AMITY SCHOOL OF COMMUNICATION (ASCO)

Programme Structure and Curriculum
Under
Choice Based Credit System

M.Sc. (Graphic & Animation)

2021

AMITY UNIVERSITY RAJASTHAN, JAIPUR

Programme Learning Outcome-PLO

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1. The student of MSc (G & A) after the completion of the programme would able to demonstrate knowledge and understanding of the Technique of stop motion animation and its techniques.

2. The students would be able to apply the techniques as well as the practical skills required in the various concepts and ideas through the stop animation process.

3. bIdentify and Develop the various clay-motion and demonstrate a spacious understanding of the various techniques in building a clay characters and animation.

4. Identify and Develop a demo reel for the career perspective.

PROGRAMME SUMMARY

M.Sc.-G&A (2 years/ 4 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	2	27
II	12	3	4	3	2	24
III	12	3	4	3	8	30
IV	3	4	-	-	18	25
Total	**48**	**10**	**12**	**6**	**30**	**106**

SEMESTER-I

Code	Course	Category	L	T	P/FW	Total Credits
MAV 108	Introduction to 2D-Animation	CC	2	-	2	3
MAV 102	Digital Art and Editing	CC	2	-	2	3
MAV 103	Scripting for Animation and Film	CC	2	-	2	3
MAV 104	Introduction to 3D - Modeling, Shading, Lighting	CC	2		2	3
MAV 105	Stop Motion	CC	2	-	2	3
MAV 109	Sound Editing	CC	2	-	2	3
MAV 107	Print Design & Typography	**CC**	2	-	2	3
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioural Science -I (Self Development and Interpersonal Skills)	VA	1	-	-	1
FLTN111 FLG 111 FLS 111 FLC 111	Foreign Language I French II German II Spanish II Chinese II	VA	2	-	-	2
AND001	Anandam-I	NTCC	-	-	-	2
	TOTAL					**27**

SEMESTER-II

Code	Course	Category	L	T	P/FW	Total Credits
MAV 208	Rigging and Animation	CC	2	-	2	3
MAV 209	Digital Video Production	CC	2	-	2	3
MAV 210	Camera Skills	CC	2	-	2	3
MAV 204	Visual Effects-I	CC	2	-	2	3
MAV 205	Motion Graphics	DE	2	-	2	3
MAV 206	Corporate Communication					
BSS 211	Behavioural Science -II (Behavioural Communication and Relationship Management)	VA	1	-	-	1
BCS 211	Communication Skills – II	VA	1			1
FLN 211 FLG 211 FLS 211 FLC 211	Foreign Language II French II German II Spanish II Chinese II	VA	2	-	-	2
	Open Elective II	OE				3
AND002	Anandam-II	NTCC	-	-	-	2
TOTAL						**24**

SEMESTER-III

Code	Course	Category	L	T	P/FW	Total Credits
MAV 301	Advanced 3D (Particles, Dynamics)	CC	2	-	2	3
MAV 302	3D Match Moving	CC	2	-	2	3
MAV 303	Visual Effects-II	CC	2	-	2	3
MAV 304	Production Pipeline	CC	2	-	2	3
MAV 350	Summer Project	NTCC	-	-	-	6
BCS 311	Communication Skills - III	VA	1	-	-	1
BSS 311	Behavioural Science -III (Leading Through Teams)	VA	1	-	-	1
FLN 311	Foreign Language -III French II	VA	2	-	-	2
FLG 311	German II					
FLS 311	Spanish II					
FLC 311	Chinese II					
	Open Elective-III	OE				3
MAV 306	Advance Film Making	DE	2	-	2	3
MAV 307	Final Cut Pro		2	-	2	
MAV 309	Advanced Screen Design		2		2	
AND003	Anandam-III	NTCC	-	-	-	2
	TOTAL					**30**

SEMESTER-IV

Code	Course	Category	L	T	P/FW	Total Credits
MAV 401	Advance Film making and Editing	CC	2	-	2	3
MAV 402	Internship	NTCC	-	-	-	10
MAV403, MAV 404, MAV 405, MAV 406, MAV 407	Professional Project & Showreel & Paper Presentation 2D Animation 3D Animation Motion Graphics VFX Compositing & Video Editing Lighting & Rendering	NTCC	-	-	-	8= 6 for Project+2 for Paper + Showreel Presentation
MAV 408	Brand Designing	DE	3	-	2	4
MAV 409	Individual Showreel	DE	-	-	8	
	TOTAL					**25**

INTRODUCTION TO TRADITIONAL METHODS OF ANIMATION

Course code	L	T	P/FW	Credit
MAV101	2	-	2	3

Course Objective:
This unit is aimed at introducing the students to traditional techniques of animation. In this unit we will be covering, Ink and paint rendering, stop frame animation Multi-plane and original flipbook animation.
Course Content:

Module 1
- o Basics of Sketching & Drawing, Frame by frame animation
- o Using Light boxes to create animations
- o Principles of Dope sheet Motion
- o Perspective designing
- o Shading techniques

Module 2
- Principles of animation,
- Flip book animation
- Tween Animation
- Symbols
- Masking, layer masking
- Guide, Layer guide

Module 3
- o Stop Frame Animation
- o Multi-plane Animation
- o Animatics and Photomatics
- o Bone tool
- o Animation through scripting

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Williams, Richard, "The Animator's Survival Kit", USA, 2001, Faber and Faber

Gasek, Tom, "Frame-By-Frame Stop Motion: The Guide to Non-Traditional Animation Techniques", Oxford, Focal Press

DIGITAL ART AND EDITING

Course code	L	T	P/FW	Credit
MAV102	2	-	2	3

Course Objective:

This unit will give students a broad knowledge of the basics of image editing and creating digital art works. Students will learn the importance of photography, Photoshop tools as well as basic digital artwork technique.

Course Content:

Module 1
- Introduction to Photography
- History and types of
- Camera Principal of Photography
- Parts of Still Camera: Aperture, Shutter Speed, Lens, filters and Camera Films

Module 2
- Photoshop's Environment
- Application & Features
- Layers
- Editing Tools
- Photograph Manipulation

Module 3
- Digital Art
- Digital Painting
- Matte painting
- Basic animation using photoshop

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Adobe Photoshop CS6 Classroom in a Book (Adobe);
"Photoshop Restoration and Retouching", Katrin Eismann, New Riders.

SCRIPTING FOR ANIMATION AND FILM

Course code	L	T	P/FW	Credit
MAV103	2	-	2	3

Course Objective:
The aim and objective of the course is to provide to students a comprehensive understanding about the nature and process of script writing. The course would help to students to learn how to write a story screenplay of an animation film or shorts film. Students would be learn about the story elements, plot structure and character development.

