SWAMI VIVEKANAND SUBHARTI UNIVERSITY

UGC Approved Meerut

NAAC

Postgraduate Programmes Master Degree of 2-year and 1-year and

Postgraduate Diploma 1-year programmes

NEP-2020

**M.Sc. Animation**

# Master of Science in Animation,

## Ordinance No. **80 (B)**

**Faculty of Fine Arts**

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

*Meerut*

**Effective from Session 2025-26**

Academic Council- 11.03.2026
Executive Council- 28.06.2025

M.Sc - 2025 - 26

| Scheme | Semester | COURSES | | | | Total Credits |
|---|---|---|---|---|---|---|
| | | Core Courses | Elective Courses | Practicum Courses/Dissertation/Project work | Seminar/Value Added Course/Open Elective Course/Employability & Entrepreneurship Skills Course | |
| P | I | CC-1: History of Animation<br>4 Credits<br>CC-2: Scriptwriting & Storyboarding<br>4 Credits<br>CC-3: Graphic Design<br>4 Credits | | PC-1: Character Design and Development<br>4 Credits<br><br>PC-2: Design Project- I<br>4 Credits | Seminar<br>2 Credit | 22 |
| P | II | CC-4: Animation Techniques<br>4 Credits<br><br>CC-5: Media & Communication Studies<br>4 Credits<br><br>CC-6: Production Process<br>4 Credits | | PC-3: 3D Visualization<br>4 Credits<br><br>PC-4: Short Film Project<br>4 Credits | CHM: Digital Media Ethics and IP Laws<br>2 Credits | 22 |

**An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IInd semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.**

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| P | III | CC-7: Game Design Theory<br>4 Credits<br><br>CC-8: Film Appreciation<br>4 Credits | DEC-1: Major Project in Animation – Phase I<br>4 Credits | PC-5: Sound Design for Animation<br>4 Credits<br><br>PC-6: Design Project- II<br>4 Credits | OEC: ( AI in Digital and Social Media Marketing/Calligraphy/ Photography/ Life Drawing & Sketching/ Interior Design/ Product Design)<br>2 Credits | 22 |
| P | IV | CC-9: Research Methodology<br>4 Credits<br><br>CC-10: Artificial Intelligence in Animation<br>4 Credits | DEC-2: Major Project in Animation – Phase II<br>4 Credits | PC-7: Advanced VFX<br>4 Credits<br><br>PC-8: Introduction to UI & UX<br>4 Credits | EEC: Entrepreneurship Skills and Digital Marketing Strategies | 22 |

**Scheme of Semester IV when a student opts for Dissertation or Project Work**

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| P | IV | | DEC-2: Major Project in Animation – Phase II<br>4 Credits<br>DEC-3: AI Creative Automation (Graphics/Animation/VFX)<br>4 Credits | Dissertation<br><br>12 Credits | EEC: Entrepreneurship Skills and Digital Marketing Strategies<br>2 Credits | 22 |
| | | OR | | | | |
| | | CC-9: Research Methodology<br>4 Credits | DEC-2: Major Project in Animation – Phase II<br>4 Credits | | | |

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2025-26

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|---|---|---|---|---|---|---|
| P | IV | | DEC-2: Major Project in Animation – Phase II<br>4 Credits<br>DEC-3: AI Creative Automation (Graphics/Animation/VFX)<br>4 Credits | Dissertation<br><br>12 Credits | EEC: Entrepreneurship Skills and Digital Marketing Strategies<br>2 Credits | 22 |
| | | | OR | | | |
| | | CC-9: Research Methodology<br>4 Credits | DEC-2: Major Project in Animation – Phase II<br>4 Credits | | | |

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|---|---|---|
| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** I |
| **Course Code:** | **Subject/ Course Title:** History of Animation | |

**Course outcomes:**

By the end of the course, students will be able to:

**CO.1.** The history of animation involves exploring various aspects of animation's development. from its earliest beginnings to modern techniques and trends.

