

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for B. Sc. In Multimedia, Animation & Graphic Design (BMAGD)
(Effective for Academic Session 2019-2020)

COURSE DETAILS

Duration: 3 Years - 6 semesters with 2 options for specialization and one industry internship.

Eligibility: 10+2 in any stream

Total marks: 4800

Theory: 1000

Seminars & Practical (including internships & final project): 3800

Specialization options: Graphic Design, Animation Design.

COURSE STRUCTURE

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BMAGD 101	Introduction to Design	2	0	2	4	3
2	BMAGD 102	Design Methodology & Process	2	0	2	4	3
Practical							
1	BMAGD 191	Digital Design 1 (Indesign, Illustrator & Photoshop)	0	2	6	8	4
2	BMAGD 192	Design Project 1 (Typographic Design)	0	2	6	8	4
Sessional							
1	BMAGD 181	Design fundamentals and visual literacy	0	2	4	6	3
2	BMAGD 182	Drawing fundamentals for Graphic Representation	0	2	4	6	3
Total Credit			20				
SEMESTER II							
Theory							
1	BMAGD 201	Visual narratives and sequential structure	2	0	2	4	3
2	BMAGD 202A	Web technology and interactivity	2	0	2	4	3
Practical							
1	BMAGD 291	Digital Design 2 (Dreamweaver & Flash)	0	2	6	8	4
2	BMAGD 292	Design Project 2 (Visual communication)	0	2	6	8	4
Sessional							
1	BMAGD 281	Fundamentals of digital photography	0	2	4	6	3
2	BMAGD 282	Advanced drawing for Structural Representation	0	2	4	6	3
Total Credit			20				

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2ND YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BMAGD 301 (A&B)	Materials and process for production	2	0	2	4	3
2	BMAGD 302	Animation fundamentals and the science of motion	2	0	2	4	3
Practical							
1	BMAGD 391	Digital Design 3 (3D animation, Premier & Audition)	0	2	6	8	4
2	BMAGD 392	Design Project 3 (Hybrid Animation)	0	2	6	8	4
Sessional							
1	BMAGD 381	Fundamentals of digital film making	0	2	4	6	3
2	BMAGD 382	2D Animation Film Making	0	2	4	6	3
Total Credit			20				
SEMESTER IV							
Theory							
1	BMAGD 401	Animation production process	2	0	2	4	3
2	BMAGD 402	Script Writing	2	0	2	4	3
Practical							
1	BMAGD 491	Digital Design 4 (Adv.3D,)	0	2	6	8	4
2	BMAGD 492	Design Project 4 (3D Animation)	0	2	6	8	4
Sessional							
1	BMAGD 481	Story telling and representing animatics	0	2	4	6	3
2	BMAGD 482	Portfolio creation and presentation	0	2	4	6	3
Total Credit			20				

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3RD YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BMAGD 501	Advertising & Branding design	2	2	2	6	4
Practical							
1	BMAGD 591	Digital Design Sp (Aftereffects & Maya/Photoshop)	0	2	8	10	6
2	BMAGD 592	Sp Project A&B (Infographics Design & Motion Graphics design)	0	4	8	12	6
Sessional							
1	BMAGD 581	Internship	0	2	6	8	4
Total Credit			20				
SEMESTER VI							
Theory							
1	BMAGD 601	Design research	2	2	2	6	4
Practical							
1	BMAGD 691	Demo-real & Portfolio	0	2	6	8	4
2	BMAGD 692	Final Project	0	6	10	16	8
Sessional							
1	BMAGD 681	Research project	0	2	6	8	4
Total Credit			20				

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Detailed Syllabus
Semester I

Paper: Introduction to Design
Code: BMAGD – 101
Contacts Hours / Week: 2L+2P
Credits: 3
Marks: 100

Course Content:

Module1

History and evolution of Design. Understanding the historical perspective of design.
Design Basics- Elements and principles of Design.

Module2

Relational interaction of elements and principles in design implementation. Layout basics-
Alignment and hierarchy of order. Gestalt laws of organization

Suggested Readings

1. Graphic design history by Steven Heller & Georgetta Balance
2. Design Dictionary-Perspectives on Design Terminology by Michael Erlhoff and Tim Marshall
3. A History of Graphic Design, Meggs, Philip; John Wiley & Sons
4. Elements of Design, by Gail Greet Hannah, Princeton Architectural Press
5. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli
Publisher, Multilingual edition.

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Paper: Design Methodology & Process

Code: BMAGD – 102

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

Design Methodology and process.. Introduction to basic Design theories in the context of design.
Need finding, Affinity mapping.

Module2

Introduction to ideation and conceptualization. Mind-mapping, idea development and solution exploration.

Suggested Readings

1. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli
Publisher, Multilingual edition.
2. The Design Process by Karl Aspelund
3. The Design Method by David Airey
4. 100 Design methods by Vijay Kumar
5. Lateral thinking by Edward DeBono
6. Mind mapping- Tony Buzun
7. How to Think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven Heller
8. Design Paradigm- The sourcebook for creative visualization by Warren K. Wake
9. How to Think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven Heller

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Sessional

Paper: Design fundamentals and visual literacy

Code: BMAGD – 181

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

Introduction to visual cognition and Design cognition

Module2

The process of visual thinking for graphic communication

Suggested Readings

1. Experiences in visual thinking by Robert H McKin
2. Perception & Imaging by Richard D Zakia. Focal Press
3. Visual Grammar (Design Briefs)(Paperback) by Christian Leborg
4. Visual thinking for Design by Colin Ware
5. Visual studies A foundation for artists and designers by Frank M Young
6. Visual design fundamentals- A digital approach by Alan Hashimoto and Mike Clayton
7. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
8. Cognition & the visual arts by Robert L Solo

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Paper: Drawing Fundamentals for Graphic representation

Code: BMAGD – 182

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

Drawing fundamentals , materials and processes. Basics of perspective, scale, light and Composition Understanding tools and techniques for graphic representation

Module2

Project on: Representational visual making for different mediums

Suggested Reading

1. Design Drawing by Francis D K Ching, Wiley India
2. Drawing for Graphic Design, by Timothy Samara. Rockport
3. Basic Design: the dynamics of visual form, by Maurice de Saumarez. A&C Black, Publishers ltd
Perception & Imaging by Richard D Zakia. Focal Press

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Practical

Paper: Digital Design 1 (Indesign, Illustrator & Photoshop)

Code: BMAGD – 191

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Illustrator fundamentals: Introduction of interface, tools and techniques for graphic design

Module2

InDesign fundamentals: Introduction of interface, tools and techniques for graphic design

Module3

Photoshop fundamentals : Introduction of interface, menu and tool box, Image manipulation

Suggested Readings

1. Fundamentals of Computers- V. Rajaraman
2. Adobe Illustrator CS5 One-on-One by Deke McClelland
3. Adobe Indesign CS3 – Deke McClelland
4. Adobe Photoshop Bible
5. The Adobe Photoshop CS6 Book for Digital Photographers by Scott Kelby
6. Comdex desktop publishing course kit - Gupta, Vikas

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Paper: Design Project 1 (Typographic Design)

Code: BMAGD – 192

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Evolution and development of typography. Types of Letterforms its Anatomy, structure and construction

Module2

Fundamentals of typographic Design. Type perception and emotion its use in Design. Layout and composition in communication design

Module3

Designing with Type- Form, function and Communication. Static and moving types

Suggested Readings

1. Design Principles And Problems (Paperback) by Paul Zelanski, Mary Pat Fisher
2. Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara
3. Type Play - Heller, Steven and Anderson, Gail
4. Typography, a manual of Design, by Ruder, Emil; Verlag Niggli AG
5. The elements of typographic Style by Bringhurst, Robert; Hartley and Marks
6. Manual of typography by McLean, Ruari; Thames and Hudson
7. Expressive Typography. The word as image, by Elam, Kimberly; John Wiley & Sons Inc
8. Mastering Type: The Essential Guide to Typography for Print and Web Design by Denise Bosler
9. Type in the Digital Environment: Typography for Web, Video, Broadcast, Game and Animation 1st Edition by Patric King & James Hernandez

