layout design, enabling them to create visually engaging and effective design compositions.

CO 3: To guide students in understanding the principles of composition, including the use of color, balance, contrast, and hierarchy, to enhance the visual impact of their designs.

CO 4: To equip students with the skills necessary for print media design, including the creation of marketing collateral, publications, and other print materials.

CO 5: To foster a deep understanding of branding and identity design, enabling students to create cohesive and memorable visual identities for individuals, organizations, and brands.

CO 6: To stay current with industry trends and emerging technologies in graphic design, ensuring that students are prepared to adapt to the evolving needs of the design field.

PROGRAMME OUTCOME:

PO 1: To apply the principles of graphic design to effectively communicate messages and concepts through visual mediums, including digital and print media.

PO 2: To demonstrate advanced skills in typography and layout design, producing aesthetically pleasing and functional visual compositions that meet client and project objectives.

PO 3: To employ composition principles to create visually compelling designs, effectively using color, contrast, balance, and hierarchy to engage audiences.

PO 4: To excel in print media design, producing high-quality marketing materials, publications, and print campaigns that meet industry standards and client expectations.

PO 5: To become proficient in branding and identity design, developing strong visual identities that convey brand values and resonate with target audiences.

PO 6: To uphold ethical standards and professional integrity in graphic design practice, respecting copyright, client needs, and industry best practices.

PO 7: To adopt a lifelong learning mindset, continually enhancing graphic design skills and staying updated with evolving industry tools and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to graphic design techniques and visual communication.

PO 9: To demonstrate cultural and societal awareness, integrating diverse perspectives and cultural influences into graphic design projects to create inclusive and impactful visuals.

PO 10: To strike a balance between personal creative expression and the demands of client work, effectively managing creative autonomy and collaboration within design projects.

PO 11: To excel in teamwork and leadership within design teams, fostering effective collaboration and guiding peers in the art of graphic design to achieve project success.

PO 12: To leverage graphic design skills for social and environmental awareness, creating visuals that address important societal and environmental issues and contribute to positive change in the community and beyond.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2.5	2	2	2.5	2	1.5	1	1	1	1	1

CO2	3	3	3	2	2	2	2	1	1.5	1.5	1	1
CO3	3	3	3	2.5	2.5	2	1.5	1.5	2	2	1	1
CO4	3	3	3	2	2	2	2	1.5	2	2	1.5	1.5
CO5	2	2	2	2	2	2	2	1.5	1.5	1.5	2	2
CO6	1	1	1	2	2	2	2	1.5	1.5	2	2	2

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Print Design

- Print Design Basics using Illustrator
- Designing Flyers, Business Cards, Posters, etc.
- Preparing Files for Print
- Printing Techniques

Unit 2: Package Design

- Package Design Basics
- Colors Application in Printing Process
- Offset Printing
- Materials for Print
- Generating Package Mock-Ups
- Designing for Packaging
- Delivering Printable Files

Unit 3: Print Media Design

- InDesign Fundamentals
- Designing Brochures, Magazines, Tabloids, Books, etc.
- Designing for Large Format Printing
- Preparing Files for Print

Unit 4: Introduction to Ux/UIl Design

- User Experience (UX) Design
- User Interface (UI) Design
- Web Design Fundamentals
- Mobile App Design Fundamentals
- Adobe XD for UX and UI design OR

Book Reference:

1. "Graphic Design School: The Principles and Practice of Graphic Design" by David Dabner, Sandra Stewart, and Eric Zempol
2. "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
3. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau
4. "Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey
5. "Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability" by Steve Krug
6. "The Non-Designer's Design Book" by Robin Williams

SEM-III

MC_8: 2D Animation I

COURSE OUTCOME:

CO 1: To provide students with a comprehensive introduction to the world of digital 2D animation, covering its history, tools, and contemporary applications.

CO 2: To develop students' drawing skills specifically for animation, focusing on the principles of character design, proportion, and anatomy essential for creating animated characters.

CO 3: To instill a deep understanding of the core principles of animation, such as timing, squash and stretch, and anticipation, enabling students to bring life and believability to their animated sequences.

CO 4: To familiarize students with the essential features and functionalities of industry-standard 2D animation software, such as Core Animation, ensuring they can navigate and utilize these tools effectively.

CO 5: To guide students in the process of character design and rigging, enabling them to create versatile and animatable characters suitable for a variety of storytelling needs.

CO 6: To teach students the art of character animation, emphasizing techniques for conveying emotions, personality, and storytelling through the movement of animated characters.

PROGRAMME OUTCOME:

PO 1: To apply the knowledge gained in 2D Animation I to produce engaging and visually compelling 2D animations across various digital media platforms.

PO 2: To demonstrate advanced drawing skills tailored to the specific demands of animation, showcasing mastery in character design, expression, and movement.

PO 3: To employ the principles of animation to create animations that are not only technically proficient but also emotionally resonant and artistically impactful.

PO 4: To effectively utilize industry-standard 2D animation software, such as Core Animation, in professional animation projects, contributing to the success of creative endeavors.

PO 5: To excel in character design and rigging, developing characters that are adaptable, expressive, and capable of conveying complex narratives.

PO 6: To become proficient in character animation, showcasing the ability to bring characters to life with nuanced movement, personality, and storytelling capability.

PO 7: To maintain the highest ethical and professional standards in the creation and distribution of animated content, respecting copyright, client requirements, and industry best practices.

PO 8: To cultivate a lifelong learning mindset, continually improving animation skills and staying abreast of emerging trends and technologies in the field.

PO 9: To engage in research and experimentation related to 2D animation techniques, contributing to the growth of knowledge in the field.

PO 10: To exhibit awareness of societal and cultural issues and incorporate relevant themes and perspectives into animated narratives, fostering connections with diverse audiences.

PO 11: To develop a strong personal and professional identity, balancing individual creative aspirations with the collaborative demands of the animation industry.

PO 12: To excel in teamwork and leadership within animation production teams, facilitating effective collaboration and guiding peers toward achieving excellence in animated storytelling.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1.5	2	2	1	1	1	1.5	1.5	1	1	1

CO2	2	2	3	2	1.5	1.5	1	1.5	2	1	1	1
CO3	2	3	3	2	1.5	2	2	1.5	2	1.5	1.5	1.5
CO4	1.5	1.5	2	3	1.5	2	2	1.5	2	1.5	1.5	1.5
CO5	1	1	1.5	2	3	2	2	1.5	1.5	2	2	2
CO6	1	1	1	1	2	1.5	1.5	2	2	3	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Digital 2D Animation

- Overview of digital 2D animation and its uses
- The history of 2D animation and how it has evolved over time
- Exploring the different types of animation, namely, stop motion, such as traditional, cut-out, and digital animation
- Basic terminology used in digital 2D animation
- Understanding the difference between 2D and 3D animation
- Introduction to the animation software, such as Adobe Animate
- Scope and Application of 2D Animation in current scenario

Unit 2: Drawing for Animation

- Perspective Drawing – 1 Point, 2 Point & 3 Point Perspectives
- Anatomy & Structural Constructions – Humans & Animals
- Light, Shades & Shadows – Tonal Difference & Balance
- Layout & Background Design
- Colors, Palettes and Color Schemes

Unit 3: Principles of Animation

- Slow-In Slow-Out, Anticipation, Squash & Stretch
- Follow Through, Overlapping & Secondary Actions

- Appeal & Solid Drawings
- Arcs, Straight-Ahead & Pose-to-Pose Animation
- Timing, Exaggeration, Staging
- Mass, Volume & Weight
- Acting, Emotions & Expressions

Project Unit 1 to Unit 3: -

1. Bouncing Ball
2. Simple Pendulum
3. Compound Pendulum
4. Pendulum with Ribbon
5. Flag Animation
6. Paper Fall Animation

Unit 4: Working with Core Animation

- Application of the Principles of Animation
- Straight-Ahead & Pose-to-Pose Animation
- Using Key frames and In-Betweens
- Stationary & Progressive Animation, Creating Cycles
- Groups & Symbols, building and using Library.
- Creating & Using Symbols

Unit 5: Character Design and Rigging

- Understanding the importance of character design in 2D animation
- Stylization & Proportions
- Adding Characteristic Traits, Attire and Props
- 2D character rigging process
- Turn-Around,

Unit 6: Character Animation

- Swing Exercise
- Box-Lifting Exercise
- Hammering Exercise
- Skipping Exercise
- Spot Jumping Exercise
- Boat Rowing Exercise

Project Unit 4-6: - Animation of all Exercises from Unit 6

Books Reference: -

1. "The Animator's Survival Kit" by Richard Williams
2. "The Illusion of Life: Disney Animation" by Frank Thomas and Ollie Johnston
3. "Character Animation Crash Course!" by Eric Goldberg.

ME_1: Video Editing II

COURSE OUTCOME:

CO 1: To explore advanced video editing techniques, building upon foundational skills, and enabling students to manipulate video sequences creatively and effectively.

CO 2: To develop mastery in color correction and grading, allowing students to enhance the visual quality and aesthetics of video content to professional standards.

CO 3: To equip students with the knowledge and skills for audio enhancement and mixing, ensuring high-quality soundtracks that complement the visual aspects of video projects.

CO 4: To delve into advanced effects and transitions, enabling students to add visual flair, storytelling nuances, and unique stylistic elements to their video projects.

CO 5: To provide an understanding of project management in video editing, including efficient workflow organization, collaborative editing processes, and export considerations.

CO 6: To stay current with emerging trends, software updates, and industry-standard practices in video editing, ensuring students are well-prepared for the dynamic field.

PROGRAMME OUTCOME:

PO 1: To apply advanced video editing techniques to create polished and impactful video content, suitable for various media platforms, including film, television, web, and social media.

PO 2: To demonstrate expertise in color correction and grading, effectively transforming raw footage into visually appealing and consistent video productions.

PO 3: To employ audio enhancement and mixing skills to ensure a seamless auditory experience that complements and enhances the visual narrative of video projects.

PO 4: To utilize advanced effects and transitions creatively, enhancing storytelling and visual communication in video editing, and adapting to diverse project requirements.

PO 5: To manage video editing projects efficiently, from initial organization and collaborative editing to final export, ensuring timely and successful project completion.

PO 6: To adapt to evolving technologies, software, and industry standards, demonstrating flexibility and adaptability in the ever-changing landscape of video editing.

PO 7: To engage in research and experimentation, contributing to the development of innovative video editing techniques and approaches.

PO 8: To incorporate societal and cultural awareness into video editing, addressing relevant themes and perspectives to connect with diverse audiences effectively.

PO 9: To uphold ethical and professional standards in video editing, including respecting copyright, client needs, and industry best practices.

PO 10: To cultivate a commitment to lifelong learning, continually enhancing video editing skills and staying informed about industry developments.

PO 11: To excel in teamwork and leadership within the context of video editing projects, fostering collaboration and guiding peers to achieve project goals.

PO 12: To leverage video editing skills to address socio-cultural and environmental issues, using visual storytelling to raise awareness and drive positive change within communities and society at large.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	1.5	1	1	1	1.5	1	1	1	1	1	1	1
CO2	1.5	3	1	1	2	1	1	1	1	1	1	1
CO3	1.5	2	3	2	2	1.5	1.5	1.5	1	1	1	1
CO4	2	2	2	3	3	2	2	2	2	1	1	1.5
CO5	2	2	2	3	3	3	2.5	2.5	2	1	1.5	1.5
CO6	2	2	2	2	2	2	2	2	2	2	2	2

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Advanced Editing Techniques

- In-depth exploration of Premiere Pro's timeline features and functionalities.
- Advanced timeline editing techniques, including track targeting and synchronization.
- Precision cutting and trimming using keyboard shortcuts.
- Working with complex sequences and nested timelines.
- Integrating Adobe After Effects with Premiere Pro for advanced motion graphics and visual effects.
- Seamless workflow between the two software applications.

Unit 2: Color Correction and Grading Mastery

- In-depth understanding of color correction tools and scopes.
- Correcting challenging color issues and achieving professional-grade results.
- Advanced color grading techniques to create cinematic looks.
- Utilizing LUTs (Look-Up Tables) and custom presets.
- Streamlining the color correction and grading workflow.
- Collaboration with colorists and industry-standard color grading practices.

Unit 3: Audio Enhancement and Mixing

- Advanced audio editing techniques for precise control.
- Noise reduction, audio restoration, and advanced audio effects.
- Working with multichannel audio and surround sound.
- Advanced audio mixing techniques for professional soundtracks.