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| **Credits: 4** | **Major (Theory)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Animation**<br>• Definition of animation<br>• Early experiments and pre-cinema animation devices<br>• Pioneers of animation: ÉmileCohl, Winsor McCay, and J. Stuart Black ton | 4 |
| II | **Golden Age of Animation (1920s-1940s)**<br>• Development of synchronized sound and color<br>• Rise of animation studios: Disney, Warner Bros., Fleischer<br>• Iconic characters and landmark films | 6 |
| III | **Technological Advancements**<br>• Introduction of Technicolor and other innovations<br>• Impact of World War II on animation<br>• Emergence of television animation and limited animation techniques | 6 |

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Asha Lakshi

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| IV | **Rise of Television Animation**<br>• Development of Saturday morning cartoons<br>• Evolution of animation styles in television<br>• Case studies of influential TV animation series | 8 |
| V | **Expansion of Animation Genres**<br>• Exploring genres beyond traditional animation: stop-motion, Claymation, CGI<br>• Contributions of independent animators and studios<br>• Impact of globalization on animation production | 10 |
| VI | **Renaissance of Animation (1980s-1990s)**<br>• Revival of animation in film: Disney Renaissance, Studio Ghibli<br>• Introduction of computer-generated imagery (CGI)<br>• Exploring themes and storytelling techniques | 8 |
| VII | **Animation in the Digital Age**<br>• Evolution of animation software and techniques<br>• Online distribution platforms and independent animation communities<br>• Future trends and challenges in animation industry | 8 |

**Suggested Readings:**
World History of Animation Hardcover – Illustrated by Stephen Cavalier
A New History of Animation Paperback by MAUREEN FURNISS (Author)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**
Textbooks, articles, and online resources on animation history
Film screenings of key animation milestones
Guest lectures by industry professionals or animation historians

Gurukul College of Fine Arts & Fashion Design (GCFF) Meerut
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2025-26

| Programme/Class: M.Sc Animation | Year: I | Semester: I |
|---|---|---|
| Course Code: | Subject/ Course Title: Scriptwriting & Storyboarding | |

**Course outcomes:**

**CO1:** Explain the key components and structure of storytelling and scriptwriting for visual media.
**CO2:** Create well-structured scripts suitable for animation, film, or digital storytelling.
**CO3:** Design storyboards that visually interpret scripts using appropriate sequencing, framing, and composition.
**CO4:** Apply digital or manual techniques to produce storyboards and pitch-ready visual narratives.

| Credits: 4 | Major (Theory) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Scriptwriting**<br>• Elements of a story: Plot, character, setting, conflict, resolution.<br>• Types of scripts: Linear, non-linear, interactive.<br>• Three-act structure, hero's journey, visual storytelling.<br>• Introduction to scriptwriting formats. | 8 |
| II | **Writing for Animation**<br>• Difference between live-action and animation scripts.<br>• Writing dialogues and narration.<br>• Character-driven storytelling.<br>• Writing for short films, series, ads, games. | 8 |
| III | **Script Development Process**<br>• Concept note, synopsis, logline, treatment.<br>• Script formatting tools (Celtx, Final Draft).<br>• Story arcs, pacing, subplots.<br>• Rewriting, feedback, and polishing a script. | 10 |
| IV | **Introduction to Storyboarding**<br>• Importance and role of a storyboard in production.<br>• Panel composition, visual continuity, framing.<br>• Camera angles, movement, transitions.<br>• Drawing skills for storyboarding (basic). | 8 |
| V | **Practical Storyboarding**<br>• Creating a storyboard from a written script.<br>• Animatics and story reels (basic introduction).<br>• Visual storytelling without dialogues.<br>• Use of digital tools (Storyboarder, Photoshop, hand-drawn). | 16 |

**Suggested Readings:**

- "The Visual Story" by Bruce Block
- "Story: Substance, Structure, Style and the Principles of Screenwriting" by Robert McKee
- "Directing the Story" by Francis Glebas
- Pixar in a Box (Khan Academy)
- Online tools: Celtx, WonderUnit Storyboarder

Subharti College of Fine Arts & Fashion Design (SCFD) PRINCIPAL Meerut

Aditi
Lakshi

2025-26

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| **This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.** |
| **Suggested Continuous Evaluation Methods:**<br>• Write a short script (2–5 minutes) for animation or video.<br>• Convert the script into a complete storyboard with at least 8–12 panels.<br>• Group assignments: Develop a story as a team and pitch it using a storyboard.<br>• Create animatics using software (optional for advanced students). |
| **At the End of the whole syllabus any remarks/ suggestions:**<br>• Focus on both creative writing and visual storytelling.<br>• Practice regularly through observation and sketching.<br>• Use digital tools for better industry readiness.<br>• Group work and peer feedback are encouraged.<br>• Final projects should reflect originality and clarity. |

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| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** I |
| **Course Code:** | **Subject/ Course Title:** Graphic Design | |

**Course outcomes:**

**CO1:** Understand and apply the fundamental elements and principles of graphic design in creative compositions.

**CO2:** Demonstrate effective use of typography, color theory, and layout techniques in print and digital design.

**CO3:** Design visual identity elements such as logos and brand materials with consistency and conceptual clarity.

**CO4:** Use industry-standard design software to create professional-quality graphic design projects for various media platforms.