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Semester II

Paper: Visual narratives and sequential structure

Code: BMAGD – 201

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

Visual narratives in indigenous forms. Sequential narrative and Graphic novel

Module2

Visual Concepts, Storyboarding depiction .Editing, Sound for visualizing narrative

Suggested Readings

1. Sequential Art by Will Eisner
2. Speaking with pictures- Folk Art and the Narrative Tradition in India by Roma Chatterjee
3. Graphic Storytelling, by Will Eisner, Poorhouse Press
4. Comics and Sequential Art, by Will Eisner, Poorhouse Press
5. Animation Art by Beck, Jeny
6. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.
7. Foundations in Comic Book Art: SCAD Creative Essentials (Fundamental Tools and Techniques for Sequential Artists) by John Paul Lowe
8. The Art of Comic Book Writing: The Definitive Guide to Outlining, Scripting, and Pitching Your Sequential Art Stories by Mark Kneece
9. Flipping Out: The Art of Flip Book Animation: Learn to illustrate & create your own animated flip books step by step by David Hurtado
10. Framed Perspective Vol. 1: Technical Perspective and Visual Storytelling by Marcos Mateu-Mestre
11. Framed Perspective Vol. 2: Technical Drawing for Shadows, Volume, and Characters by Marcos Mateu-Mestre
12. Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema, by David Sonnensch, Michael Wiese Productions

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Paper: Web technology and interactivity

Code: BMAGD – 202A

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

Introduction to web Design & technology and methods, web standards, Concept of WWW

Module2

Introduction to Networks and Sever Technology. Evolution of network, different ways of data rendering, sever & function. Network Security concept

Suggested Reading

1. Web Technologies by Uttam Kumar Roy
2. Web application : Concept & Real world Design - Craif Knuckles & David Yuen
3. HTML & CSS Design and Build Website by Jon Duckett
4. Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics by Jennifer Niederst Robbins and Aaron Gustafson
5. The principles of beautiful web design by Jason Beard
6. Web Design Principles by Joel Sklar
7. The web designer's Idea book-Vol-4 : Patrick McNeil

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Sessional

Paper: Fundamentals of digital photography

Code: BMAGD – 281

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

Introduction to Fundamentals of digital Photography. Camera & accessories . Role of photography.

Module 2

Picture structure-Techniques and concepts. Lighting and composition and image creation

Module 3

Photography production and work flow. Creative expression

Suggested Reading

1. Visual dictionary of photography by David Praker. AVABooks
2. Basic Photography- Michael Langford, Focal press
3. The photographers eye- Michael Freeman, Focal Press
4. Learning to see creatively: Design, Colour & composition in Photography- Bryan Peterson, Amphoto Books
5. The Elements of Photography: Understanding and creating sophisticated images- Angela Faris Belt, Focal Press
6. Basic Photography – John Hedgeco
7. Digital Photography: Expert Techniques by Ken Milburn
8. Basic photography - Datta, Dhruba

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Paper: Advanced drawing for Structural Representation

Code: BMAGD – 282

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module 1

Understanding form and space. Isometric structure of objects.

3 dimensional drawing and space creation

Module2

Geometry of Design

Module3

Structural representation in design creation for static and moving scenes

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. How to Render: the fundamentals of light, shadow and reflectivity by Scott Robertson (Author), Thomas Bertling

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Practical

Paper: Digital Design 2 (Dreamweaver & Flash)

Code: BMAGD – 291

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Introduction to Dreamweaver.

Module2

Introduction to Flash: tools, and techniques. Design & Animation.

Module3

Design Projects in Web publishing Design and moving narratives

Suggested Readings

1. Web application : Concept & Real world Design - Craif Knuckles & David Yuen
2. HTML & CSS Design and Build Website by Jon Duckett
3. Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics by Jennifer Niederst Robbins and Aaron Gustafson
4. The principles of beautiful web design by Jason Beard
5. Web Design Principles by Joel Sklar
6. The web designer's Idea book-Vol-4 : Patrick McNeil
7. Adobe Flash CS5 Revealed (Revealed Series) by James E. Shuman
8. Foundation Flash CS5 For Designers by Tom Green and Tiago Dias
9. Timing in Animation by Whitaker,
10. ANIMATION FROM PENCILS TO PIXELS- Classical Techniques for Digital Animators by TONY WHITE

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Paper: Design Project 2 (Visual Communication)

Code: BMAGD – 292

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Evolution of visual communication and Visual language. Graphic representation in communication design.