Unit 4: Advanced Effects and Transitions

- Advanced green screen and chroma keying techniques.
- Compositing multiple elements into a scene.
- Creating custom transitions and effects using keyframes.
- Utilizing third-party plugins and presets for advanced visual enhancements.

Unit 5: Project Management and Export

- Advanced project organization strategies for complex video projects.
- Collaboration and version control in team environments.
- Advanced export settings and presets for various platforms and delivery formats.
- Exporting for broadcast, web, and mobile devices.
- Review and showcase the skills learned throughout the course.
- Presentation of a portfolio of advanced video editing projects.

ME_2: Digital Art

COURSE OUTCOME:

CO 1: To introduce students to the fundamental principles of digital art, providing a comprehensive understanding of its role in contemporary artistic expression.

CO 2: To develop proficiency in digital painting techniques, enabling students to create visually engaging and conceptually rich artworks.

CO 3: To guide students in the exploration of composition, light, and shadow in digital art, fostering the ability to convey depth, mood, and atmosphere effectively.

CO 4: To facilitate the development of character and environment design skills, allowing students to create compelling and immersive visual narratives.

CO 5: To encourage experimentation and innovation in digital art, exploring emerging technologies and styles to expand creative horizons.

CO 6: To keep students updated on the evolving landscape of digital art, including software tools and industry trends, ensuring their knowledge remains current and adaptable.

PROGRAMME OUTCOME:

PO 1: To apply digital art principles and techniques to create expressive and visually captivating artworks across various media, including digital illustration, concept art, and animation.

PO 2: To demonstrate expertise in digital painting, utilizing a wide range of brushes, textures, and digital tools to bring creative visions to life.

PO 3: To employ digital art skills to craft compositions that effectively communicate emotions, stories, and concepts, contributing to the success of artistic and commercial projects.

PO 4: To emerge as collaborative and communicative artists, capable of working within multidisciplinary creative teams and effectively communicating artistic concepts and ideas.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of digital art, adapting to diverse artistic styles and project requirements.

PO 6: To uphold ethical standards and professional integrity in the creation and sharing of digital art, respecting copyright, cultural sensitivities, and artistic integrity.

PO 7: To cultivate a lifelong learning mindset, continuously improving digital art skills and embracing new technologies and techniques in the ever-evolving digital art field.

PO 8: To contribute to the growth of knowledge in the field by engaging in research, experimentation, and exploration of new artistic avenues in digital art.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into digital art, creating impactful and socially relevant artworks.

PO 10: To develop a unique artistic voice and identity, balancing personal creative aspirations with the demands of the artistic and creative industries.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration with peers and guiding others in the art of digital creation, contributing to successful artistic projects.

PO 12: To leverage digital art skills to address socio-cultural and environmental challenges, creating artworks that inspire awareness, change, and dialogue within communities and society as a whole.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	2	2	1.5	1.5	1	1	1	1	1	1	1
CO2	3	3	3	2	2	2	1.5	1	1	1	1	1
CO3	2	2	2	3	2	2	1.5	1.5	1	1	1	1
CO4	2	2	3	3	1.5	1.5	1.5	2	2	1.5	1.5	1.5
CO5	2.5	2.5	2	2	3	3	2	2	2	1.5	1.5	1.5
CO6	2.5	2.5	3	3	3	2	2	2	2	2	2	2

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Digital Painting

- Overview of digital painting tools, software, and workspace
- Introduction to digital brushes, layers, and blending modes

Unit 2: Digital Painting Techniques

- Understanding color theory and its application in digital painting
- Exploring different brush types, strokes, and textures
- Creating basic shapes, forms, and textures digitally

Unit 3: Composition, Light, and Shadow

- Principles of composition in digital painting
- Understanding light sources and their impact on objects
- Creating realistic shadows, highlights, and lighting effects

Unit 4: Character and Environment Design

- Developing character and creature concepts digitally
- Exploring different styles and approaches to character design
- Creating digital landscapes and environments
- Incorporating perspective, depth, and atmospheric effects

Suggested Books:

1. "Color and Light: A Guide for the Realist Painter" by James Gurney
2. "The Digital Matte Painting Handbook" by David B. Mattingly

SEM-IV

MC_9: 2D Animation II

COURSE OUTCOME:

CO 1: To establish a strong foundation in the principles and techniques of locomotion in 2D animation, providing students with a comprehensive understanding of character movement.

CO 2: To advance students' skills in creating lifelike and expressive character locomotion in 2D animation, emphasizing fluidity, weight, and emotion in movement.

CO 3: To introduce students to the art of creating special effects in 2D animation, including elements such as particle effects, dynamics, and lighting, enhancing their ability to create dynamic and visually captivating animations.

CO 4: To guide students in the development of advanced 2D animation projects and portfolios, allowing them to showcase their proficiency in various animation styles and techniques.

CO 5: To foster an appreciation for creativity and innovation within the field of 2D animation, encouraging students to explore new ways of storytelling and visual expression.

CO 6: To stay current with emerging trends, software, and tools in 2D animation, ensuring that students are well-prepared to adapt to industry changes and advancements.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in 2D animation to create compelling character locomotion sequences for diverse media platforms, including film, television, gaming, and web content.

PO 2: To demonstrate mastery in character animation, with the ability to convey emotions, personalities, and storylines through nuanced and convincing character movements.

PO 3: To utilize special effects techniques effectively in 2D animation, enhancing the visual appeal and storytelling capabilities of animated projects across various genres and styles.

PO 4: To compile a professional portfolio that showcases a diverse range of 2D animation work, demonstrating proficiency in character animation, special effects, and storytelling.

PO 5: To embrace creativity and innovation, pushing the boundaries of traditional 2D animation by experimenting with new techniques, styles, and visual storytelling approaches.

PO 6: To uphold ethical standards in the creation of 2D animation, respecting copyright, intellectual property rights, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve 2D animation skills and adapt to evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to 2D animation techniques and visual storytelling.

PO 9: To demonstrate awareness of societal and cultural issues and incorporate relevant themes and perspectives into 2D animation projects, creating meaningful and resonant narratives.

PO 10: To develop a strong personal and professional identity in the field of 2D animation, balancing individual creative aspirations with the collaborative demands of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of 2D animation, contributing to the overall success of creative projects.

PO 12: To leverage 2D animation skills to address socio-cultural and environmental challenges, creating animated narratives that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	1.5	1	1	1	1	2	2	1.5
CO2	2	3	2	2	1.5	1.5	1	1	1.5	1.5	2.5	2
CO3	2	2	3	2	2	2	1.5	1.5	2	2.5	2	2
CO4	1.5	1.5	1.5	2	2	2	1.5	1.5	2	2.5	3	2
CO5	1	1	1	1	1	1	1	1.5	1.5	1.5	3	2
CO6	1	1	1	1	1	1	2	2	2	2	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Fundamentals Locomotion in 2D Animation

- Boy Walk Cycles – Front, Side, Back
- Girl Walk Cycles – Front, Side, Back
- Man Run Cycle - Front, Side, Back

Unit 2: Advanced Locomotion in 2D Animation

- Eye Blinks
- Expressions
- Mouth-Charts for Lip Sync
- Animating a Dialogue with expressions
- Animating a Character crying
- Animating a Character laughing
- Animating Change of Emotions

Unit 3: Special Effects in 2D

- Introduction to special effects animation (e.g., fire, water, smoke)
- Animating Fire
- Animating Smoke
- Animating Rainfall and Snowfall, Thunders
- Animating Dust

Unit 4: Advanced Project and Portfolio Development

- Planning an Animated Film – Short & Feature
- Understanding Story, Script & Screenplay
- Understanding Use of Camera, Shots, Angles & Continuity
- Development of Storyboards
- Importance and use of Transitions
- Making a Leica Reel
- Developing Animatics
- Developing individual Scenes
- Editing & Rendering final output

Project Unit 1 - 4: - Complete 20 seconds animated short film

MC_10: BASIC OF 3D

COURSE OUTCOME:

CO 1: To introduce the fundamental concepts of 3D animation, providing students with a foundational understanding of the medium and its creative possibilities.

CO 2: To develop proficiency in 3D modeling techniques, enabling students to create detailed and realistic 3D models for animation projects.

CO 3: To guide students in the practical application of 3D animation skills by providing hands-on experience in creating 3D models for various purposes, such as games, films, and simulations.

CO 4: To explore advanced 3D animation techniques, including rigging, texturing, and lighting, to enhance the visual quality and realism of animated sequences.

CO 5: To foster an understanding of collaboration and teamwork within the context of 3D animation, emphasizing the role of 3D artists in the creative process.

CO 6: To keep students updated on emerging trends and technologies in the field of 3D animation, ensuring their knowledge remains current and adaptable to evolving animation needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in 3D animation to create visually captivating and engaging animations across various media platforms.

PO 2: To demonstrate expertise in 3D modeling, utilizing advanced techniques to produce highly detailed and realistic 3D assets for animation projects.

PO 3: To employ 3D animation skills to develop and communicate creative narratives, simulations, and interactive experiences effectively, contributing to the success of multimedia projects.

PO 4: To emerge as collaborative and communicative professionals with a comprehensive understanding of the creative process, capable of collaborating within multidisciplinary teams.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of 3D animation, adapting to diverse project requirements and storytelling styles.

PO 6: To uphold ethical standards and professional integrity in the execution of 3D animation projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve 3D animation skills and adapt to evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to 3D animation techniques, visual effects, and animation trends.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into 3D animations, fostering meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the animation industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of 3D animation, contributing to the overall success of creative projects.

PO 12: To leverage 3D animation skills to address socio-cultural and environmental challenges, creating animations that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1.5	1.5	1	1	1	1	1	1	1
CO2	2	3	3	2	2	1.5	1.5	1	1	1	1	1
CO3	2	3	3	2	2	1.5	1.5	1	1	1	1	1
CO4	1.5	1.5	2	2	2	2	1.5	1.5	1	1	1	1
CO5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	1.5	1.5	2.5	1.5
CO6	1	1	1	1	1.5	1.5	1.5	2	2	2	2	2

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to 3D Modeling

- Understanding the basics of 3D modeling
- Types of 3D models and their applications
- Introduction to 3D modeling software

Unit 2: Modeling Techniques

- Polygon modeling
- NURBS modeling
- Subdivision modeling
- Sculpting techniques

Unit 3: Creating 3D Models

- Creating 3D models from scratch
- Creating 3D models from 2D images
- Creating 3D models from photographs

MC_11: MOTION GRAPHIC I

COURSE OUTCOME:

CO 1: To provide students with a comprehensive introduction to the field of Motion Graphics, including its history, applications, and significance in contemporary media.

CO 2: To develop a solid understanding of design principles specific to Motion Graphics, enabling students to create visually compelling and effective motion graphic compositions.

CO 3: To instruct students in animation techniques and timing, allowing them to produce dynamic and engaging motion graphic sequences.

CO 4: To explore advanced concepts and techniques in Motion Graphics, culminating in a hands-on project that showcases students' proficiency in creating complex motion graphic compositions.

CO 5: To emphasize effective communication and collaboration skills within the context of motion graphic projects, recognizing the importance of teamwork and client interaction.

CO 6: To keep students abreast of emerging trends, software, and technologies in the field of Motion Graphics, ensuring their skills remain relevant and adaptable.

PROGRAMME OUTCOME:

PO 1: To apply foundational Motion Graphics knowledge and skills to create visually engaging and communicative motion graphic content for a variety of media platforms.

PO 2: To demonstrate expertise in design principles unique to Motion Graphics, incorporating typography, color theory, and layout to enhance the visual impact of motion graphic compositions.

PO 3: To execute animation techniques with precision and creativity, showcasing the ability to control timing, transitions, and visual storytelling in motion graphics.

PO 4: To exhibit proficiency in advanced Motion Graphics concepts and techniques, with the capability to develop complex motion graphic projects independently or within a team.

PO 5: To function as effective collaborators and communicators in professional settings, understanding and meeting client expectations while contributing positively to multidisciplinary teams.

PO 6: To foster creativity and innovation in Motion Graphics, exploring new approaches, styles, and technologies to create unique and impactful visual narratives.

PO 7: To uphold ethical standards and professional integrity, respecting copyright, client needs, and industry guidelines in motion graphic projects.

PO 8: To embrace a lifelong learning attitude, continually seeking to expand Motion Graphics skills, adapt to emerging tools and trends, and remain at the forefront of the field.

