

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of B. Sc. In Animation & Film Making
Effective from academic session 2023-24

Graduate Attributes

B.Sc. in Animation & Film Making (BAFM) is one of the most sought-after career-oriented Animation professional programs offered at the bachelor's level. This Design and Animation degree course opens up innumerable career options and opportunities to the aspiring creative artist to become professionals both in India and abroad. The program has been outlined for understudies who have a propensity for learning activity and realistic planning and create models and imagination through extraordinary impacts. The understudies will be instructed around both aesthetics as well as specialized angles of activity and illustrations planning.

By the end of the program the students will be able to:

1. Work independently or in conjunction with design and animation studios and production houses.
2. Able to comprehend the visual aspects and aesthetics of a design.
3. Able to create visually appealing graphics for various brands and promotions.
4. Able create 3D models for animated movies and games.
5. Able to create and collaborate as an artist in animated shorts and films.
6. Able to rig 3D models for various media for animation.
7. Able to create artificial environment for movies and media.
8. Able to visualize a design from scratch.
9. Able to design characters for animated films and other media.

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Semester 1

Paper Name: Introduction to Drawing
Paper Code: BAFM 101 / BAFM 191 (P)
Credit Points - 5
Total Contact Hours – 75

Course Objective: The course is designed to provide an introduction to the fundamental aspects of drawing 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. They can understand the form by learning basic shapes, composition and light, perspective figure drawing.

Course Outcome:

SL No.	Course Outcome	Mapped Unit
1	Remembering	M1, M2
2	Understanding the course	M1, M2, M3, M4
3	Applying the general problem	M2, M3, M4
4	Analyze the problems	M2, M3, M4
5	Evaluate the problems after analyzing	M3, M4
6	Create using the evaluation process	M3, M4

Module No.	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (if applicable)	Remarks (If any)
M1	Visual Design	10	25	1,2	1	-	-
M2	Basic Drawing	15	25	1,2,3,4	2	-	-
M3	World of perspective	10	25	3,4,5,6	1, 2	-	-
M4	Concept design	10	25	3,4,5,6	8, 9	-	-
Total Theory		45	100				
Practical		30					
Total		75					

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BAFM 101 (3 Credits) – 45 hours

SL No.	Topic/Module	Hours
1	<p>Module 1 - Visual Design:</p> <ul style="list-style-type: none"> • Comprehensive introduction to the essentials of drawing • Points and lines- Types, Direction, Quality, lines and outlines, contours, Lines as value, Shapes. • The fundamentals of shape • The art of drawing shapes • Composition of the forms and working with light and shade. 	10
2	<p>Module 2 - Introduction to Basic Drawing:</p> <ul style="list-style-type: none"> • Dynamics of freehand sketching • Action poses using gesture drawings • Line of action, C-curve, and S-curve to the figures. • Gesture pose 	10
3	<p>Module 3 - World of perspective:</p> <ul style="list-style-type: none"> • The basic elements of perspective & how they work together to create illusion of 3D forms. • The various elements of perspective and composition • The One-point, Two-point and Three-point perspective principles with practical examples • Three dimensional objects from your imagination • Building perspective grids. • Objects and environments - interiors and exteriors 	15
4	<p>Module 4 - Concept design:</p> <ul style="list-style-type: none"> • Rules of composition • The concepts of character creation • Shapes, structure and volume • Realistic light and shadow • Male & female anatomy 	10

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BAFM 191(P) (2 Credits) – 30 hours

SL No.	Topic/Module	Hours
1	<p>Module 1- Visual Design:</p> <ul style="list-style-type: none"> • Warm up exercises – drawing circles, spirals, curves. • The fundamentals of shape. • The art of drawing shapes. • Composition of the forms and working with light and shade. 	5
2	<p>Module 2- Introduction to Basic Drawing:</p> <ul style="list-style-type: none"> • Dynamics of freehand sketching. • Action poses using gesture drawings. • Line of action, C-curve, and S-curve to the figures. • Gesture poses. 	5
3	<p>Module 3- World of perspective:</p> <ul style="list-style-type: none"> • The basic elements of perspective & how they work together to create 3D forms. • One-point, Two-point and Three-point perspective principles. • Objects and environments - interiors and exteriors using reference. 	10
4	<p>Module 4- Concept design:</p> <ul style="list-style-type: none"> • Sketching male and female bodies using gesture line freehand sketching • cartoon character & expression • Action poses using gesture drawings by applying the line and C curve • Realistic light and shadow with inorganic object • 8 to 7 head male & female anatomy • Gesture pose drawing 	10

