

AMITY SCHOOL OF COMMUNICATION

**Programme Structure and Curriculum
Under
Choice Based Credit System**

M.Sc. (Graphic & Animation)

2017

AMITY UNIVERSITY RAJASTHAN

JAIPUR

M.Sc. (Graphics & Animation)

M.Sc.-G&A (2 years/ 4 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	-	25
II	15	4	4	3	-	26
III	12	4	4	3	6	29
IV	3	4	-	-	18	25
Total	51	12	12	6	24	105

Programme Structure

M.Sc. (Graphics & Animation)

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	
MAV 101	Introduction to traditional methods of Animation	CC	1	1	2	3	
MAV 102	Digital Art and Editing	CC	1	1	2	3	
MAV 103	Scripting for Animation and Film	CC	1	1	2	3	
MAV 104	Introduction to 3D (Modeling, Shading, Lighting)	CC	1		2	3	
MAV 105	Stop Motion	CC	1	1	2	3	
MAV 106	Grammar of Film	CC	1	1	2	3	
MAV 107	Print Design & Typography	CC	1	1	2	3	
BCS 111	English	VA	1	-	-	1	
BSS 111	Behavioural Science - I	VA	1	-	-	1	
FLN 111	Foreign Language I	VA	2	-	-	2	
FLG 111	French II						
FLS 111	German II						
FLC 111	Spanish II						
	Chinese II						
	TOTAL					25	

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	
MAV 201	3D Animation	CC	1	1	2	3	
MAV 202	Digital Film Making and Video Editing-I	CC	2	1	2	4	
MAV 203	Sound and Camera Skills	CC	2	1	2	4	
MAV 204	Visual Effects-I	CC	2	1	2	4	
MAV 205	Motion Graphics	DE	2	1	2	4	
MAV 206	Corporate Communication						
BSS 211	Behavioral Science – II	VA	1	-	-	1	
BCS 211	Communication Skills – II	VA	1			1	
FLN 211 FLG 211 FLS 211 FLC 211	Foreign Language II French II German II Spanish II Chinese II	VA	2	-	-	2	
	Open Elective II						
	TOTAL					26	

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	
MAV 301	Advanced 3D (Particles, Dynamics)	CC	1	1	2	3	
MAV 302	3D Match Moving	CC	1	1	2	3	
MAV 303	Visual Effects-II	CC	1	1	2	3	
MAV 304	Production Pipeline	CC	1	1	2	3	
MAV 305	Summer Project	NTCC	-	-	-	6	
BCS 311	Communication Skills - III	VA	1	-	-	1	
BSS 311	Behavioral Science - III	VA	1	-	-	1	
FLN 311 FLG 311 FLS 311 FLC 311	Foreign Language -III French II German II Spanish II Chinese II	VA	2	-	-	2	
	Open Elective-III	OE				3	
MAV 306	Advance Film Making	DE	2	1	2	4	
MAV 307	Final Cut Pro		2	2	2	4	
	TOTAL					29	

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	
MAV 401	Advance Film Making and Editing	CC	1	1	2	3	
MAV 402	Internship	NTCC	-	-	-	10	
MAV 403	Professional Project & Show reel/ Paper Presentation	NTCC	-	-	-	8= 6 for Project+2 for Paper + Show reel Presentation	
MAV 404	Brand Designing	DE	2	1	2	4	
MAV 405	Individual Show reel	DE	-	2	4		
TOTAL						25	

Syllabus - First Semester

INTRODUCTION TO TRADITIONAL METHODS OF ANIMATION

Course Code: MAV 101

Credit Units: 03

Course Objective:

This unit is aimed at introducing the students to traditional techniques of animation. In this unit we will be covering Cel animation, Ink and paint rendering, stop frame animation Multi-plane and original flipbook animation.

Course Content:

Module 1

Basics of Sketching & Drawing, Frame by frame animation
Using Light boxes to create animations
Principles of Dope sheet Motion
Tweening
Flipbook
Animation

Module 2

Stop Frame Animation
Multi-plane Animation
Animatics and Photomatics

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

Text and References:

Williams, Richard, "The Animator's Survival Kit", USA, 2001, Faber and Faber

Gasek, Tom, "Frame-By-Frame Stop Motion: The Guide to Non-Traditional Animation Techniques", Oxford, Focal Press

DIGITAL ART AND EDITING

Course Code: MAV 102

Credit Units: 03

Course Objective:

This unit will give students a broad knowledge of the basics of image editing and creating digital art works. Students will learn the importance of photography, Photoshop tools as well as basic digital artwork technique.

