

**ST. JOSEPH'S COLLEGE (AUTONOMOUS)
DEVAGIRI, CALICUT-673008, KERALA, INDIA**

(Affiliated to the University of Calicut)

Re-accredited by NAAC with Grade A++

DEPARTMENT OF MEDIA STUDIES



**CHOICE BASED CREDIT AND SEMESTER SYSTEM FOR
UNDERGRADUATE PROGRAMME**

BACHELOR OF ARTS

SYLLABUS

B.A. ANIMATION AND GRAPHIC DESIGN PROGRAMME

Course Outcome

(2022 Admissions Onwards)

Course Outcome

Core Course

SEMESTER I

GAGD1B01T: INTRODUCTION TO VISUAL LANGUAGE

Contact Hours per Week: 5 Max. Marks: 80 Credits: 4 Total Hours: 80

Course Outcome

- After completion of this course, students shall be able to understand the concepts of visual language, visual culture, visual elements, and types of visual media and so on.

SEMESTER I

GAGD1C01P: RUDIMENTS OF DRAWING

Contact Hours per Week: 3 Max. Marks: 60 Credits: 3 Total Hours: 48

Course Outcome

- Rudiments of Animation Drawing is intended to provide the student an understanding of basic drawing techniques for animation, Perspective Drawing, the anatomy of a human, Animals and Character design for animation a creature or a cartoon character. Develop students drawing skill through various exercises.

SEMESTER I

GAGD1C02T: HISTORY OF ART AND DESIGN

Contact Hours per Week: 3 Max. Marks: 60 Credits: 3 Total Hours: 48

Course Outcome

- The course will examine the role and development of the visual arts in past and present cultures throughout the world. This is designed to help students to develop art application, aesthetic judgement, and to increase visual perception and critical thinking skills.

SEMESTER II

GAGD2B02T: INTRODUCTION TO GRAPHIC DESIGN AND ANIMATION

Contact Hours per Week: 5 Max. Marks: 80 Credits: 4 Total Hours: 80

Course Outcome

- At the completion of this course, students shall get initiated into the world of graphic design and animation, focusing on the conceptual frame work.

SEMESTER II**GAGD2C03T: PRE-PRODUCTION TECHNIQUES**

Contact Hours per Week: 3 Max. Marks: 60 Credits: 3 Total Hours: 48

Course Outcome

- Planning for animation is meant to guide the student through the various stages of pre-production before the production starts of an animation project. It starts from developing an idea through to selling of a story using Storyboards and Animatics.

SEMESTER II**GAGD2C04T: BASIC PHOTOGRAPHY**

Contact Hours per Week: 3 Max. Marks: 60 Credits: 3 Total Hours: 48

Course Outcome

- To understand the evolution, concepts, technologies, and practices of photography. Enable students to acquire the basic skills of photography.

SEMESTER III**GAGD3A01P: INTRODUCTION TO MOTION GRAPHICS**

Contact Hours per Week: 4 Max. Marks: 80 Credits: 4 Total Hours: 64

Course Outcome

- The Course will enable learners to achieve proficiency with the important softwares designed to create movement of texts, objects, pictures etc.; animating the inanimate and simulating the feel of 3D in 2D.

SEMESTER III**GAGD3A02T: HISTORY OF ANIMATION AND VISUAL EFFECTS**

Contact Hours per Week: 4 Max. Marks: 80 Credits: 4 Total Hours: 64

Course Outcome

- This paper should enlighten the students on the advancement made in the field of Animation and Visual Effects so as to appreciate and understand where the technology

used today developed from. It also inspires students to experiment with different types of Animation and Visual Effects techniques so as to think of process improvements ideas for Animation and Visual Effects.

SEMESTER III

GAGD3B03P: 2D CLASSICAL ANIMATION

Contact Hours per Week: 5 Max. Marks: 80 Credits: 4 Total Hours: 80

Course Outcome

- To build a strong foundation of the basic principles of animation with a study of real life observations for the students of Animation. Observational drawing techniques to learn from life includes drawing from human and animal, to better understand poses, gestures and motion relevant to Animation.

SEMESTER III

GAGD3B04T: COMPUTER GRAPHICS (MEDIA DESIGN)

Contact Hours per Week: 4 Max. Marks: 80 Credits: 4 Total Hours: 64

Course Outcome

- After completion of this paper, students shall be able to appreciate the scope of Computer generated graphics that form the backbone of diverse media designs today

SEMESTER III

GAGD3C05P: BASICS OF 3D DESIGN

Contact Hours per week: 4 Max. Marks: 80 Credits: 3 Total Hours: 64

Course Outcome

- This course is meant to introduce the student to the world of 3D. In this course, the student will learn about how to work in 3D space, model, and texture, apply lights and finally take a render output of his/her creation.

SEMESTER III

GAGD3C06P: STOP MOTION

Contact Hours per Week: 4 Max. Marks: 60 Credits: 3 Total Hours: 64

Course Outcome

- Stop motion Animation is a powerful Animation technique that makes static objects appear to be moving. Stop motion animation draws attention to placement, framing, direction and speed of movement and is an excellent platform to study composition and experiment with the art of storytelling.