Suggested Reading:

1. Fun with Pencil – Andrew Loomis.
2. Basic figure drawing techniques - Greg Albert
3. Anatomy and Drawing by Victor Perard
4. Andrew Loomis - Figure Drawing For All It's Worth
5. Perspective Made Easy – Ernest R. Norling
6. Learn how to draw - John Hagan

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Semester 1
Paper Name: Introduction to Visual Design
Paper Code: BAFM 102 / BAFM 192 (P)
Credit Points - 5
Total Contact Hours – 75

Course Objective:

1. Introduction to the world of Graphic Design and understanding the industry work process.
2. Learning the history of Graphic Design and the impact on modern design methods.
3. Understanding the elements, principles and Gestalt principles of Graphic Design.
4. Understanding colour and how the colours are used in digital and manual media.
5. Understanding vector graphic environments and working with Adobe Illustrator.

Course Outcome:

SL No.	Course Outcome	Mapped Unit
1	Remembering	M1
2	Understanding the course	M1
3	Applying the general problem	M2, M3, M4
4	Analyze the problems	M2, M3, M4
5	Evaluate the problems after analyzing	M3, M4
6	Create using the evaluation process	M3, M4

Module No.	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	Introduction to Design & History of Graphic Design	10	25	1, 2	1	-	-
M2	Elements & Principles of Design	10	25	3, 4	2	-	-
M3	Gestalt Principles & Colour Theory	10	25	3, 4	2, 8	-	-
M4	Logo Design and Iconography	15	25	4, 5, 6	3, 8	-	-
Total Theory		45	100				
Practical		30					
Total		75					

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BAFM 102 (3 Credits) – 45 hours

Sl no.	Topic	Hours
1	Unit 1 - Introduction to Design & History of Graphic Design <ul style="list-style-type: none"> • Introduction to Graphic Design • Graphic Design industry • Brief history of Design • Modern day Graphic Design • Analog vs Digital Graphic Design 	10
2	Unit 2 - Elements & Principles of Design <ul style="list-style-type: none"> • Elements of Graphic Design • Application of the elements in design • Principles of Graphic Design • Composition rules in a design 	10
3	Unit 3 - Gestalt Principles & Colour Theory <ul style="list-style-type: none"> • Introduction to Gestalt Principles • Application of Gestalt in real life scenarios • Introduction to Colours • Colours in digital media • Colour space and models • RGB vs CMYK – a detailed view 	10
4	Unit 4 - Logo Design and Iconography <ul style="list-style-type: none"> • Introduction to Vector Graphics • Introduction to Adobe Illustrator • Creating basic shapes • Customizing basic shapes • Complex & intricate shapes • Vector tracing • Creating icons • Logo Design • Logofolio 	15

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BAFM 192(P) (2 Credits) – 30 hours

Sl no.	Topic	Hours
1	Unit 4 - Logo Design and Iconography <ul style="list-style-type: none">• Basic icon design.• Logo Design from scratch – from sketching to digital.• Logo design on client briefing.• Creating a complete logofolio.	30

Suggested Reading:

1. Elements of Design by Gail Greet Hannah.
2. Graphic Design Manual, Principles and Practice by Armin Hoffman.
3. A History of Graphic Design, Meggs, Philip.
4. How to think Like a Great Graphic Designer by Debbie Millman.
5. Adobe Illustrator CC - Classroom in a Book, Adobe Press.

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Semester 2
Paper Name: Graphic Designing, Audio & Video Editing
Paper Code: BAFM 201 / BAFM 291 (P)
Credit Points - 5
Total Contact Hours – 75

Course Objectives:

1. Understanding the 5 steps design process and implementation.
2. Understanding how to apply Mind Mapping in Design problem solving.
3. Understanding the raster graphic environments and working with Adobe Photoshop.
4. Understanding the photo editing process.
5. Understanding the process of audio and video editing.