PO 9: To engage in research and experimentation related to Motion Graphics, contributing to the development of new techniques, styles, and industry knowledge.

PO 10: To demonstrate awareness of cultural and societal dynamics, integrating relevant themes and perspectives into motion graphic storytelling to connect with diverse audiences.

PO 11: To develop a professional identity that balances personal creative aspirations with the collaborative demands of the Motion Graphics industry, exhibiting leadership and teamwork skills.

PO 12: To leverage Motion Graphics expertise to address socio-cultural and environmental issues, creating motion graphic narratives that raise awareness and promote positive change within society and communities.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	2	2	2	2	1.5	1.5	1	1	1	1	1	1
CO2	3	3	3	3	2	2	1.5	1.5	1	1	1	1
CO3	3	3	3	3	2.5	2	1.5	1.5	1	1	1	1
CO4	2	2	2	2	2	2	2	2	1.5	1.5	2	2
CO5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	2	2	3	3
CO6	1	1	1	1	1	1	2.5	2.5	2.5	2.5	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Motion Graphics

- What is Motion Graphics?
- History and evolution of Motion Graphics
- Principles and aesthetics of Motion Graphics
- Tools and software for Motion Graphics
- Understanding the role of Motion Graphics in various industries

Unit 2: Design Principles for Motion Graphics

- Fundamentals of graphic design for motion
- Layout and composition techniques
- Color theory and color schemes in Motion Graphics
- Typography and kinetic typography
- Creating visually appealing and engaging designs for motion

Unit 3: Animation Techniques and Timing

- Animation principles for Motion Graphics
- Keyframe animation and easing
- Timing and pacing in Motion Graphics
- Using motion to convey ideas and emotions
- Exploring different types of transitions and effects

Unit 4: Advanced Motion Graphics and Project Work

- Advanced animation techniques (e.g., character animation, 3D motion)
- Incorporating visual effects and compositing in Motion Graphics
- Sound design and synchronization with motion
- Creating a comprehensive Motion Graphics project

Project work: Applying learned concepts and techniques to create a final Motion Graphics piece

SEM V

MC_12: Advance 3D Modelling

COURSE OUTCOME:

CO 1: To establish a solid understanding of the foundational concepts and principles of advanced 3D modeling, providing students with a comprehensive overview of the field.

CO 2: To develop advanced skills in hard surface modeling, enabling students to create intricate 3D models of non-organic objects with precision and creativity.

CO 3: To master the art of advanced organic modeling, equipping students with the expertise to create lifelike 3D characters, creatures, and organic forms.

CO 4: To guide students in the practical application of advanced 3D modeling techniques by facilitating hands-on experience in creating complex 3D assets for various industries and media.

CO 5: To foster an understanding of advanced project management and portfolio development, emphasizing the importance of presenting 3D modeling work effectively for career advancement.

CO 6: To keep students updated on emerging trends and technologies in the field of advanced 3D modeling, ensuring their knowledge remains current and adaptable to evolving industry demands.

PROGRAMME OUTCOME:

PO 1: To apply advanced 3D modeling techniques to create highly detailed and visually appealing 3D assets for industries such as animation, gaming, product design, and visual effects.

PO 2: To demonstrate mastery in hard surface modeling, using precision and creativity to develop complex non-organic 3D models that meet industry standards.

PO 3: To exhibit proficiency in advanced organic modeling, producing realistic 3D characters and organic forms that evoke emotional engagement and storytelling.

PO 4: To employ advanced 3D modeling skills in professional projects and collaborative settings, contributing to the successful completion of multidisciplinary creative endeavors.

PO 5: To expand creative thinking and problem-solving abilities in the realm of advanced 3D modeling, adapting to diverse project requirements and artistic styles.

PO 6: To uphold ethical standards and professional integrity in 3D modeling work, respecting intellectual property rights, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve 3D modeling skills and staying abreast of evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to advanced 3D modeling techniques and applications.

PO 9: To demonstrate awareness of societal and cultural contexts and the ability to incorporate relevant themes and perspectives into 3D modeling projects, fostering meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual artistic aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in advanced 3D modeling techniques, contributing to the overall success of creative projects.

PO 12: To leverage advanced 3D modeling skills to address socio-cultural and environmental challenges, creating 3D narratives and visualizations that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	3	1.5	1	1	1	1	1	1	1
CO2	3	3	3	3	2	1.5	1.5	1	1	1	1	1
CO3	3	3	3	3	3	2	2	1.5	1	1	1	1.5
CO4	2	2	2	2	2	2	2	1.5	1	1	1	1.5
CO5	1	1	1	1	2	2	2	1.5	1.5	1.5	2	2
CO6	1	1	1	1	2	2	2	1.5	1.5	1.5	2	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Foundations of Advanced 3D Modelling

- Review of basic 3D modeling concepts and terminology

- Overview of advanced 3D modeling software (Autodesk Maya)
- Understanding different modeling techniques (polygon, NURBS, subdivision, sculpting)
- Advanced polygon modeling: Edge loops, bevels, and extrusions
- Creating intricate organic shapes with sculpting techniques

Unit 2: Advanced Hard Surface Modelling

- Mastering advanced hard surface modeling techniques
- Creating detailed mechanical and industrial objects
- Applying advanced modifiers and procedural modeling
- Model optimization and efficient topology for animation and rendering
- Working with symmetry and instancing for complex models
- Creating realistic textures and materials for hard surface models

Unit 3: Advanced Organic Modeling

- Exploring advanced organic modeling workflows
- Creating characters, creatures, and organic environments
- Using reference and anatomy studies for realistic organic modeling
- Cloth and clothing modeling techniques

Unit 4: Advanced Project and Portfolio Development

- Planning and pre-production for an advanced 3D modeling project
- Individual project development with regular feedback and critiques
- Finalizing the 3D modeling project
- Reviewing and refining models

A professional 3D modeling portfolio showcasing the progress and growth throughout the course

ME_3: BASIC OF COMPOSITING

COURSE OUTCOME:

CO 1: To provide an introduction to the principles and concepts of computer graphics (CG) compositing, offering a foundational understanding of its role in visual effects and motion graphics.

CO 2: To develop proficiency in compositing fundamentals, enabling students to effectively integrate and manipulate visual elements, such as images, videos, and 3D assets, within a digital composition.

CO 3: To guide students in mastering keying and matte painting techniques, allowing them to create convincing visual effects, seamlessly integrate characters into digital environments, and enhance the realism of digital scenes.

CO 4: To explore advanced compositing techniques, including color grading, motion tracking, and visual effects integration, to elevate the quality and impact of digital compositions.

CO 5: To foster an understanding of collaboration and communication within the context of compositing, emphasizing the role of compositors in the post-production process.

CO 6: To keep students updated on emerging trends and technologies in the field of compositing with After Effects, ensuring their knowledge remains current and adaptable to evolving visual effects needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in compositing to create visually stunning and realistic visual effects, motion graphics, and digital compositions for various media formats.

PO 2: To demonstrate expertise in compositing, utilizing digital manipulation, layering, and blending techniques to produce compelling and seamless visual narratives.

PO 3: To employ compositing skills to develop and communicate creative visual concepts, enhancing the visual quality and storytelling impact of digital projects.

PO 4: To emerge as collaborative and communicative professionals with a comprehensive understanding of the post-production workflow, capable of working effectively within production teams.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of visual effects and compositing, adapting to diverse project requirements and visual styles.

PO 6: To uphold ethical standards and professional integrity in the execution of compositing projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve compositing skills and adapt to evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to compositing techniques and visual effects.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into visual compositions, fostering meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of compositing, contributing to the overall success of digital projects.

PO 12: To leverage compositing skills to address socio-cultural and environmental challenges, creating visual narratives that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1.5	1	1	1	1	1	1	1	1
CO2	3	3	2	1.5	1.5	1	1	1	1	1	1	1
CO3	1.5	1.5	1.5	2	2	1.5	1	1	1	1	1	1
CO4	2	2	2	2.5	2.5	2	1.5	1.5	1	1	1	1
CO5	1.5	1.5	1.5	1.5	2	2	2	2	1.5	1.5	1.5	1.5
CO6	1	1	1	1	1.5	1.5	2	2	1.5	1.5	2	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to CG Compositing

- Understanding what compositing is
- Types of compositing
- Overview of the compositing process
- Compositing software overview

Unit 2: Compositing Fundamentals

- Understanding color theory
- Image formats and resolutions
- Image acquisition and processing
- Digital compositing workflow

Unit 3: Keying and Matte Painting

- Understanding keying and its applications
- Types of keying methods
- Matte painting techniques
- Solving common keying and Painting issues

ME_4: 3D Texturing

COURSE OUTCOME:

CO 1: To introduce the fundamental concepts and techniques of 3D texturing, providing a foundational understanding of its role in creating realistic and visually engaging 3D models.

CO 2: To develop proficiency in UV mapping, enabling students to efficiently unwrap and texture 3D models, ensuring proper placement and alignment of textures.

CO 3: To guide students in creating textures using Autodesk Maya, giving them hands-on experience in generating textures for various 3D objects and scenes.

CO 4: To instruct students in creating textures using ZBrush, focusing on sculpting and painting techniques to enhance the visual quality of 3D models.

CO 5: To teach students how to create textures using Substance Painter, emphasizing the use of procedural and bitmap textures to achieve photorealistic results.

CO 6: To explore working with materials in 3D texturing, including the application of shaders, bump maps, normal maps, and other material properties to enhance texture realism and detail.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in 3D texturing to create visually stunning and realistic textures for various 3D models, scenes, and environments.

PO 2: To demonstrate expertise in UV mapping, efficiently unwrapping and texturing 3D models to achieve accurate and visually appealing results.

PO 3: To employ 3D texturing skills using Autodesk Maya, ZBrush, and Substance Painter to develop high-quality textures for gaming, animation, and visual effects projects.

PO 4: To emerge as collaborative and communicative professionals, capable of effectively working within interdisciplinary teams in the 3D modeling and animation industry.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of 3D texturing, adapting to diverse project requirements and artistic styles.

PO 6: To uphold ethical standards and professional integrity in the execution of 3D texturing projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve 3D texturing skills and staying updated with evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to advanced 3D texturing techniques and materials.

PO 9: To demonstrate awareness of societal and cultural issues, incorporating relevant themes and cultural nuances into 3D texturing projects, fostering meaningful connections with diverse audiences.

PO 10: To develop a strong personal and professional identity that balances individual artistic aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of 3D texturing, contributing to the overall success of creative projects.

PO 12: To leverage 3D texturing skills to address socio-cultural and environmental challenges, creating visual narratives that promote awareness and positive change within communities and society as a whole.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	2	1.5	2	1	1	1	1	1	1	1	1
CO2	3	3	2	1.5	1.5	1	1	1	1	1	1	1
CO3	1.5	1.5	1.5	1.5	1.5	1	1	1	1	1	1.5	1.5
CO4	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1	1	1	1.5	1.5
CO5	1	1	1.5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	3
CO6	1	1	1.5	1.5	1.5	1.5	1.5	1.5	1.5	2	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to 3D Texturing

- Understanding the basics of 3D texturing
- Types of 3D textures and their applications
- Introduction to Maya, ZBrush, and Substance Painter

Unit 2: UV Mapping

- Understanding UV mapping
- UV mapping in Maya
- UV mapping in ZBrush
- UV mapping in Substance Painter

Unit 3: Creating Textures in Maya

- Introduction to Maya's texturing tools
- Creating and manipulating textures in Maya
- Texture painting in Maya

Unit 4: Creating Textures in ZBrush

- Introduction to ZBrush's texturing tools
- Creating and manipulating textures in ZBrush
- Texture painting in ZBrush

Unit 5: Creating Textures in Substance Painter

- Introduction to Substance Painter's texturing tools
- Creating and manipulating textures in Substance Painter
- Texture painting in Substance Painter

Unit 6: Working with Materials

- Introduction to materials in Maya, ZBrush, and Substance Painter
- Creating custom materials
- Applying and manipulating materials

Unit 7: Texturing for Characters

- Understanding the importance of character texturing
- Texturing techniques for characters
- Texturing using reference images

Unit 8: Industry Applications

- Applications of 3D texturing in various industries
- Use of 3D texturing in architecture
- Use of 3D texturing in product design
- Use of 3D texturing in animation and game development

ME_5: UI UX Design

COURSE OUTCOME:

CO 1: To introduce the fundamental principles and concepts of UI/UX design, providing a foundational understanding of the discipline and its role in creating user-centric digital experiences.