Course Content:

Module 1 Story Structure
- o Elements of the story
- o The Plot
- o Plot structure
- o Aristotle's Story structure
- o Three Act Structure: Set up, Confrontation, Resolution
- o Hero Journey
- o Exposition
- o Conflict: types of conflicts
- o Elements of the conflict
- o Climax: Resolution
- o Epilogue
- o **Case studies of: The lion king, Avtar**

Module 2 Story Elements
- o Premise,
- o Theme,
- o Emotion
- o Setting
- o **Story Mechanics:**
- o Scene: Scene purpose, scene component
- o Sequence
- o Narrative: Narrative questions
- o Surprise
- o Suspense
- o subplot
- o subtext
- o Dialogue

- • **Module Character Developments**
  - o Character: Quality of character
  - o Character Elements: Goal, Needs, conflict
  - o Character motivation
  - o Creating interesting characters

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term

Examination)

Text and References:

1. Caldwell Craig ,Story structure and development: a guide for animators, VFX artist's game designers, and virtual reality, CRC Press Taylor & Francis Group

2. Hart, John, "The Art of the Storyboard: A Filmmaker's Introduction", Second Edition, Paperback Byrne, Mark, "Animation - The Art of Layout and Storyboarding"

3. Field, Syed Screenplay: The Foundations of Screenwriting, RHUS 2005

4. Campbell Joseph, The Hero With A Thousand Faces, Yogi Impressions; 2008

5. Campbell Joseph, The Power of Myth, RHUS; Anchor Books ed edition, 1991

6. Mckeey Robert, Story, Methuen Publishing Ltd ,1999

INTRODUCTION TO 3D (MODELING, SHADING, LIGHTING)

Course code	L	T	P/FW	Credit
MAV104	2	-	2	3

Course Objective:
This unit covers the basics of rendering and lighting tools. Students learn how lighting and rendering skills that are in many ways common between television and animation fields all come into play to produce a complete animation. They learn about different kind of lights, lighting setups and the differences between lighting for video, film and in 3D. They also delve into the intricacies of Rendering, the hardware and software issue that crop in complex renders, and how to resolve them

Course Content:
Module 1
- Lighting principles in TV and in animation compared
- Different Types of Lights and their Influence on Objects
- Omni, Spotlight, Infinite Lights and Sunlight
- Lighting set ups – Using Gobos and Soft boxes

Module 2
- Reflection, Refraction and Global Illumination
- Shadows and Highlights – where to use area maps and ray traced
- Enabling Caustics
- Lighting and Rendering Issues
- Default scan line renderer

Module 3
- Rendering and Video post
- Node based Rendering; Bucket Renders
- Multiple Computer Rendering
- Time and Disk Space issues when Rendering
- Advanced Rendering with Mental Ray, POV-Ray

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Birn , Jeremy, "Digital Lighting & Rendering"
Pennington, Adrian ,Giardina, Carolyn, "Exploring 3D-The New Grammar of Stereoscopic Filmmaking"
Gallardo, Arnold, "3D Lighting: History, Concepts, and Techniques"
Parrish,David, "Inspired 3D Lighting & Compositing"

STOP MOTION

Course code	L	T	P/FW	Credit
MAV105	2	-	2	3

Course Objective: Stop Motion was part of the early steps of animation. It allowed the artist to manipulate an object while taking a frame-by -frame shot to create a sequence of images that would turn in to a video. Student will learn how to use all these technics.

Course Content:

Module1:

- Introduction of Stop-Motion
- History of Stop-Motion
- Stop-motion basic technique
- Making concept, story and storyboard.
- Creating virtual stages.

Module 2

- Introduction to many ways to go about shooting.
- Introduction of using equipment for shooting.
- Creating Cut-Out Animation/Pixilation Animation.
- Editing and finalizing a stop-motion short film.
- Making models and casting heads, casting multiples; Discuss body material, clothes

Module 3

- Digital camera techniques
- Depth of field, white balance, camera movement.
- Split-screen and mask
- Introduction of puppets & clay models and their use in stop motion animation.
- Using audio/Music/Voice-over
- Final rendering.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)
End Term Examination (Total: 50 marks)
Part-A:Theory: 50 marks
Part-B: Practical: 20 marks

Text and References:
"The Art of Stop-Motion Animation", by Ken A Priebe,
"The Animator's Survival Kit, Expanded Edition: A Manual of Methods, Principles and Formulas

for Classical, Computer, Games, Stop Motion and Internet Animators", Richard Williams

SOUND EDITING

Course code	L	T	P/FW	Credit
Code to be allotted	2	-	2	3

Course Objective:
This will teach students the aesthetics of sound and its use in graphics and animation. With the help of Sound Forge and Abode Audition softwares.

Course Content:
Module1
- Introduction to Sound
- Introduction to Beat mapping
- Digital sound files
- Working with different sound formats
- Recording digital audio files
- Sound producing
- Sound extracting
- Advantages and disadvantages of midi & digital audio
- Difference between midi and digital audio

- Sound for the World Wide Web
- Editing of sound in multimedia project
- Sound production tips
- Keeping track of sound
- Testing and evaluation of sound

Module 2
- Sound recording
- Introduction to Pitch Editing
- Editing digital recording
- Trimming
- Splicing and assembly
- Volume adjustments
- Sound format conversion
- Re-sampling or downloading
- Fade-in and fade –out
- Equalization
- Time stretching
- Digital signal processing
- Reverting sound
- Making midi audio
- Other audio file formats

Module 3
Removing excess ambience with deverb
- Adding effect automation enveloping
- Introduction of envelop (volume, panning, adding & flipping points)
- Previewing effect automation
- Applying effect automation
- Setting fade & cross-fade properties
- Cutting, copying and pasting sound
- Adding mirror and wave hammer
- Dry out & wet out
- Converting sound mono to stereo
- Looping of sound

- Burning the audio CD
- Making the remix sound track with using all the special FX from the software
- Exporting the files in different formats

- Save in wav, mp3 etc

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- Apple Pro Training Series: Sound Editing in Final Cut Studio by Jeff Sobel
- The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor by Carla Schroder

PRINT DESIGN AND TYPOGRAPHY

Course code	L	T	P/FW	Credit
MAV107	2	-	2	3

Course Objective:

This unit takes a look at a much neglected and often overlooked vital component of design aesthetics - Typography. In this module, they learn about different fonts, font families, printer fonts, differences between true type and ATM fonts and many other mysteries that emerge when we go deep into logo design. In this unit the students are exposed heavily to different kinds of industrial design logos and why some work, appeal to our sense of aesthetic and why some don't.

