



Choice Based Credit System
140 Credit (3-Year UG Hons.)
MAKAUT Framework
w.e.f 2020-21

BSc.in Multimedia,Animation &
Graphics



CBCS – MAKAUT UG degree (Hons) 140 Credit FRAMEWORK (Revised)

Subject Type	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
CC	CC1, CC2	CC3,CC4	CC5,CC6,CC7	CC8,CC9,CC10	CC11,CC12	C13,C14
DSE					DSE1, DSE2	DSE3, DSE4
GE	GE1	GE2	GE3	GE4		
AECC	AECC 1	AECC 2				
SEC			SEC 1	SEC 2		
	4 (20)	5 (20)	5 (26)	4(26)	4 (24)	4 (24)

B.Sc in Multimedia, Animation & Graphic Design

1st Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 1	Design fundamentals and Visual literacy	6	4	2	0	✓			As per MAKAUT notification
BMAGD 101									
CC 2	Fundamentals of Graphical representation	6	4	2	0	✓			
BMAGD 102									
GE 1	Students have to select from the GE Basket	6						✓	
AECC 1	English Communication	2	2	0	0	✓			
BMAGD 164									
Semester Credits		20							

2nd Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 3	Graphic Design	6	4	2	0	✓			As per MAKAUT notification
BMAGD 201									
CC 4	Web Design	6	4	2	0	✓			
BMAGD 202									
GE 2	Students have to select from the GE Basket	6						✓	
AECC 2	Environmental Science	2	2	0	0	✓			
BMAGD 265									
Semester Credits		20							

3rd Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 5	Materials and process for design production	6	5	0	1	✓			As per MAKAUT notification
BMAGD 301									
CC 6	Visual narratives and sequential structure	6	4	2	0	✓			
BMAGD 302									
CC 7	Animation Fundamentals	6	4	2	0	✓			
BMAGD 303									
GE 3	Students have to select from the GE Basket	6						✓	
SEC 1	Mental Conditioning	2	2	0	0	✓			
BMAGD 354									
Semester Credits		26							

4th Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC8	2D Animation production	6	4	2	0	✓			As per MAKAUT notification
BMAGD 401									
CC 9	3D Animation Production	6	4	2	0	✓			
BMAGD 402									
CC 10	Digital Post Production	6	4	2	0	✓			
BMAGD 403									
GE 4	Students have to select from the GE Basket	6						✓	
SEC 2	New Media Skills	2	2	0	0	✓			
BMAGD 455									
Semester Credits		26							

5th Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 11	Advance experiments in Visual Storytelling	6	4	2	0	✓			As per MAKAUT notification
BMAGD 501									
CC 12	Advertising & Branding Design	6	4	2	0	✓			
BMAGD 502									
DSE 1	Elective 1	6	1	0	5			✓	
DSE 2	Elective 2	6	1	0	5			✓	
Semester Credits		24							

6th Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 13	Communication Design	6	4	2	0	✓			As per MAKAUT notification
BMAGD 601									
CC 14	Dissertation	6	4	2	0	✓			
BMAGD 602									
DSE 3	Capstone Project	6	1	0	5			✓	
DSE 4	Dissertation & Viva Voce	6	1	0	5			✓	
Semester Credits		24							
Total Credits		140							

Program Outcomes or Graduate Attributes of B.Sc Multimedia, Animation & Graphic Design Program under MAKAUT :

Graduates will be able to demonstrate the following program outcomes:

PO1- Design Knowledge: To understand the Fundamentals, element and process of design.

PO2-Finding, Development and Solutions: Identifying the problems, researches and reviews for designing graphics and Animation.

PO3-Design Application and Society:Application of tools and techniques to create design projects.

PO4- Individual and teamwork: Apply ethical principles and commit to professional ethics and responsibilities of design practice as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.

PO5- Communication: Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.

PO6- Lifelong Learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the design process and social delivery.

