

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

Graduate Attributes

By the end of the program, the students will be:

1. **Proficient in Animation Techniques:** Students will be skilled in various animation techniques, including 2D and 3D animation, character animation, motion graphics, and special effects.
2. **Multimedia Development:** Graduates will be competent in creating multimedia content, such as interactive presentations, web animations, audiovisual productions, and interactive applications.
3. **Graphics Design Skills:** Students will have a strong foundation in graphic design principles, enabling them to create visually appealing and impactful designs for digital media.
4. **Software Proficiency:** Graduates will be proficient in using industry-standard software and tools for animation, multimedia development, and graphic design.
5. **Creative Problem Solving:** Students will develop creative problem-solving skills, allowing them to address complex challenges in animation, multimedia, and graphics projects.
6. **Digital Storytelling:** Graduates will be capable of using animation and multimedia to tell compelling stories, communicate ideas effectively, and engage audiences.
7. **Collaborative Teamwork:** Students will have experience working in teams on various projects, learning how to collaborate effectively with artists, designers, programmers, and other professionals.
8. **Project Management:** Graduates will be familiar with project management concepts, allowing them to plan, organize, and execute animation and multimedia projects efficiently.
9. **Visual Aesthetics and Composition:** Students will understand the principles of visual aesthetics and composition, enabling them to create visually pleasing and well-balanced designs.
10. **Critical Analysis Skills:** Graduates will be able to critically analyze animations, multimedia content, and graphic designs to identify strengths, weaknesses, and areas for improvement.
11. **Ethical and Professional Practices:** Students will be aware of ethical considerations in the field of animation and multimedia and will adhere to professional standards in their work.
12. **Industry Awareness:** Graduates will have a good understanding of the animation, multimedia, and graphics industry, including current trends, technological advancements, and potential career paths.
13. **Portfolio Development:** Students will have built a comprehensive portfolio showcasing their best works, demonstrating their skills and creativity to potential employers or clients.
14. **Adaptability and Lifelong Learning:** Graduates will be prepared to adapt to evolving technologies and industry practices, continuously seeking to enhance their skills through lifelong learning.
15. **Effective Communication:** Students will be capable of effectively presenting their ideas and work, both verbally and visually, to clients, colleagues, or employers.

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Semester-I

Code:BMAGD101,191

Course:Design Fundamentals and Visual Literacy

Course:Design Fundamentals and Visual Literacy

Course Objective: The course introduces the fundamental aspects of design, design methodologies, and visual communication. Students will be able to develop a sense of design aesthetics and create better design system processes.

Sl	Course Outcome(CO)
1	To understand the Fundamentals, elements and process of design.
2	Identifying the problems, research, and reviews for designing graphics and Animation.
3	Application of tools and techniques to create design projects.
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 multidisciplinary settings.
5	Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.
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.

Theory-BMAGD(T)101

CO	Blooms Level(if applicable)	Modules	Percentage of questions
CO1	1,2	M1,M2	40
CO2	1,2,3	M2	5
CO3	2,3,4	M2	5
CO4	1,3,5,6	M4	20
CO5	1,3,5,6	M4,M5	25
CO6	1,2,3	M2	5

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CO	Blooms Level (if applicable)	Modules	Percentage of questions
CO1			
CO2			
CO3			
CO4			
CO5	2,3,4,5	M3	50
CO6	3,4,5,6	M6	50
			100

Credits-3L+2P

Paper: Design Fundamentals and Visual Literacy
Code: BMAGD101, BMAGD 191

Module 1 - Introduction to Design:

Theory:

1. Understanding the fundamentals of design: Students will learn the basic principles, elements, and theories that underpin various design disciplines.
2. Historical context: Exploring the evolution of design and its impact on society, art, and culture.
3. Design thinking: Introducing the concept of design thinking and its application in problem-solving and innovation.
4. Design ethics: Discussing ethical considerations in design, including sustainability and social responsibility.

