

**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**

**3<sup>rd</sup> Semester Structure**

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
				Theory	Practical	Tutorial	Offline#	Online	Blended	
CC 5	Materials and process for design production	BMAGD(T) 301	6	4	0	0	✓			As per MAKAUT Notification
		BMAGD 391		0	2	0				
CC 6	Visual narratives and sequential structure	BMAGD(T) 302	6	4	0	0	✓			
		BMAGD 392		0	2	0				
CC 7	Animation Fundamentals	BMAGD(T) 303	6	4	0	0	✓			
		BMAGD 393		0	2	0				
GE 3	Students have to select from the GE Basket		6						✓	
SEC 1	Basics of Assessment in Psychology	BMAGD 354	2	0	2	0	✓			
<b>Semester Credits</b>			<b>26</b>							

**# Only in case offline classes are not possible due to reasons like COVID Pandemic the classes will be in synchronous online mode**

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**BMAG 301: Materials and Process for Design Production**  
**Credits- 4L+2P**

**Course Objective:** The course is designed to provide an introduction to the history aspects of of printing process & production. Students will be able to develop an in-depth understanding of Production methods for print processes and materials for print production.

SI	Course Outcome (CO)
1	Understand the Fundamentals, and process of printing.
2	Explain the methods and materials, develop an in-depth understanding of processes to help create better design.
3	Apply tools and techniques to create Traditional and digital print.
4	Choose Materials from a design perspective.Acknowledging the fact that materials, when considered at the starting point in the design process, can trigger better and meaningful materials experiences
5	Make use of a detailed plan for manufacturing products or services, and provides the foundation and structure for production operations.
6	Organize 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) 301**

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

**Practical- BMAGD 391**

CO	Blooms Level	Modules	%age of questions
CO1	2,3	M2	15
CO2	2,3	M2	15
CO3	2,3	M4	15
CO4	2,3	M3	15
CO5	2,3	M5	15
CO6	2,3	M6	25
			<b>100</b>

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**Module 1- History and evolution of Print Production in design. (10L +8P)**

The student shall be introduced to the cumulative effects of historical developments of print production.

The traditional printing process, woodblock printing, movable types.

The history of printing press.

**Module 2- Methods and Process of Printing. (10P)**

Understand manufacturing processes and the role they have in the Printing process.

Student should learn different types of traditional printing process.

**Module 3- Materials for print production. (10L +8P)**

Learn Materials from a design perspective.

Acknowledging the fact that materials, when considered at the starting point in the design process, can trigger better and meaningful materials experiences.

**Module 4- Emergence of the Digital age (10P)**

Introduction to various new age tools and techniques for design production.

Student should learn the process of digital print making.

Understanding of different medium and technique with different materials.

**Module 5- Tools and Techniques for print production. (10P)**

Understanding tools and techniques for Production processes.

Student should design to produce the required quantity of products of the desired quality, at the right time, and at minimal costs.

Process design helps develop a detailed plan for manufacturing print products, and provides the foundation and structure for Print operations.

**Module 6 – Design Studio: (10P)**

Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project.

Student should learn the hands-on process of print making.

**Suggested Readings:**

1. Production for Graphic Designers, by Alan Pipes, Laurence King
2. Art and Print Production, by N N Sarkar, Oxford University Press
3. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert Ryberg
4. from Design into Print: Preparing Graphics and Text for Professional Printing by Sandee Cohen
5. Designing for Print by Charles Conover

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**BMAG 302- : Visual Narratives and Sequential Structure**

**Credits- 4L +2P**

**Course Objective:**

The course is designed to provide an introduction to the fundamental aspects of Visual Concepts, Storyboarding depiction. Students will be able to develop an in-depth understanding of Editing, Sound Design for visualizing narrative.

Sl	Course Outcome (CO)
1	Understand the Visual narratives in indigenous forms.
2	Understand visual storytelling, concept, sequential narrative and Storyboarding depiction
3	Understand Different types of Story Boards, Textbooks & Structure of Class, Basic Perspective, Basic Staging Characters with Perspective; Storyboard Terminology
4	Apply tools and techniques for sequential narrative and Graphic novel
5	Apply tool & techniques, for Editing and Sound Design.
6	Analyze, evaluate and create narratives process and social delivery.