Program Outcomes (PO) Mapping

PO#	Program Outcome	Mapped courses
1	Design knowledge	BMAGD101, BMAGD 102, BMAGD 201, BMAGD 301, BMAGD 302, BMAGD 303, BMAGD 401, BMAGD 402, BMAGD 501, BMAGD 502, BMAGD 601, BMAGD 602
2	Finding, Development and Solutions	BMAGD101, BMAGD 102, BMAGD 201, BMAG 202, BMAGD 301, BMAGD 302, BMAGD 303, BMAGD 402, BMAGD 501, BMAGD 502, BMAGD 601, BMAGD 602, BMAGD544
3	Design Application and Society	BMAGD101, BMAGD 102, BMAGD 201, BMAG 202, BMAGD 301, BMAGD 302, BMAGD 303, BMAGD 401, BMAGD 402, BMAGD 403, BMAGD 501, BMAGD 502, BMAGD 601, BMAGD 602, BMAGD265, BMAGD544, BMAGD644
4	Individual and Team Work	BMAGD101, BMAGD 102, BMAGD 201, BMAG 202, BMAGD 301, BMAGD 303, BMAGD 401, BMAGD 402, BMAGD 501, BMAGD 402, BMAGD 502, BMAGD 601, BMAGD 602, BMAGD544, BMAGD643, BMAGD644
5	Communication	BMAGD101, BMAGD 102, BMAGD 201, BMAG 202, BMAGD 302, BMAGD 303, BMAGD 401, BMAGD 402, BMAGD 501, BMAGD 502, BMAGD 601, BMAGD 602, BMAGD 164, BMAGD 355
6	Life-Long Learning	BMAGD101, BMAGD 301, BMAGD 303, BMAGD 401, BMAGD 501, BMAGD 502, BMAGD 601, BMAGD 354

***GE Courses are not in the above mapped list. Based on the choice of the learner that would necessarily be part of PO6 and the relevant PO's**

Code: BMAGD 101

Course: Design fundamentals and Visual literacy

Course Objective:The course is designed to provide an introduction to the fundamental aspects of design, design methodologies as well as visual communication. Students will be able to develop a sense of design aesthetics as well as create better processes of design systems.

SI	Course Outcome	Mapped modules
1	To understand the Fundamentals, element and process of design.	M1, M2
2	Identifying the problems, researches and reviews for designing graphics and Animation.	M2
3	Application of tools and techniques to create design projects.	M2, M3
4	Apply ethical principles and commit to professional ethics and responsibilities of design practice as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.	M3, M4
5	Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.	M3 ,M4, M5
6	Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the design process and social delivery.	M2, M3 ,M6

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to Design	8	25	1,2	
M 2	Design Methodology	10	25	1,2,3	
M 3	Design research and process	15	20	2,3,4,5	
M 4	Visual literacy	10	20	2,3,4	
M 5	Typography	5	10	1,3,5,6	
M 6	Design Studio	17	0	3,4,5,6	
		60	100		

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Semester -1

Paper: Design fundamentals and Visual literacy

Code: BMAGD 101

Contacts Hours / Week: 4L + 2P

Credits: 6

Module 1-Introduction to Design:

The students will be provided with a comprehensive introduction to the various elements and principles that guide and govern design as a whole.

They will learn the tools as well as methods to solve any design centric problem. This course shall pave the way into further specializations in the various design fields.

(Total Hours-8)

Module 2- Design Methodology:

Detailed Introduction to the numerous methods employed and the common factors that guide the creation of a successful design. The students shall be introduced to the practical aspects that govern the methods employed in the industry.

(Total Hours-10)

Module 3-Design research and process:

The course is designed to provide in-depth training the processes and methods that help in creating good design. Beginning with an introduction to the general methods of research, the course moves in to a detailed understanding of the steps in design thinking.

(Total Hours-15)

Module 4- Visual literacy:

The course is primarily aimed at introducing the students to be aware of the various factors that help in understanding and creating a proper visual expression. The topics embody a holistic understanding of the various socio-cultural, historical, political as well as environmental aspects of design.

(Total Hours-10)

Module 5- Typography:

An introduction to one of the main pillars of graphic design, Type, along with its history, anatomical understanding as well as compositional aspects which has shaped the way graphic design has evolved over the years.