Practical:

1. Introduction to design software: Familiarizing students with essential design tools like Adobe Creative Suite or other relevant software.
2. Hands-on design exercises: Engaging students in simple design projects to apply the theoretical concepts learned in class.

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Module 2 - Design Methodology:

Theory:

1. Understanding design processes: Exploring different design methodologies and frameworks to approach design challenges.
2. User-centered design: Emphasizing the importance of understanding and empathizing with end-users in the design process.
3. Ideation and concept development: Techniques for generating and refining creative ideas for design projects.

Practical:

1. Design thinking workshops: Conducting workshops to practice design thinking methods and problem-solving techniques.
2. Project development: Guiding students through the process of developing a design project from ideation to concept development.

Module 3 - Design Research and Process:

Theory:

1. Conducting design research: Learning various research methods and how to gather insights to inform the design process.
2. Design brief and project planning: Understanding how to develop a design brief and create a comprehensive project plan.

Practical:

1. Research exercises: Assigning students practical research tasks to develop their research skills.
2. Project planning and management: Students will work on creating detailed project plans for their design projects.

Module 4 - Visual Literacy:

Theory:

1. Elements of visual language: Understanding the fundamental visual elements such as line, shape, color, texture, etc.
2. Principles of composition: Learning how to organize visual elements to create effective and impactful designs.
3. Typography: Introduction to the art and principles of typography in design.

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Practical:

1. Visual analysis: Students will analyze existing designs and artworks to improve their visual perception and understanding.
2. Typography exercises: Hands-on practice with typography in design projects.

Module 5 - Drawing: The Key Tool:

Theory:

1. Importance of drawing in design: Understanding drawing as a primary tool for communication and ideation in design.
2. Basic drawing techniques: Learning essential drawing skills, including sketching, shading, and perspective.

Practical:

1. Sketching sessions: Regular sketching exercises to improve students' drawing abilities.
2. Drawing for ideation: Using drawing as a means to brainstorm and visualize design concepts.

Module 6 - Design Studio:

Theory:

1. Studio environment and collaboration: Understanding the dynamics of working in a design studio and the value of teamwork.
2. Project presentation: Learning how to effectively present design concepts and projects to clients and stakeholders.

Practical:

1. Studio projects: Engaging in real-world design projects to simulate the experience of working in a design studio.
2. Team collaboration: Collaborating with fellow students on group projects to develop teamwork and communication skills.

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Reference Books:

1. "The Non-Designer's Design Book" by Robin Williams (2014, Peachpit Press)
2. "Design: The Definitive Visual History" by DK (2018, DK)
3. "Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" by Thomas Lockwood and Edgar Papke (2018, Allworth Press)
4. "Visual Thinking: Empowering People and Organizations through Visual Collaboration" by Willemien Brand (2011, BIS Publishers)
5. "The Design of Everyday Things" by Don Norman (2013, Basic Books)
6. "Color: A Workshop for Artists and Designers" by David Hornung (2012, Laurence King Publishing)
7. "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips (2015, Princeton Architectural Press)
8. "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler (2017, Wiley)
9. "Drawing on the Right Side of the Brain" by Betty Edwards (2012, TarcherPerige)

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Code:BMAGD 102,192

Course:Introduction to Graphic Design

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(CO)
1	To understand the Fundamentals, elements, and process of Graphic design.
2	Identifying the problems, develop an in-depth understanding of processes to help create a better design.
3	Application of tools and techniques to create design projects.
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 multidisciplinary settings.
5	Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.
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.