CO 2: To develop proficiency in user interface (UI) design, enabling students to create visually appealing and functional digital interfaces that meet user needs and expectations.

CO 3: To foster expertise in user experience (UX) design, equipping students with the skills to design intuitive, efficient, and enjoyable user journeys and interactions.

CO 4: To guide students in the practical application of UI/UX design principles for mobile and web platforms, emphasizing responsive and adaptive design techniques.

CO 5: To familiarize students with essential design tools and techniques, enabling them to create and prototype UI/UX designs effectively.

CO 6: To assist students in building a professional portfolio that showcases their UI/UX design skills and demonstrates their ability to solve real-world design challenges.

PROGRAMME OUTCOME:

PO 1: To apply UI/UX design principles and techniques to create user-centric digital products and experiences, meeting user needs and enhancing usability.

PO 2: To demonstrate expertise in UI design, utilizing typography, color theory, layout, and visual hierarchy to create visually appealing and functional interfaces.

PO 3: To exhibit proficiency in UX design, conducting user research, creating user personas, and designing user journeys and wireframes that optimize user interactions.

PO 4: To specialize in mobile and web design, applying responsive and adaptive design strategies to ensure optimal user experiences across different devices and screen sizes.

PO 5: To utilize design tools and software effectively, enabling the creation of high-quality UI/UX designs and interactive prototypes.

PO 6: To develop a comprehensive and compelling portfolio that showcases a range of UI/UX design projects and highlights problem-solving skills and design thinking.

PO 7: To uphold ethical standards and user-centered design principles, prioritizing user privacy, accessibility, and inclusivity in all UI/UX design projects.

PO 8: To embrace a commitment to lifelong learning, staying current with emerging UI/UX design trends, technologies, and tools to adapt to the evolving field.

PO 9: To engage in research and experimentation in UI/UX design, contributing to the advancement of knowledge and innovation in the discipline.

PO 10: To demonstrate awareness of cultural and societal factors that influence user preferences and behaviors, creating UI/UX designs that resonate with diverse audiences.

PO 11: To exhibit leadership and teamwork skills, collaborating effectively with multidisciplinary teams and guiding peers in the UI/UX design process.

PO 12: To leverage UI/UX design skills to address socio-cultural and environmental challenges, designing digital solutions that promote positive change and enhance the well-being of users and communities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	2	2	1.5	1.5	1.5	1	1
CO2	2	3	2.5	2.5	2	2	2	1.5	1.5	1.5	1	1
CO3	2	2	2	2	2	2	2	1.5	1.5	1.5	1	1
CO4	2	2	2	2	3	3	2	2	2	1.5	1.5	1.5
CO5	1.5	1.5	1.5	1.5	3	3	3	3	2.5	2	2	2
CO6	1	1	1.5	1.5	3	3	3	3	2.5	2	2	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

A Satyam Roychowdhury initiative

SCHOOL OF MEDIA COMMUNICATION DESIGN AND ARTS
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
Bachelor of Science in Animation and Graphic

Unit 1: Introduction to UI/UX Design

- Definition and importance of UI (User Interface) and UX (User Experience) design.
- Overview of the design process and its role in product development.
- Understanding user-centered design principles.
- User research methods and user personas.
- Introduction to design software such as Adobe XD, Sketch, and Figma.
- Setting up design workspaces and tools.

Unit 2: User Interface (UI) Design

- Principles of layout design and visual hierarchy.
- Grid systems and responsive design.
- Typography best practices for web and mobile applications.
- Color theory and its application in UI design.
- Designing icons and visual elements for user interfaces.
- Consistency and branding in UI design.

Unit 3: User Experience (UX) Design

- Organizing content and navigation for optimal user experience.
- Creating sitemaps and user flow diagrams.
- Designing intuitive and user-friendly interactions.
- Prototyping and wireframing for user testing.
- Conducting usability tests and user feedback sessions.
- Iterative design based on user insights.

Unit 4: Mobile and Web Design

- Principles of mobile app UI/UX design.
- Responsive design considerations for various screen sizes.
- Designing user-friendly websites.
- Web accessibility and best practices.
- UI/UX design considerations for e-commerce platforms.
- Checkout process optimization.

Unit 5: Design Tools and Portfolio Development

- Advanced use of design and prototyping tools.
- Building interactive prototypes.
- Creating a professional UI/UX design portfolio.
- Presenting and showcasing design projects.
- Exploring career paths in UI/UX design.
- Staying updated with industry trends and emerging technologies.

SEM-VI

MC_13: DIGITAL SCULPTING

COURSE OUTCOME:

CO 1: To provide students with a foundational understanding of digital sculpting, introducing them to the principles and tools of this creative medium.

CO 2: To develop proficiency in anatomy and reference utilization, enabling students to create realistic and aesthetically pleasing digital sculptures.

CO 3: To guide students in the practical application of digital sculpting techniques, particularly in the context of character design and sculpting for various artistic and entertainment purposes.

CO 4: To explore advanced digital sculpting techniques, including intricate detailing, texture mapping, and dynamic posing, to enhance the depth and realism of their sculptural creations.

CO 5: To encourage collaboration and effective communication among digital sculptors, emphasizing their role in contributing to broader artistic and creative projects.

CO 6: To keep students updated on emerging trends and technologies in digital sculpting, ensuring they remain adaptable and well-informed in this evolving field.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques of digital sculpting to create visually captivating and technically proficient 3D sculptures for a variety of artistic, gaming, and multimedia applications.

PO 2: To demonstrate expertise in anatomy, proportion, and reference utilization, enabling the creation of highly realistic and aesthetically pleasing digital sculptures.

PO 3: To employ digital sculpting skills in character design and sculpting projects, contributing to the development of compelling and memorable characters for animations, games, and films.

PO 4: To emerge as collaborative and communicative professionals capable of seamlessly integrating their digital sculpting expertise within interdisciplinary creative teams.

PO 5: To expand creative thinking and innovative problem-solving abilities in digital sculpting, adapting to diverse project requirements and artistic styles.

PO 6: To uphold ethical standards and professional integrity in digital sculpting projects, respecting intellectual property rights and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously improving digital sculpting skills and staying abreast of evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field through research and experimentation in advanced digital sculpting techniques and technologies.

PO 9: To demonstrate awareness of societal and cultural themes, incorporating relevant perspectives into digital sculpting projects that engage and resonate with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with collaborative expectations within the digital sculpting industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration, mentoring peers, and guiding digital sculpting projects to successful completion.

PO 12: To leverage digital sculpting skills to address socio-cultural and environmental challenges, creating sculptural narratives that promote awareness, empathy, and positive change within communities and society as a whole.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	2	1.5	1.5	1	1	1.5	1	1	1	1	1	1
CO2	2	2	2	2.5	1.5	1.5	1.5	1.5	1	1	1	1
CO3	2	2	3	2.5	2	2	2	1.5	1.5	1	1	1
CO4	2	2	2	2	2	2	2	1.5	1.5	1.5	1.5	1.5
CO5	1.5	1.5	1.5	2	2	2	2	2	2	2	2.5	3
CO6	1	1	1	1.5	1.5	2	2	2	2	2.5	2.5	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit1: Introduction to Digital Sculpting

- Introduction to digital sculpting and its applications
- Overview of industry-standard digital sculpting software e.g., ZBrush
- Understanding brushes and strokes
- Sculpting simple shapes and forms

Unit 2: Anatomy and Reference

- Importance of anatomical knowledge in digital sculpting and using anatomical reference materials
- Blocking out human and creature forms
- Sculpting facial features
- Sculpting hands and feet

Unit 3: Character Design and Sculpting

- Sculpting stylized characters
- Sculpting clothing and accessories
- Adding character personality and expression
- Dynamic posing and composition
- Texturing and painting digital sculptures
- Rendering and presenting characters

Unit 4: Advanced Sculpting Techniques

- Advanced detailing and texturing
- Sculpting hair, fur, and feathers
- Environmental and prop sculpting
- Introduction to 3D printing considerations
- Portfolio development and presentation

Final project: Create a detailed digital sculpture or character

ME_6: Lighting and Rendering

COURSE OUTCOME:

CO 1: To provide students with a foundational understanding of 3D lighting principles, introducing concepts essential for creating visually appealing and realistic 3D scenes.

CO 2: To develop advanced lighting techniques and strategies that enable students to enhance the visual impact and storytelling capabilities of 3D environments.

CO 3: To introduce students to the fundamentals of 3D rendering, including the underlying technology, software tools, and rendering pipeline.

CO 4: To instruct students in the art of lighting and shading for 3D rendering, allowing them to achieve realistic materials, textures, and lighting effects in their 3D scenes.

CO 5: To guide students in the process of rendering and finalizing 3D scenes, emphasizing the importance of optimization, post-processing, and output for various media and platforms.

CO 6: To keep students updated on emerging technologies and trends in the field of lighting and rendering, ensuring their knowledge remains current and adaptable to evolving industry demands.

PROGRAMME OUTCOME:

PO 1: To apply the principles of 3D lighting and rendering to create visually stunning and immersive 3D scenes for various industries, including animation, gaming, architecture, and product design.

PO 2: To demonstrate expertise in advanced lighting techniques, including global illumination, ray tracing, and HDR rendering, to elevate the quality and realism of 3D visualizations.

PO 3: To employ 3D rendering skills to develop and communicate creative concepts, architectural visualizations, product prototypes, and animated narratives effectively, contributing to the success of diverse projects.

PO 4: To emerge as collaborative and communicative professionals capable of working seamlessly within multidisciplinary teams, understanding the crucial role of lighting and rendering in the overall creative process.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of 3D lighting and rendering, adapting to diverse project requirements and visual styles.

PO 6: To uphold ethical standards and professional integrity in the execution of lighting and rendering projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve lighting and rendering skills and staying abreast of evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to lighting and rendering techniques, software, and hardware.

PO 9: To demonstrate awareness of societal and cultural influences on lighting and rendering choices, incorporating relevant themes and perspectives into visual creations that resonate with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of lighting and rendering, contributing to the overall success of creative projects.

PO 12: To leverage lighting and rendering skills to address socio-cultural and environmental challenges, creating visual narratives that promote awareness, education, and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2.5	2.5	2	2	1.5	1.5	1.5	1	1	1	1
CO2	3	3	3	2.5	2	2	2	1.5	1.5	1	1	1
CO3	2	2	2	2.5	2	2	2	2	2	1	1	2
CO4	2	2	2	2.5	2.5	2.5	2	2	2	1.5	1.5	2
CO5	1	1	1	2.5	2.5	2.5	2.5	2	2	2	2.5	3
CO6	1	1	1	2.5	2.5	2.5	2.5	2.5	2	2	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to 3D Lighting

- Basics of 3D lighting
- Importance of lighting in 3D animation
- Types of lighting techniques
- Principles of good lighting
- Light and color theory

Unit 2: Advanced Lighting Techniques

- Global illumination

- High dynamic range (HDR) lighting
- Advanced shadow techniques
- Light linking
- Combining lighting and texturing in 3D scenes
- Troubleshooting common lighting and texturing problems

Unit 3: Introduction to 3D Rendering

- Understanding the basics of 3D rendering and compositing
- Overview of the rendering process and its importance in 3D graphics
- Exploring different rendering engines (e.g., Arnold, V-Ray)
- Setting up rendering parameters and quality settings

Unit 4: Lighting and Shading for 3D Rendering

- Using HDRI and IBL for realistic lighting
- Advanced shading techniques for realistic materials
- Understanding shaders and material properties
- Texture mapping for 3D models and surfaces

Unit 5: Rendering and Finalizing 3D Scenes

- Rendering complex scenes with multiple objects and materials
- Optimizing rendering settings for efficiency
- Understanding render passes for post-processing
- Advanced rendering features (e.g., global illumination, caustics)
- Rendering animations and managing motion blur
- Troubleshooting common rendering issues.

ME_7: ADVANCED COMPOSITING

COURSE OUTCOME:

CO 1: To provide students with a comprehensive understanding of layering and blending techniques, enabling them to create complex visual compositions by merging multiple elements seamlessly.

CO 2: To develop proficiency in color correction and grading, allowing students to manipulate and enhance the visual aesthetics of composited footage to match desired moods and tones.

CO 3: To guide students in the integration of 3D elements into live-action footage, expanding their capabilities to create immersive and visually captivating scenes.

CO 4: To explore advanced special effects and compositing techniques, empowering students to achieve stunning visual effects that elevate the storytelling in film, animation, and visual media.