(Total Hours-5)

Module 6 – Design Studio :

Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project. (Total Hours-17)

Reference Books:

1. Elements of Design, by Gail Greet Hannah, Princeton Architectural Press
2. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli Publisher, Multilingual edition.
3. Graphic design history by Steven Heller & Georgetta Balance
4. Design Dictionary-Perspectives on Design Terminology by Michael Erlhoff and Tim Marshall
5. A History of Graphic Design, Meggs, Philip; John Wiley & Sons
6. The Visual Dictionary of Photography by David Präkel
7. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli Publisher, Multilingual edition.
8. The Design Process by Karl Aspelund
9. The Design Method by David Airey
10. 100 Design methods by Vijay Kumar
11. Lateral thinking by Edward DeBono
12. Mind mapping- Tony Buzun
13. How to think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven Heller

Code: BMAGD 102

Course: Fundamentals of Graphical representation

Course Objective: The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in-depth understanding of processes to help create better design workflows using graphical representations.

SI	Course Outcome	Mapped modules
1	To understand the Fundamentals, element and process of graphic design.	M1, M2
2	Identification of appropriate methods to solve design centric problems.	M2
3	Application of tools and techniques in design methods.	M2, M3
4	Apply ethical principles and commit to professional ethics and responsibilities of design practice as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.	M3, M4
5	Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.	M3, M4, M5
6	Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the design process and social delivery.	M2, M3, M6

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Drawing fundamentals	8	25	1,2	
M 2	Perspective, light and shade	7	25	1,2,3	
M 3	Composition fundamentals	10	20	2,3,4,5	
M 4	Tools and technique of graphical representation	5	20	1,2,3	
M 5	Application of different mediums and Visual representation	10	10	1,3,5,6	
M 6	Design Studio	20	0	3,4,5,6	
		60	100		

Semester -1

Paper: Fundamentals of Graphical representation

Code: BMAGD 102

Contacts Hours / Week: 4L + 2P

Credits: 6

Module 1-Drawing fundamentals:

The students will receive extensive training in handling tools as well as elements of graphical representations, including the use of lines, space, shapes as well as colours. They shall understand the dynamics of freehand sketching, as well as how to observe one subject in various circumstances. The course will also be an exploration in different mediums of image making like charcoal, brush and ink, as well as natural pigments.

(Total Hours-8)

Module 2- Perspective, light and shade:

This course is instrumental in creating a good foundation for understanding the concepts of perspective as a tool in visual content creation, the application of the knowledge concerning light and shade, composition, spatial usage, and so on.

(Total Hours-7)

Module 3-Composition fundamentals

The course stresses on the importance of understanding composition as the fundamental instrument of image making and shows how various image making concepts can be applied in the creation of a successful information providing system.

(Total Hours-10)

Module 4- Tools and technique of graphical representation:

The course is primarily aimed at introducing the students to the evolution and developments that have been crucial in shaping the printing techniques, upon which much of modern world history owes its dependency.

(Total Hours-5)

Module 5- Application of different mediums and Visual representation:

The students are given practical hand-on training of the application of their graphic design knowledge through the various mediums of printing like lino-cut, wood-cut, serigraphy

(Total Hours-10)

Module 6 – Design Studio:

Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project. (Total Hours-17)

BMAGD -164

AECC 1: English communication

Course Objective:

The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.

Course Outcome:

Sl	Course Outcome	Mapped modules
1	Students will be able to Remember & Understand the basic concepts of the usage of English grammar & vocabulary in communication.	M1
2	Students will be able to Comprehend facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.	M1,M2
3	Students will be able to Synthesise and Apply acquired linguistic knowledge in producing various types of written texts	M1, M3
4	Students will be able to Comprehend facts and ideas from aural inputs and Synthesise and Apply acquired linguistic knowledge in giving spoken response	M1, M4

Syllabus:

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Functional grammar & Vocabulary	2	10	1,2	
M 2	Reading Skills	2	20	1,2	
M 3	Writing Skills	8	40	2,3,4,	
M 4	Listening & Speaking Skills	8	30	2,3,4	
		20	100		

Detailed Course Curriculum:

Paper: English Communication

Code:

Contact Hours / Week: 2L

Credits: 2

Module 1 : Functional Grammar & Vocabulary : Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.

1L + 1T

Module 2 : Reading Skills: Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.

1L + 1T

Module 3 : Writing Skills: Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements

4L + 4T

Module 4 : Listening & Speaking

Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening

Speaking: Presentations, Extempore, Role-plays, GD, Interview

4L + 4T

Suggested readings:

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi: PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.