Theory-BMAGD(T) 102, BMAGD 192 (3L + 2P)

CO	Blooms Level(if applicable)	Modules	Percentage of questions
CO1	1,2	M1,M2	30
CO2	1,2,3	M2	20
CO3	2,3,4	M2	15
CO4	1,3,5,6	M4	20
CO5	1,3,5,6	M4,M5	15
CO6	1,2,3	M2	10
			100

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Practical-BMAGD192 (2P)

CO	Blooms Level(if applicable)	Modules	Percentage of questions
CO1			
CO2			
CO3		M3	15
CO4		M4	15
CO5	2,3,4,5	M5	20
CO6	3,4,5,6	M6	50
			100

Module 1 - History and Evolution of Graphic Design:

Theory:

1. Historical overview: Exploring the origins and development of graphic design from ancient times to modern-day.
2. Influential movements and designers: Studying significant design movements, such as Art Nouveau, Bauhaus, and the Swiss Style, and the designers who shaped them.
3. Evolution of design tools and technology: Understanding how design tools and technology have evolved and influenced graphic design.

Practical:

1. Analysis of historical designs: Students will analyze and interpret iconic designs from different eras to understand their visual language and context.
2. Creating retro-inspired designs: Engaging students in practical exercises to create designs inspired by historical styles.

Module 2 - Design Basics - Elements and Principles of Design:

Theory:

1. Elements of design: Understanding the basic building blocks of design, including line, shape, color, texture, and form.
2. Principles of design: Learning how to apply principles like balance, contrast, rhythm, unity, and emphasis to create harmonious designs.

Practical:

1. Design exercises for elements: Hands-on activities to explore and experiment with various design elements.
2. Design projects for principles: Students will work on projects to apply the principles of design in their compositions.

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Module 3 - Relational Interaction of Elements and Principles in Design Implementation:

Theory:

1. Gestalt psychology in design: Studying how the mind perceives and organizes visual information, and how designers can leverage Gestalt principles in their work.
2. Creating visual hierarchy: Understanding how to establish a clear visual hierarchy to guide viewers through the design.

Practical:

1. Gestalt-inspired projects: Students will design compositions that utilize Gestalt principles to create impactful visuals.
2. Visual hierarchy exercises: Practical exercises to implement visual hierarchy in different design contexts.

Module 4 - Composition and Gestalt Laws of Organization:

Theory:

1. Composition techniques: Exploring advanced composition techniques, such as symmetry, asymmetry, and rule of thirds.
2. Grid systems: Understanding the use of grid systems in graphic design and its role in organizing content.

Practical:

1. Composition projects: Students will work on projects that challenge them to create dynamic and effective compositions.
2. Grid-based design exercises: Engaging students in practical exercises using grid systems in their designs.

Module 5 - Typography and Graphic Design:

Theory:

1. Typography fundamentals: Learning about type anatomy, classification, and typographic hierarchy.
2. Typography in branding: Understanding how typography plays a crucial role in brand identity and communication.

Practical:

1. Typographic posters: Students will design posters that showcase different typefaces and typographic treatments.
2. Branding projects: Applying typography in branding and logo design projects.

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Module 6 - Design Studio:

1. Client collaboration: Understanding how to collaborate effectively with clients and understand their design needs.
2. Project management: Learning how to manage design projects from conception to delivery.

Reference Books:

1. "A History of Graphic Design" by Philip B. Meggs and Alston W. Purvis (2016, Wiley)
2. "Design Basics: 2D and 3D" by Stephen Pentak and Richard Roth (2017, Cengage Learning)
3. "Interaction of Color" by Josef Albers (2006, Yale University Press)
4. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau (2011, Rockport Publishers)
5. "The Elements of Typographic Style" by Robert Bringhurst (2013, Hartley & Marks Publishers)
6. "Graphic Design: A New History" by Stephen J. Eskilson (2019, Yale University Press)
7. "The Non-Designer's Design Book" by Robin Williams (2014, Peachpit Press)
8. "Layout Workbook: A Real-World Guide to Building Pages in Graphic Design" by Kristin Cullen (2007, Rockport Publishers)
9. "Color Design Workbook: A Real-World Guide to Using Color in Graphic Design" by Terry Stone and Sean Adams (2008, Rockport Publishers)

Recommended Softwares :

