MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of B. Sc. In Multimedia Animation & Graphics
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

6th Semester

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
				Theory	Practical	Tutorial	Offline#	Online	Blended	
CC 13	Communication Design	BMAGD(T) 601	6	4	0	0	✓			As per MAKAUT Notification
		BMAGD 691		0	2	0				
CC 14	Animation Film Making	BMAGD 602	6	4	0	0	✓			
		BMAGD 692		0	2	0				
DSE 3 (Any One)	Digital Photography	BMAGD 603(A)	6	5	0	1			✓	
	Writing and Presentation Skills	BMAGD 603(B)	6	5	0	1				
DSE 4 (Any One)	Major Project	BMAGD 681(A)	6	1	5	0			✓	
	Internship	BMAGD 681(B)	6	1	5	0				
Semester Credits			24							

Note:
Major Project/Internship- (Students have to engage in a full length/capstone project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.
(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.

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CC 13

BMAGD 601: Communication Design
Credits- 4L+2P

Course Objective: The course will open vistas of communication design. Student will learn the process of film making, gain a solid understanding of communication design across a broad range of media for meeting the challenges of an exciting and evolving industry. Students will be able to explore the communication imperative in a commercial environment and learn how to respond confidently to design problems.

Sl	Course Outcome (CO)
1	Outline the Fundamentals of communication design.
2	Examine the methods and principal to develop an in-depth understanding of direction towards film.
3	Apply tools and techniques for communication design, film language.
4	Develop dynamic shots, lighting, cinematic depth, and composition
5	Create script, dialog, character. Audio visual presentation.
6	Make use of all principles for a film, in which all communication aspects are working together.

Theory- BMAGD(T) 601

CO	Blooms Level	Modules	%age of questions
CO1	1,2,3	M1,M2	60
CO3	2,3,4	M4, M5	40
			100

Practical- BMAGD (P) 691

CO	Blooms Level	Modules	%age of questions
CO1	2,3	M2	15
CO2	3,4	M2	15
CO3	3,4	M3	15
CO4	3,4,5	M3	15
CO5	3,4,5,6	M5	15
CO6	3.4.5	M6	25
			100

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Module 1- Fundamentals of communication design. (12L +4P)

Definition of communication design, types of communication design.
Visual perception, sign and symbols.Metaphore in visual communication.

Module 2- - Visual communication methods and process. (12L+ 4P)

Overview of Story Boards; Textbooks & Structure of Class; Basic Perspective; Basic
Staging; Characters with Perspective; Storyboard
Types of Film Shots; Screen Direction; Shot Progression, Film Logic;

Module 3- Cinematic approach towards communication (4P)

Framing Devices; Cinematic Depth; Strong Composition; Visual Clarity

Module 4- Composition fundamentals (12L+ 4P)

Tones; Dramatic Composition; Iconic Shapes; Use of Angles

Module 5- Process of communication Design (12L+4P)
Character Performance; Character Development & Design and Acting; Working with
Dialogue; Clarity of Story through character.

Module 6 –Studio: (8P)

Execution and culmination of the knowledge gathered from all the other modules of the semester into
project.
Student should learn the hands-on process of Visual Communication.

Suggested Readings:
1.Making movies : Sydney Lumet
2.Screenplay (1979) Book by Syd Field
3. The screenwriter's bible (1994) Book by David Trotter
4. Substance, Structure, Style, and the Principles of Screen writing by Robert McKee
5. Animation writing and development by Jean Ann Wright
6. Animation Art – History in a book by Designer

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CC 14 : BMAG 602/692: Animation Film Making

Credits- 4L+2P

Course Objective: The course will provide experiment with animation film making process from pre-production to post production. Student will learn the process of film making, gain a solid understanding of traditional as well as digital method of animation techniques and will be able to select any one medium for animation film.

Sl	Course Outcome (CO)
1	Build the Fundamentals of animation film making process.
2	Examine the methods and principal to develop an in-depth understanding of animation film.
3	Apply tools and techniques for animation film.
4	Evaluate Traditional and digital methods.
5	Create Post production for animation film.
6	Make use of all principles for a film, in which all aspects are working together

Theory- BMAGD(T) 602

CO	Blooms Level	Modules	%age of questions
CO1	1,2,3,4	M1,M2	40
CO3	2,3,4	M4, M5	60
			100

Practical- BMAGD (P) 692

CO	Blooms Level	Modules	%age of questions
CO1	2,3,4	M2	15
CO2	2,3,4	M2	15
CO3	2,3,4	M3	15
CO4	2,3,4,5	M3	15
CO5	4,5,6	M5	15
CO6	2,3.4	M6	25
			100

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Module 1- Fundamentals of Animation film making. (12L +4P)

Understanding the process of animation film making, developing concept, Animation style,

Developing story. Story presentation.

Module 2- - Pre production process for animation film. (12L +4P)

Understanding the process of script to screen, concept art ,Story board for animation film, casting for animation, sound design, design for animation.