CO 5: To foster effective communication and collaboration skills, emphasizing the role of compositors in the post-production pipeline and their interaction with other creative professionals.

CO 6: To keep students abreast of emerging technologies and industry trends in the field of advanced compositing, ensuring they remain adaptable and innovative in their work.

PROGRAMME OUTCOME:

PO 1: To apply layering and blending techniques learned in advanced compositing to create visually engaging and cohesive compositions in film, animation, and visual media.

PO 2: To demonstrate expertise in color correction and grading, enhancing the visual quality of footage and contributing to the overall aesthetic excellence of creative projects.

PO 3: To integrate 3D elements seamlessly into live-action footage, expanding creative possibilities and producing captivating visual experiences.

PO 4: To employ advanced special effects and compositing techniques effectively, adding value to storytelling and pushing the boundaries of visual creativity in various media formats.

PO 5: To emerge as collaborative and communicative professionals who understand their pivotal role in the post-production process and can effectively contribute to the realization of creative visions.

PO 6: To expand creative thinking and problem-solving abilities in the domain of advanced compositing, adapting to diverse project requirements and pushing the boundaries of visual storytelling.

PO 7: To uphold ethical standards and professional integrity in the execution of compositing projects, respecting copyright, client needs, and industry best practices.

PO 8: To cultivate a lifelong learning mindset, continuously seeking to improve compositing skills and staying updated with the latest technologies and trends in the industry.

PO 9: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to advanced compositing techniques and visual effects.

PO 10: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into compositing work, fostering meaningful connections with audiences.

PO 11: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry.

PO 12: To leverage advanced compositing skills to address socio-cultural and environmental challenges, creating visual narratives and effects that promote awareness, empathy, and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

CO1	3	2	2	1.5	1.5	1	1	1	1	1	1	1
CO2	2	3	2.	1.5	1.5	1.5	1	1	1	1	1	1
CO3	2	2	2	2	2	2	1.5	1.5	1	1	1	1
CO4	1.5	1.5	2	2	1.5	1.5	1.5	1.5	1.5	2	2	2
CO5	1	1	1.5	1.5	1.5	1.5	1.5	2	2	2	2	3
CO6	1	1	1	1.5	1.5	1.5	1.5	2	2	2	2.5	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Layering and Blending

- Layering techniques
- Alpha channels and their applications
- Blending modes and their applications
- Layer organization and management

Unit 2: Color Correction and Grading

- Understanding color correction
- Color grading techniques
- Color matching and balancing
- Color correction workflow

Unit 3: 3D Integration

- Understanding 3D integration
- 3D tracking techniques
- 3D camera integration
- 3D object integration

Unit 4: Special Effects and Compositing Techniques

- Special effects techniques
- Particle systems and their applications
- Motion graphics techniques

- Compositing with CGI elements

SEM-VII

MC_14: Rigging and Animation

COURSE OUTCOME:

CO 1: To provide students with a comprehensive introduction to 3D rigging, enabling them to understand the fundamental concepts and principles of rigging in the context of animation.

CO 2: To develop expertise in joint placement and hierarchy, allowing students to create well-structured and functional character rigs that facilitate realistic movement and expression.

CO 3: To guide students in the practical application of rigging skills by teaching them how to create control rigs that simplify the animation process and enhance creative control.

CO 4: To explore animation techniques, including keyframe animation, dynamics, and character performance, enabling students to bring characters and objects to life through movement.

CO 5: To equip students with the knowledge and skills necessary for working with core animation principles, such as timing, spacing, and easing, to create smooth and compelling animated sequences.

CO 6: To keep students updated on emerging trends and technologies in the field of rigging and animation, ensuring their knowledge remains current and adaptable to evolving animation needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles of 3D rigging and animation to effectively bring characters, objects, and environments to life in various media, including film, gaming, and virtual reality.

PO 2: To demonstrate proficiency in joint placement and hierarchy, ensuring that character rigs are anatomically accurate and optimized for realistic and expressive movement.

PO 3: To create control rigs that enhance the animation workflow and enable precise character performance, contributing to the success of animation projects.

PO 4: To master a range of animation techniques, including character acting, physics-based motion, and special effects, providing versatility in storytelling through animation.

PO 5: To utilize core animation principles to craft animations that convey emotion, narrative depth, and visual appeal, engaging and resonating with diverse audiences.

PO 6: To uphold ethical standards and professional integrity in the execution of rigging and animation projects, respecting intellectual property rights and industry best practices.

PO 7: To embrace a continuous learning mindset, actively seeking opportunities to enhance rigging and animation skills, stay updated on industry advancements, and adapt to evolving technologies.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to rigging and animation techniques, pushing the boundaries of creative expression.

PO 9: To exhibit awareness of societal and cultural contexts, incorporating relevant themes and perspectives into animations that resonate with audiences and promote meaningful connections.

PO 10: To develop a strong professional identity that balances individual artistic aspirations with the collaborative expectations of the animation industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration with animators, directors, and other professionals, contributing to the success of animation projects.

PO 12: To leverage rigging and animation skills to address socio-cultural and environmental challenges, creating animations that raise awareness and inspire positive change within communities and society at large.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	2	2	2	2	1.5	1.5	1	1	1	1	1	1
CO2	3	3	3	3	2	2	1.5	1.5	1	1	1	1
CO3	3	3	3	3	2.5	2	1.5	1.5	1	1	1	1
CO4	2	2	2	2	2	2	2	2	1.5	1.5	2	2
CO5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	2	2	3	3
CO6	1	1	1	1	1	1	2.5	2.5	2.5	2.5	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

A Satyam Roychowdhury initiative

SCHOOL OF MEDIA COMMUNICATION DESIGN AND ARTS
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
Bachelor of Science in Animation and Graphic

Slightly Correlated: 1

Unit 1: Introduction to 3D Rigging

- Understanding the basics of 3D rigging and animation
- Types of rigs and their applications
- Overview of the animation process

Unit 2: Joint Placement and Hierarchy

- Creating a skeleton structure
- Adjusting joint positions and orientations
- Understanding skinning and weighting
- Creating and manipulating skin weights
- Painting skin weights
- Working with IK FK Solvers.
- Solving common skinning issues

Unit 3: Creating Control Rigs

- Understanding control rigs
- Creating basic control rigs
- Advanced control rigging techniques

Unit 4: Animation Techniques

- Understanding keyframe animation
- Using the animation timeline
- Creating animation curves
- Creating and manipulating poses

Unit 5: Working with Core Animation

- Understanding how to use the principle of squash and stretch to create more organic movements (All Principal Of animation)
- Using keyframes to create a smooth animation with proper timing
- Creating a sense of weight and gravity in animations.
- **Assignment: -** Apply Principal Of animation in Non-Living Objects.

2Book Reference on 3D

1. "Learning Autodesk Maya 2022: A Comprehensive Guide to 3D Modeling, Texturing, Lighting, and Animation" by Todd Palamar
2. "ZBrush Character Creation: Advanced Digital Sculpting" by Scott Spencer
3. "Substance Painter Fundamentals" by Wes McDermott
4. "Maya Character Creation: Modeling and Animation Controls" by Chris Maraffi

5. "The Art of Rigging, Second Edition" by Lee Montgomery
6. "Stop Staring: Facial Modeling and Animation Done Right" by Jason Osipa
7. "Animating with Blender: How to Create Short Animations from Start to Finish" by Roland Hess
8. "3D Game Animation For Dummies" by Kelly L. Murdock

ME_8: Project 1

ME_9: Advance Motion Graphic

COURSE OUTCOME:

CO 1: To explore the principles of visual storytelling within the context of motion graphics, providing students with a comprehensive understanding of how to convey narratives through animated visuals.

CO 2: To develop expertise in expressive typography and kinetic type, enabling students to create captivating and impactful text-based animations.

CO 3: To master the creation of dynamic 3D motion graphics, allowing students to design complex and immersive animated scenes and sequences.

CO 4: To advance skills in visual effects and compositing, equipping students with the ability to seamlessly integrate computer-generated elements into live-action footage for stunning visual compositions.

CO 5: To delve into the intricacies of advanced sound design and integration within motion graphics projects, emphasizing the role of audio in enhancing the overall viewer experience.

CO 6: To equip students with the knowledge and skills required to manage and excel in complex motion graphics projects, including project planning, collaboration, and problem-solving.

PROGRAMME OUTCOME:

PO 1: To apply the principles of visual storytelling and motion graphics techniques to create compelling narratives and animations in various media, such as film, advertising, digital media, and interactive applications.

PO 2: To demonstrate proficiency in expressive typography and kinetic type, effectively using text-based animations to convey messages, emotions, and artistic concepts.

PO 3: To showcase mastery in designing dynamic 3D motion graphics, enabling students to create visually engaging and immersive animated environments and scenarios.

PO 4: To excel in the creation of visual effects and compositing, seamlessly integrating computer-generated elements with live-action footage to produce high-quality, visually stunning compositions.

PO 5: To integrate advanced sound design and audio elements effectively into motion graphics projects, enhancing the emotional impact and storytelling capabilities of the animations.

PO 6: To uphold ethical standards and professional integrity in motion graphics projects, respecting copyright, client needs, and industry best practices.

PO 7: To adopt a lifelong learning mindset, continuously improving motion graphics skills and staying current with evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to motion graphics techniques, visual effects, and storytelling.

PO 9: To demonstrate awareness of societal and cultural issues and incorporate relevant themes and perspectives into motion graphics, fostering connections with audiences and promoting meaningful dialogue.

PO 10: To cultivate a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry, serving as a valuable team member.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration within multidisciplinary teams and guiding peers in the creation of motion graphics that meet project goals and objectives.

PO 12: To leverage motion graphics skills to address socio-cultural and environmental challenges, creating animations that raise awareness and inspire positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	1.5	1	1	1	1	2	3
CO2	2	3	2	2	2	1.5	1	1	1	1	2	3
CO3	2	2	3	2	2	1.5	1	1	1	1	2	3
CO4	2	2	3	3	2	1.5	1	1	1	1	2	3
CO5	2	2	2	2	2	2	1	1	1	1	2	3
CO6	2	2	2	2	2	2	1	1	1	1	2	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Visual Storytelling in Motion Graphics

- Advance Pre-Comp Uses
- Advance Scenes and Transitions
- Advance Export Options

Unit 2: Dynamic 3D Motion Graphics

- Advance 3D Elements
- Particle Playground
- Advance Particle Animation

Unit 3: Advanced Visual Effects and Compositing

- Advance Chroma Techniques
- Motion Tracking
- Advance Color Correction
- Advance color Grading

Unit 5: Mastering Complex Motion Graphics Projects

ME_10: Cinematography

COURSE OUTCOME:

CO 1: To provide students with a foundational understanding of cinematography by introducing the basic concepts and principles related to camera technology and operation.

CO 2: To develop proficiency in basic camera movements, allowing students to effectively capture dynamic and visually engaging shots for film and video productions.

CO 3: To impart knowledge about lighting in cinematography, enabling students to manipulate light sources to create mood, atmosphere, and visual impact in scenes.

CO 4: To guide students in the practical application of cinematography techniques by facilitating the shooting of scenes, emphasizing composition, framing, and camera settings.

CO 5: To introduce students to various film formats and their characteristics, helping them make informed decisions about the appropriate format for different cinematic projects.

CO 6: To provide students with hands-on experience in short film production, allowing them to apply their cinematography skills in a real-world context and develop a comprehensive understanding of the filmmaking process.

PROGRAMME OUTCOME:

PO 1: To apply the principles of cinematography to effectively capture and convey narratives in various film and video productions, demonstrating technical proficiency and creative vision.

PO 2: To demonstrate expertise in camera movements, including tracking shots, pans, tilts, and dollies, to create visually compelling sequences that enhance storytelling.

PO 3: To utilize lighting techniques to enhance the visual storytelling aspect of cinematography, effectively using light and shadow to convey mood, emotion, and narrative subtext.

PO 4: To execute successful scene shooting by applying composition and framing techniques, considering camera angles, and adjusting camera settings to achieve the desired visual results.

PO 5: To make informed decisions about film formats, including digital and analog options, and adapt cinematography techniques to suit the chosen format, optimizing image quality and storytelling impact.

PO 6: To engage in the entire process of short film production, from conceptualization to post-production, demonstrating the ability to collaborate effectively within a filmmaking team.