1. Adobe Photoshop
2. Adobe Illustrator
3. Adobe InDesign

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Semester-II

Code:BMAGD 201, 291

Course: Advanced Graphic and Web Design (3L + 2P)

Course Objective: The Advanced Graphic and Web Design course aims to equip undergraduate students with an elevated understanding of design principles, tools, and techniques to create visually captivating and user-centric digital experiences. Through hands-on projects and practical exercises, students will develop expertise in utilizing industry-standard software, mastering advanced graphic design concepts, and proficiently employing web design technologies. By the end of the course, students will demonstrate the ability to craft aesthetically appealing and responsive web interfaces, effectively communicate through visual elements, and create engaging user experiences that align with contemporary design trends and best practices.

SI	Course Outcome(CO)
1	Demonstrate an advanced understanding of graphic design principles and their application in digital media, including color theory, typography, layout composition, and visual hierarchy.
2	Employ industry-standard graphic design software proficiently to create visually compelling graphics, illustrations, and multimedia content for web and digital platforms.
3	Develop expertise in responsive web design, using HTML, CSS, and JavaScript to design and implement interactive and user-friendly web interfaces across various devices and screen sizes.
4	Utilize advanced techniques in user experience (UX) design to create intuitive and engaging digital experiences, integrating user research, wireframing, and prototyping methodologies.
5	Apply creative problem-solving skills to address complex design challenges, effectively balancing aesthetics and functionality while considering the target audience and project objectives.
6	Critically analyze and evaluate web design projects, incorporating feedback to refine and enhance the visual and interactive aspects of digital content, adhering to accessibility standards and industry best practices.

Theory-BMAGD(T) 201, BMAGD 291 (3L + 2P)

CO	Blooms Level(if applicable)	Modules	Percentage of questions
CO1	1,2	M1,M2	30
CO2	1,2,3	M2	20
CO3	2,3,4	M2	15
CO4	1,3,5,6	M4	20
CO5	1,3,5,6	M4,M5	15
CO6	1,2,3	M2	10
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Practical- BMAGD 291 (2P)

CO	Blooms Level(if applicable)	Modules	Percentage of questions
CO1			
CO2			
CO3		M3	15
CO4		M4	15
CO5	2,3,4,5	M5	20
CO6	3,4,5,6	M6	50
			100

Module 1: Introduction to Advanced Graphic and Web Design

Theory:

1. Advanced design principles: Expanding on the principles of design to create more sophisticated and aesthetically pleasing graphics and web layouts.
2. Web design fundamentals: Understanding the core concepts of web design, including user interface (UI) and user experience (UX) design.
3. Responsive design: Introducing the concept of responsive design to create websites that adapt to various devices and screen sizes.

Practical:

1. Advanced graphic design projects: Students will work on projects that challenge their design skills and creativity.
2. Web design exercises: Practical exercises to apply design principles to web layouts and interfaces.

Module 2: Interactive Web Design Techniques

Theory:

1. Interaction design: Understanding how to create engaging and intuitive user interactions on the web.
2. Animation and motion design: Learning techniques for incorporating animations and dynamic elements into web design.

Practical:

1. Interactive prototyping: Students will create interactive prototypes to demonstrate their design concepts.
2. Animation projects: Hands-on exercises to practice animation techniques in web design.

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Module 3: Advanced Typography and Layout Design for the Web

Theory:

1. Advanced typography concepts: Exploring advanced typographic treatments and how typography impacts user experience.
2. Grid-based layout design: Learning how to use grid systems effectively to create visually appealing and organized web layouts.

Practical:

1. Typographic web designs: Students will work on projects that focus on typography as a central design element.
2. Grid-based website layouts: Designing web interfaces using grid systems for consistency and coherence.

Module 4: Design for Mobile and Cross-Platform Web Experiences

1. Mobile-first design: Understanding the principles and practices of designing for mobile devices.
2. Cross-platform design: Learning how to create consistent user experiences across different devices and platforms.