Course Content:

Module 1

Introduction to Photography
History and types of
Camera Principal of Photography
Parts of Still Camera: Aperture, Shutter Speed, Lens, filters and Camera Films

Module 2

Photoshop's Environment
Application & Features
Layers
Editing Tools
Digital Painting

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Adobe Photoshop CS6 Classroom in a Book (Adobe);

"Photoshop Restoration and Retouching", Katrin Eismann, New Riders

SCRIPTING FOR ANIMATION AND FILM

Course Code: MAV 103

Credit Units: 03

Course Objective:

Students will be introduced to elements of scripting and the production pipeline. They learn the difference between scripting for film, television and for animation. Development of a storyboard which will showcase the drawing and visualizing skills of the student will be worked upon extensively. Students will be introduced to concepts like the Roto brush, matching camera moves, compositing etc. Introduction to all the concepts that go into a final 3D render

Course Content:

Module 1

- Animation as Seen as a Flowchart
- Gathering assets
- Shooting Live Action Footage
- Film and Lighting Techniques (overview)

Module 2

- Use of sound and dialogue
- Strategizing of a game or of animation
- Moving from the Studio to Post
- Sets, Keying and Compositing

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Hart, John, "The Art of the Storyboard: A Filmmaker's Introduction", Second Edition, Paperback
Byrne, Mark, "Animation - The Art of Layout and Storyboarding", [Paperback]

INTRODUCTION TO 3D (MODELING, SHADING, LIGHTING)

Course Code: MAV 104

Credit Units: 03

Course Objective:

This unit covers the basics of rendering and lighting tools. Students learn how lighting and rendering skills that are in many ways common between television and animation fields all come into play to produce a complete animation. They learn about different kind of lights, lighting setups and the differences between lighting for video, film and in 3D. They also delve into the intricacies of Rendering, the hardware and software issue that crop in complex renders, and how to resolve them

Course Content:

Module 1

Lighting principles in TV and in animation compared
Different Types of Lights and their Influence on Objects
Omni, Spotlight, Infinite Lights and Sunlight
Lighting set ups – Using Gobos and Softboxes
Reflection, Refraction and Global Illumination
Shadows and Highlights – where to use area maps and ray traced
Enabling Caustics
Lighting and Rendering Issues

Module 2

Default scan line renderer
Rendering and Video post
Node based Rendering; Bucket Renders
Multiple Computer Rendering
Time and Disk Space issues when Rendering
Advanced Rendering with Mental Ray, POV-Ray

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Birn , Jeremy, "Digital Lighting & Rendering"

Pennington, Adrian , Giardina, Carolyn, "Exploring 3D-The New Grammar of Stereoscopic Filmmaking"

Gallardo, Arnold, "3D Lighting: History, Concepts, and Techniques"

Parrish,David, "Inspired 3D Lighting & Compositing"

STOP MOTION

Course Code: MAV 105

Credit Units: 03

Course Objective: Stop Motion was part of the early steps of animation. It allowed the artist to manipulate an object while taking a frame-by-frame shot to create a sequence of images that would turn in to a video. Student will learn how to use all these technic.

Course Content:

Module 1

- Intro to stop motion
- Intro to cut-outs animation
- Basic technique of cut-out animation shoot and editing

Module 2

- Developing the Characters using with clay
- Creating the Rigs
- Still Photography Basics – Setting up your Camera for Filming
- Filming the Completed Claymation

Module 3

- Sequencing frames
- Other stop-motion techniques (pastels, paint on glass etc)

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks) Part-A:

Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

"The Art of Stop-Motion Animation", by Ken A Priebe,

"The Animator's Survival Kit, Expanded Edition: A Manual of Methods, Principles and Formulas for Classical,

Computer, Games, Stop Motion and Internet Animators", Richard Williams

GRAMMAR OF FILM

Course Code: MAV 106

Credit Units: 03

Course Objective:

In this module, we expose the students to the more wider application of Grammar of film. Although this is a different discipline altogether, any animation film or high action game cannot be created unless there is a basic understanding of shot division and shot breakdown. While the concept is taken from film and television, it will be adapted to the specialized demands of animation and VFX.

Course Content:

Module 1

- What do we mean by grammar of film?
- Breakdown of a Film into Scenes and then into Shots
- Definition of Shot. Different Kinds of Shots
- What is a Screenplay what is a Shooting Script?

Module 2

- Differences between Scripting and Programming
- Visualizing and Executing a Scene
- Multiple Cameras and Match Cameras
- Scripting Complex Camera movements; Action plotting, Camera Blocking
- Composition

Module 3

- Basics of Lighting for film shoot
- Three point lighting
- Different styles of lighting

Module 4

- Physics of sound
- Types of Mics
- Portable recording devices
- Introduction to Audio Mixer

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

Text and References:

Classic Books:

Arnheim, Rudolf, "Film as Art", Los Angeles, University of California

Press Modern:

Arijon, Daniel, "Grammar of the Film Language"

Katz, Steven D., "Film Directing Shot by Shot: Visualizing from Concept to Screen"

PRINT DESIGN AND TYPOGRAPHY

Course Code: MAV 107

Credit Units: 03

Course Objective:

This unit takes a look at a much neglected and often overlooked vital component of design aesthetics - Typography. In this module, they learn about different fonts, font families, printer fonts, differences between true type and ATM fonts and many other mysteries that emerge when we go deep into logo design. In this unit the students are exposed heavily to different kinds of industrial design logos and why some work, appeal to our sense of aesthetic and why some don't.

