

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 2

MVC201: Semiotics and Cultural Studies

(100 Marks) Lecture hours: 20 Practical hours 20

Brief description of the Course:

Understanding Culture as a whole and Community and its practices within. Culture will have multiple communities that address the various needs of a society. Course introduces to the emotional and functional aspects of communities and their practices and their contribution to the growth of the society and culture as whole.

Learning Objectives:

- Students will be capable of understanding the communities and their Practices.
- Students will be able to interact with different communities and drive their projects based on the information.
- Students are capable of representing their research and findings in a systematic Visual data.
- Students are capable of communicating their design solutions through a series of project works like image, photographs, illustrations etc.

Pedagogy:

Instruction consists of presentations, demonstrations, Practical assignment

Course Outline:

- Semiotics basics – objects, Definition, Structure, signs and forms, representation.
- To search of areas with in ART –Architecture, Design and Literature and Takes on Fundamental questions.
- To interact with the local crafts community and study the process and making of the artifacts.
- To study their habitat, culture & sustainability in today 's context. (Potter community/ Weavers Community/ Goldsmiths/ Artists / Musicians / Professional Theater)

Textbooks:

- *Design Research: Methods and Perspectives by Brenda Laurel*
- *Principles of Research Design in the Social Sciences (Social Research Today) by Frank Bechhofer (Author), Lindsay Paterson (Author)*
- *Indian Art and Culture - Nitin Singhania , History of Fine arts in India - Tomory Edith, The Art and Architecture of India: Buddhist, Hindu, Jain*
- *By Benjamin Rowland.*

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MVC202: Production Management (Specialization Paper A/B) (A-Animation | B-Visual Design)

(100 Marks) Lecture hours: 20 Practical hours 20

Brief description of the Course:

Design production is a broad term that may refer to the responsibilities of commercial artists, designers, or website designers. Continue reading to learn more about education requirements and recommended skills, as well as the job outlook and salary potential for graphic design professionals.

Design management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

Learning Objectives:

- Students should learn professionalism and services of right quality and quantity at the predetermined time and pre-established cost.
- Able to Finalize Budget for a Project
- This course will give idea on time management
- Finance management
- Resource management

Pedagogy:

Lecture, discussions & presentations, flip learning

Course Outline:

- Introduction- Scope of Operations Management | Strategy and Productivity
- Budget and Cost Management
- Resource Management
- Process selection and facility layout
- Quality control
- Inventory management

Text Books

- *Project to Product: How to Survive and Thrive in the Age of Digital Disruption with the Flow Framework* by Mik Kersten
- *Film Production Management* by Bastian Clevé
- *The Animation Producer's Handbook* by Lea Milic, Yasmin McConville

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Suggested Reading

1. Production for Graphic Designers, by Alan Pipes, Laurence King
2. Art and Print Production, by N N Sarkar, Oxford University Press
3. New Media: A Critical Introduction, by Lister, Martin, Dovey, Jon, Kelly, Kieran, Grant, Iain, Giddings, Seth, Routledge
4. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert Ryberg
5. Types of Communication Design Including Typography, Illustration, Animation, Advertisement, and Visual Design. Webster's Digital Services

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MVC203: Multimedia and E-Commerce (Design Domain)

(100 Marks) Lecture hours: 20 Practical hours 20

Brief description of the Course:

This course is about basics of multimedia, its development and case studies. This course will also about multimedia production process and its outputs, various audio video formats, e-commerce, important of e-commerce in today's scenario.

Learning Objectives:

- Student should able to understand about basics of Multimedia
- Fundamental mediums of multimedia
- Various formats
- Multimedia Production and management
- E-commerce and its uses.

Pedagogy:

Lecture, discussions & presentations, flip learning

Module 1

Introduction to e-business and e-commerce. Multimedia system design and development
Case studies analysis

Module 2

Multimedia basics & Multimedia Production. Electronic commerce Management and strategies
Formats, codes and compressions. Video & Audio Fundamentals

Module 3

Designing for E-commerce. Using digital design to facilitate and promote e-commerce
Importance of e-commerce in today's changing business scenario: e-publishing, e-services

Suggested Reading

1. The Principles of Beautiful Web Design by Jason Beard
2. Multimedia Foundations: Core Concepts for Digital Design by Vic Costello, Ed Youngblood and Susan Youngblood
3. Developing e-Commerce Systems by Jim A. Carter. Pearson Press
4. Fundamentals of Multimedia by Li & Ze Nian. Prentice Hall India Learning Private Limited
5. Web Design: Introductory Concepts and Techniques by Gary B. Shelly, H. Albert Napier, Ollie N. Rivers. Course Technology
6. E-Business and e-commerce for managers by H. M. Deitel, P. J. Deitel & K. Steinbuhler. Prentice Hall
7. White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design by Kim Golombisky, Rebecca Hagen
8. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
9. Beginning E-Commerce, Reynolds, SPD/WROX
10. Multimedia & Animation, V.K. Jain, Khanna Publishing House

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MVC281: Specialization Project I (Specialization Paper A/B)
(100 Marks) Tutorial hours: 20 Practical hours 60

Brief description of the Course:

Understanding the preproduction stage of design process and ideation - conceptualization - making of prototypes and visual planning. Students should complete pre-production process for a film project (A); Students should complete basic design research work for a topic to be executed through print/product design (B).