**Theory- BMAGD (T)302**

CO	Blooms Level	Modules	%age of questions
CO1	1,2	M1,M2	15
CO2	1,2	M1,M2,M3	20
CO3	1,2	M3,M4	15
CO4	1,2,3	M4,M5	15
CO5	1,2,3	M4,M5	15
CO6	2,3,4	M3,M4,M5	20
			<b>100</b>

**Practical- BMAGD 392**

CO	Blooms Level	Modules	%age of questions
CO4	2,3	M4,M5	30
CO5	2,3	M5,M6	30
CO6	5,6	M4,M5,M6	40
			<b>100</b>

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**Module 1- Visual storytelling (6L)**

Introduction of how does one tell stories with pictures? The idea of the Visual storytelling.

The purpose of the Visual Storytelling course is to familiarize students with the importance of understanding and using images and graphics in conjunction with text, sound, and narrative structure, as a basis for communicating ideas.

**Module 2- Drawing for storyboard (8L)**

Overview of Story Boards, The traditional and digital method.

Basic Perspective, storyboard layout process

Basic Staging, Characters with Perspective; Storyboard Terminology.

**Module 3- Composition (8L)** Types of Shots, Shot Progression, Framing, Cinematic Depth, Strong Composition, Visual Clarity.

Student should learn different structure of composition, drawing of human proportion,

The technique of light and shadow.

Design and composition.

**Module 4- sequential narrative and Graphic novel (12L+8P)**

Function of text and image differently in combination, the common techniques, themes, and styles that have developed over the history of comics and Graphic novel.

Student should create a series of hand-drawn storyboards demonstrating knowledge of sequential narration with Accurate perspective and placement of characters

**Module 5- Editing, Sound Design (8L+ 8P)**

A comprehensive hands-on study of the post-production process.

Student should learn the technique of sound workflow in the Digital production process, with emphasis on sound editing, sound design.

**Module 6 – Design Studio: (8L+10P)**

Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project.

Through digital media production and collaboration tools are now available that enable students to publish and broadcast their ideas to a global Internet audience.

**Suggested Readings:**

1. Sequential Art by Will Eisner
2. Animation Art by Beck, Jeny
3. Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema, by David Sonnensch, Michael Wiese Productions
4. Graphic Storytelling, by Will Eisner, Poorhouse Press
5. Comics and Sequential Art, by Will Eisner, Poorhouse Press
6. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.

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**BMAG 303: Animation Fundamentals**

**Credits- 4L +2P**

**Course Objective:**

This course prepares students to use artistic and technological foundations to create animations. The basic principles of digital animation are reviewed, including character development and story conception through production. Students learn the technical language used in the animation industry and basic animation methods. They will also learn techniques about various ways to plan, create, and prepare for animation in pre-production, production and post-production.

Sl	Course Outcome (CO)
1	Understand the the history of animation.
2	Understand the animation process, forms and style.
3	Organize and Compare different types of animation, composition and different stage of animation.
4	Apply and assess tool & techniques for animation.
5	Apply and assess different medium and methods of animation.
6	Analyze, evaluate and construct the animation process and social delivery.

**Theory- BMAGD(T) 303**

CO	Blooms Level	Modules	%age of questions
CO1	1,2	M1,M2,M3	25
CO2	1,2	M2,M3	15
CO3	2,3	M3,M5	15
CO4	3,4,5	M4	15
CO5	3,4,5	M5	15
CO6	4,5,6	M1,M2,M3	15
			<b>100</b>

**Practical- BMAGD 393**

CO	Blooms Level	Modules	%age of questions
CO3	2,3	M3,M4	20
CO4	3,4,5	M3,M4,M5	20
CO5	3,4,5	M4,M5	20
CO6	4,5,6	M3,M4,M5,M6	40
			<b>100</b>

**Module 1- History of Animation (8L)**

Introduction to History of Animation and the development of Walt Disney and Pixar Animation. Evolution of Animation Industry in India. Analysis of design and making of Early Age Animation Films.

After completing this course, students will be able to define and identify animation as a particular form of visual communication and also will be able to identify the major technological developments and aesthetic movements in the history of animated filmmaking.

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**Module 2- INTRODUCTION TO ANIMATION PROCESS (8L)**

The basic concepts of construction, line of action, perspective, developing good drawing skills and personal style. Students will solve pictorial problems through these means. Character model sheets, animal anatomy and live models will be drawn.