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| **Credits: 4** | **Major (Theory)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Fundamentals of Graphic Design**<br>• Definition, scope, and applications of graphic design<br>• Elements of design: Line, shape, color, texture, space, value<br>• Principles of design: Balance, contrast, alignment, proximity, repetition, hierarchy, white space<br>• History and evolution of graphic design | 6 |
| II | **Typography**<br>• Anatomy of type<br>• Type classifications and families<br>• Typography in layout: readability vs legibility<br>• Expressive typography and creative use in design | 6 |
| III | **Color Theory and Layout**<br>• Color models (RGB, CMYK)<br>• Color psychology and symbolism<br>• Grids, alignment, and composition<br>• Creating balance using layout structures | 8 |

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| IV | **Branding and Visual Identity**<br>• Logo design process<br>• Brand identity elements<br>• Visual consistency and brand guidelines<br>• Case studies of successful brand designs | 8 |
| V | **Digital Tools and Media**<br>• Introduction to design software (Adobe Photoshop, Illustrator, InDesign)<br>• Designing for print vs web<br>• File formats, resolution, and output preparation<br>• Introduction to UI/UX basics | 12 |

**Suggested Readings:**

- **"Graphic Design: The New Basics"**
  *by Ellen Lupton & Jennifer Cole Phillips*
  – A foundational book covering core design principles with visual examples.
- **"Thinking with Type"**
  *by Ellen Lupton*
  – An essential guide to typography, its use, and its importance in graphic design.
- **"Logo Design Love"**
  *by David Airey*
  – Insights into creating effective brand identities and logo designs.
- **"Designing Brand Identity"**
  *by Alina Wheeler*
  – A step-by-step guide to creating and maintaining strong brands.
- **"Interaction of Color"**
  *by Josef Albers*
  – A classic reference on color theory and relationships.

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

- Students are encouraged to maintain a design portfolio throughout the course.
- Regular practice using design software is essential for skill development.
- Observation of everyday visual culture can enhance creative thinking.
- Participation in design competitions and exhibitions is recommended.

**At the End of the whole syllabus any remarks/ suggestions:**

- Students should focus equally on creative concepts and technical skills.
- Regular practice with design software is essential for professional growth.
- Maintaining a portfolio throughout the course will help in academic evaluations and career opportunities.
- Observing real-world design such as advertisements, packaging, and digital media—can greatly enhance learning.
- Participation in design exhibitions, internships, or freelance projects is encouraged to build industry experience.

Subharti College of Fine Arts & Fashion Design PRINCIPAL Meerut

Ashish Rakesh

2025-26

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| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** I |
| **Course Code:** | **Subject/ Course Title:** Character Design and Development | |

**Course outcomes:**

**CO1:** Understand the fundamentals of character design including anatomy, form, and personality.
**CO2:** Develop original characters using appropriate visual styles and storytelling elements.
**CO3:** Create professional character sheets including turnarounds, expressions, and action poses.
**CO4:** Present and articulate design choices through final portfolio and pitch-ready visuals.

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| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Introduction to Character Design**<br>• Basics of character development<br>• Role of character design in storytelling<br>• Study of iconic characters in media<br>• Mood boards and reference creation | 04 + 12 |
| II | **Anatomy and Gesture Drawing**<br>• Human and animal anatomy basics<br>• Proportions and stylization techniques<br>• Dynamic poses and gesture sketching<br>• Life drawing sessions and thumbnails | 04 + 24 |
| III | **Character Concept Development**<br>• Creating characters based on personality traits, roles, or story needs<br>• Design for different genres (fantasy, sci-fi, cartoon, realistic)<br>• Costumes, props, and accessories design<br>• Color palettes and silhouette studies | 04 + 24 |
| IV | **Character Turnaround and Expressions**<br>• Drawing characters from multiple angles (front, side, back)<br>• Facial expression sheet (happy, sad, angry, surprise, etc.)<br>• Body language and emotion<br>• Line-up with scale reference | 02 + 12 |
| V | **Final Character Design Portfolio**<br>• Complete character model sheet<br>• Character biography and backstory<br>• Hero/villain/sidekick design exploration<br>• Digital rendering and presentation | 02 + 24 |