Course Content:

Module 1
- o   What is Design?
- o   Basic Elements of Design – Concept of Negative and Positive Space
- o   Principles of Composition – Rule of Thirds, Grid System etc.
- o   Gestalt Principles of Design – Foreground Relationships, Unity etc

Module 2
- o   What is Typography? Historical Evolution of Typography
- o   Early Typographic Processes; Typesetting, Foundries; The printing Press
- o   Typography Today – Examination of Various Fonts
- o   Serif and Sans Serif, Formal and Non Formal Fonts

Module 3
- Calligraphy designs
- Numerical font study & design
- Font Designing for computers
- Abstract font designing

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Lupton, Ellen, "Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students"
Garfield, Simon, "Just my Type",UK, 2010
Gill, Eric, "Essay on Typography", UK

ENGLISH

Course Code	L	T	P/FW	Credit
BCS 111	1	-	-	1

Course Objective:
The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

Course Contents:
Module I: Vocabulary
Use of Dictionary
Use of Words: Diminutives, Homonyms & Homophones
Module II: Essentials of Grammar - I
Articles
Parts of Speech
Tenses
Module III: Essentials of Grammar - II
Sentence Structure
Subject -Verb agreement
Punctuation
Module IV: Communication
The process and importance
Principles & benefits of Effective Communication
Module V: Spoken English Communication
Speech Drills
Pronunciation and accent
Stress and Intonation
Module VI: Communication Skills-I
Developing listening skills
Developing speaking skills
Module VII: Communication Skills-II
Developing Reading Skills
Developing writing Skills
Module VIII: Written English communication
Progression of Thought/ideas
Structure of Paragraph
Structure of Essays
Module IX: Short Stories
Of Studies, by Francis Bacon
Dream Children, by Charles Lamb
The Necklace, by Guy de Maupassant
A Shadow, by R.K.Narayan
Glory at Twilight, Bhabani Bhattacharya
Module X: Poems

All the Worlds a Stage	Shakespeare
To Autumn	Keats
O! Captain, My Captain.	Walt Whitman
Where the Mind is Without Fear	Rabindranath Tagore
Psalm of Life	H.W. Longfellow

Examination Scheme:

Components	A	CT	HA	EE
Weightage (%)	05	15	10	70

Text & References:
- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

* 30 hrsProgramme to be continued for Full year

BEHAVIOURAL SCIENCE - I
(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code	L	T	P/FW	Credit
BSS 111	1	-	-	1

Course Objective:
This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and its effect on personality
Building emotional competence

Course Contents:

Module I: Self: Core Competency
Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness
Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness
Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

Module IV: Building Positive Attitude
Meaning and Nature of Attitude
Components and Types of Attitudes
Relevance and Importance of Attitudes

Module V: Building Emotional Competence
Emotional Intelligence – Meaning, Components, Importance and Relevance
Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
  - J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company.

FRENCH – I

Course Code	L	T	P/FW	Credit
FLN 111	2	-	-	2

Course Objective:
To familiarize the students with the French language
- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:
Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2
Only grammar of Unité 3: object if 3, 4 and 5
Contenu lexical:Unité 1: Découvrir la langue française : (oral et écrit)
1. se présenter, présenter quelqu'un, faire la connaissance desautres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissan
1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

   Unité 3:Organiser son temps
1. dire la date et l'heure

Contenu grammatical:
1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ceque, où, quand, comment, quel(s), quelle(s)
   Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futurproche

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation
I – Interaction/Conversation Practice

Text & References:
- le livre à suivre : Campus: Tome 1

GERMAN – I

Course Code	L	T	P/FW	Credit
FLG 111	2	-	-	2

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

Course Contents:

Module I: Introduction
Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.
All personal pronouns in relation to the verbs taught so far.
Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel
To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview game for self introduction.

Module III: Phonetics
Sound system of the language with special stress on Dipthongs

Module IV: Countries, nationalities and their languages
To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.

Module V: Articles
The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions
To acquaint the students with professions in both the genders with the help of the verb "sein".

Module VII: Pronouns
Simple possessive pronouns, the use of my, your, etc.
The family members, family Tree with the help of the verb "to have"

Module VIII: Colours
All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb "kosten"
The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.
"Wie viel kostet das?"

Module X: Revision list of Question pronouns
W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation
I – Interaction/Conversation Practice

Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code	L	T	P/FW	Credit
FLS 111	2	-	-	2

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture…and the relevance of Spanish language in today's global context.

Introduction to alphabets

Module II

Introduction to '*Saludos*' (How to greet each other. How to present / introduce each other).

Goodbyes (despedidas)

The verb *llamarse*and practice of it.

Module III

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to *SER* and *ESTAR* (both of which mean To Be).Revision of '*Saludos*' and '*Llamarse*'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

Module V

Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

* Español, EnDirecto I A
* Español Sin Fronter

CHINESE – I

Course Code	L	T	P/FW	Credit
FLC 111	2	-	-	2

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called "Hanyu Pinyin" in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle "ne".

Use of Please 'qing' – sit, have tea ………….. etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of "bu" negative.

Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

Module IV

Use of "How many" – People in your family?

Use of "zhe" and "na".

Use of interrogative particle "shenme", "shui", "ma" and "nar".

How to make interrogative sentences ending with "ma".

Structural particle "de".

Use of "Nin" when and where to use and with whom. Use of guixing.

Use of verb "zuo" and how to make sentences with it.

Module V

Family structure and Relations.

Use of "you" – "mei you".

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- "Elementary Chinese Reader Part I" Lesson 1-10

RIGGING AND ANIMATION

Course code	L	T	P/FW	Credit
MAV 208	2	-	2	3

Course Objective:

Once students have learnt the basics, we move onto more complex modeling, rigging and animation. This part of the course will focus more on particle animation, dynamics and physics systems like reactor. They will learn techniques of character animation, lip synching, combining video with animation as well as exploring different kinds of renderers and rendering set ups. Exposure to various kinds of plug-ins that greatly extend functionality and enhance animation will be imparted.

Course Content:
- Introduction of Animation for Rigging.
- Introduction of 3Ds Max and Maya for Rigging.
- Basics Rigging tools and techniques in Maya,
- IK handle tools in Maya
- IK rigging with model
- Working with Node Editor

Module 2

- Creating Animation for Human character.
- Skin weighting techniques
- Advance Animation tools of Maya.
- Set up of animation preferences & use of key frames
- Creating key frame for Smooth animation.
- Object path animation

Module 3

- Timeline and Graph Editor in Maya.
- Trax Editor and animation layers.
- Tips & techniques of animation in Maya
- Final Rendering in Maya
- Final Rendering with Audio in any Video Editing Software.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

((CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Avgerakis, George, "Creating Professional Animation with 3ds.Max", New York, McGraw-Hill Beane, Andy, "3D Animation Essentials", John Wiley & Sons, Inc

DIGITAL VIDEO PRODUTION

Course Code	L	T	P/FW	Credit
MAV 209	2	-	2	3

Course Objective:
The basic concepts and fundamental elements of TV production will be introduced to the students in this unit. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them. This unit will also focus on enhancing the writing skills of the student. Writing being an integral part of journalism, the students will get an opportunity to write for various mediums and genres. The students will be expected to create a radio program of their choice as a showcase of their knowledge gained during this semester.