The complete process from pre-production to post production.

Student should learn the fundamental of animation drawing.

**Module 3- Animation Principal (8L)**

The basic concepts of timing, spacing, weight, squash-and-stretch, overlapping action, hook-ups, arcs, walk cycles and head turns will be covered in these courses. Drawing skills will be emphasized, as will the importance of one drawing in the context of many.

Student will learn the technique of traditional animation (light Box) as well as digital animation process.

Student will learn all the exercise of animation principal.

**Module 4- tools and techniques for animation (12L+8P)**

Principles of Animation and Processes from Traditional Animation to Digital Era. Application of Animation Principle with different tool & technique.

Introduction of digital medium of animation process as per industry requirement to gaining knowledge in the rapid growth of technologies.

Digital drawing technique and stylization.

**Module 5- Animation in different forms (8L+8P)**

Students should explore the dynamic medium of animation while finding their personal style and visual and poetic vision.

The process of hand drawn animation from light box to scanner.

Student should learn the various approaches to the medium such as stop-motion, sequential drawing, graphics, computer animation, mixed media and sound.

**Module 6 – Design Studio (4L+12P)**

Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project.

Student will learn the process of animation film making.

**Suggested Readings:**

1. A Reader in Animation Studies by Jayne Pilling.
2. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.
3. Enchanted Drawings: The History of Animation- Charles Solomon
4. Animation Art- Beck, Jeny ed.
5. Timing for animation- Whitaker, Marold and Malab, John
6. Character Animation Fundamentals: Developing Skills for 2D and 3D Chateve Robertsracter Animation by Steve Roberts
7. Animation Background layout by Mike S Fowler. Fowler Cartooning Ink Publishing
8. Making Comics: Storytelling secrets of comics, Manga and Graphic Novel

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**BBS 354- Basics of Assessment in Psychology**

**Credits- 2P**

**Course Objective:** The course is designed to provide a working knowledge on basic assessment tools of intelligence and personality that will help them develop a better understanding of themselves and their strengths and weaknesses. The learner will be able to remember, understand and apply the taught concepts and methods in future work endeavors related to job analysis, personnel selection, career counseling and personality development.

**Course Outcome:**

Sl	Course Outcome (CO)	Mapped Module
CO1	Be able to understand and remember the basic concepts related to assessment in Psychology including its types, methods, purpose, tools, application	M1
CO2	Be able to remember & understand the basic concept of intelligence & it's testing. Learn how to administer, score and interpret a standardized IQ test.	M1,M2
CO3	Be able to remember & understand the basic concept of personality & it's testing. Learn how to administer, score and interpret a standardized personality test.	M2,M3

**Syllabus with mapped module:**

Module Number	Headline	Total Hours	%age of Questions	Blooms Level	Remarks (if any)
Module 1	Introduction to Assessment in Psychology- types, methods, purpose, tools, application	4	20	1, 2, 3	N.A.
Module 2	Introduction to intelligence & intelligence testing followed by administration, scoring & interpretation of Standard Progressive Matrices by Ravens/Cattell's Culture Fair Test	12	40	1, 2, 3	N.A.
Module 3	Introduction to personality & personality testing followed by administration, scoring & interpretation of Eysenck Personality Questionnaire (EPQ)	12	40	1, 2, 3	N.A.
		<b>28</b>	<b>100</b>		

**Syllabus**

Module 1: Introduction to Assessment in Psychology- types (Intelligence, personality, interest, creativity, psychopathology: anxiety, depression, suicidal intention, anger, etc), methods (questionnaire, verbal test, batteries, performance batteries, expressive techniques), purpose (clinical and non-clinical), tools (paper pencil, ink blots, picture cards), application (clinical and non-clinical).

(Total hours- 4)

Practicum: Module 2: Understanding of intelligence & intelligence testing followed by administration, scoring & interpretation of Standard Progressive Matrices by JC Raven/Cattell's Culture Fair Test.

(Total hours- 12)

Practicum: Module 3: Understanding of personality & personality testing followed by administration, scoring & interpretation of Eysenck Personality Questionnaire (EPQ)

(Total hours- 12)

**Reference**

- Singh, A. K. (1986). *Tests, measurements and research methods in behavioural sciences*. Tata McGraw-Hill.
- Mangal, S. K. (2007). *Essentials of educational psychology*. PHI Learning Pvt. Ltd.