Course Content:

Module 1

What is Design?
Basic Elements of Design – Concept of Negative and Positive Space
Principles of Composition – Rule of Thirds, Grid System etc.
Gestalt Principles of Design – Foreground Relationships, Unity etc

Module 2

What is Typography? Historical Evolution of Typography
Early Typographic Processes; Typesetting, Foundries; The printing Press
Typography Today – Examination of Various Fonts
Serif and Sans Serif, Formal and Non Formal Fonts

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Lupton, Ellen, "Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students"

Garfield, Simon, "Just my Type", UK, 2010

Gill, Eric, "Essay on Typography", UK

SECOND SEMESTER

3D ANIMATION

Course Code: MAV 201

Credit Units: 03

Course Objective:

Once students have learnt the basics, we move onto more complex modeling, rigging and animation. This part of the course will focus more on particle animation, dynamics and physics systems like reactor. They will learn techniques of character animation, lip synching, combining video with animation as well as exploring different kinds of renderers and rendering set ups. Exposure to various kinds of plug-ins that greatly extend functionality and enhance animation will be imparted.

Course Content:

Module 1

- Advanced Modeling
- Nurbs Modeling
- Boolean Operations
- Deformation and Morphing

Module 2

- Advanced Lighting, Radiosity
- Render farm, Cross Platform Rendering
- Third Party Plug ins
- Liquid Effects (Real flow), Pyrotechnics

Module 3

- Character Development and Design
- Creation of a Walk cycle
- IK Constraints and IK Solvers – Inverse Kinematics
- Realistic Character Movement

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Avgerakis, George, "Creating Professional Animation with 3ds.Max", New York, McGraw-Hill Beane, Andy, "3D Animation Essentials", John Wiley & Sons, Inc

DIGITAL FILM MAKING AND VIDEO EDITING-I

Course Code: MAV 202

Credit Units: 04

Course Objective:

To cover basics of film making, keeping the digital era in mind. Students obtain knowledge in all aspects of filmmaking from Visualization and ideation to Scripting and then onto to production and finally onto post -production and effects. They learn about different cameras and camera techniques, editing software and techniques as well as the grammar of film production. Concepts like continuity and montage editing are explained with the help of real life examples

Course Content:

Module 1

- The script – Breakdown of essential elements
- The Camera – parts and controls
- Camera aesthetics – principles of framing; Shot composition
- From Screenplay to Shooting script
- Logistics of Production

Module 2

- Camera aesthetics Basic From shoot to the edit table
- Previewing and Logging
- The Edit Decision List
- Setting up the Hardware for Capture
- Digitizing: The Different Methods
- Editing the Rough Cut
- Editing Effects

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Mascelli Joseph V, "The Five C's of Cinematography: Motion Pictures Filming Techniques", Silman-James Press, 1998

Karel Reisz and Gavin Millar, "The Technique of Film Editing", Focal Press, 5th Edition

Zetl , Herbert V., "Television Production Handbook"

SOUND AND CAMERA SKILLS

Course Code: MAV 203

Credit Units: 04

Course Objective:

No animation course can be complete without development of shooting post production skills. In this unit, students will gain an overview of basic camera shooting practices and learn how edit and produce videos effectively. The course is not intended to turn the students into camerapersons or editors, but equip them with industry practices so that they can turn out good quality broadcast or film quality animation.

Course Content:

Module 1

Fundamentals of good audio. What is frequency and amplitude modulation
Replication and propagation of sound
Measurement of sound
Sound recording and reproduction
Introduction to audio acoustics
Post Treatment of Sound:
Equalization, compression and mixing of sound

Module 2

Different types of Formats – explanation of film resolution
Standard, HDV and HDTV Resolution and Requirements
Different Types of Cameras
Camera Controls and Menus
Aesthetics of Shooting – Principles of Composition
ENG, Documentary and Fiction Shooting – the Differences
New Developments in Camera Technologies

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Katz, Bob, "Mastering Audio - The Art and the Science", Focal Press, 2nd Edition

Lancaster, Kurt, "DSLR Cinema - Crafting the Film Look with Large Sensor Video Cameras", Focal Press

Tim Grierson, Mike Goodridge, "FilmCraft: Cinematography", Focal Press, Nov 2011

VISUAL EFFECTS - I

Course Code: MAV 204

Credit Units: 04

Course Objective:

Visual effects is at the core of this course. All module of this particular subject are geared to make the student industry ready and give them razor sharp skills to survive in this high impact and highly competitive field. In this module we will cover visual effects from its conception to final execution, not restricting ourselves to the 2nd or 3rd dimension, but focusing more on the final impact of the effect. The motivational model for this module will be Bollywood/Hollywood style effects and they will be used as reference guides for the students

Course Content:

Module 1

The birth of an effect – visualizing at the storyboard level
Working through the production pipeline
Compositing and Rotoscoping – Tools of the trade
Hidden wire removal
Problems Faced in Realistic
Masks and Mattes – Track Matte; Matte Painting
Combining live Action with Animation

Module 2

Morphing – Still and Dynamic
Deformation Effects
Fire and Smoke Effects
Liquid Animation and Effects

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Mark, Christiansen, “After Effects CS5 Visual Effects & Compositing”, Adobe Press
Rickitt, Richard, “Special Effects: The History and Technique”, 2000

DOMAIN ELECTIVE

MOTION GRAPHICS

Course Code: MAV 205

Credit Units: 04

Course Objective:

In this module we introduce students to Broadcast animation and Motion Graphics, using After Effects as our principal platform. Students are introduced to Logo Animation, Channel ID creation, Lower Thirds, Film Titles, Video Design in After Effects.

Course Content:

Module 1

- Introduction to 3D Layers
- Using Cameras in After Effects
- Creation of Null Objects, Linking Cameras to Null Objects
- Parenting
- Using Expressions to Automate Tasks
- After Effects and Integration with Photoshop

Module 2

- Introduction to 3rd party Plug ins for After Effects –
- Sapphire Learning the unique features of Trapcode and
- Red Giant plug ins Color grading through After Effects

Module 3

- Channel ID creation in After Effects
- Using Element 3D

Examination Scheme:

Components	A	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(A: Assignment; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 50 marks)

Part-A: Theory: 50 marks

Part-B: Practical: 20 marks

Text and References:

Foster, Jeff, "After Effects & Photoshop Animation & Production Effects", Sybex, 2004

Chris Meyer, Trish Meyer, "Creating Motion Graphics with After Effects - Essential and Advanced Techniques", Focal Press, 5th Edition

DOMAIN ELECTIVE

CORPORATE COMMUNICATION

MAV: 206

Credit Units: 04

Course Objective:

The Course aims to explain concepts like corporate image and its management and enhancement which are the core areas of corporate communication along with imparting knowledge on key elements like corporate philosophy, identity, culture, citizenship and philanthropy, Direct marketing, issue support and crisis management. The course also provides knowledge on Public affairs, political PR and lobbying which are considered to be very effective weapons in the hands of corporate communication professionals. The course aims to deliver comprehensive knowledge about the meaning, utility and components of various commonly used corporate communication tools.

Course Contents:

Module I: Introduction to Corporate Communication

Meaning, Importance and functions

Distinguish between PR & Corporate Communication

Elements of corporate communication: corporate philosophy, corporate culture

Corporate identity, citizenship and philanthropy, corporate image

Module II

Direct marketing, network marketing

Issue management

Crisis management, disaster management

Media management

Event management

Module III

Celebrity management

Public affairs, political PR

Lobbying

Desktop publishing (DTP)

Module IV: Qualities & Tools of Corporate Communication

Talent of a corporate communicator, Making Presentation, Preparing for Meetings, Writing Speeches,

Selection of Media for Corporate Communication

Corporate Communication Strategy

Internal Communication

Major issues facing corporate PR professional

Corporate communication strategies in the context of globalization

Corporate Communication through Websites/Blogs

Corporate Blogs, Podcasting, Social Networking Sites

Corporate Communication Stationaries & Publications: Brochures, Leaflets, Catalogues, Newsletter, Annual Report, House Journal

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	70

Text & References:

- The power of corporate communication; Argenti, Paul A.& Forman, Janis
- Corporate communication; Venkatraman,, Sterling Publisher
- Development communication & Media Debate; Menon, Mridula
- Corporate communication, Goodwin Newman, State University, of New York
- Corporate Communication; J.P.Cornelissen, Sage Publications

ADVANCED 3D – PARTICLES AND DYNAMICS

Course code	L	T	P/FW	Credit
MAV301	2	-	2	3

Course Objective:

This unit covers the basics of particles and Dynamics tools. Students learn how particles and dynamics can change complete look and feel of film while compositing.

Course Content:

Module 1

- Introduction of Particles and Dynamics.
- What is particles & understand particle system
- Working with soft bodies, and rigid bodies
- Introduction of simulation.
- Generating simulations effects.
- Creating Rain/Fire/Explosion effects
- Overview of Dynamic Fields

Module 2

- Setting up Simulations
- Particle Instancing
- Demonstration of Active and passive rigid body.
- Demonstration of nCloth
- Creating Building fracture using plugin.
- Rendering Particles with Maya Hardware;
- Software and Hardware Render Buffer.

Module 3

- Fluid effects; Attaching
- Colliding Particles with Surfaces
- Rigid Body Simulations with Weighted Objects
- Particles Interaction with Rigid Bodies
Final Rendering

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Particles and Dynamics guide by Autodesk, Help file, etc

"Classical Dynamics of Particles and Systems", Thornton & Jerry B. Marion, 5th Edition

Course code	L	T	P/FW	Credit
MAV302	2	-	2	3

Course Objective:

This course carries the basic VFX course to the next level. Students shoot the live footage and then they match the camera movement using Fusion/Nuke/Maya. They make the 3D elements and composite them with the live footage using Match Moving.

Course Content:

Module 1

- Introduction to Match move
- Match moving Process
- Define the Camera
- Match moving in the Production Pipeline
- Creating a Camera Rig
- Moving Toward Moving Pictures
- Photogrammetry
- Camera Projection

Module 2

- 2D Tracking Process
- Getting Tracks to Stick
- Plate Issues
- 3D Calibration
- Dolly/Crane/Moving Camera
- Slight Dollies/Translation, Pan Shots
- Automatic Tracking
- Tracking on Autopilot
- Noise Reduction, Using Masks
- Set Fitting, Fitting the Camera

Module 3

- Checking the Match move
- Proxy Geometry, Moving the Camera
- Getting Camera Information
- Before the Shoot
- During the Shoot
- After the Shoot
- Matchamation: Basic Technique
- Establish the Distance to the Camera
- Troubleshooting and Advanced Techniques
- Modeling from Match moves and Image-Based Modeling

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- "Matchmoving: The Invisible Art of Camera Tracking" by Tim Dobbert
- The Art and Techniques of Matchmoving by Erica Hornung

Course code	L	T	P/FW	Credit
MAV303	2	-	2	3

Course Objective:

Fusion is node based compositing software which is used for films. The students have learned After Effects and now they will learn Fusion which is heavily used in the film industry. At this level, some elements of advanced post-production will be overlapped as well.

Course Content:

Module 1

- Fusion Basics
- Working with images and channels
- The Visual effects

Module 2

- workflow Rotoscopy
- 3D workflow
- Advanced Roto-scopy using Tracking

Module 3

- Video restoration – restoring archival footage
- Set Extension
- Particles

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Digital Compositing with Blackmagic Fusion: Essential Techniques by Lee Lanier
- Advanced Visual Effects Compositing: Techniques for Vfx by Lee Lanier

Course code	L	T	P/FW	Credit
MAV304	2	-	2	3

Course Objective:

This course explores the production pipeline used to create a short or feature film in animation studios.

Course Content:

Module 1

- Directing and analyzing an animated film
- Animation film techniques
- Film language in action
- Adaptation of film language in animation
- Student project-Character Designs
- Working with a script/ screenplay
- Camera angles and camera shots

Module 2

- Production crews, Departments and teams of Film production
- Working with storyboard
- Design and rendering the scenes layout and composition,
- Pans, Trucks and Multiple Pans of camera
- Scene planning, Location decision and selection
- Realistic touches; character interaction with the scene and the backgrounds
- Analyze film layouts

Module 3

- Set design and evaluation of theme
- Concept of BG painting
- Sound concepts and effects for the film
- The sound tracks
- Sound equipment and theory
- Dialogue and Voice-over
- Exposure-sheet Dope sheet and character sheet
- Editing- Image and voice
- Sound FX and Music

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Computer Animation, Third Edition: Algorithms and Techniques by Rick Parent
- Inspired 3D Short Film Production by Jeremy Cantor and Pepe Valencia

SUMMER PROJECT

Course code	L	T	P/FW	Credit
MAV305	-	-	-	6

Course Objective:

Students have to prepare a Dissertation on their final VFX project. In this module they have to breakdown their project into various stages (Pipeline) and put all the skills that they have acquired upto now to put this project together. All the different elements of Modeling, Animation, special effects and Editing will be synthesized into developing one comprehensive project. The entire project will be in the form of a Research project complete with Abstract, Chapter outlines and Final Results and outcomes

Course Content:

This is a professional project that the students have to make. Although the final output is a digital product and not a printed publication, the approach will be that of a research project. So students have to prepare an abstract of the project, breakdown of the project into various stages (similar to chapterization) and discuss what the final outcome will be and whether the intended result was in fact achieved. This will be like a showreel/profile that the student will carry with them out of the institute as a landmark achievement which synthesizes all the skills learnt throughout the year(s)

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Shaw, Susannah, “Stop Motion: Craft Skills for Model Animation”, Focal Press
 Bernstein, Charles , "Claymation, a Reader’s Guide”
 Murray, Rowena, “How to write a Thesis”, Amazon, paperback

Course code	L	T/	P/FW	Credit
BCS 311	1	-	-	1

Course Objective:

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

Course Contents:

Module 1: Types of Interview

- Telephonic Interview-Internet/Skype Interview-Essentials and Practice Interview-

Module 2: Group Dynamics

- Group Discussion Essentials-Group Discussion Practice

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

**BEHAVIOURAL SCIENCE - III
(LEADING THROUGH TEAMS)**

Course code	L	T	P/FW	Credit
BSS 311	1	-	-	1

Course Objective:

This course aims to enable students to:

- Understand the concept and building of teams
- Manage conflict and stress within team
- Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview

Team Design Features: team vs. group
Effective Team Mission and Vision
Life Cycle of a Project Team
Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team
Sociometry: Method of studying attractions and repulsions in groups
Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building
Stages of team growth
Team performance curve
Profiling your Team: Internal & External Dynamics
Team Strategies for organizational vision
Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations
Self Authorized team leadership
Causes of team conflict
Conflict management strategies
Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values
Pragmatic spirituality in life and organization
Building global teams through universal human values
Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

Foreign Language-III

Course Code: FLT 301/311 (Tech French)

Credit Units: 02

Course Objective:

- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifiques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.
5. Le future proche
6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. Le register familier

Examination Scheme:

Internal Evaluation: 30marks

Following are the components of Internal Evaluation:

S.no	Evaluation Component	Weight	Date of Evaluation	Skill Evaluated
1	Language Lab Practical / Conversation / Class and Home Assignments	15 Marks	As and when scheduled by Faculty, ASL	Reading, Writing, Listening, Speaking
2	Mid Term Test	10 Marks	As per academic calendar of AUR	Writing
3	Attendance	05 Marks		
	Total	30 Marks		

End term Evaluation:70 marks

The question cum answer paper will consists of the following three sections:-

Section A (28marks)	Section B (24marks)	Section C (18 marks)
Grammar & Vocabulary	Comprehension passage	Composition

Text & References:

- Le Gargasson, I. Naik, S. Chaize, C. (2012) Tech French, Delhi : Goyal Publications
- Ray. A, Robert (2010) Le Petit Robert French Dictionnaire, Paris: Le Robert
- Robert, Collins (2006) Collins Robert French Dictionary, Paris : Harper Collins

German

Course Code: FLG 301/311

Credit units : 02

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.

- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme

Total; 100 Marks

- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation.**

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	Writing
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Reading Comprehension	Writing Composition

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Spanish

Course Code: FLS 301/311

Credit units : 02

Course Objectives:

- To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
- To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
- Time and date
- Speaking about prices/currency/ market and quantity.
- Counting above 100,
- To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:

Introduction of stem changing irregular verbs

Introduction of prepositions (Cerca de/ lejos de/ encima de etc.)

Present continuous tense (**Estar+ gerundio**)

Introduction of third person verbs Gustar/Parecer/Encantar/ Doler etc

Interrogatives – How much/ How many

Introduction of irregular verbs.

Immediate future plans (Ir a + verbo)

Examination Scheme

Total; 100 Marks

- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation.**

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	Mid Term	10 Marks	As and When scheduled by Faculty, ASL	Writing
2	Viva + Language Lab	10 +5 Marks	As per Academic Calender of AUR	Reading, Writing, Listening, Speaking
3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	Comprehension	Composition

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

FOREIGN LANGUAGE CHINESE

Course Code: FLC- 301/311

Credit Units: 02

Course Objectives:

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在, 是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of size
2. Description of quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.
3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms
2. Prepositional phrases
3. The object of 在, 从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

EXAMINATION SCHEME

Total: 100 marks

Internal Evaluation: 30 Marks

Components of the Internal Evaluation:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
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1	Mid Term	10 Marks	As per Academic Calender of AUR	Writing
2	Viva + Language Lab	10 +5 Marks	Before end sem	Listening& speaking
3	Attendance (Based on Amizone)	05 Marks	Before end sem	
	Total	30 Marks		

End Term Evaluation: 70 marks

Written Exam: 70 Marks

Ser No	Evaluation Component	Weight	Component	Skill Evaluated
1.	Section A	28 marks	Grammar	
2.	Section B	24 marks	Comprehension & translation	Reading
3.	Section C	18 marks	Composition	Writing
	Total	70 marks		

Text & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I
2. Chinese reader (HSK Based) book-I
3. Module on Programme specific vocab.