Learning Objectives:

- Students should be able to conceptualize from the basic ideation
- They should learn the process of visualization
- Understanding of Character bible and various styles

Pedagogy:

Demonstrations, workshops, group discussions, Studio based practical projects

MVC281A: Specialization Project I (Animation Design)

Animation Theory & principles

Understanding of the evolution of animation- Precursors to animation: Cave paintings.

Studio animation, Feature animation

Understanding principles that translate sequential images into action to make animation believable

Personal films and expression

Principles of Timing

Creation of an animation toy for visual narrative

Suggested Reading

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. The Illusion of Life – Essays on Animation, Edited by Alan Cholodenko, Power Publication in association with Australian Film Commission,
5. Disney Discourse – Producing the Magic Kingdom, Edited by Eric Smoodin, Routledge, London
6. Eisenstein on Disney, Edited by Jay Leyda, Seagull Books, Calcutta
7. Timing for Animation, by Harold Whitaker and John Halas, Focal Press
8. Preston Blair, Cartoon Animation, Walter Foster Publishing Inc
9. Graphic Storytelling, by Will Eisner, Poorhouse Press
10. Comics and Sequential Art, by Will Eisner, Poorhouse Press
11. Understanding Comics, by Scott McCloud, Perennial Currents
12. Comic Book Nation, by Bradford W. Wright, Johns Hopkins University Press

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13. Exploring Drawing for Animation (Design Exploration Series), by Stephen Missal, Thomson Delmar Learning

14. The Animation Bible by Maureen Furniss

MVC281B: Specialization Project I (Visual Design)

(100 Marks) Tutorial hours: 20 Practical hours 60

Visual Communication Principles and Theory: Understanding the evolution of visual communication- Cave paintings to modern digital emoji's

Purpose of Visual communication. The Historical context.

Medium is the message: Unconventional use of mediums as visual communication.

Design principles and functional requirements.

Visual communication with unconventional use of medium

Suggested Reading

1. Communication Design: Principles, Methods and Practice by Jorge Frascara. Allworth Press
2. Design paradigms: a sourcebook for creative visualization by Warren K Wake, D. Des. John Wiley & sons Inc.
3. Design thinking and visual communication by Gavin Ambrose. Fairchild Books
4. The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas by Mark Edwards
5. Resonate: Present Visual Stories that Transform Audiences by Nancy Duarte. John Wiley & Sons
6. Visual Communication design by Jonathan Baldwin (Author), Lucienne Roberts. AVA Publishing

MVC282: Design Project III (Technical drawing for Structural Representation)

(100 Marks) Tutorial hours: 20 Practical hours 60

Understanding of Isometric structure of objects. 3 dimensional drawing and space creation. Proportions and structures. Representation of 2D structure in 3d space, Basic Maya modeling, constructional modeling.

Suggested Reading

1. Geometry of Design: Studies in Proportion and Composition, by Elam, Kimberly; Princeton Architectural Press
2. Principles of Form and Design, by Wong, Wucius; Wiley Publications
3. Order in Space by Keith Critchlow. Thames & Hudson
4. Isometric Drawings by Sol Lewitt . Paula Cooper Gallery
5. Understanding 3D Animation Using Maya by John Edgar Park
6. Beginner's Guide to Character Creation in Maya by Jahirul Amin and 3DTotal Publishing.
7. Mastering Autodesk Maya by Todd Palamar Eric Keller

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**MVC291: Understanding Digital Film making and sequential narrative
(100 Marks) Tutorial hours: 20 Practical hours 40**

Understanding Digital Film Making, Production, Camera, Shooting Strategies, Camera Movements, Steadicam, Sound Recording, Post Production, Lights and Sound. Animation as a story telling (narrative) medium
Introduction to Pre-production, Developing Story, Script Writing for sequential narrative
Visual Concepts, Character Exploration Storyboarding and basic animatics, Editing, Sound Design

Suggested Reading

1. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, by Ascher, Steven & Pincus, Edward, Plume
2. Our Films, Their Films, by Ray, Satyajit, Seagull Books Ltd
3. Film Directing Shot by Shot: Visualizing from Concept to Screen, by Katz, Steve, Michael
4. Wiese Productions
5. The DSLR Filmmaker's Handbook, by Andersson, Barry, Geyen, Janie L., John Wiley & Sons, Inc
6. Film, Form, and Culture, by Kolker, Robert, McGraw-Hill Inc
7. Animation from script to screen, by Shamus Culhane, St. Martin's Griffin
8. The Five C's of Cinematography: Motion Picture Filming Techniques, by Mascelli, Joseph V., Silman-James Press,

**MVC292: Digital design II
(200 Marks) Tutorial hours: 20 Practical hours 60**

Tools and techniques of the various software
The use of the software for enhancing interactivity in communication

Module1

Advanced Photoshop: for visual creation

Module 2

After Effects: Image manipulation and interaction and motion graphics creation

Module3

Premier: Editing audio visuals

Suggested Reading

1. The Art of 3D Computer Animation and Effects by Isaac Kerlow
2. Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 by Chris Meyer and Trish Meyer