

**Maulana Abul Kalam Azad University of Technology, West Bengal**

*(Formerly West Bengal University of Technology)*

**Syllabus for M. Sc. (Visual Communication)**

**(Effective for Academic Session 2018-2019)**

**Semester -4**

**Course Code: MVC 401 (A/B)**

Course Credit: 6

Full Marks: 100

Lecture: 40 Hours

Tutorials: 20 Hours

Practical: 0 Hours

**MVC 401A (Design)**

**Brief description of the Course:**

Design for branding, Design strategy, production process and campaigning.

**Learning Objectives:**

- To understand basics of branding
- Understanding of Design strategy and production process
- Understanding of design campaign

**Pedagogy:**

Demonstration, Practical classes, assignments

**Course outline:**

- Advance design for communication. Form and function and visual representation.
- Creative use of production process and mediums for communication
- Design strategy – Brand strategy and identity. Campaign designing from idea to print.

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**MVC 401B (Animation)**

**Brief description of the Course:**

Design for branding, Design strategy, production process and campaigning.

**Learning Objectives:**

- To understand basics of branding
- Understanding of Design strategy and production process
- Understanding of design campaign

**Pedagogy:**

Demonstration, Practical classes, assignments

**Course Outline:**

- Advance concept and character design process and development
- Animation method tools and techniques
- Digital methods for 2D/3D/Stop motion Animation
- Sound and Dialogue Sync.

**Suggested Readings:**

- From design into print: Preparing graphics and Text for professional printing by – Sandee Cohen
- Designing for Print by – Charles Conover
- The Design Process by – by Kurl Aspelund
- Type: The Essential guide to Typography for print and web design by Denise Bosler
- The World Adobe Illustrator CS5: Mordy Golding
  
- The Animator's Survival Kit -by Richard Williams
- Disney Animation: The Illusion of Life - by Frank Thomas and Ollie Johnston
- Cartoon Animation - by Preston Blair
- Timing for Animation - by Harold Whitaker
- The Animation Book: A Complete Guide to Animated Filmmaking by Kit Laybourne

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**Title: Design Project - Final**

**Sessional Paper**

**Course Code: MVC 481**

Course Credit: 10

Full Marks: 400

Lecture: 0 Hours  
Hours

Tutorials: 20 Hours

Practical: 40

**Brief description of the Course:**

Execute the production and post-Production process of the final project

**Learning Objectives:**

- Student should execute the final project

**Pedagogy:**

Production process, project

**Course Outline:**

Completion of final project

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**Title: Dissertation Documentation**

**(Research work submission)**

**Sessional Paper**

Course Code: MVC 482

Course Credit: 4

Full Marks: 100

Lecture: 0 Hours  
Hours

Tutorials: 20 Hours

Practical: 40

**Brief description of the Course:**

Documentation of Project starting from project proposal to final documentation.

**Learning Objectives:**

- Student should learn the complete documentation related to the final project.

**Pedagogy:**

Documentation

**Course Outline:**

- Project proposal
- Research report/documentation
- Project output documentation
- Pipeline problem sharing during production process

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**Title: Portfolio Development | Presentation**

**Practical Paper**

Course Code: MVC 491

Course Credit: 4

Full Marks: 200

Lecture: 0 Hours  
Hours

Tutorials: 20 Hours

Practical: 40

**Course Description:**

This course will brief on the importance of the portfolio, and different types of portfolio and methodology in systematically developing individual Project portfolio. Also, the course briefs about portfolio 's for different purpose. Course will provide information and knowledge of different digital and manual methods to build one's portfolio. Under this course student will learn to plan for their final display and presentation of their portfolio for external jury.

**Learning outcome of the Program:**

After completion of this program, Students are expected to become a complete professional in the field of Graphic Design and Animation. This program also enriches students with the concept and knowledge, so that they can do further research in the field of Design.