PO 7: To maintain ethical standards and professionalism in cinematography practices, respecting intellectual property rights, industry regulations, and ethical considerations in filmmaking.

PO 8: To embrace a lifelong learning approach, continuously improving cinematography skills and staying updated with evolving technologies and trends in the industry.

PO 9: To contribute to the growth of knowledge in cinematography by engaging in research, experimentation, and innovation related to camera technology and visual storytelling.

PO 10: To demonstrate awareness of societal and cultural aspects, integrating relevant themes and perspectives into cinematic storytelling, and effectively connecting with diverse audiences.

PO 11: To balance individual creative aspirations with collaborative teamwork, excelling in both leadership and cooperation roles within the filmmaking context.

PO 12: To leverage cinematography skills to address socio-cultural and environmental issues through visual narratives, using the medium of film to promote awareness and positive change in society.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	3	2	2	1.5	1.5	1	1	1	1
CO2	3	3	3	3	2	2	2	1.5	1	1	1	1
CO3	2	2	3	2	2	2	2	2	1	1	1	1
CO4	1.5	1.5	2	2	2	2	2	1.5	1.5	1	1	1
CO5	1	1	1	1	1	1.5	1.5	1.5	1.5	1.5	1.5	2
CO6	2	2	1	1	1	1.5	1.5	1.5	2	2	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit I

- Introduction to class & institute structure Safety Briefing Role of the cinematographer Screen clips & short
- film Composition & Framing Frame size terminology *Instructor demo of camera equipment
- Lens Choice Exposure/F-Stop/Shutter/ISO Depth of field Camera operating *Hands-on introduction to camera
- equipment

Unit II

- Composition/Framing exercise, Exposure setting exercise, Camera operating exercise, Focus pulling exercise,
- Camera movement Camera movement example clips Static camera Panning/Tilting Dolly Handheld, Camera movement exercise with stations

Unit III

- Lighting for emotional impact Lighting example clips Discuss lighting terminology & concepts Color Temperature
- Types of lighting units Hands-on introduction to lighting equipment Controlling light Grip equipment Gels Diffusion Soundstage lighting exercises
- Day exterior lighting techniques Bounced/diffused sunlight concepts Screen day exterior lighting example clips *Day exterior lighting exercises

Unit IV

- Shooting & Continuity rules Coverage/covering a scene 180 Degree Line Blocking a scene for camera Hands-on demo: blocking a scene, In-Class Camera & Lighting Concepts Quiz

Unit V

- Different Film Formats (16 min, 35 mm, 70 mm) and aspect ratios. Exposure determination for motion picture camera

Unit VI

- Practical production of a short film

Books/ Reference:

● Cinematography: Theory and Practice - Blain Brown
● Painting with Light - John Alton
● The Five C's of Cinematography - Joseph V. Mascelli
● Grammar of the Film Language - Daniel Arijon
● Lighting for Digital Video and Television - JOHN JACKMAN
Grammar of the Shot - Christopher J Brown
● Deep Focus: Reflection of Indian Cinema - Ray
● ScreenPlay - Syd Field
● Speaking of Films - Satyajit Ray
● Modern Recording Techniques - David Miles Huber
● Indian Broadcasting - H R Luthra

SEM-VIII

MC_15: 3D Animation II

COURSE OUTCOME:

CO 1: To advance the understanding and application of character animation principles, building upon foundational knowledge to create compelling and expressive 3D character animations.

CO 2: To develop advanced locomotion skills in 3D animation, enabling students to create realistic and dynamic character movements, including complex interactions with the environment.

CO 3: To explore and master the creation of special effects in 3D, including particles, simulations, and other visual enhancements, to add depth and realism to animated scenes.

CO 4: To guide students in the development of advanced 3D animation projects and portfolios, allowing them to showcase their skills and creativity in a professional context.

CO 5: To encourage collaboration and communication skills within the context of 3D animation, emphasizing the role of animators in the larger creative process.

CO 6: To stay updated with emerging trends and technologies in 3D animation, ensuring students are well-equipped to adapt to industry changes and innovations.

PROGRAMME OUTCOME:

PO 1: To apply advanced character animation techniques in 3D, creating emotionally engaging and visually impressive character performances across various media formats.

PO 2: To demonstrate expertise in advanced locomotion, providing realistic and engaging character movements within complex 3D environments, such as games and films.

PO 3: To employ special effects skills to enhance visual storytelling, adding depth, excitement, and immersion to 3D animated narratives, advertisements, and visual concepts.

PO 4: To emerge as collaborative and communicative professionals within multidisciplinary teams, understanding the integral role of 3D animators in creative projects.

PO 5: To expand creative thinking and innovative problem-solving abilities, adapting to diverse project requirements and storytelling styles in the dynamic field of 3D animation.

PO 6: To uphold ethical standards and professional integrity, respecting copyright, client needs, and industry best practices in the execution of 3D animation projects.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve 3D animation skills and staying updated with evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to advanced 3D animation techniques and visual narratives.

PO 9: To demonstrate awareness of societal and cultural issues, incorporating relevant themes and perspectives into 3D animated narratives and promoting meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the 3D animation industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of 3D animation, contributing to the overall success of creative projects.

PO 12: To leverage 3D animation skills to address socio-cultural and environmental challenges, creating animated narratives that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1	1	1.5	1.5	1.5	1	1	1	1
CO2	2	2	3	1.5	1.5	1.5	1.5	1.5	1	1	1	1
CO3	2	2	3	2	2	1.5	1.5	1.5	2	2	2	2
CO4	2	2	2	2	2	1.5	1.5	2	2	2	2	2
CO5	1.5	1.5	1.5	1.5	2	2	2	2	2	2	2	2
CO6	1	1	1	1	1.5	1.5	1.5	1.5	1.5	3	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Locomotion in 3D Animation

- Walk Cycles
- Run Cycles
- Horse Walk Cycle

Unit 2: Character Animation

- Eye Blinks
- Expressions
- Mouth-Charts for Lip Sync
- Animating a Dialogue with Facial Expressions

Unit 3: Advanced Animation

- Editing Graph Editor
- Advance IK-FK Controls
- Mass & Weight Distribution
- Anticipation, Cushioning and Settling Action

MC_16: DYNAMIC SIMULATION

COURSE OUTCOME:

CO 1: To provide an introductory understanding of Maya Dynamics, enabling students to grasp the foundational concepts and principles of dynamic simulations in 3D computer graphics.

CO 2: To develop proficiency in using Maya's Nucleus and nParticles systems for creating realistic dynamic effects, including fluid and particle simulations.

CO 3: To guide students in mastering cloth and soft body simulations within Maya, allowing them to create lifelike fabric and deformable objects for animation and visual effects.

CO 4: To explore the intricacies of rigid body dynamics and constraints in Maya, equipping students with the skills to simulate realistic physics-based interactions and collisions.

CO 5: To introduce fluid simulation techniques in Maya and provide opportunities for students to apply these skills in practical projects, enhancing their understanding of fluid dynamics.

CO 6: To challenge students with final projects that integrate all aspects of dynamic simulation, enabling them to showcase their ability to create complex and engaging simulations in a real-world context.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in dynamic simulation to create compelling 3D animations, visual effects, and simulations for various media, including film, video games, and virtual reality.

PO 2: To demonstrate expertise in using Maya Dynamics, effectively utilizing simulation tools to convey realistic motion, physics, and dynamic interactions in digital content.

PO 3: To employ dynamic simulation skills in developing dynamic characters, objects, and environments, contributing to the success of animation and visual effects projects.

PO 4: To emerge as collaborative and communicative professionals with a deep understanding of how dynamic simulations integrate into the broader 3D animation and visual effects pipeline.

PO 5: To expand creative thinking and problem-solving abilities in dynamic simulation, adapting to diverse project requirements and exploring innovative approaches to visual storytelling.

PO 6: To uphold ethical standards and professional integrity in dynamic simulation projects, respecting intellectual property rights and adhering to industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously improving dynamic simulation skills and staying current with evolving software and industry trends.

PO 8: To contribute to the advancement of knowledge in the field by engaging in research and experimentation related to dynamic simulation techniques and technologies.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into dynamic simulations, creating content that resonates with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the animation and visual effects industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of dynamic simulation, contributing to the overall success of creative projects.

PO 12: To leverage dynamic simulation skills to address socio-cultural and environmental challenges, creating simulations that promote awareness and positive change within virtual and real-world contexts.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	2	2	2	1	1	1	1	1	1	1	1	
CO2	2	2.5	2	1.5	1	1	1	1	1	1	1	1
CO3	3	3	3	2	1.5	1	1	1	1	1	1	1
CO4	2	2	2	2	2	2	1.5	1.5	1	1	1	1
CO5	2	2	2	2	2	2	1.5	1.5	1.5	1	1	1

CO6	2	2	2	2	2	2	2	1.5	1.5	1.5	1	1

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Maya Dynamics

- Introduction to Maya Dynamics.
- Overview of dynamic simulation types (particles, nParticles, soft/rigid bodies)
- Basics of particle systems.
- Particle attributes and controls.
- Emitting and manipulating particles.
- Keyframe animation vs. dynamic simulation.

Unit 2: Nucleus and nParticles

- Introduction to the Nucleus solver
- Working with nParticles
- Particle expressions and fields
- Creating basic particle effects
- Advanced nParticle effects (e.g., smoke, fire, rain)
- Collision detection and interaction
- Controlling particle behavior with expressions

Unit 3: Cloth and Soft Bodies

- Cloth simulation fundamentals
- Creating cloth objects
- Cloth constraints and properties
- Creating realistic fabric motion
- Soft body simulations
- Soft body vs. rigid body dynamics
- Creating dynamic deformations
- Cloth and soft body interactions

Unit 4: Rigid Bodies and Constraints

- Introduction to rigid body dynamics
- Creating rigid body objects
- Passive vs. active rigid bodies
- Applying forces and gravity
- Constraints and connections
- Creating complex mechanical simulations
- Simulating realistic collisions and reactions
- Breaking and fracturing objects

Unit 5: Fluid Simulation and Final Projects

- Introduction to fluid dynamics
- Fluid containers and emitters
- Smoke and fire simulations
- Liquid simulations
- Final project: Create a dynamic animation or effect using Maya Dynamics
- Iterative feedback and revisions
- Presentation of final projects
- Portfolio development

Project II

Project and Final Portfolio based on the Interest area.

MPSC_COMP_16: PRODUCTION PLANNING MANAGEMENT

COURSE OUTCOME:

CO 1: To provide students with a foundational understanding of Production Planning and Management, introducing key concepts and principles in this field.

CO 2: To equip students with the skills and knowledge necessary for effective production planning, including resource allocation, scheduling, and capacity management.

CO 3: To guide students in the practical application of production control techniques, enabling them to monitor and optimize production processes for efficiency and quality.

CO 4: To introduce students to the principles and practices of 2D & 3D production management, emphasizing the importance of seamless coordination in the production and distribution of goods.

CO 5: To foster an understanding of the role of technology and automation in modern production planning and management, preparing students for the use of advanced tools and systems.

CO 6: To keep students updated on emerging trends and innovations in the field of production planning and management, ensuring their knowledge remains current and adaptable to evolving industry needs.

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PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in production planning and management to optimize production processes in media industries, enhancing productivity and efficiency.

PO 2: To demonstrate proficiency in production planning, including demand forecasting, resource allocation, and scheduling, contributing to the timely and cost-effective delivery of audio visuals.

PO 3: To employ production control strategies to monitor and improve production processes, ensuring high-quality outputs.

PO 4: To excel in production management, coordinating the storage of resources and allocation of jobs based on skill sets among available man power.

PO 5: To adapt to evolving technologies and automation in production planning and management, harnessing these tools to streamline processes and enhance competitiveness.

PO 6: To uphold ethical standards and sustainability practices in production planning and management, considering environmental and social impacts in decision-making.

PO 7: To cultivate a commitment to lifelong learning, continually updating skills and knowledge to remain at the forefront of production planning and management practices.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and innovation related to production planning, management, and meeting deadlines for broadcast.

PO 9: To demonstrate awareness of global and local economic factors and their impact on production planning and management decisions, contributing to informed and strategic choices.

PO 10: To develop strong leadership and teamwork skills, facilitating effective collaboration with colleagues, and customers in the production processes.

PO 11: To leverage production planning and management expertise to address socio-economic challenges, such as resource scarcity and sustainable production, for the betterment of communities and society.