Course Outcome:

SL No.	Course Outcome	Mapped Unit
1	Remembering	M1, M2
2	Understanding the course	M1
3	Applying the general problem	M1, M2
4	Analyze the problems	M2, M3, M4
5	Evaluate the problems after analyzing	M3, M4
6	Create using the evaluation process	M3, M4

Module No.	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	Design Methodology	5	10	1, 2, 3	2, 3, 8	-	-
M2	Mind Mapping	10	20	1 3, 4	2, 8	-	-
M3	Digital Imaging	20	50	4, 5, 6	3, 8	-	-
M4	Audio & Video Editing	10	20	4, 5, 6	3, 8	-	-
Total Theory		45	100				
Practical		30					
Total		75					

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BAFM 201 (3 Credits) – 45 hours

Sl no.	Topic	Hours
1	Unit 1 - Design Methodology <ul style="list-style-type: none"> • Design problem and working on the solution • 5 steps design process • Creating design prototypes • Design testing 	5
2	Unit 2 – Mind Mapping <ul style="list-style-type: none"> • Introduction to Mind Mapping • Mind Mapping in real life • Working on design problems with Mind Mapping • Mind Map chart creation 	10
3	Unit 3 – Digital Imaging <ul style="list-style-type: none"> • Raster vs Vector graphics • Introduction to Adobe Photoshop • Colour Models on Photoshop • Basic operations in Photoshop • Creating a new document • Layers and layer modes • Text and effects • Filter Effects • Masking • Image retouching • Colour Correction • Advertisement design 	20
4	Unit 4 – Audio & Video Editing <ul style="list-style-type: none"> • Introduction to video editing with Adobe Premiere Pro • Applying video transition • Rendering final video output • Introduction to audio editing with Adobe Audition • Applying audio effects • Audio output 	10

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BAFM 291(P) (2 Credits) – 30 hours

Sl no.	Topic	Hours
1	Unit 3 – Digital Imaging <ul style="list-style-type: none">• Creating Photo Manipulation• Creating basic advertisement layouts• Image retouching	25
2	Unit 4 – Audio & Video Editing <ul style="list-style-type: none">• Adding videos to timeline• Applying video transitions• Editing audio and applying audio effects	5

Suggested Reading:

1. The Design Process by Karl Aspelund
2. The Mind Map Book by Tony Buzan & Barry Buzan
3. Adobe Photoshop CC – Classroom in a Book, Adobe Press.
4. Adobe Audition CC - Classroom in a Book, Adobe Press.
5. Adobe Premiere Pro CC - Classroom in a Book, Adobe Press.

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Paper Name: Digital Design & Branding
Paper Code: BAFM 202 / BAFM 292 (P)
Credit Points - 5
Total Contact Hours – 75

Course Objectives:

1. Understanding the science of branding.
2. Understanding the process of branding and advertisement.

Course Outcome:

SL No.	Course Outcome	Mapped Unit
1	Remembering	M1
2	Understanding the course	M1
3	Applying the general problem	M1
4	Analyze the problems	M1, M2
5	Evaluate the problems after analyzing	M2
6	Create using the evaluation process	M2

Module No.	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	The Science of Branding	15	25	1, 2, 3, 4	1, 2, 3	-	-
M2	Branding & Advertisement	30	75	4, 5, 6	2, 3	-	-
Total Theory		45	100				
Practical		30					
Total		75					

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BAFM 202 (3 Credits) – 45 hours

Sl no.	Topic	Hours
1	Unit 1 – The Science of Branding <ul style="list-style-type: none"> • Introduction to branding • Planning a promotion • Consumer psychology • Client briefing and brainstorming 	15
2	Unit 2 – Branding & Advertisement <ul style="list-style-type: none"> • Corporate ID • Social Media Design • Outdoor Media Design • Branding Campaign • New Media 	30

BAFM 292(P) (2 Credits) – 30 hours

Sl no.	Topic	Hours
1	Unit 1 – The Science of Branding <ul style="list-style-type: none"> • Planning a brand campaign from a client brief • Advertising layouts using composition rules 	5
2	Unit 2 – Branding & Advertisement <ul style="list-style-type: none"> • Creating brand campaigns as per client briefs. • Social Media Promotion • Outdoor Media Design – Hoarding, Posters, etc. • Creating final branding portfolio. 	25

Suggested Reading:

1. Ogilvy on Advertising by David Ogilvy.
2. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler.