

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of B.Sc. In VFX Film Making
(Effective from 2023-24 Academic Sessions)

Semester 7

Paper Name: Making of Explainer Video

Paper Code: BVFM 701

Credit Points - 2

Total Contact Hours – 30

Course Objective: The course is designed to introduce explainer video making. Students will be able to develop a sense of design trendy explainer videos for different industries. They can understand the implementation and methodologies of explainer videos.

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

Module Number	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	Introduction to Explainer Video	5	25	1	1		
M2	Explainer Video Script Development	10	25	2	1		
M3	Explainer Video - Post – Production Workflow	10	25	3	1		
M4	Explainer Video Presentation	5	25	4	1		
		30	100				

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Paper Name: Making of Explainer Video

Paper Code: BVFM 701

Total Credit: 2

Total Hours of Lectures: 30 hours

SL No.	Topic/Module	Hours
1	Module 1- Introduction to Explainer Video: ● Fundamentals of Explainer Video ● Concept of Explainer Video in Education industry ● Digital Trends of Explainer Video ● Understanding Market Research	05
2	Module 2- Explainer Video Script Development: ● Developing Script based on market research ● Creating storyboard outline ● Key Feature Points in Explainer Video	10
3	Module 3- Explainer Video - Post – Production Workflow: ● Creating explainer layout in Adobe Photoshop or Adobe Illustrator ● Creating basic structure of the video using Adobe After Effects ● Processing video editing using Adobe Premiere Pro	10
4	Module 4- Explainer Video Presentation: ● Creating presentation for market & industries	05

Suggested Reading:

1. Explain Yourself! How To Do Explainer Videos the Right Way - Ben Marvazi.
2. Explainer Videos - step by step: A straight forward guide to creating explainer videos - BJ Mulvey

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Paper Name: Making of Explainer Video (P)

Paper Code: BVFM 791

Total credit: 3

Total Hours of Lectures: 60 hours

Course Objective: The course is designed to introduce explainer video making. Students will be able to develop a sense of design trendy explainer videos for different industries. They can understand the implementation and methodologies of explainer videos.

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

Module Number	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	Introduction to Explainer Video	10	20	1	1		
M2	Explainer Video Script Development	20	20	2	1		
M3	Explainer Video - Post – Production Workflow	20	30	3	1		
M4	Explainer Video Presentation	10	30	4	1		
		60	100				

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Paper Name: Making of Explainer Video (P)

Paper Code: BVFM 791

Total credit: 3

Total Hours of Lectures: 60 hours

SL No.	Topic/Module	Hours
1	Module 1- Introduction to Explainer Video: ● Fundamentals of Explainer Video ● Concept of Explainer Video in Education industry ● Digital Trends of Explainer Video ● Understanding Market Research	10
2	Module 2- Explainer Video Script Development: ● Developing Script based on market research ● Creating storyboard outline ● Key Feature Points in Explainer Video	20
3	Module 3- Explainer Video - Post – Production Workflow: ● Creating explainer layout in Adobe Photoshop or Adobe Illustrator ● Creating basic structure of the video using Adobe After Effects ● Processing video editing using Adobe Premiere Pro	20
4	Module 4- Explainer Video Presentation: ● Creating presentation for market & industries	10

Suggested Software:

1. Adobe Premiere Pro
2. Adobe Audition
3. Adobe After Effects
4. Cinema 4D

Suggested Software:

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2. Explainer Videos – step by step: A straight forward guide to creating explainer videos-BJ Mulvey

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Paper Name: Research Methodology

Paper Code: BVFM 702

Credit Points – 5

Total Contact Hours – 75

Course Objective: The course is designed to introduce Research Methodology. Students will be able to develop research for different industries. They can understand the implementation and Research Methodology.

SL No.	Course Outcome	Mapped modules
1	Remembering	M1, M2
2	Understanding the course	M1, M2, M3, M4
3	Applying the general problem	M3, M4
4	Analyze the problems	M3, M4, M5
5	Evaluate the problems after analyzing	M3, M4, M5
6	Create using the evaluation process	M3, M4, M5

Module Number	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	Introduction to Research	10	20	1	1		
M2	Research Design and Hypothesis	20	20	2	1		
M3	Literature Review and Data Collection	15	15	3	1		
M4	Data Analysis and Interpretation	15	20	4	1		
M5	Report Writing and Presentation	15	25	5	1		
		75	100				

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Paper Name: Research Methodology

Paper Code: BVFM 702

Credit Points – 5

Total Contact Hours – 75

SL No.	Topic/Module	Hours
1	Module 1- Introduction to Research: ● Definition, objectives, and significance of research ● Types of research: Basic, Applied, Descriptive, Analytical, Quantitative, Qualitative ● Research ethics and plagiarism ● Role of research in academic and professional domains	10
2	Module 2- Research Design and Hypothesis: ● Components of a research design ● Research problem identification and formulation ● Variables: Independent, dependent, extraneous ● Hypothesis: Meaning, types, formulation, and testing ● Sampling techniques: Probability and non-probability sampling	20
3	Module 3- Literature Review and Data Collection: ● Purpose and steps of literature review ● Sources: Primary and secondary ● Online databases and referencing tools (Google Scholar, JSTOR, Mendeley, Zotero) ● Techniques of data collection: Observation, interview, survey, case study ● Questionnaire design and pilot testing	15
4	Module 4- Data Analysis and Interpretation: ● Quantitative vs qualitative data ● Descriptive statistics: Mean, median, mode, standard deviation ● Introduction to statistical tools (SPSS/R/Excel) ● Coding and thematic analysis in qualitative research ● Graphical representation of data: Bar chart, pie chart, histogram, tables	15
5	Module 3- Report Writing and Presentation: ● Structure of a research report: Abstract, introduction, methodology, results, discussion, conclusion, references ● Citation styles (APA, MLA, Chicago) ● Avoiding plagiarism: Paraphrasing and citation tools ● Oral presentation of research findings: Dos and don'ts ● Use of visual aids (PPT, infographics)	15

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Suggested Software:

1. MS Office

Suggested Reading:

1. Research Methodology: Methods and Techniques – C.R. Kothari & Gaurav Garg
2. Research Methods for Business – Uma Sekaran & Roger Bougie
3. Research Design (Qualitative, Quantitative & Mixed Methods) – John W. Creswell
4. Statistics for Management – Levin & Rubin
5. Research Methods for Business (Report writing chapter) – Uma Sekaran

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Paper Name: Research Internship (P)

Appendix – 1A

Paper Code: BVFM 781

Credit Points – 4

Total Contact Hours – 60

Course Objective:

The course aims to provide students with an integrative learning experience that combines professional work in a real-world organization with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

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

Module Number	Content	Total Hours	%age of questions	Covered CO	Covered PO	Blooms Level (If applicable)	Remarks (If any)
M1	Research Internship	30	50	1	1		
M2	Submission of Report	30	50	2	1		
		60	100				

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Paper Name: Research Internship (P)

Appendix – 1A

Paper Code: SEC 781

SL No.	Topic/Module	Hours
1	Module 1 - Research Internship: ● Orientation Session: The orientation session for the research internship is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting. It will also impart knowledge about the research methodology for implementing research in the internship project work. ● Identify an internship: Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field. ● Internship agreement Form: The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form. ● Start of Internship: The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.	30
2	Module 2 - Submission of Report: Part 1. (About Internship) ● Front Page: Student Name, Course, Internship Company, Duration, Mentor ● Internship Agreement Form ● Internship Certificate ● Introduction & background of the Company ● Roles & responsibilities as an Intern ● Weekly work allotment & completion report ● Learning from the internship Part 2. (Research Conducted at Internship Organization) ● Research Agenda ● Literature Review ● Research Methodology ● Data Analysis & Interpretation ● Challenges & Solutions ● Conclusion	30

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	Part 3. Research Internship Evaluation: ● The Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarizing their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern's understanding and experiences. This evaluation assesses the intern's ability to articulate their growth and readiness for professional work. The review of the work done by students will be carried out after two weeks by the internal and external examiner. The external examiner will evaluate for 80 marks, and the internal examiner will evaluate for 20.	
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Course Outcome:

After the course, the outcomes are as follows under

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field.