Practical:

1. Mobile website design: Students will work on projects specifically tailored for mobile devices.
2. Cross-platform compatibility tests: Practical exercises to ensure designs function well across various devices and screen sizes.

Module 5: Professional Practices in Graphic and Web Design

Theory:

1. Client management: Learning how to effectively communicate with clients, understand their requirements, and manage design projects.
2. Portfolio development: Understanding the importance of building a professional design portfolio to showcase their work.

Practical:

1. Client-based projects: Students will engage in real-world design projects, simulating client interactions.
2. Portfolio curation: Students will work on assembling their design portfolio, presenting their best work effectively.

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Module6 –DesignStudio

Theory:

1. Collaboration and teamwork: Understanding how to work effectively in a design team and collaborate with others.
2. Design entrepreneurship: Exploring the possibilities of starting a design business or freelancing career.

Practical:

1. Group projects: Students will collaborate with their peers on larger design projects.
2. Business planning: Students will work on developing a business plan or freelance proposal as part of their final project.

Reference Books:

1. Learning Web Designing by Ramesh Bangia, Khanna Book Publishing Co.
2. Web Designing and Development by Tanweer Alam, Khanna Book Publishing Co.
3. "Responsive Web Design" (2011) by Ethan Marcotte, published by A Book Apart.
4. "The Non-Designer's Design Book" (2014) by Robin Williams, published by Peachpit Press.
5. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" (2014) by Steve Krug, published by New Riders.
6. "Design for Hackers: Reverse Engineering Beauty" (2011) by David Kadavy, published by Wiley.
7. "Web Design with HTML, CSS, JavaScript and jQuery Set" (2014) by Jon Duckett, published by Wiley.
8. "The Elements of Typographic Style" (1992) by Robert Bringhurst, published by Hartley & Marks.
9. "Interaction Design: Beyond Human-Computer Interaction" (2014) by Jennifer Preece, Yvonne Rogers, and Helen Sharp, published by John Wiley & Sons.
10. "The Web Designer's Idea Book" (2014) by Patrick McNeil, published by HOW Books.
11. "CSS Secrets: Better Solutions to Everyday Web Design Problems" (2015) by Lea Verou, published by O'Reilly Media.
12. "Graphic Design: The New Basics" (2008) by Ellen Lupton and Jennifer Cole Phillips, published by Princeton Architectural Press.

Recommended Softwares:

1. Adobe Photoshop
2. Adobe Illustrator
3. Adobe Dreamweaver
4. Adobe XD

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Course: Understanding Film Technology and Film Language (3L + 1T)

Course Objective: This course aims to provide students with a comprehensive knowledge of the technical aspects and artistic elements that constitute the foundation of film making. Through theoretical study and practical exploration, students will gain an in-depth understanding of film technology, including camera techniques, lighting, sound, and editing. Furthermore, the course will enable students to analyze and interpret the language of cinema, encompassing narrative structure, cinematography, mise-en-scène, and film aesthetics. By the end of the course, students will be equipped to critically assess and appreciate the complex artistry and craftsmanship involved in the world of film making.

Sl	Course Outcome	Mapped modules
1	Understand the fundamental principles of film technology, including camera operation, lighting setups, and sound recording techniques.	M1
2	Analyze and interpret the language of cinema, including narrative structures, cinematography choices, and mise-en-scène elements.	M1, M2
3	Demonstrate proficiency in using film equipment and technology to create visually compelling and technically sound cinematic sequences.	M2, M3
4	Apply theoretical knowledge to critically evaluate and discuss films from different genres, cultures, and historical periods.	M3, M4
5	Develop a comprehensive understanding of film aesthetics and its impact on storytelling and emotional engagement with the audience.	M5
6	Cultivate a deeper appreciation for the artistry and craftsmanship involved in the film making process and its significance in shaping cultures and societies.	M6

Module Number	TotalHours	Percentage of questions	Blooms Level (if applicable)
M 1	5	20	1
M 2	10	25	1,2
M 3	5	25	2
M 4	5	10	2,3
M 5	10	10	2,3
M 6	5	10	2,3
	40	100	

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Module 1: Fundamentals of Film Technology

1. Camera technology: Understanding different types of cameras, their components, and functionalities.
2. Film formats: Learning about various film formats, resolutions, and aspect ratios.
3. Exposure and lighting: Exploring the principles of exposure and lighting techniques in cinematography.
4. Sound recording: Understanding the basics of sound recording and its significance in film making.
5. Editing technology: Introducing various editing tools and software used in post-production.