Module 3- Traditional animation techniques. (4P)

Applying the traditional method for animation film making using light box, pixilation,cutout animation technique, Experiments through mixed medium in animation film making.

Module 4- Digital approach in animation film (12L+ 4P)

Application of different digital tools for animation film making.3D tools,Expremental animation technique,Appklying Hybrid animation method in animation film.

Module 5- Post production for animation film. (12L+4P)
Understanding all aspect of post-production process in animation film. Compositing tools and technique, sound editing for animation film, editing for animation.

Module 6 –Studio: (8P)

Execution and culmination of the knowledge gathered from all the other modules of the semester into project.
Student should learn the hands-on process of Animation film making.

Suggested Reading
1. The Art of the Storyboard: Storyboarding for Film, TV and Animation by John Hart
2. Art of Storyboard by Don Bluth
3. Animation writing and development by Jean Ann Wright
4. Animation Art – History in a book by Designer
5) Compositing Visual Effects: Essentials for the Aspiring Artist by Steve Wright
6) Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 by Chris Meyer and Trish Meyer

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DSE 3- BMAGD 603(A)
Credits- 5L +1T

DIGITAL PHOTOGRAPHY

Course Objective: This course will deal with the history and technical evolution of Professional cameras, the component of cameras and functionalities, the rules of composition for photography, functionalities of cameras and setting up accessories. The students will be able to apply the techniques of lighting and application of tripods and other camera accessories to capture a good composition in cinematography & Photography.

Module 1 - Introduction to Photography

History of camera , camera obscura, parts of camera, analog and digital cameras,
pixel, raster and vector, resolution, functions of camera, viewfinder. SLR, DSLR
cameras, Focus, aperture, white balance, Depth of Field, shutter speed, ISO,exposure, F-Stops.

2. Module 2- Cameras and Accessories

Types of Cameras : point Shoot , High end consumer cameras,
Lenses, Type of lenses(prime, zoom ,micro),Digital Single Lens, Reflex Cameras (
Digital SLRs) Focal length, camera settings, setting white balance, sunny 16 rule, metering , Tripod-
qualities , Types , Functions , speed light, reflectors.
Camera equipment, types of photography (wedding, wild, portrait, street, architecture, product

3. Module 3– Framing and Composition

Simple Rules for framing Human Subjects, Headroom , Subjective vs Objective Shooting angles,
Look Room, Rule of thirds, Camera Angles,

Camera moves, types of shots(extreme long shot, long shot, medium shot ,medium close up shot,
close up shot) and angles (low angle, high angle, tilt POV, Birds eye view).180 degree rule
Framing composition with two people, The profile two –shoot, high angle, over the shoulders ,
wrapping up composition.

4. Module 4 – Basics of Photography and Lighting

Depth of focus, lens and focal length, focal plane, angle of coverage and characteristics of lenses, the
setting of aperture and shutter and how they are relatively and arithmetically arranged, types of
shutter, types of photography

General Lighting concepts, Foot candles, Kelvin, Fundamentals of Lighting, natural and artificial light
source, basi portrait lighting, three point lighting.

Suggested Reading

1. Visual dictionary of photography by David Prakel. AVABooks
2. Basic Photography- Michael Langford, Focal press
3. The photographer's eye- Michael Freeman, Focal Press

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4. Learning to see creatively: Design, Colour & composition in Photography- Bryan
Peterson, Amphoto Books
5. The Elements of Photography: Understanding and creating sophisticated images- Angela
Faris
Belt, Focal Press
6. Basic Photography – John Hedgeco
7. Digital Photography: Expert Techniques by Ken Milburn
8. Basic photography - Datta, Dhruba

DSE 3- BMAGD 603(B)

Credits- 5L +1T

Writing and Presentation Skills

Course Objective: The course is designed to extend the fundamental concepts of critical reasoning
and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating
fact from opinion and creating their own arguments. To assist the students in developing appropriate
and impressive writing styles for various contexts.

Module 1 - Writing with Impact

- Fundamental concepts of Critical reasoning.
- Appropriate and impressive writing styles for various concepts
- Writing with impact through example
- Learning about the readers
- Understanding how people read
- Directing the eye with page elements
- Grabbing readers attention

Module 2 - Writing short ,Clear and right

- Shortening sentences
- Managing paragraph lengths
- Bringing out your voice
- Sticking to one idea at a time
- Untangling grammar
- Exploiting the power of verbs
- Using sentence for rhythm effect • Matching style to genre

Module 3 – Public Speaking Foundations

• Preparing a speech -Identifying your audience - Know why you are talking – Outlining the speech –
Finding story – Research – Managing pre- performance anxiety

• Opening and Delivering Speech –Develop credibility – Explore the strong openings – Introducing
the agenda – develop vocal variety – practice great body language – use props and visual aids –

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Module 4 –Designing Presentation

Soft skills for academic presentations - Effective communication skills –Structuring the presentation - Choosing appropriate medium – Flip charts – OHP – Power Point presentation – Clarity and brevity - Inter-action and persuasion - Interview skills – Group Discussions.