Course Contents:

Module I: Basics of Video camera
- Basic parts of camera

- Working of the camera

- Types of camera

- Camera Mounts, Accessories and Care

- Videotape Formats – S-VHS, VHS, U-matic, Betacam & Betacam-SP, MINI-DV, DVCAM, DVC PRO, HD

- Camera movements, shots & angles

- Principles of composition and visual grammar

Module II: Lighting
- Difference between natural and artificial lighting

- Use of natural light and reflectors

- Factors that influence lighting needs

- Bouncing light

- Studio lighting instruments: Types of lights

- Basic lighting set up: Three point lighting

- Technical: - Color Temperature, Light intensity, Filters

- Lighting tips

- Taking Care of Lights and Yourself

Module III: Planning the Production and Scripting
- Stages of Production
  Research: location, budget, people, access, permission, insurance, resources, and time

- Basics of Writing for TV

- Scripting Practice

Module IV: Shooting and Editing
- Singlecam and Multicam shoot

- Shooting Practices: Indoor and Outdoor

- Editing Practice: Adobe Premier

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

Texts & References:

- Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.
- Belavedi, V. (2013). Video production. Corby: Oxford University Press.
- Zettl, H. (2010). Television production handbook (Eleventh ed.). Wadsworth Publishing Company.
- Collie, C. (2007). The business of TV production. Port Melbourne, Vic., Australia: Cambridge University Press.
- Utterback, A. (2007). Studio television production and directing. Amsterdam: Focal Press.
- Harris, P. (2006). Television production. Tinley Park, Ill.: Goodheart-Willcox.

CAMERA SKILLS

Course code	L	T	P/FW	Credit
MAV 210	2	-	2	3

Course Objective:

No animation course can be complete without development of shooting post production skills. In this unit, students will gain an overview of basic camera shooting practices and learn how edit and produce videos effectively. The course is not intended to turn the students into camerapersons or editors, but equip them with industry practices so that they can turn out good quality broadcast or film quality animation.

Course Content:

Module 1

- o Fundamentals of good audio. What is frequency and amplitude modulation
- o Replication and propagation of sound
- o Measurement of sound
- o Sound recording and reproduction
- o Introduction to audio acoustics

Module 2

- o Post Treatment of Sound:
- o Equalization, compression and mixing of sound
- o Different types of Formats – explanation of film resolution
- o Standard, HDV and HDTV Resolution and Requirements
- o Different Types of Cameras

Module 3

- o Camera Controls and Menus
- o Aesthetics of Shooting – Principles of Composition
- o ENG, Documentary and Fiction Shooting – the Differences
- o New Developments in Camera Technologies

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Katz,Bob, "Mastering Audio - The Art and the Science", Focal Press, 2nd Edition
Lancaster, Kurt, "DSLR Cinema - Crafting the Film Look with Large Sensor Video Cameras", Focal Press
Tim Grierson, Mike Goodridge, "FilmCraft: Cinematography", Focal Press, Nov 2011

VISUAL EFFECTS – I

Course code	L	T	P/FW	Credit
MAV204	3	-	2	4

Course Objective:

Visual effects is at the core of this course. All module of this particular subject are geared to make the student industry ready and give them razor sharp skills to survive in this high impact and highly competitive field. In this module we will cover visual effects from its conception to final execution, not restricting ourselves to the 2nd or 3rd dimension, but focusing more on the final impact of the effect. The motivational model for this module will be Bollywood/Hollywood style effects and they will be used as reference guides for the students

Course Content:

Module 1
- o The birth of an effect – visualizing at the storyboard
- o level Working through the production pipeline
- o Chroma keying
- o Compositing and Rotoscoping – Tools of the trade
- o Hidden wire removal

Module 2
- o Problems Faced in Realistic
- o Masks and Mattes
- o Track Matte
- o Matte Painting
- o Combining live Action with Animation

Module 3
- o Morphing – Still and Dynamic
- o Deformation Effects
- o Explosion Effects
- o Fire and Smoke Effects
- o Liquid Animation and Effects

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Mark, Christiansen, "After Effects CS5 Visual Effects & Compositing", Adobe
Press Rickitt, Richard, "Special Effects: The History and Technique", 2000

MOTION GRAPHICS

Course code	L	T	P/FW	Credit
MAV205	3	-	2	4

Course Objective:

In this module we introduce students to Broadcast animation and Motion Graphics, using After Effects as our principal platform. Students are introduced to Logo Animation, Channel ID creation, Lower Thirds, Film Titles, Video Design in After Effects.

Course Content:

Module 1

- o Introduction to Shape layes
- o Introduction to 3D Layers
- o Using camera layers
- o Using Cameras in After Effects
- o Creation of Null Objects, Linking Cameras to Null Objects
- o Parenting
- o Using Expressions to Automate Tasks

Module 2

- • Working with Particles.
- • After Effects and Integration with Photoshop
- • Introduction to 3rd party Plug ins for After Effects
- • Sapphire Learning the unique features of Trapcode and Red Giant plug ins

Module 3

- o Color grading through After Effects
- o Channel ID creation in After Effects
- o Using Element 3D
- o Final Rendering

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Foster, Jeff, "After Effects & Photoshop Animation & Production Effects", Sybex, 2004

Chris Meyer, Trish Meyer, "Creating Motion Graphics with After Effects - Essential and Advanced Techniques", Focal Press, 5th Edition

CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
MAV206	2	-	2	3

Course Objective:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

Course Contents:

Module I: Corporate Communication
- Introduction
- Importance and functions
- Elements of corporate communication: corporate philosophy, culture
- Corporate identity, citizenship and philanthropy
- Image management
- Direct marketing, network marketing

Module II
- Crisis management, disaster management
- Media management
- Event management
- Celebrity management
- Public affairs, political PR
- Lobbying

Module III
- Desktop publishing (DTP)
- Group communication
- Talent of a corporate communicator, Making Presentation, Preparing for Meetings, Writing Speeches, Selection of Media for Corporate Communication
- Major issues facing corporate PR professional
- Corporate communication strategies in the context of globalization

Text & References:

- Corporate communication, Venkatraman,, Sterling Publisher
- The power of corporate communication; Argenti, Paul A.& Forman, Janis
- Development communication & Media Debate; Menon, Mridula
- Corporate communication, Goodwin Newman, State University, of New York

COMMUNICATION SKILLS – II

Course Code	L	T	P/FW	Credit
BCS 211	1	-	-	1

Course Objective:
To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Fundamentals of Communication
Role and purpose of communication: *7 C's of communication*
Barriers to effective communication
Enhancing listening
Forms of Communication: one-to-one, informal and formal

Module II: Verbal Communication (Written)
Business Letter
Social correspondence
Writing resume and Job applications

Module III: Speaking skills
Conversational English
Guidelines to give an effective presentation
Activities to include:
Presentations by students
Just a minute

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File
GD – Group Discussion
GP – Group Presentation

Text & References:
- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

BEHAVIOURAL SCIENCE - II
(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code	L	T	P/FW	Credit
BSS 211	1	-	-	1

Course Objective:
This course aims at imparting an understanding of:
- Process of Behavioural communication
- Aspects of interpersonal communication and relationship
- Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication
Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships
Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication
Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development
Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Harvard Business School, Effective Communication: United States of America

- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.