Domain Elective
Advance Film Making

Course code	L	T	P/FW	Credit
MAV306	3	-	2	4

Course Objective

The objective of the course is to make students understand the editing language and encourage them to see editing as a creative tool to enhance their production quality.

Course Content

Module I – Understanding Editing Language

- Aesthetics of editing – analyse position of shots, pace and rhythm in shot placement and cutting, creating narratives through editing
- Linear V/S Non-Linear editing
- Introduction to different editing styles – Montage, Continuity, Cross-cutting, Dissolve, Wipe, Fade, L and J Cut
- Introduction to Video editing software – Premiere Pro/Final cut Pro
- Explaining the film production workflow
- Importing, capturing and managing assets

Module 2 – Video editing

- Trimming and adjusting clips
- Working with video effects
- Using text for Title and Subtitling in editing software
- Working with archival/existing footage
- Working with Chroma and chroma keying
- Performing color correction
- Preparing rough cut
- Preparing Final cut and export

Module 3 – Audio Editing

- Brief introduction to sound and its terminology – frequency, wavelength, amplitude, decibel, pitch
- Introduction to Adobe Audition - Waveform and Multitrack editor, manipulating pitch and frequencies – Pitch display and spectral frequency display
- Working with different types of sound such as dialogues, music, sound effects
- Audio editing concepts – Tracks, Channels, Sampling and sample rate, Bit Depth, Bit rate, Signal to noise ratio, Mono & Stereo recording
- Performing audio editing functions – Levelling, noise removal, equalisation
- Sound mixing and final export

Examination Scheme

Components	P	CE	CT	A	EE
Weightage (%)	20	10	15	5	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References

- *Film Sound: Theory And Practice* by Elisabeth Weis and John Belton

- *In the Blink of an Eye: A Perspective on Film Editing* by Walter Murch
- *Digital Nonlinear Editing: New Approaches to Editing Film and Video* by Thomas A Ohanian
- *Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix* by Jay Rose
- *Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio Series)* by Robert M Goodman and Patrick Mcgrath

Domai Elective

FINAL CUT PRO

Course code	L	T	P/FW	Credit
MAV 307	3	-	2	4

Course Objective:

The Course will introduce and familiarize the students with the software. The students will become familiar with the Final Cut Pro workspace, basic editing, capturing footage, using tools, exporting to tape, or QuickTime. The students will also learn effective workflow and file management strategies.

Course Contents:

Module I: Understanding Final Cut Pro

- Final Cut Pro Workspace – Viewer, Canvas, Timeline, Browser, Tool Palette
- Customizing the Screen Layout
- Using Menus, Shortcuts, and Controls
- Setting General Preferences
- Setting Scratch Disk Preferences
- Log and Capture
- Creating a new Project
- Importing Media
- Importing Still Images and Audio Files

Module II: Creating and Organizing Projects

- Using Bins to Organize Clips
- Renaming Clips and Bins
- Changing the Properties of a Project
- Saving a Project
- Creating a New Sequence
- Changing the Settings for an Existing Sequence – Using Sequence Presets
- Opening Clips in the Viewer
- Marking In and Out Points
- Moving Clips into the Timeline

Module III: Creating Sequences and Editing

- Working with Tracks in the Timeline
- Trimming clips in the timeline
- Working with Audio Clips and Tracks
- Adding Transition and Effects - Using the Viewer Effects Tabs

- Keyboard Shortcuts
- Rendering Versus Real-Time Playback
- How Sequences Are Rendered - Video and Audio Rendering
- Exporting Sequences and Clips
- Setting Export Options
- Output Formats
- Common Errors Codes and Troubleshooting

Examination Scheme:

Components	P	CE	CT	A	EE
Weightage (%)	20	10	15	5	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:

- Final Cut Pro User's Manual
- Bordwell, & Thompson. (2003). Film Art: An Introduction and Film Viewers Guide. McGraw-Hill Higher Education.
- Huda. (2004). The Art and Science of Cinema. Delhi: Atlantic Publishers and Distributors.
- Phillips. (2009). Film: An introduction. New York: Bedford/St. Martin's.
- Rice, & McKernan. (2003). Editing Digital Video: The Complete Creative and Technical Guide. New York: MacAllister.

Syllabus – Fourth Semester

ADVANCED FILMMAKING AND EDITING

Course code	L	T	P/FW	Credit
MAV 401	2	-	2	3

Course Objective:

This course pushes the envelope of Filmmaking. In this module, we take the student's skills in filmmaking to the next logical level, imparting them invaluable techniques in film grammar, composition and digital filmmaking. They are taught advanced methods of film and television editing and how to combine animation with post-production to produce a complete state-of-the-art product. In this course we also examine filmmaking techniques from the specific viewpoint of Film studios like Bollywood and Hollywood.