Module 2: Analyzing Film Language

1. Cinematic storytelling: Understanding the art of storytelling through visual language and narrative techniques.
2. Film editing and pacing: Analyzing the impact of editing choices on the storytelling process.
3. Cinematography and camera movement: Examining how camera angles and movement influence audience perception.
4. Sound design: Analyzing the use of sound effects, music, and dialogue to enhance storytelling.
5. Symbolism and visual metaphors: Identifying and interpreting symbolism and visual metaphors in films.

Module 3: Film Appreciation and Analysis

1. Film genres and styles: Exploring the characteristics and conventions of various film genres.
2. Film history: Learning about influential films and filmmakers from different eras.
3. Cultural and social context: Understanding how films reflect and shape cultural and social contexts.
4. Film criticism: Analyzing film reviews and critiques to evaluate films critically.
5. Film festivals and screenings: Participating in film screenings and discussions to deepen appreciation and understanding.

Module 4: Understanding Film Aesthetics

1. Visual composition: Studying the principles of visual composition and framing in cinematography.
2. Color theory: Understanding the use of color to evoke emotions and set the tone in films.
3. Production design: Exploring the role of production design in creating the film's visual world.
4. Costume and makeup: Analyzing how costumes and makeup contribute to character development and storytelling.
5. Film aesthetics and symbolism: Examining how visual elements enhance the film's overall aesthetic

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Module 5: The Art and Significance of Filmmaking

1. Film as art: Understanding the creative expression and artistic vision behind filmmaking.
2. Film as a cultural artifact: Analyzing how films reflect and influence culture and society.
3. Film and social issues: Exploring the role of cinema in addressing social and political issues.
4. Ethical considerations: Discussing ethical dilemmas and responsibilities in filmmaking.
5. Film as a medium of communication: Recognizing the power of film in conveying emotions, ideas, and messages.

Module 6 (1 T): Hands-on Film Equipment Training

1. Camera operation: Learning how to operate professional film cameras and mastering shot compositions.
2. Lighting techniques: Practicing various lighting setups to achieve desired visual effects.
3. Sound recording and mixing: Gaining practical experience in capturing high-quality sound on set.
4. Grip and rigging: Understanding the use of grip equipment to stabilize and control the camera.
5. Film production workflow: Integrating the technical knowledge gained into a coherent film production process.

Reference Books:

1. "In the Blink of an Eye: A Perspective on Film Editing" (1995) by Walter Murch.
2. "The Five C's of Cinematography: Motion Picture Filming Techniques" (1965) by Joseph V. Mascelli.
3. "Understanding Movies" (2019) by Louis Giannetti and Scott Eyman.
4. "Film Art: An Introduction" (2019) by David Bordwell and Kristin Thompson.
5. "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" (2007) by Bruce Block.
6. "Rebel without a Crew: Or How a 23-Year-Old Filmmaker with \$7,000 Became a Hollywood Player" (1996) by Robert Rodríguez.
7. "Directing: Film Techniques and Aesthetics" (2013) by Michael Rabiger and Mick Hurbis-Cherrier.
8. "Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers" (2016) by Blain Brown.
9. "Film Directing Shot by Shot: Visualizing from Concept to Screen" (1991) by Steven D. Katz.
10. "The Technique of Film and Video Editing: History, Theory, and Practice" (2018) by Ken Dancyger.
11. "Audio Video Systems" by Bali & Bali, Khanna Publishing House.