French

Course Code: FLN 101/111   **Credit Units : 02**
Course Objective:
To familiarize the students of French Language with:
1. to identify the objects and to explain their usage.
2. to do a purchasing in a market, to discuss the price etc.
3. Comparison of the objects.

Course Contents

Unit 2: Pg: 26-40

a. **Lexical:**
- Everyday small objects
- Numbers from 0 to 1000
- To ask the price of a thing
- Furniture of office
- Adjectives for describing the objects
- colours

b. **Grammar:**

- Possessive adjectives

- for + infinitive form of the verb

- verb: to have

- negative : not/don't (ne-pas)

- question with « do »formation « est-ce que »?

- question with the "Si"

- prepositions of place

- There is, there are/is there? Are there?

- Placing of the adjectives

- There is a shortage of/Something is missing

- comparatives and superlatives

- tonic pronouns

- pronoun « on »

Examination Scheme

Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Comprehension+ Vocabulary	Composition

Text & References:
Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

http://apprendre.tv5monde.com/

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language German

Semester 2: Course Code: FLG 201/211   **Credit units :**
02

Course Objective:
After successful completion of this semester, students will be able to:

- Recognizing geographical locations.
- Know famous places in Germany and Europe.
- To be able to form basic questions
- use of past participle of verb was/were and make sentences.
- able to conjugate irregular verbs
- use possessive article for the nominative case
- Use of adjectives in sentences.
- They can describe their house like number of bedroom, kitchen etc

Course Content:
Vocabulary
- Verb was/were
- Types of Houses and Apartments,
- State and cities
- directions like north, south etc.,
- Neighboring countries of Germany and their respective languages.
- Description of house: Bedroom, bathroom, kitchen etc.

Grammar:
- Interrogatives – what, which, why, how, who, when
- Yes - no question
- Introduction of irregular verbs
- Article in accusative (definite and indefinite)
- Possessive article

Examination Scheme

Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	Writing
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Reading Comprehension	Writing Composition

Prescribed Text-Book: Lesson 11 onwards from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch – Englisch, Cornelsen, 2013

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

Foreign Language Spanish

Semester 2: Course Code: FLS 201/211   **Credit units : 02**

Course Objective:

- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.

- Adjectives to describe people

- To talk about locations and places.

- To be able to form basic questions

- Counting till 100

- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:
Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY
Difference between Estar and Hay
Demonstrative pronouns
Interrogatives – what, which, why, how, who, when
Introduction of irregular verbs
Possessive pronouns

Examination Scheme
Total; 100 Marks
- **Internal evaluation** : 30 Marks

- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	Writing
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	Reading, Writing, Listening, Speaking
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Comprehension	Composition

Text & References:
Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
Pasaporte Nivel (A1) by Matide Cerraloza Aragón, oscar Cerraloza Gilli, Begoña Llovet Barquero, Edelsa Group didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

FOREIGN LANGUAGE
CHINESE

Semester - II   **Course Code: 201/211**   **Credit Units: 02**

Course Objectives:

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们·numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.
1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)
2. 有sentence
3. Auxiliary verbs:要,会,能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

EXAMINATION SCHEME

Total: 100 marks
Internal Evaluation: 30 Marks
Components of the Internal Evaluation:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As per Academic Calender of AUR	Writing
2	Viva + Language Lab	10 +5 Marks	Before end sem	Listening& speaking
3	Attendance (Based on Amizone)	05 Marks	Before end sem	
	Total	30 Marks		

End Term Evaluation: 70 marks
Written Exam: 70 Marks

Ser No	Evaluation Component	Weight	Component	Skill Evaluated

1.	Section A	28 marks	Grammar	
2.	Section B	24 marks	Comprehension & translation	Reading
3.	Section C	18 marks	Composition	Writing
	Total	**70 marks**		

Text books & References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

ADVANCED 3D – PARTICLES AND DYNAMICS

Course code	L	T	P/FW	Credit
MAV301	2	-	2	3

Course Objective:
This unit covers the basics of particles and Dynamics tools. Students learn how particles and dynamics can change complete look and feel of film while compositing.

Course Content:

Module 1
- Introduction of Particles and Dynamics.
- What is particles & understand particle system
- Working with soft bodies, and rigid bodies
- Introduction of simulation.
- Generating simulations effects.
- Creating Rain/Fire/Explosion effects
- Overview of Dynamic Fields

Module 2
- Setting up Simulations
- Particle Instancing
- Demonstration of Active and passive rigid body.
- Demonstration of nCloth
- Creating Building fracture using plugin.
- Rendering Particles with Maya Hardware;
- Software and Hardware Render Buffer.

Module 3

- Fluid effects; Attaching
- Colliding Particles with Surfaces
- Rigid Body Simulations with Weighted Objects
- Particles Interaction with Rigid Bodies
     Final Rendering

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Particles and Dynamics guide by Autodesk, Help file, etc
"Classical Dynamics of Particles and Systems", Thornton & Jerry B. Marion, 5th Edition

3D MATCH MOVING

Course code	L	T	P/FW	Credit
MAV302	2	-	2	3

Course Objective:

This course carries the basic VFX course to the next level. Students shoot the live footage and then they match the camera movement using Fusion/Nuke/Maya. They make the 3D elements and composite them with the live footage using Match Moving.

Course Content:

Module 1

- Introduction to Match move
- Match moving Process
- Define the Camera
- Match moving in the Production Pipeline
- Creating a Camera Rig
- Moving Toward Moving Pictures
- Photogrammetry
- Camera Projection

Module 2

- 2D Tracking Process
- Getting Tracks to Stick
- Plate Issues
- 3D Calibration
- Dolly/Crane/Moving Camera
- Slight Dollies/Translation, Pan Shots
- Automatic Tracking
- Tracking on Autopilot
- Noise Reduction, Using Masks
- Set Fitting, Fitting the Camera

Module 3

- Checking the Match move
- Proxy Geometry, Moving the Camera
- Getting Camera Information
- Before the Shoot
- During the Shoot
- After the Shoot
- Matchamation: Basic Technique
- Establish the Distance to the Camera
- Troubleshooting and Advanced Techniques
- Modeling from Match moves and Image-Based Modeling

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- "Matchmoving: The Invisible Art of Camera Tracking" by Tim Dobbert
- The Art and Techniques of Matchmoving by Erica Hornung

VISUAL EFFECTS - II

Course code	L	T	P/FW	Credit
MAV303	2	-	2	3

Course Objective:

Fusion is node based compositing software which is used for films. The students have learned After Effects and now they will learn Fusion which is heavily used in the film industry. At this level, some elements of advanced post-production will be overlapped as well.

Course Content:

Module 1
- o Fusion Basics
- o Working with images and
- o channels The Visual effects

Module 2
- o workflow Rotoscopy
- o 3D workflow
- o Advanced Roto-scopy using Tracking

Module 3
- o Video restoration – restoring archival footage
- o Set Extension
- o Particles

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Digital Compositing with Blackmagic Fusion: Essential Techniques by Lee Lanier
- Advanced Visual Effects Compositing: Techniques for Vfx by Lee Lanier

PRODUCTION PIPELINE

Course code	L	T	P/FW	Credit
MAV304	2	-	2	3

Course Objective:
This course explores the production pipeline used to create a short or feature film in animation studios.

Course Content:

Module 1
- Directing and analyzing an animated film
- Animation film techniques
- Film language in action
- Adaptation of film language in animation
- Student project-Character Designs
- Working with a script/ screenplay
- Camera angles and camera shots

Module 2

- Production crews, Departments and teems of Film production
- Working with storyboard
- Design and rendering the scenes layout and composition,
- Pans, Trucks and Multiple Pans of camera
- Scene planning, Location decision and selection
- Realistic touches; character interaction with the scene and the backgrounds
- Analyze film layouts

Module 3
- Set design and evaluation of theme
- Concept of BG painting
- Sound concepts and effects for the film
- The sound tracks
- Sound equipment and theory
- Dialogue and Voice-over
- Exposure-sheet Dope sheet and character sheet
- Editing- Image and voice
- Sound FX and Music

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Computer Animation, Third Edition: Algorithms and Techniques by Rick Parent
- Inspired 3D Short Film Production by Jeremy Cantor and Pepe Valencia

SUMMER PROJECT

Course code	L	T	P/FW	Credit
MAV305	-	-	-	6

Course Objective:

Students have to prepare a Dissertation on their final VFX project. In this module they have to breakdown their project into various stages (Pipeline) and put all the skills that they have acquired upto now to put this project together. All the different elements of Modeling, Animation, special effects and Editing will be synthesized into developing one comprehensive project. The entire project will be in the form of a Research project complete with Abstract, Chapter outlines and Final Results and outcomes

Course Content:

This is a professional project that the students have to make. Although the final output is a digital product and not a printed publication, the approach will be that of a research project. So students have to prepare an abstract of the project, breakdown of the project into various stages (similar to chapterization) and discuss what the final outcome will be and whether the intended result was in fact achieved. This will be like a showreel/profile that the student will carry with them out of the institute as a landmark achievement which synthesizes all the skills learnt throughout the year(s)

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Shaw, Susannah, "Stop Motion: Craft Skills for Model Animation", Focal Press
Bernstein, Charles , "Claymation, a Reader's Guide"
Murray, Rowena, "How to write a Thesis", Amazon, paperback

COMMUNICATION SKILLS – III

Course code	L	T/	P/FW	Credit
BCS 311	1	-	-	**1**

Course Objective:
To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

Course Contents:

Module 1: Types of Interview
- TelephonicInterview-Internet/SkypeInterview-EssentialsandPracticeInterview–

Module 2: Group Dynamics
- GroupDiscussionEssentials-GroupDiscussionPractice

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File
GD – Group Discussion
GP – Group Presentation
Text & References:
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

BEHAVIOURAL SCIENCE - III
(LEADING THROUGH TEAMS)

Course code	L	T	P/FW	Credit
BSS 311	1	-	-	1

Course Objective:
This course aims to enable students to:
- Understand the concept and building of teams
- Manage conflict and stress within team
- Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview
Team Design Features: team vs. group
Effective Team Mission and Vision
Life Cycle of a Project Team
Rationale of a Team, Goal Analysis and Team Roles
Module II: Team & Sociometry
Patterns of Interaction in a Team
Sociometry: Method of studying attractions and repulsions in groups
Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building
Types and Development of Team Building
Stages of team growth
Team performance curve
Profiling your Team: Internal & External Dynamics
Team Strategies for organizational vision
Team communication

Module IV: Team Leadership & Conflict Management
Leadership styles in organizations
Self Authorized team leadership
Causes of team conflict
Conflict management strategies
Stress and Coping in teams

Module V: Global Teams and Universal Values
Management by values
Pragmatic spirituality in life and organization
Building global teams through universal human values
Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Module VI:End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002,Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann&Margerison, Charles: Team Management, 1992 Edition, viva books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

Foreign Language-III

Course Code: FLT 301/311 (Tech French)   **Credit Units: 02**

Course Objective:
- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.
5. Le future proche
6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. Le register familier

Examination Scheme:

Internal Evaluation: 30marks

Following are the components of Internal Evaluation:

S.no	Evaluation Component	Weight	Date of Evaluation	Skill Evaluated
1	Language Lab Practical / Conversation / Class and Home Assignments	15 Marks	As and when scheduled by Faculty, ASL	Reading, Writing, Listening, Speaking
2	Mid Term Test	10 Marks	As per academic calendar of AUR	Writing
3	Attendance	05 Marks		
	Total	30 Marks		

End term Evaluation:70 marks

The question cum answer paper will consists of the following three sections:-

Section A (28marks)	Section B (24marks)	Section C (18 marks)
Grammar & Vocabulary	Comprehension passage	Composition

Text & References:

- Le Gargasson, I. Naik, S. Chaize, C. (2012) Tech French, Delhi : Goyal Publications
- Ray. A, Robert (2010) Le Petit Robert French Dicitionary, Paris: Le Robert
- Robert, Collins (2006) Collins Robert French Dictionary, Paris : Harper Collins

German

Course Code: FLG 301/311   **Credit units : 02**
Course Objectives:
After successful completion of this semester, students will be able to:
- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:
- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.

- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme

Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	Writing
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Reading Comprehension	Writing Composition

Prescribed Text-Book: First 10 Lessons from Deutsch alsFremdsprache -1B, INBH & Oxford, New Delhi, 1977
References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013
Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007
SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013
Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch – Englisch, Cornelsen, 2013
http://www.duden.de/woerterbuch
Materials are given in form of photocopies if felt to be necessary

Spanish

Course Code: FLS 301/311   **Credit units : 02**

Course Objectives:

- To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.

- To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.

- Time and date

- Speaking about prices/currency/ market and quantity.

- Counting above 100,

- To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:
Introduction of stem changing irregular verbs
Introduction of prepositions (Cerca de/ lejos de/ encima de etc.)
Present continuous tense **(Estar+ gerundio)**
Introduction of third person verbs Gustar/Parecer/Encantar/ Doleretc
Interrogatives – How much/ How many
Introduction of irregular verbs.
Immediate uture plans (Ir a + verbo)

Examination Scheme

Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	Writing
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	Reading, Writing, Listening, Speaking
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Comprehension	Composition

Text & References:
Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
Pasaporte Nivel (A1) by MatideCerraloza Aragón, oscarCerralozaGilli, BegoñaLlovetBarquero, Edelsa Group didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

Course Code: FLC- 301/311   **Credit Units: 02**

Course Objectives:

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在，是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS
1. Description of size
2. Description of quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS
1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS
1. Antonyms
2. Prepositional phrases
3. The object of 在，从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

EXAMINATION SCHEME
Total: 100 marks
Internal Evaluation: 30 Marks
Components of the Internal Evaluation:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated

1	Mid Term	10 Marks	As per Academic Calender of AUR	Writing
2	Viva + Language Lab	10 +5 Marks	Before end sem	Listening& speaking
3	Attendance (Based on Amizone)	05 Marks	Before end sem	
	Total	30 Marks		

End Term Evaluation: 70 marks
Written Exam: 70 Marks

Ser No	Evaluation Component	Weight	Component	Skill Evaluated
1.	Section A	28 marks	Grammar	
2.	Section B	24 marks	Comprehension & translation	Reading
3.	Section C	18 marks	Composition	Writing
	Total	70 marks		

Text & References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I
2. Chinese reader (HSK Based) book-I
3. Module on Programme specific vocab.

ADVANCE FILM MAKING

Course code	L	T	P/FW	Credit
MAV306	2	-	2	3

Course Objective
The objective of the course is to make students understand the editing language and encourage them to see editing as a creative tool to enhance their production quality.

Course Content

Module I – Understanding Editing Language
- Aesthetics of editing – analyse position of shots, pace and rhythm in shot placement and cutting, creating narratives through editing
- Linear V/S Non-Linear editing
- Introduction to different editing styles – Montage, Continuity, Cross-cutting, Dissolve, Wipe, Fade, L and J Cut
- Introduction to Video editing software – Premiere Pro/Final cut Pro
- Explaining the film production workflow
- Importing, capturing and managing assets

Module 2 – Video editing
- Trimming and adjusting clips
- Working with video effects
- Using text for Title and Subtitling in editing software
- Working with archival/existing footage
- Working with Chroma and chroma keying
- Performing color correction
- Preparing rough cut
- Preparing Final cut and export

Module 3 – Audio Editing
- Brief introduction to sound and its terminology – frequency, wavelength, amplitude, decibel, pitch
- Introduction to Adobe Audition - Waveform and Multitrack editor, manipulating pitch and frequencies – Pitch display and spectral frequency display
- Working with different types of sound such as dialogues, music, sound effects
- Audio editing concepts – Tracks, Channels, Sampling and sample rate, Bit Depth, Bit rate, Signal to noise ratio, Mono & Stereo recording
- Performing audio editing functions – Levelling, noise removal, equalisation
- Sound mixing and final export

Examination Scheme

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

<u>Text and References</u>
- *Film Sound: Theory And Practice by Elisabeth Weis and John Belton*
- *In the Blink of an Eye: A Perspective on Film Editing by Walter Murch*
- *Digital Nonlinear Editing: New Approaches to Editing Film and Video by Thomas A Ohanian*
- *Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix by Jay Rose*
- *Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio Series) by Robert M Goodman and Patrick Mcgrath*

Domai Elective

FINAL CUT PRO

Course code	L	T	P/FW	Credit
MAV 307	2	-	2	3

Course Objective:
The Course will introduce and familiarize the students with the software. The students will become familiar with the Final Cut Pro workspace, basic editing, capturing footage, using tools, exporting to tape, or QuickTime. The students will also learn effective workflow and file management strategies.

Course Contents:

Module I: Understanding Final Cut Pro
- Final Cut Pro Workspace – Viewer, Canvas, Timeline, Browser, Tool Palette
- Customizing the Screen Layout
- Using Menus, Shortcuts, and Controls
- Setting General Preferences
- Setting Scratch Disk Preferences
- Log and Capture
- Creating a new Project
- Importing Media
- Importing Still Images and Audio Files

Module II: Creating and Organizing Projects
- Using Bins to Organize Clips
- Renaming Clips and Bins
- Changing the Properties of a Project
- Saving a Project
- Creating a New Sequence
- Changing the Settings for an Existing Sequence – Using Sequence Presets
- Opening Clips in the Viewer
- Marking In and Out Points
- Moving Clips into the Timeline

Module III: Creating Sequences and Editing
- Working with Tracks in the Timeline
- Trimming clips in the timeline
- Working with Audio Clips and Tracks
- Adding Transition and Effects - Using the Viewer Effects Tabs
- Keyboard Shortcuts
- Rendering Versus Real-Time Playback
- How Sequences Are Rendered - Video and Audio Rendering
- Exporting Sequences and Clips
- Setting Export Options
- Output Formats

- Common Errors Codes and Troubleshooting

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:

- Final Cut Pro User's Manual
- Bordwell, & Thompson. (2003). Film Art: An Introduction and Film Viewers Guide. McGraw-Hill Higher Education.
- Huda. (2004). The Art and Science of Cinema. Delhi: Atlantic Publishers and Distributors.
- Phillips. (2009). Film: An introduction. New York: Bedford/St. Martin's.
- Rice, & McKernan. (2003). Editing Digital Video: The Complete Creative and Technical Guide. New York: MacAllister.

ADVANCED SCREEN DESIGN

Course Code	L	T	P/FW	Credit
To be Allotted	2	-	2	3

Course Objective:
Screen design is fundamental to animation communication. In this course, students expand upon traditional media skills and animation craft by adding the element of screen design.

Course Content:
Module 1:

- Concept of UX
- Trends in UX
- Emerging Technologies in UX
- Elements used in User Experience Design.
- Introduction and Definition on 6 Stages of Design Process
- Information Design and Data Visualization
- Wire framing & Storyboarding

- Through individual approach and expression in traditional and digital media
- Students communicate by juxtaposing and sequencing imagery to develop a sense of artist-audience construct and consequence.
- Basic of screen design
- User interface design
- Application for UID
- A brief history of screen design

Module 2:
- Direct manipulation of UID
- Graphic system characteristics of graphical user interface
- Online or web user interface
- Process of screen design or user interface
- Usability assessment in UI design

Module 3:
- Design standard and style guide
- UI elements
- Navigation and flow
- Color scheme for UID
- Selection of color
- Depth of levels and three dimensional appearance

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
The Essential Guide to User Interface by Wilbert O. Galitz
References
Exploring Adobe Illustrator CS6 (Adobe CS6) by Toni Toland and Annesa Hartman
Adobe Creative Suite 6 Design and Web Premium Digital Classroom by Jennifer Smith, Jeremy Osborn and AGI Creative Team
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ADVANCED FILMMAKING AND EDITING

Course code	L	T	P/FW	Credit
MAV 401	2	-	2	3

Course Objective:

This course pushes the envelope of Filmmaking. In this module, we take the student's skills in filmmaking to the next logical level, imparting them invaluable techniques in film grammer, composition and digital filmmaking. They are taught advanced methods of film and television editing and how to combine animation with post-production to produce a complete state-of -the -art product. In this course we also examine filmmaking techniques from the specific viewpoint of Film studios like Bollywood and Hollywood.

Course Content:

Module 1

- o Scripting for different formats – Documentary, fiction and Reality TV
- o Scripting for special assignments
- o Advanced Camera Techniques – Dolly, Crane and jib shots – where to use
- o The digital camera's menu – exploring advanced menu's
- o Shooting HD on a DSLR – The New

Module 2

- o Medium Planning a Complex Shoot
- o Advanced Lighting Techniques – Using Cutters, Scrims & Pattern Generators
- o Changes in Editing Technology and in Editing Aesthetics
- o Broadcast edit systems – FCP, Avid and Quantel
- o Special Effects in Editing – Keyframing while editing

Module 3

- o Round Tripping between After Effects and FCP
- o Audio Post – Sweetening and Mixing Audio
- o Compression and DVD Creation
- o The Final Edited Master

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Katz,Bob, "Mastering Audio - The Art and the Science", Focal Press, 2nd Edition
Lancaster, Kurt, "DSLR Cinema - Crafting the Film Look with Large Sensor Video
Cameras", Focal Press
Tim Grierson, Mike Goodridge, "FilmCraft: Cinematography", Focal Press, Nov 2011

INTERNSHIP

Course code	L	T	P/FW	Credit
MAV 402	-	-	-	10

Students preparing to present the internship report are required to adhere to the following guidelines:

Format of the file and its content:

- ➢ Cover page
- ➢ Declaration from the student
- ➢ Acknowledgement
- ➢ Certificate from the organization
- ➢ Introduction of organisation
- ➢ Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Key Employee Profile
- Major projects and Clients (in case of Advertising, Graphics Design, 3d Modeling VFX Company,Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work

- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion Appendix (Copies of the work done by the student during internship)

Format of the Report

- · File should be hard bind in black color with text printed in golden color
- · Text would be printed on one side of the page. Main title should be printed on the separate sheet.

- Font: Times New Roman
- Font Size: 14 (Heading) 12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom) 1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.

PROFESSIONAL PROJECT

Course code	L	T	P/FW	Credit
MAV 403-407	-	-	-	8

Course Objective: To give an in-depth exposure to the area of specialization, in order to make thestudents "industry ready" immediately after the programme.

Professional Project (Specialization on any one)
- Creating Animation (2D animation)
- 3D Animation
- Motion Graphics
- VFX compositing & Editing
- Lighting and Rendering

2D Animation (MAV 403)

Course Objective: It introduces students to various production techniques of 2D animation.
- Story concept
- Story board
- Illustration work
- Character design-sheet
- Animation workflow
- Software raw file
- Final Render

3D Animation (MAV 404)

Course Objective :
This course is the first level of 3D animation and focuses on introducing 3D software and practicing each students existing motion skills.
- Story concept
- Story board
- Character Model-sheet
- Modelling, texturing and light work raw file
- Animation work flow
- Final Render

Motion Graphics (MAV 405)

Course Objective:
The objective is to teach students about different concepts involved in Motion Graphics, which will help them to apply these entire concepts practically.
- Concept note
- Reference file

- Sketch/Illustration work (if Any)
- Animation work flow
- Software raw file
- Final render

VFX Compositing & Video Editing (MAV 406)

Course Objective:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

Lighting and Rendering (MAV 407)

Course Objective:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

- Concept note
- model sketch / Model-sheet
- 3D model raw file
- Texture UV and 3D lighting
- Final render

Examination Scheme:

  a) Total marks for professional project -   **100 marks**

  Break-up of marks

    Timely Submission   5 marks

    Content Clarity   25 marks

    Comprehensiveness   20 marks

    Originality   5 marks

  b) Project Presentation   **45 marks**

Domain Elective

BRAND DESIGNING

Course Code	L	T	P/FW	Credit
MAV408	3	-	2	4

Course Contents:

Module I:
- Introduction to Product and Brand
- Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio.
- Difference between Product and Brand, Brand Framework, Brand laddering, Brand designing: Meaning, concept and importance,

Module II:
- Branding & Brand Management. The concept of Brand Equity
- creating brands in a competitive market, Brand Positioning and Brand Associations
- Types of Branding, Using Brand Elements to create brand equity

Module III:
- The Internationalization of brands
- The importance of consumer perception and behaviour in branding
- Tools for marketing and branding strategy

Module IV:
- Branding architecture, Building Iconic Brand
- Finding the right brand ambassadors
- Celebrity endorsement, Logo Design, Design character, Background & Concept, Color, pictures and videos, Digital publishing, visual communication, sound principles.

Examination Scheme:

Components	CE	CT	A	EE
Weightage (%)	10	15	5	70

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

INDIVIDUAL SHOWREEL

Course Code	L	T	P/FW	Credit
BAV405	-	-	8	4

Course Objective:

These are projects that are completely INDEPENDENTLY handled by the students with no supervision or coaching from the teachers or teaching assistants. They do these projects in conjunction with industry professionals and have to be of a certain standard to be accepted or qualify. These projects, along with the final film project will be part of the showreel/portfolio that the student will carry with him or her on leaving the University. The broad headings under which they will do their professional projects on any one of the topics:

(1) **3D Animation project (Modelling/ rigging/ texturing/ Lighting/ Object or character Animation)**
(2) **VFX/ Compositing/ Rotoscopy/ Match Moving**
(3) **Motion Graphics project**
(4) **Demo reel on video editing**

Examination Scheme:

I.   Level of the work (Professional/semi-professional)   20

II. Organization & Presentation substance of Contents and Comprehensiveness including showcasing the work done   60

II. Presentation & Viva (At the end)   20

TOTAL 100 Marks