Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for M. Sc. (Animation & Graphic Design)
(Effective for Academic Session 2021-2022)

Semester-III

Title: Animation Design & Management

Theory

Course Code: MVC 301A   Course Credit: 3

Full Marks: 100

Lecture: 20 Hours   Tutorials: 20 Hours   Practical: 00 Hours

Brief description of the Course:

Understanding the various stage of animation production process . Pre-production- Production-Post Production .

Learning Objectives:
- Student should learn the production process
- Able to understand production pipeline
- They should learn project planning, project management from script to screen

Pedagogy:

Lecture, Tutorial , demonstration, Assignment

Course Outline :
- Fundamentals of production management
- Production process, defining various stages of animation
- Understanding the design aspect of animation
- The work force - The recruitment - Studio Design - India scenario

Textbooks:

- *Directing the story - Francis Glebas,*
- *Animation Concepts and Production - Hannes Rall,The Walt Disney Film Archives XXL*
- *The Animated Movies 1921-1968 Daniel Kothenschulte, John Lasseter, Russell Merritt, Charles Solomon*

Title: Design for Advertising & Management

Theory

Course Code: MVC 301B   Course Credit: 3

Full Marks: 100

Lecture: 20 Hours   Tutorials: 20 Hours   Practical: 00 Hours

Brief description of the Course:

This course will introduce some of the important milestones and aspects of Advertising in the last hundred years. The course will discuss about the impact of Industrial revolution on society and Advertisement in relation with Marketing. Different features of Advertisements and qualities and its relevance to the Modern Business trends.

Learning Objectives:

On completing this course student will be able to;

•Understand the important features of Advertisement

•Know and explain the qualities of different aspects of Advertisement

•Role of advertisement in different fields of society

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

• Introduction to Advertising;

• Post Industrial impact on Rural, urban economy of India

• Mass production and Transportation

• Advertising and Marketing

• Direct and indirect Marketing

• Advertising of an Art, Science and Business profession

•Advertising History and Modern Advertising

•Advertising and Society

Text books:

- *Advertising Theory (Routledge Communication Series) February 25, 2012 by Shelly Rodgers (Editor), Esther Thorson (Editor*
- *The Advertising Research Handbook, Second … byCharles E. Young*
- *Advertising Research: Theory & Practice (2nd Edition) Hardcover – May 23, 2011 by Joel J. Davis (Author)*
- *Designing Brand Identity: An Essential Guide for the Whole Branding Team,*
- *Designing Brand Identity: An Essential Guide for the Whole Branding Team- Alina Wheeler,*
- *Branding: In Five and a Half Steps - Michael Johnson,*
- *Logo Modernism - Jens Muller,*
- *The Elements of Typographic Style (v4)- Robert Bringhurst,A Designer's Art - Paul Rand*

Title: Design Project - 1(A/B)

Sessional (Specialized)

Course Code: MVC 381(A/B)

A – Animation Design Project

B – Visual (Graphic) Design Project   Course Credit: 10

Full Marks: 400

Lecture: 00 Hours   Tutorials: 20 Hours   Practical: 40 Hours

Brief description of the Course:

Understanding the preproduction stage of design process and ideation - conceptualization - making of prototypes and visual planning. Students should complete pre-production process for a film project (A); Students should complete basic design research work for a topic to be executed through print/product design (B).

Learning Objectives:

- Students should able to conceptualize from the basic ideation
- They should learn the process of visualization
- Understanding of Character bible and various styles

Pedagogy:

Demonstrations, workshops, group discussions, Studio based practical projects

Course Outline A:

- Converting script to storyboard
- Layout design
- Character Design and stylization
- Set design and lighting

Course Outline B:

- Design research
- Making of Design layout
- Understanding framework for Print/product design

Title: Design and Culture

Sessional

Course Code: MVC 382   Course Credit: 10

Full Marks: 100

Lecture: 00 Hours   Tutorials: 20 Hours   Practical: 40 Hours

Brief description of the Course:

Understanding of various Indian art forms, regional cultural studies; group project

Learning Objectives:

- Students should explore and study various Indian art forms
- Understanding cultural studies and its evaluation

Pedagogy:

Study tour, group discussion, presentation, assignments

Course Outline:

- Cultural research
- Documentation
- Presentation

Title: Digital Design - III

PRACTICAL PAPER (Specialized)

Course Code: MVC 391 (A/B)

A – Animation Design

B - Visual (Graphic) Design   Course Credit: 6

Full Marks: 100

Lecture: 0 Hours   Tutorials: 20 Hours   Practical: 40 Hours

Brief description of the Course:

Knowledge of 3D and Motion graphic

Learning Objectives:

- Learn 3D modeling Lighting and Texturing
- Rigging and Animation for characters and Product design
- Creating motion graphics
- introduction to Web design

Pedagogy:

Demonstration, Practical classes, assignments

Course Outline A:

- Preparation of 3D Models, add Lighting and Textures

- Rigging and Animation
- VFX- Color Correction | rotoscopy |composite
- Motion graphics
- Motion tracking

Course Outline B:

- UI Design
- Design for Branding and advertising
- Motion Graphics
- Audio Visual Techniques

Software Usage:

- Maya
- After effects
- Adobe Premier

Textbooks:

- *Designing Interface Animation*
- *Meaningful Motion for User Experience - Val Head, Anatomy for 3D Artists*
- *The Essential Guide for CG Professionals Chris Legaspi*
- *Introducing Autodesk Maya 2019 - By TJ Gald*
- *After effects for designer - Chris Jackson*
- *Beginner's guide to Digital Painting- Nykolai Aleksander & Richard Tilbury*