PO 12: To play a vital role in fostering socio-cultural and environmental awareness and responsibility within the industry, driving positive change and sustainable practices in production and supply chain operations.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1.5	2	2	2.5	2	1.5	1.5	1	1	1	1	1
CO2	1.5	2	2	2.5	2.5	2	2	1.5	1	1	1	1

CO3	2	2.5	3	3	2.5	2	1.5	2	1.5	1.5	1	1
CO4	2	2	3	3	3	2.5	1.5	2	1	1	2	3
CO5	2.5	2	2.5	2.5	2	2	1.5	1.5	1.5	2	2.5	3
CO6	2.5	2	2.5	2.5	2	1.5	1.5	1.5	1.5	2	2.5	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Production Planning and Management

- Overview of Production Planning and Management (PPM)
- Importance and objectives of PPM in various industries
- Historical development and evolution of production planning
- Role of PPM in improving efficiency, reducing costs, and meeting customer demands
- Ethical considerations in production management

Unit 2: Production Planning

- Basics of production planning
- Understanding Client Requirements and Delivery Formats
- Determining production capacity and resources
- Developing production schedules and timelines
- Materials requirement planning (MRP) and just-in-time (JIT) principles

Unit 3: Production Control

- Monitoring and controlling production processes
- Quality control and assurance in production
- Inventory management and optimization
- Maintenance and downtime management
- Lean manufacturing principles and continuous improvement

Unit 4: Production Pipeline Management

- Understanding media production and its components
- Risk management in during Production

MPSC_ELEC12A/12B/12C: CAMERA TRACKING AND MATCH MOVING

COURSE OUTCOME:

CO 1: To introduce students to the foundational concepts and principles of match moving and camera tracking, providing a comprehensive understanding of their role in visual effects and filmmaking.

CO 2: To develop proficiency in geometry and tracking principles, enabling students to accurately capture the movement and position of cameras and objects in a 3D space.

CO 3: To guide students in the practical application of 3D tracking and match moving skills, allowing them to create seamless integration between live-action footage and computer-generated elements.

CO 4: To explore advanced tracking techniques, including object tracking, camera solve, and motion capture, to enhance the realism and complexity of visual effects sequences.

CO 5: To foster an understanding of collaboration and communication within the context of camera tracking and match moving, emphasizing the role of match movers and trackers in the VFX pipeline.

CO 6: To keep students updated on emerging trends and technologies in the field of camera tracking and match moving, ensuring their knowledge remains current and adaptable to evolving visual effects demands.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in camera tracking and match moving to create realistic and visually stunning visual effects sequences for film, television, and interactive media.

PO 2: To demonstrate expertise in geometry and tracking principles, accurately capturing the movement and position of cameras and objects in complex 3D environments.

PO 3: To employ 3D tracking and match moving skills to seamlessly integrate live-action and computer-generated elements, contributing to the overall visual impact of media productions.

PO 4: To emerge as collaborative and communicative professionals within the visual effects industry, understanding the interconnectedness of various roles and the importance of clear communication in project success.

PO 5: To expand creative problem-solving abilities in the realm of camera tracking and match moving, adapting to the unique challenges presented by each project and achieving high-quality results.

PO 6: To uphold ethical standards and professional integrity in the execution of camera tracking and match moving projects, respecting intellectual property, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve camera tracking and match moving skills and staying updated on evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to tracking and match moving techniques and their applications.

PO 9: To demonstrate awareness of societal and cultural contexts, incorporating relevant themes and perspectives into visual effects work and considering the impact of VFX on media and audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the visual effects industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of camera tracking and match moving, contributing to the overall success of visual effects projects.

PO 12: To leverage camera tracking and match moving skills to address socio-cultural and environmental challenges, creating visual effects that promote awareness and positive change within communities and society at large.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	1.5	2	3	1	1	1	1	1	1	1	1	1
CO2	2	2.5	3	1.5	2	1.5	1.5	1.5	1	1	1	1
CO3	2	2.5	3	2.5	2	2	1.5	1.5	1.5	1.5	1.5	1.5
CO4	2	2.5	2.5	2.5	2	2	2	2	2	2	1.5	1.5
CO5	1.5	1.5	2	2	2	2	2	2	2	2.5	2.5	2.5
CO6	1.5	1.5	2	2	2	2	2	2	2	2	3	3

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Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Match Moving and Camera Tracking

- Overview of Match Moving and Camera Tracking
- Importance and applications in the film and animation industry
- Historical development and evolution of match moving techniques
- Understanding camera movement and its impact on tracking
- Key cinematographic concepts: framing, focal length, depth of field
- Motion blur and its importance in match moving
- Practical exercises in observing and analyzing camera movement in films

Unit 2: Geometry and Tracking Principles

- Essential mathematical concepts for match moving (e.g., 3D geometry, vectors)
- Camera projection and the pinhole camera model
- Keyframes and tracking markers
- Introduction to tracking software and its user interface
- Basics of 2D tracking
- Point tracking techniques
- Working with planar surfaces for tracking
- Hands-on exercises using tracking software for 2D tracking tasks

Unit 3: 3D Tracking and Match Moving

- Introduction to 3D tracking
- Scene reconstruction and solving camera motion
- Integration of 2D and 3D tracking data
- Practical exercises in match moving
- Understanding camera calibration
- Correcting lens distortion
- Lens distortion models
- Calibration grid and lens calibration procedures

Unit 4: Advanced Tracking Techniques

- Object tracking and object-based match moving
- Tracking in difficult conditions (low light, motion blur)
- Tracking in live-action vs. CGI environments
- Real-world match moving case studies

- Working with live-action footage
- Integrating match moved elements into a composite

Student projects: Applying match moving to a scene from a film or animation

MPSC_ELEC13A/13B: VFX Wire removal and Rotoscopy

COURSE OUTCOME:

CO 1: To introduce students to the fundamental concepts and principles of wire removal in visual effects, providing a foundational understanding of its role in post-production.

CO 2: To develop proficiency in wire removal techniques, including rotoscoping, tracking, and compositing, enabling students to effectively remove wires and other unwanted elements from footage.

CO 3: To guide students in the practical application of wire removal skills by providing hands-on experience in removing wires from various types of footage, including live-action and digital content.

CO 4: To explore advanced wire removal techniques, such as 3D tracking and motion matching, to enhance the realism and quality of wire removal in complex scenes.

CO 5: To foster an understanding of collaboration and communication within the context of wire removal, emphasizing the role of visual effects artists in the post-production process.

CO 6: To keep students updated on emerging trends and technologies in the field of wire removal and visual effects, ensuring their knowledge remains current and adaptable to evolving post-production needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in wire removal to seamlessly remove wires and unwanted elements from footage in various media formats, including film, television, and digital content.

PO 2: To demonstrate expertise in wire removal techniques, utilizing rotoscoping, tracking, and compositing to achieve realistic and high-quality results in post-production.

PO 3: To employ wire removal skills to enhance the visual aesthetics and storytelling of creative projects, contributing to the overall success of post-production efforts.

PO 4: To emerge as collaborative and communicative professionals with a holistic view of the post-production process, capable of working effectively within visual effects teams.

PO 5: To expand problem-solving abilities and adapt wire removal techniques to diverse project requirements, ensuring the seamless integration of visual effects into final content.

PO 6: To uphold ethical standards and professional integrity in the execution of wire removal projects, respecting creative intent, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve wire removal skills and adapt to evolving industry technologies and post-production trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to wire removal techniques and visual effects.

PO 9: To demonstrate awareness of societal and cultural considerations in visual effects, addressing relevant themes and perspectives in wire removal work.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the post-production industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of wire removal, contributing to the overall success of visual effects projects.

PO 12: To leverage wire removal skills to address socio-cultural and environmental challenges, creating visual effects that promote awareness and positive change within communities and society as a whole.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	2.5	2.5	1.5	1	1	1	1	1	1	1	1
CO2	2.5	3	3	2	1.5	1.5	1	1	1	1	1	1
CO3	2	2.5	3	2	1.5	1.5	1	1	1	1	1	1
CO4	2	2	3	2	2	2	1.5	1.5	1	1	1	1
CO5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	1.5	1.5	2	2
CO6	1	1	1	1	1	1	2	2	2	2	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Rotoscoping and Wire Removal

- Overview of Wire Removal Techniques
- Importance and applications in film and video production
- Ethical considerations in visual effects and post-production

Unit 2: Wire Removal Techniques

- Identifying and analyzing wires and unwanted objects in footage
- Techniques for wire removal: painting, cloning, and tracking
- Working with green screens and blue screens for wire removal
- Practical exercises in wire removal

Unit 3: Rotoscoping Techniques

- Basics of rotoscoping: creating masks and mattes
- Frame-by-frame vs. keyframe-based rotoscoping
- Advanced rotoscoping tools and software
- Hands-on exercises in rotoscoping

Unit 4: Advanced Rotoscoping and Wire Removal

- Complex shapes and motion tracking in rotoscoping
- Wire removal in dynamic and challenging shots
- Integration of rotoscoped and wire-removed elements into composites
- Project-based exercises for advanced rotoscoping and wire removal tasks
- Tools and techniques for handling depth in rotoscoping
- Hands-on exercises in stereoscopic rotoscoping and wire removal

MPSC_ELEC 14A/14B: Advertising, Marketing and Sales/ Strategic PR, ORM and CSR

COURSE OUTCOME:

CO 1: To introduce students to the fundamental concepts and principles of advertising, marketing, and sales, providing a solid foundation in these key areas of business.

CO 2: To develop students' proficiency in strategic public relations (PR), online reputation management (ORM), and corporate social responsibility (CSR), enabling them to create and manage effective PR and CSR campaigns.

CO 3: To guide students in the practical application of advertising, marketing, and sales strategies through real-world scenarios and case studies.

CO 4: To explore advanced techniques and strategies in advertising, marketing, and sales, including data-driven decision-making, digital marketing, and innovative sales tactics.

CO 5: To foster an understanding of the ethical and legal considerations in advertising, marketing, and PR, emphasizing responsible and compliant practices.

CO 6: To keep students updated on emerging trends and technologies in advertising, marketing, and PR, ensuring their knowledge remains current and adaptable to evolving industry needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and strategies learned in advertising, marketing, and sales to develop and execute effective business plans and campaigns.

PO 2: To demonstrate expertise in strategic public relations, online reputation management, and corporate social responsibility, helping organizations build and maintain positive relationships with stakeholders.

PO 3: To employ advertising, marketing, and sales skills to analyze market trends, consumer behavior, and competition, contributing to the success of business initiatives.

PO 4: To emerge as collaborative and communicative professionals with the ability to work seamlessly within multidisciplinary teams, fostering synergy across departments.

PO 5: To expand creative thinking and innovative problem-solving abilities in the areas of advertising, marketing, and sales, adapting to evolving market dynamics and consumer preferences.

PO 6: To uphold ethical standards and professional integrity in advertising, marketing, and PR practices, ensuring transparency and adherence to industry regulations.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to update skills, stay informed about industry developments, and adapt to changing consumer behaviors and technologies.

PO 8: To contribute to the growth of knowledge in the field by engaging in research, market analysis, and data-driven decision-making, leading to more effective advertising, marketing, and sales strategies.

PO 9: To demonstrate awareness of societal and environmental issues and the ability to incorporate responsible and sustainable practices into advertising, marketing, and CSR campaigns, fostering goodwill and trust.

PO 10: To develop a strong personal and professional identity that balances individual creativity and innovation with the collaborative and strategic needs of organizations.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration, and guiding teams in the planning and execution of advertising, marketing, and PR initiatives.

PO 12: To leverage advertising, marketing, and PR skills to address socio-cultural and environmental challenges, creating campaigns that promote awareness, positive change, and corporate social responsibility within communities and society at large.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	3	2	2	1.5	1.5	1	1	1	1	1	1
CO2	2	3	3	2	2	1.5	1.5	1.5	1	1	1	1
CO3	2	3	3	2.5	2.5	2.5	1.5	2	1.5	2	2	2.5
CO4	1.5	2.5	3	1.5	1.5	1.5	1.5	2	2	2	2	2.5
CO5	1	1.5	1.5	1.5	1.5	2.5	2	2	2.5	2	2	3
CO6	1	2.5	2.5	1.5	1.5	2	2	2	3	3	3	3

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

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NMPSC_DEPARTMENT

Non Major Program Specific Course

NMD

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Semester VI

NMD_1: Media Literacy 1

Course Objective:

The social media has facilitated the spread of information in numerous platforms. Almost everyone today can find a voice in the social media. While it has made the media as a whole more democratic, it has also introduced a lot of misinformation, memes and trolling. This course suggests some of the ways to tackle this menace.