Course Content:

Module 1

- Scripting for different formats – Documentary, fiction and Reality TV
- Scripting for special assignments
- Advanced Camera Techniques – Dolly, Crane and jib shots – where to use
- The digital camera's menu – exploring advanced menu's
- Shooting HD on a DSLR – The New

Module 2

- Medium Planning a Complex Shoot
- Advanced Lighting Techniques – Using Cutters, Scrims & Pattern Generators
- Changes in Editing Technology and in Editing Aesthetics
- Broadcast edit systems – FCP, Avid and Quantel
- Special Effects in Editing – Keyframing while editing

Module 3

- Round Tripping between After Effects and FCP
- Audio Post – Sweetening and Mixing Audio
- Compression and DVD Creation
- The Final Edited Master

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Katz, Bob, "Mastering Audio - The Art and the Science", Focal Press, 2nd Edition

Lancaster, Kurt, "DSLR Cinema - Crafting the Film Look with Large Sensor Video Cameras", Focal Press

Tim Grierson, Mike Goodridge, "FilmCraft: Cinematography", Focal Press, Nov 2011

INTERNSHIP

Course code	L	T	P/FW	Credit
MAV 402	-	-	-	10

Students preparing to present the internship report are required to adhere to the following guidelines:

Format of the file and its content:

- Cover page
- Declaration from the student
- Acknowledgement
- Certificate from the organization
- Introduction of organisation
- Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Key Employee Profile
- Major projects and Clients (in case of Advertising, Graphics Design, 3d Modeling VFX Company, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work

- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion Appendix (Copies of the work done by the student during internship)

Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading) 12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom) 1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.

PROFESSIONAL PROJECT

Course code	L	T	P/FW	Credit
MAV 403	-	-	-	8

Course Objective: To give an in-depth exposure to the area of specialization, in order to make the students “industry ready” immediately after the programme.

Professional Project (Specialization on any one)

- Creating Animation (2D animation)
- 3D Animation
- Motion Graphics
- VFX compositing & Editing
- Lighting and Rendering

2D Animation

Course Objective: It introduces students to various production techniques of 2D animation

3D Animation

Course Objective :

This course is the first level of 3D animation and focuses on introducing 3D software and practicing each student's existing motion skills

Motion Graphics

Course Objective:

The objective is to teach students about different concepts involved in Motion Graphics, which will help them to apply these entire concepts practically.

VFX Compositing & Video Editing

Course Objective:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

Lighting and Rendering

Course Objective:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

Examination Scheme:

a) Total marks for professional project -	100 marks
Break-up of marks	
Timely Submission	5 marks
Content Clarity	25 marks
Comprehensiveness	20 marks
Originality	5 marks
b) Project Presentation	45 marks

Domain Elective

Brand Designing

Course Code	L	T	P/FW	Credit
MAV404	3	-	2	4

Course Contents:

Module I:

- Introduction to Product and Brand
- Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio.
- Difference between Product and Brand, Brand Framework, Brand laddering, Brand designing: Meaning, concept and importance,

Module II:

- Branding & Brand Management^[1]_{SEP}: The concept of Brand Equity
- creating brands in a competitive market, Brand Positioning and Brand Associations
- Types of Branding, Using Brand Elements to create brand equity

Module III:

- The Internationalization of brands
- The importance of consumer perception and behaviour in branding
- Tools for marketing and branding strategy

Module IV:

- Branding architecture, Building Iconic Brand
- Finding the right brand ambassadors
- Celebrity endorsement, Logo Design, Design character, Background & Concept, Color, pictures and videos, Digital publishing, visual communication, sound principles.

Examination Scheme:

Components	CE	CT	A	EE
Weightage (%)	10	15	5	70

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

**Domain Elective
INDIVIDUAL SHOWREEL**

Course Code	L	T	P/FW	Credit
BAV405	-	-	8	4

Course Objective:

These are projects that are completely INDEPENDENTLY handled by the students with no supervision or coaching from the teachers or teaching assistants. They do these projects in conjunction with industry professionals and have to be of a certain standard to be accepted or qualify. These projects, along with the final film project will be part of the showreel/portfolio that the student will carry with him or her on leaving the University. The broad headings under which they will do their professional projects on any one of the topics:

- (1) 3D Animation project (Modelling/ rigging/ texturing/ Lighting/ Object or character Animation)**
- (2) VFX/ Compositing/ Rotoscopy/ Match Moving**
- (3) Motion Graphics project**
- (4) Demo reel on video editing**

Examination Scheme:

- | | | |
|-----|--|----|
| I. | Level of the work (Professional/semi-professional) | 20 |
| II. | Organization & Presentation substance of Contents and Comprehensiveness including showcasing the work done | 60 |
| II. | Presentation & Viva (At the end) | 20 |

TOTAL 100 Marks