Module2

Colour Science and Colour Fundamentals. Colour perception and representation.

Module3

Visual design- signs and symbols. Corporate identity. Conventional mediums and new mediums in visual communication. Visual manipulation and treatment for communication

Suggested Reading

1. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition
2. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
3. Ways of Seeing, John Berger, Penguin Books
4. Visual Thinking, Rudolf Arnheim, University of California Press;
5. Art of looking sideways by Alan Fletcher
6. Experiences in visual thinking by Robert H McKin
7. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications
8. Understanding colour-An introduction for designers by Linda Holtzshue
9. Colour and meaning: art, science and Symbolism, by John Gage. Thames & Hudson
10. Visual Communication design by Jonathan Baldwin (Author), Lucienne Roberts. AVA Publishing
11. Sticky graphics - Knight, Carolyn and Glaser, Jessica
12. The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas by Mark Edwards

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Semester III

Paper: Materials and process for production

Code: BMAGD – 301

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

History and evolution of printing process & production. Emergence in the Digital age .
Production methods and materials for print

Module2

Introduction to. processes and production for animation sets and props

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
6. Cracking Animation: The Aardman Book of 3-D Animation by Peter Lord and Brian Sibley (2004) Thames & Hudson
7. Handbook of Set Design by Colin Winslow (2006) The Crowood Press Limited
8. Designs on Film: A Century of Hollywood Art Direction by Cathy Whitlock (2010) HarperEntertainment
9. Props By Eleanor Margolies

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Paper: Animation fundamentals and the science of motion

Code: BMAGD – 302

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

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

Module2

Trends and Type of Animation. Principles of Animation and Processes from Traditional Animation to Digital Era. Application of Animation Principle with different tool & technique. Case Analysis of design and making of Early Age Animation Films

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. Animation: The Mechanics of Motion, Volume 1 By Chris Webster
5. The Animator's Survival Kit : A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators by Richard Williams
6. Animation 1: Learn to Animate Cartoons Step by Step (Cartooning, Book 1) By Preston J. Blair
7. Cartoon Animation by Preston Blair
8. Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films 1st Edition by Dean Movshovitz
9. Flipping Out: The Art of Flip Book Animation: Learn to illustrate & create your own animated flip books step by step by David Hurtado
10. How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principals of Animation by Tony White
11. The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation by Kit Laybourne, John Canemaker
12. Art in Motion: Animation Aesthetics by Maureen Furniss
13. Animation: The Mechanics of Motion by Chris Webster

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Sessional

Paper: Fundamentals of digital film making

Code: BMAGD – 381

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

Introduction Digital Film Making. Digital Video and Camera Basics.

Module2

Understanding Digital Film Production. Workflow and production planning

Module3

Visual & Audio Narrative. Editing

Suggested Reading

1. The digital filmmaking Handbook by Sonja Schenk. Course Technology
2. Eisenstine on the Audiovisual: The montage of music and sound in cinema by Robert Robertson. I B Tauris Publishers
3. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus
4. On Directing Film (1992) by David Mamet
5. Directing: Film Techniques & Aesthetics (Fifth Edition, 2013) by Michael Rabinger and Mick Hurbis-Cherrier
6. Shot By Shot: A Practical Guide to Filmmaking (Third Edition) by Book by Brady Lewis, John Cantine, and Susan Howard
7. Film Directing Shot by Shot: Visualizing from Concept to Screen (1991) by Steven D. Katz

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Paper: 2D Animation Film Making

Code: BMAGD – 382

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

Evolution of Classical /Feature Animation. Application of new methods and Technology in animation.

Module2

Animation film making process and technique. Types of 2D animation. Modernization of 2D animation.