Course Specific Program Outcome:

It is hoped the course will re-establish the old values of verification and attempt at restoring the credibility of news media.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1:

Truth, Trust & Journalism – Why it matters? Thinking about "information disorder": Formats of Dis-information, Mis-information and Mal-information. Information in digital age: Digital technologies, social media platforms and the spread of disinformation and misinformation.

Unit 2:

Combating disinformation and misinformation through media and information literacy. Fact checking. Social media verification: assessing sources and visual content. Examples of fake news in newspapers, TV & YouTube channels, Whatsapp, web portals.

References:

Sahay, Uday: Making News: Handbook of the Media in Contemporary India, OUP
Tumber, Howard: News – a reader, OUP
Sinha Pratik: India Misinformed: The True Story, Harper Collins
Schandilla Amit: Don't Forward That Text, Separating Myths from History on Social Media, Harper Collins

Semester VII

NMD_1: Media Literacy 2

Course Objective:

The social media has facilitated the spread of information in numerous platforms. Almost everyone today can find a voice in the social media. While it has made the media as a whole more democratic, it has also introduced a lot of misinformation, memes and trolling. This course suggests some of the ways to tackle this menace.

Course Specific Program Outcome:

It is hoped the course will re-establish the old values of verification and attempt at restoring the credibility of news media.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2

CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1:

Trolling. What is it? How to tackle trolling. Misuse of social platforms. Use of various media platforms for misinformation down ages. Yellow journalism. Misleading advertisements, paid news.

Unit 2

Project on identification and the methods adopted to recognise fake news.

References:

Sahay, Uday: Making News: Handbook of the Media in Contemporary India, OUP
Tumber, Howard: News – a reader, OUP
Sinha Pratik: India Misinformed: The True Story, Harper Collins
Schandilla Amit: Don't Forward That Text, Separating Myths from History on Social Media, Harper Collins

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Multidisciplinary courses

MDC

(Floated from Department of Journalism and Mass Communication)

Semester II

MDC1_Digital Designing

Course Objectives

1: to impart the basic knowledge of Designing in digital platform and the related avenues of this area.

2: to develop the student into skilful, competitive and responsible professional for designing world

3: to empower the students with the skill of a designer

4: to bring them up-to-date with the new developments in the various field of this course

Course Specific Program Outcome:

1. Will have broad insight into the digital designing industry
2. Understand visual strategy and. problem solving within budgets, on time, professionally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	**2**	3	1	2	**3**	-	-	1	-	-	1	1
CO2	2	-	-	3	3	-	-	-	-	-	-	2
CO3	1	2	1	3	3	-	-	1	-	-	1	1
CO4	3	2	2	3	2	-	-	2	-	-	2	-
CO5	3	1	1	1	1	-	-	1	-	-	1	3
CO6	1	2	1	1	2	-	-	1	-	-	1	2
Avg	2	2	1.2	2.16	2.6	-	-	1.2	-	-	1.2	1.6

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit I

The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc)

Unit II

Learning the usage of Software- adobe cloud cc (Photoshop, Illustrator, Indesign, Animate, Corel draw

Unit III

Use of MEDIA DESIGN for Digital PR, Marketing and Brand Promotions . Online Sponsorships and Brand Promotions " Case Studies of Brands that have used Digital Media to be successful using effective media designs"

Unit IV

Various New Media for Internal Communication (SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc)

Semester III

MDC2_Photography & Mobile as a tool of Journalism

Course Objective:

1. Demonstrate excellence in image-making techniques across analog, digital, still and motion media platforms

2. Able to utilize a variety of technology to achieve specific outcomes within their image-making

3.Able to problem solve in a wide variety of situations - to think on their feet 4.Awareness of the context of their images

Course Specific Program Outcome:

1. Will have broad insight into the photography and image-making industry
2. Understand visual strategy and the variety of venues that use photographic images
3. Problem solving within budgets, on time, professionally.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1:

History of still and video AND DIGITAL photography and its use of A/V photography in Mass Media. Exposure Triangle, Rule of Third, Depth of Field, Different DSLR Modes

Unit 2:

Lighting, the different types of Lighting-Natural lighting–and Artificial Lighting The reflection of light recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing.

Unit 3:

Types of Photography and Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertising photography The basics of photojournalism and importance of context in photojournalism. Camera Shots and Camera Angles

Unit 4:

Uses of mobile phones for print/TV/web/Radio. Practical assignments on Editing Photo editing software: Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye. Internship in media Houses

Books/References

1. Camera Lucida: Reflections on Photography- Roland Barthes
2. An Introduction to Photography, Michael Freeman, AbeBooks
3. On Photography- Susan Sontag The Man,
4. The Image & The World: A Retrospective- Henri Cartier-Bresson

5. Basic Photography- Michael Langford.

Semester IV

MDC3_ Storyboard Development

CO 1: To introduce the fundamental concepts and principles of storyboarding, providing a foundational understanding of its role in visual storytelling.

CO 2: To develop proficiency in visual narrative and shot composition techniques, enabling students to effectively convey stories through images and sequences.

CO 3: To guide students in the practical application of storyboarding skills by providing hands-on experience in developing storyboards for various media formats.

CO 4: To explore advanced storyboarding techniques, including dynamic camera angles, pacing, and visual storytelling innovations, to enhance the narrative impact of visual sequences.

CO 5: To foster an understanding of collaboration and communication within the context of storyboarding, emphasizing the role of storyboard artists in the creative process.

CO 6: To keep students updated on emerging trends and technologies in the field of storyboarding, ensuring their knowledge remains current and adaptable to evolving storytelling needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in storyboarding to effectively convey narratives in various visual media, such as film, animation, advertising, and gaming.

PO 2: To demonstrate expertise in visual storytelling, utilizing composition, framing, and sequencing to create compelling and immersive narratives.

PO 3: To employ storyboarding skills to develop and communicate creative ideas, advertising campaigns, and visual concepts effectively, contributing to the success of creative projects.

PO 4: To emerge as collaborative and communicative professionals with a holistic view of the creative process, capable of working seamlessly within multidisciplinary teams.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of visual storytelling, adapting to diverse project requirements and storytelling styles.

PO 6: To uphold ethical standards and professional integrity in the execution of storyboarding projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve storyboarding skills and adapt to evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to storyboarding techniques and visual narratives.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into visual storytelling, fostering meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of storyboarding, contributing to the overall success of creative projects.

PO 12: To leverage storyboarding skills to address socio-cultural and environmental challenges, creating visual narratives that promote awareness and positive change within communities and society as a whole.

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1,16	2,16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Storyboarding

- Overview of Storyboarding and its purpose in visual storytelling
- Understanding the elements of a storyboard: panels, shots, angles, and camera movement
- Analyzing and dissecting existing storyboards in films and animations
- Sketching and drawing basic storyboard panels with pencil and paper

Unit 2: Visual Narrative and Shot Composition

- Understanding visual storytelling techniques and narrative structure
- Composing shots for effective storytelling
- Framing and camera angles in storyboarding
- Creating shot sequences and transitions
- Incorporating visual elements to enhance storytelling (e.g., perspective, lighting, props)

Unit 3: Developing a Storyboard

- Creating a narrative and story structure for a storyboard
- Building character and setting design for storyboards
- Developing shot lists and storyboards for a short animation
- Critiquing and refining storyboards through feedback and revision

Unit 4: Advanced Storyboarding Techniques

- Creating dynamic camera movements and angles
- Creating effective transitions between shots in a storyboard
- Storyboarding for different genres: action, comedy, horror, etc.
- Creating a storyboard animatic with sound and music

A Satyam Roychowdhury initiative

SNU
SISTER NIVEDITA UNIVERSITY

SCHOOL OF MEDIA COMMUNICATION DESIGN AND ARTS
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
Bachelor of Science in Animation and Graphic

NM – Non-Major Specific Subject

Course

(Floated from Department of Journalism and Mass Communication)

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Semester III

NM_1 Digital Communication: REPORTING FOR ONLINE JOURNALISM

Course Outcomes:

1.Identify what is newsworthy from set of facts and organize a news story from those facts

2.Recognize basic news leads and employ basic news-gathering techniques of questioning, interviewing, and observation.

3 Determine and present messages with a specific intent of newsworthiness

4. Enable the ability to tell a story in inverted pyramid style and practice of establishing what facts are most important

5. Inculcate the knowledge to work in multiple story forms and be industry ready to tackle various challenges.

Course Specific Program Outcomes:

1.Enable the ability to tell a story in descending order of importance of facts, understanding inverted pyramid's place historically in journalism and understanding that the practice of establishing what facts are most important

2.Develop the expertise to work in multiple story forms and be industry ready to tackle various challenges.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3

CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.16	2.16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

UNIT 1

What is news; How to write intro, different types of intro, inverted pyramid format of reporting; Sources; Qualities; Determinants of news; Importance of speed and accuracy in digital era;

UNIT 2

Format change for Digital reporting--General assignment reporting/ working on a beat -covering speeches, rallies and press conferences. Elements of general reporting-- sports, page three, business, conflict, disaster, elections. Form and format changes from print to digital. Investigative reporting, Art of interviewing, e-papers and reporting style.

UNIT 3

Importance of factoids, listicles, infographics and pictures in reporting, photography and videography as important criteria for reporting, influencer news, social media journalism, blogs, vlogs and content generation for analytics, various elements of fact checking, propaganda, disinformation and astroturfing.

Semester IV

NM_2 Digital Communication: MOJO

Course Objectives:

To interpret not only writing a report, but also capturing it visually and, if possible, in photographs

To Identify the next generation reporting.

A Satyam Roychowdhury initiative

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Course Specific Program Outcome:

This programme with prepare candidates not only to become a complete reporter who knows how to write stories, film it, edit it and upload it making him a 360 degree resource. This not only increases his employability but also his prospects as a digital media owner.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	--	2	1	--	3	2	2	2	2
CO2	2	3	2	2	2	3	2.5	--	2	2	2	--
CO3	2	3	3	2	3	2	3	--	2	2	3	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6	2	3	3	--	1.5	2	3	2	3	2	1.5	3
Avg	2.16	2,66	2.16	1.16	2.0	2.16	1.91	1.33	1.16	2.33	1.91	2.16

UNIT-1

Concept and understanding of news; demand for analysis; moving away from clutter; niche media; understanding of media trial, gatekeeping and magic bullet theories, politicization of news; news as a palindromic format with advent of social media and fake news.

UNIT-2

Writing for digital, thinking visually, concept of citizen journalist, creator economy and battle of talents; understanding Podcasting and YouTube journalism, Journalism through pictures, Counter opinions and micro, macro and globalization of news, Fake news— how to distinguish between fake and genuine news—fact-checking methods

UNI 3

Techniques for capturing professional-quality videos using mobile devices; Basics of video editing on mobile platforms; Exploring mobile photo editing apps and their functionalities;

Handling and working with mobile gimbal; Recording high-quality audio interviews and voiceovers with mobile devices

Semester IV

NM_3 Digital Communication: CORPORATE COMMUNICATION

CORPORATE COMMUNICATION

Course Objective:

1.To Create an overview of the various functions of public relations and the normative process of public relations program development and implementation.

2. To evaluate student's communication persuasively, clearly and successfully and encourage them to think about how to select and employ public relations in most fitting manner.

Course Specific Program Outcomes:

1.The course provides insights to understand the PR environment and identify and address public relations situations that emerge in these environments.

2. Students will learn from current public relations situations the good and bad practices of PR, while practical honing of skillsets will push them to becoming PR personnel professionally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2

CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3
CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

UNIT 1

Concepts, advent and role of Public Relations; Diff between PR and Corporate Communication, Propaganda and Disinformation, Corporate Communication in digital era

UNIT 2

Corporate Communication, Hierarchy, Redefined internal and external PR, Marcom and Corp Com goes hand in hand, Corp vision, identity, image, PR mouthpiece--House Journals, Posters, Employee Relations, Advertising, Events, Trade Shows, Corporate relation with Media; Media Planning; PR campaigns.

UNIT 3

PR in Marketing Mix, PR Tools, Media Relations, PR medium like Press Release, Press Conference, Blogs, Social Media, Influencer Marketing, Podcast, Videos, PR Advertising, Storytelling, Word of Mouth, Advertorials, PR Speeches; Crisis Communication, SEO and Social PR, Content Marketing, Awards Strategy, PR and Digital assets