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

5th Semester

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
				Theory	Practical	Tutorial	Offline#	Online	Blended	
CC11	Advance experiment in visual storytelling	BMAGD(T) 501	6	4	0	0	✓			As per MAKAUT Notification
		BMAGD 591		0	2	0				
CC 12	Advertising & Branding Design	BMAGD(T) 502	6	4	0	0	✓			
		BMAGD 592		0	2	0				
DSE 1 (Any One)	Acting for Animation	BMAGD 503(A)	6	5	0	1			✓	
	Stop Motion Animation	BMAGD 503(B)	6	5	0	1				
DSE 2 (Any One)	Minor project	BMAGD 581(A)	6	1	5	0			✓	
	Internship-I	BMAGD 581(B)	6	1	5	0				
Semester Credits			24							

Note:

Minor Project/Internship- (Students have to engage in a specialised project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.

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CC 11: Advance experiments in Visual Storytelling
Code- BMAGD 501/591
Credits- 4L+2P

Course Objective: In this course the students will focus on storyboarding and developing ideas as key pre-production tools for narrative animation, film, and gaming projects. The lectures, class work, and assignments will help students to expand their own cinematic drawing techniques, and help them to develop clear and dynamic stories for the screen. A variety of live-action and animated films and professional storyboards will be analysed in class. Students will develop their personal style of boarding through a series of exercise

Sl	Course Outcome (CO)
1	Outline the Fundamentals of visual storytelling.
2	Explain the methods and principal to develop an in-depth understanding of visual storytelling.
3	Apply tools and techniques to create a better storytelling.
4	Compose visually dynamic shots, with good lighting, showing cinematic depth
5	Create character-driven storytelling with convincing character attitudes and acting that visually support the narrative
6	Apply all principles of storyboarding into a clear blueprint for an animated film, in which all visual aspects are working together

Theory- BMAGD(T) 501

CO	Blooms Level	Modules	%age of questions
CO1	1,2,3	M1,M2	60
CO3	2,3,4	M4, M5	40
			100

Practical- BMAGD 591

CO	Blooms Level	Modules	%age of questions
CO1	2,3,4	M2	15
CO2	2,3,4	M3	15
CO3	2,3,4	M4	15
CO4	2,3,4,5	M5	15
CO5	4,5,6	M5	15
CO6	4,5	M6	25
			100

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Module 1- Fundamentals of Visual storytelling. (10L +4P)

Understanding visual storytelling,Princilals,Elements of visual story telling.
Concepts for information design, Structure, Linearity/Non-Linearly.

Module 2- - Visual storytelling method and process. (10L+4P)

Process of Communication Design through visual representation. Theme, Style, Mood, Colour,
Aesthetic appeal for storytelling process. Script writing for visual storytelling.

Module 3- Graphic novel (10L+ 4P)

Understanding the fundamentals of graphic novel, language of comics.

Case study of classic comics, Indian comics.

graphic novels of the last thirty years, and it provides the skills for reading comics critically in terms
of what they say and how they say it

Module 4- Animation in visual storytelling (8L+ 4P)

understanding and appreciation of visual narratives in animated film as a significant form of modern
storytelling.
identify the components of visual narratives in 2D and 3D animated films and their relation to
elements in literature and other earlier forms of storytelling.

Module 5- Tools and Techniques for Visual storytelling (10L+ 6P)
A detail understanding of modern tools and technique for visual storytelling. Moving images, audio
visual approach towards storytelling process.Implimentation of visual FX .

Module 6 –Studio: (6P)

Execution and culmination of the knowledge gathered from all the other modules of the semester into
storytelling project.Student should learn the hands-on process of Visual storytelling.

Suggested Reading-
1. The Art of the Storyboard: Storyboarding for Film, TV and Animation by John Hart
2. Art of Storyboard by Don Bluth
3. Animation writing and development by Jean Ann Wright
4. Animation Art – History in a book by Designer

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CC 12- : 3D Advertising and branding design
Code- BMAGD 502/592
Credits- 4L +2P

Course Objective: The course is designed to delve on Advertising and Branding.Students will be able to develop an in-depth understanding of Production methods through advertising process.

Sl	Course Outcome (CO)
1	Examine the world history of Advertising.
2	Apply the concept of Branding and its understanding.
3	Outline the basic tools and techniques of AD production.
4	Evaluate Advertising industry
5	Make use of Branding design
6	Organize the need for and have the preparation and ability to engage in independent and life-long learning in the Advertising process and social delivery.

Theory- BMAGD (T)502

CO	Blooms Level	Modules	%age of questions
CO1	1,2,3,4	M1,M2	50
CO2	1,2,3,4	M1,M2,M3	30
CO3	1,2,3	M3,M4	20
			100

Practical- BMAGD 592

CO	Blooms Level	Modules	%age of questions
CO4	2,3,4	M3,M5	20
CO5	2,3,4	M5	30
CO6	4,5,6	M6	50
			100

Module 1- History of Advertising (6L)

In this course, student will learn the history of advertising. The traditional process and technique of design fundamentals towards advertising.