SEMESTER IV

GAGD4A03T: FUNDAMENTALS OF WEB DESIGNING

Contact Hours per Week: 4 Max. Marks: 80 Credits: 4 Total Hours: 64

Course Outcome

- Students should be able to know the process of designing, programming and publishing a website.

SEMESTER IV

GAGD4A04P: PUBLICATION DESIGN

Contact Hours per week: 4 Max. Marks: 80 Credits: 4 Total Hours: 64

Course Outcome

- This course examines the graphic designer's role in the layout and design of multi-page publications in print and digital media. Lectures and studio work cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the design elements and art skills.

SEMESTER IV

GAGD4B05P: ADVANCED 3D

Contact Hours per Week: 4 Max. Marks: 80 Credits: 4 Total Hours: 64

Objective

- To make students understand the different stages of 3D animation and character modelling in depth, through practical exercises.

Course Outcome

- Techniques of 3D Animation is a specialty course for the 3D Animation curriculum. This course provides students technical skills needed to model, texture, rig, alter and support character animations effectively.

SEMESTER IV

GAGD4B06P: PRODUCTION DESIGN- I

Contact Hours per Week: 5 Max. Marks: 80 Credits: 4 Total Hours: 80

Course Outcome

- The Production Design prepares the students ready for diverse industries with creative works of their own.

SEMESTER IV

GAGD4C07P: ADVANCED CEL ANIMATION

Contact Hours per Week: 4 Max. Marks: 60 Credits: 3 Total Hours: 64

Course Outcome

- This course is meant for analyzing character (human, animal/ creatures) locomotion and movement in the real world. By the end of this course participants will be able to; appropriately plan out their animated scenes visually; demonstrate an understanding of composition and visual storytelling; demonstrate a basic understanding of character, and scene design. Understanding the use of layers.

SEMESTER IV

GAGD4C08P: BASIC COMPOSITING AND EDITING

Contact Hours per Week: 4 Max. Marks: 60 Credits: 3 Total Hours: 64

Course Outcome

- The Course objective of this subject is to introduce the student to compositing software. This course is meant to shine light to the possibilities of compositing in today's media world.

SEMESTER V

GAGD5B07T: INTRODUCTION TO UX/UI DESIGNING

Contact Hours per Week: 3 Max. Marks: 60 Credits: 2 Total Hours: 48

Course Outcome

- This course will enable the students to understand the scope of User Experience and User Interface Designs as applicable in new technology and gadgets and give them sense of diverse users' preferences to different designs.

SEMESTER V

GAGD5B08P: ADVANCED TECHNIQUES IN VFX AND EDITING

Contact Hours per Week: 5 Max. Marks: 60 Credits: 3 Total Hours: 80

Course Outcome

- At the completion of this course, students shall refine their skills in advanced Visual Effects generation and management.

SEMESTER V

GAGD5B09P: ADVANCED TECHNIQUES IN GRAPHIC DESIGN AND ANIMATION

Contact Hours per Week: 5 Max. Marks: 80 Credits: 4 Total Hours: 80

Course Outcome

- At the completion of this course, students shall achieve recognizable command of graphic design, animation techniques and 3D modelling to a great extent.

SEMESTER V

GAGD5B10P: MULTI-CAMERA PRODUCTION: ONLINE AND OFFLINE

Contact Hours per Week: 5 Max. Marks: 60 Credits: 3 Total Hours: 80

Course Outcome

- The students, at the completion of this course, will achieve confidence and command in conceiving and executing multi-camera production and post-production.

SEMESTER V

GAGD5B11P: GRAPHICS AND ANIMATION IN ADVERTISING

Contact Hours per Week: 4 Max. Marks: 60 Credits: 2 Total Hours: 64

Course Outcome

- At the completion of this course, students shall achieve higher-level precision and depth in graphic design and animation techniques as applied in the field of Advertising.

SEMESTER VI

GAGD6B12P: DESIGN PROJECT

Contact Hours per Week: 5

Max. Marks: 80

Credits: 4

Course Outcome

- Students shall be able to get confidence of executing their own independent project/production.

SEMESTER VI

GAGD6B13P: ANIMATION PROJECT

Contact Hours per week: 5

Max. Marks: 80

Credits: 4

Course Outcome

- Students should create an animation not less than three minutes excluding titles using any of the following methods for their animation project,

SEMESTER VI

GAGD6B14P: PRODUCTION DESIGN- II

Contact Hours per week: 4

Max. Marks: 80

Credits: 3

Course Outcome

- The Production Design prepares the students ready for diverse industries with creative works of their own.

SEMESTER VI

ELECTIVE COURSES

GAGD6E01T: INTRODUCTION TO GAME DESIGN

Contact Hours per Week: 5

Max. Marks: 80

Credits: 4

Total Hours: 80

Course Outcome

- Through this Elective Course, students will get introduced into the world of Gaming in its socio-cultural contexts and will get an overview of the scope and dynamics of the gaming design world.

SEMESTER VI
GAGD6B15D: PORTFOLIO/ DEMO REEL
[PROJECT WORK]

Contact Hours per Week: 5

Max. Marks: 80

Credits: 2

Course Outcome

- Portfolio and Demo reel presentation are intended to assist the student to prepare for a job interview. Student will have to present his/her Portfolio/ Demo reel which is a culmination of their original works or of their area of expertise. The student is free to use his/her individual creative style to present the Portfolio and the demo reel.