Structure of pre-production, production and post-production process. Application of digital methods for 2D animation film making

Suggested Reading

1. Animation art - Beck, Jeny ed.
2. Timing for animation - Whitaker, Marold and malab, John
3. Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation by Steve Roberts
4. Animation background layout by Mike S Fowler. Fowler Cartooning Ink Publishing
5. Making Comics: Storytelling secrets of comics, Manga and Graphic Novels
6. Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics 1st Edition by Liz Blazer
7. Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation by Steve Roberts
8. Animation background layout by Mike S Fowler. Fowler Cartooning Ink Publishing

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Practical

Paper: Digital Design 3 (3D Animation, Premier & Audition)

Code: BMAGD – 391

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Introduction to 3D Animation tools and Techniques

Module2

3D Modeling & Texturing

Module3

Introduction Sound Editing & Video Editing, application of Premier & Audition.

Suggested Reading

1. Mastering Autodesk Maya by Dariush Derakhshani
2. Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
3. Autodesk Maya 2013 Essentials by Paul Naas

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Paper: Digital Design 3 (Hybrid Animation)

Code: BMAGD – 392

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Pre-production of animation

Module 2

Experimental Animation

Module 3

Project: Hybrid Animation

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Semester IV

Paper: Animation production process

Code: BMAGD – 401

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

History and evolution of 3D Animation. Analysis of different type of 3D Animation

3D Animation tools and technique. Process of 3D Animation film making. Application of digital methods-

3D Computer Graphics

Module3

Workflow and structure of 3D Animation industry. Understanding Modeling, Texture and Lighting, Rendering process for output

Suggested Reading

- 1) Introducing Autodesk Maya 2013 by Dariush Derakhshani
- 2) The Art of 3D Computer Animation and Effects by Isaac Kerlow

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Paper: Script Writing

Code: BMAGD – 402

Contacts Hours / Week: 2L+2P

Credits: 3

Marks: 100

Course Content:

Module1

Fundamentals of Script writing for animation films. Structure and process of developing a script-Idea, Plot Visualization.

Module2

-Elements, Scene Types and Styles. Process and construction of image making according to the script. Composition and Camera Angle

Suggested Reading

1. Screenplay (1979) Book by Syd Field
2. The screenwriter's bible (1994) Book by David Trottier
3. Substance, Structure, Style, and the Principles of Screen writing by Robert McKee
4. Animation writing and development by Jean Ann Wright
5. Animation Art – History in a book by Designer
6. The Visual Story, Second Edition: Creating the Visual Structure of Film, TV and Digital Media by Bruce Block
7. How to Write for Animation by Jeffrey Scott
8. Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation 1st Edition by Francis Glebas

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Sessional

Paper: Story telling and representing animatics

Code: BMAGD – 481

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

Story Board basics- Elements, Scene Types and Styles. Fundamentals of sequential story telling. Fundamental of story boarding.

Module2

Art of story boarding. Process and construction of image making according to the script. Composition and Camera Angle

Module3

Animatics for story telling

Suggested Readings

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
5. Storyboarding Essentials: SCAD Creative Essentials (How to Translate Your Story to the Screen for Film, TV, and Other Media) by David Harland Rousseau , Benjamin Reid Phillips
6. The Illusion of Life: Disney Animation by Ollie Johnston, Frank Thomas
7. Layout & Background (Walt Disney Animation Archives) Disney Book Group

Maulana Abul Kalam Azad University of Technology, West Bengal
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Syllabus for B. Sc. In Multimedia, Animation & Graphic Design (BMAGD)
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Paper: Portfolio creation and presentation

Code: BMAGD – 482

Contacts Hours / Week: 2T+4P

Credits: 3

Marks: 100

Course Content:

Module1

The Portfolio Process. Planning, Design and Techniques. Traditional and Digital Portfolio

Module2

Presentation of individual work

Module3

Project Portfolio

Suggested Readings

1. Personality Development by Shiv Khera
2. No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers by Larry Volk and Danielle Currier
3. How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators (Portfolio Skills) by Fig Taylor

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Practical

Paper: Digital Design 4 (Advanced Maya)

Code: BMAGD – 491

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Specialized modeling and animation

Module2

Lighting & rendering

Module3

Advanced lighting

Suggested Reading

1. Mastering Autodesk Maya by Dariush Derakhshani
2. Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
3. Autodesk Maya 2013 Essentials by Paul Naas