Module 2- Advertising production Process (8L)

Introduction to Advertising and branding, brand positioning and the marketing mix Components of marketing mix. Various channels, processes and mediums.

Module 3- Advertising industry in India /Abroad (8L)

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A details case study on advertising industry. Ethics and principal of advertisement. Social impact of advertising industry.

Module 4- Marketing communication Design (12L+8P)

Marketing process, Integrated Marketing communication and strategic design.

Planning for digital and classical communications.

Sales Promotion & Public Relations Ethical approaches in Marketing Communications

Module 5- Brand identity and design (8L+ 8P)

Brand identity, Visual merchandising and retail design for brand promotion.

Understanding the idea of design process for brand recognition.

Module 6 – Design Studio: (8L+10P)

Execution and culmination of the knowledge gathered from all the other modules of the semester into Design project.
Student should learn the hands-on process of Advertising and branding.

Suggested Readings:
1. 100 Design methods by Vijay Kumar,
2. Ogilvy on Advertising by David Ogilvy-
3. Brand position: for strategic competitive advantage by Subrato SenGupta. Tata Mcgrow hill
4. Creating the perfect Design Brief by Peter L Phillips Advertising and Promotion by Belch & Belch

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DSE 1- BMAGD 503 (A)
Credits-5L+1T
Acting for animation

Course Objective: The course is designed to extend the fundamental aspects of design, 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.

Module 1 - Aspects of acting and direction

- Aspects of Acting and Direction, becoming an Actor, becoming a Story teller, becoming a creative practitioner over the process of animation.
- Introduction to acting, History of action, how acting relates to animators, acting techniques, history and development of mime and pantomimes, history and development of dramas, Commedia dell' Art- acting commedia, the characters, relating commedia characters to animation.
- Professional Story-telling, Responsibilities of a story artist.
- Creative handling of the content, Implementing or feeding the concept onto the character over a brief characterization, Directing the voice actors, Detailing of the facial expressions and emotions.

Module 2 – Character acting

- Learning Elements of a well animated performance.
- Learn about vocal performance, flowing emotional channels through vocal acting.
- Performance of the animation, learning the shot process, act around the shot learn about the characteristics of the shot, act within the poses.

- Create a believable performance by layering animation techniques, learn character timing to transition through emotions.

Module 3 - Different Aspects of acting

- Learn and understanding of believable acting, retain a consistent attitude to your character's reactions.

- Understanding dynamic facial posing: Use the line of action to create great expressions.

- Engaging the body: Use your character's whole body in their performance, learn how to Exaggeration to Push your poses.

- Understanding the script, get int to the characters, learn about the Subtext: Animate a character's thoughts rather than their words.

Module 4 – Creative Approach

Understanding the Characterization, Emotional Memory, Stage

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appearance and Screen Presence.

- Experimental Acting by combining Human & other Creatures behaviour

- Acting of different human age groups

- The variety of acting methodologies involves Mime Acting,\Method Acting, The Chekhov Technique, Meisner Technique, Practical Aesthetics, Neurotmetic Acting, Shake Acting and Voice Characterization.

• Seven essential acting concepts, the audience – suspending disbelief and animation, stage actors versus animators, theatrical reality versus regular reality. The Character – personality animation, character analysis, primal analysis. The Scene – negotiation, rehearsal, emotion and empathy.

• Movement, power centres, gesture, space, effort, facial Expression, Speech, active listening, the camera, actors leading camera. Techniques for acting- simplifications, avoid ambivalence, reality and scene partner, Reference, Character Rhythm, symbolism and foreshadowing, use of mirrors. The Form- comedy, farce, caricature.

Suggested Reading

1.Acting for Animators: by ED Hooks

2.The Animator's Survival Kit: Dialogue, Directing, Acting and Animal Action: (Richard Williams' Animation Shorts)

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DSE 1- BMAGD 503(B)

Credits-5L+1T

STOP MOTION ANIMATION

Course Objective: This course will emphasise on idea generation and leading it to story development and script writing for making films. Students will be able to learn how to develop strong characters and tell stories for animation: parallel processes that

Module 1 - Stop Motion as an experimental medium

• Watching ref video of stop motion animation

Module 2 – Designing Character, Set and Props

• Creating character & Props (Water colors , Poster colors , Oil Pastel colors, Acrylic colors, Pencil colors, Charcoal, Pen and Ink, Using waste material such as sand , stones, grass, hardboard, different types of color papers & clay etc. For creating experimental animation film.

Module 3 – Animation & Frame Capturing

• Animating basic movement of characters and capturing with camera • Timing allotment(Animating in One's and Two's)
• Cycle (walk , run)
• Animating secondary Action

Module 4 – Effects, Compositing & Final Editing

• Creating Effects such as smoke, fire , rain etc.
  • Compositing the frames by adding external resources • Audio Input & Final Edit

Suggested Reading

1. The Art of Stop-motion Animation Paperback

2. Stop Motion Filmmaking: The Complete Guide to Fabrication and Animation

3. Stop Motion Animation: How to Make and Share Creative Videos