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Paper: Digital Design 4 (3D Animation)

Code: BMAGD – 492

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Module1

Project research and story creation and planning

Module2

Animation design

Module3

Project: Short Film

Suggested Reading

1. Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels by Tom Bancroft , Glen Keane
2. Art in Motion: Animation Aesthetics by Maureen Furniss
3. Animation: The Mechanics of Motion by Chris Webster

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Semester V

Paper: Advertising & Branding design

Code: BMAGD – 501

Contacts Hours / Week: 2L+2T+2P

Credits: 4

Marks: 100

Course Content:

Module 1

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

Module 2

Integrated Marketing communication and strategic design

Module 3

Project Visual merchandising and retail design for brand promotion

Suggested Reading

1. Ogilvy on Advertising by David Ogilvy-
2. Brand position: for strategic competitive advantage by Subrato SenGupta. Tata Mcgrow hill
3. Creating the perfect Design Brief by Peter L Phillips
4. Advertising and Promotion by Belch & Belch
5. 100 Design methods by Vijay Kumar,-

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Sessional

Paper: Internship
Code: BMAGD – 581
Contacts Hours / Week: 2T+6P
Credits: 4
Marks: 200

Course Content:

2months Industry Training

Practical

Paper: Digital Design Sp (Aftereffects & Maya/Photoshop)
Code: BMAGD – 591
Contacts Hours / Week: 2T+8P
Credits: 6
Marks: 200

Course Content:

Module1

Basics of Compositing. Tools, techniques and methods of compositing. Basics Visual Effects.
Application of VFX in 3D animation

Module2

Visual Effects Pipeline, principles.

Module3

Maya /Photoshop

Suggested Reading

1. Maya Visual Effects The Innovator's Guide: Autodesk Official Press by Eric Keller
2. Mastering Autodesk Maya by Dariush Derakhshani
3. Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
4. Autodesk Maya 2013 Essentials by Paul Naas
5. Compositing Visual Effects: Essentials for the Aspiring Artist by Steve Wright
6. Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 by Chris Meyer and Trish Meyer

Paper: Specialization Project

Code: BMAGD – 592
Contacts Hours / Week: 4T+8P
Credits: 6
Marks: 300

Course Content:

1. Art in Motion: Animation Aesthetics by Maureen Furniss
2. Animation: The Mechanics of Motion by Chris Webster

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Semester VI

Paper: Design Research

Code: BMAGD – 601

Contacts Hours / Week: 2L+2T+2P

Credits: 4

Marks: 100

Course Content:

Module1

Understanding research for Design, tools and methods

Module 2

Research process and using research for production

Suggested Reading

1. From Design Into Print: Preparing Graphics and Text for Professional Printing by Sandee Cohen
2. Designing for Print by Charles Conover
3. The Design Process by Karl Aspelund
4. Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara
5. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert RybergMastering
6. Type: The Essential Guide to Typography for Print and Web Design by Denise Bosler

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Sessional

Paper: Research Project

Code: BMAGD – 681

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 100

Course Content:

Module1

Introduction to Design research methods and modes of problem finding & solution deriving

Module 2

Visual research and documentation for interpretation

Module 3

Study and documentation of base research of final project

Credit break up

Research of scenario study & observation & Critical Appraisal of study 2

Documentation and Reporting :Process and details 2

Suggested Readings

1. Doing Research in Design by Christopher Crouch, Bloomsbury Academic
2. Visual Research: An Introduction to Research Methodologies in Graphic Design by Ian Noble, AVA Publishing
3. A Designer's Research Manual by Jennifer Visocky O'Grady, Kenneth Visocky O'Grady, Rockport Publishers
4. The India Report, by Eames, Charles and Ray; NID
5. Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions by Brenda Laurel
6. 100 Design methods by Vijay Kumar

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Practical

Paper: Demo-real & Portfolio

Code: BMAGD – 691

Contacts Hours / Week: 2T+6P

Credits: 4

Marks: 200

Course Content:

Digital portfolio to showcase work

Paper: Final Project

Code: BMAGD – 692

Contacts Hours / Week: 6T+10P

Credits: 8

Marks: 400

Course Content:

Design Campaign/Final Film