Govt. College of Fine Arts & Fashion Design (GCFF) Madurai
PRINCIPAL

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2025-26

**Suggested Readings:**

- **"Creating Characters with Personality"***by Tom Bancroft*– Step-by-step guide to designing characters with expression and storytelling depth.
- **"Cartoon Animation"***by Preston Blair*– Classic book on character movement, poses, and facial expressions.
- **"Character Design for Animation"***by Kevin Hedgpeth & Stephen Silver*– Industry-focused design process and drawing approach.
- **"Force: Character Design from Life Drawing"***by Mike Mattesi*– Focus on gesture and dynamic posing.
- **"Sketching from the Imagination"***by 3dtotal Publishing*– Concept artists' approach to original character development.

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

- Sketchbook Review – Weekly check of gesture and anatomy practice.
- Assignments – Evaluation of turnarounds, expressions, and color studies.
- Peer Critiques – Group feedback and design discussions.
- Mid-Semester Review – Progress check of character sheets.
- In-Class Tasks – Timed drawing or live concept exercises.
- Mini Project – Character pitch with visuals and backstory.
- Final Portfolio – Complete design sheet submission.
- Viva Voce – Oral explanation of the character design process.

**At the End of the whole syllabus any remarks/ suggestions:**

- Maintain a daily sketchbook for gesture and expression practice.
- Refer to real-world references and observe body language in different contexts.
- Students are encouraged to explore both 2D and digital mediums for final rendering.
- Character design must support the story or world-building context.
- Participation in design challenges or online character art communities is highly recommended.

College of Fine Arts & Fashion Design (CFAFD) PRINCIPAL Meerut

Ashish
Lakshi

2025-26

| Programme/Class: M.Sc Animation | Year: I | Semester: I |
|---|---|---|
| Course Code: | Subject/ Course Title: - Design Project-I | |

**Course outcomes:**

**CO1.** Identify design problems and propose innovative visual solutions.
**CO2.** Use graphic design tools and methods to execute professional-quality work.
**CO3.** Demonstrate skills in layout, typography, and color through applied projects.
**CO4.** Present and defend design work with visual and verbal clarity.
**CO5.** Create a mini-portfolio piece with research, process, and final output.

| Credits: 4 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Brief Analysis & Research**<br>• Understanding client/user needs<br>• Target audience and market trends<br>• Design benchmarking and moodboard creation | 04 + 24 |
| II | **Concept Development**<br>• Ideation and sketching<br>• Thumbnail exploration<br>• Color, typography, and layout studies | 06 + 36 |
| III | **Design Execution**<br>• Creation of posters, banners, packaging, brochure, or logo (any one/two formats)<br>• Design Software use<br>• Integration of feedback and revisions | 04 + 24 |
| IV | **Final Presentation**<br>• Printed or digital output<br>• Process documentation (PDF or physical)<br>• Viva voce with jury or faculty panel | 02 + 12 |

**Suggested Readings:**

1. Lupton, Ellen. *Graphic Design: The New Basics*
2. Ambrose & Harris. *Design Thinking for Visual Communication*
3. Samara, Timothy. *Making and Breaking the Grid*
4. Online tutorials: Adobe Creative Cloud, Canva, Behance case studies

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

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**At the End of the whole syllabus any remarks/ suggestions:**

- Social Awareness Campaign (Poster Series)
- Event Branding Design (Logo + Stationery)
- Promotional Brochure for a Product/Service
- Infographic Design on a Social Topic
- Redesign of a Traditional Art into Modern

| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** I |
|---|---|---|
| **Course Code:** | **Subject/ Course Title: - Seminar** | |

**Course outcomes:**

**CO1.** Select and narrow down a relevant topic in the field of animation or digital media.
**CO2.** Conduct primary/secondary research and prepare a literature/industry review.
**CO3.** Organize findings into a coherent structure using visual and verbal presentation tools.
**CO4.** Present and defend their ideas before a panel of experts and peers.
**CO5.** Document their work with appropriate formatting, referencing, and academic integrity.

| **Credits: 2** | **Major (Practical)** |
|---|---|
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-8**

| Unit | Topics | No. of Practical Hours |
|---|---|---|
| I | **Seminar Domains (Choose Any One):**<br>• 2D/3D Animation Techniques<br>• Visual Effects and Motion Graphics<br>• Character Design and Storyboarding<br>• Game Design and Interactive Media<br>• Animation for Education/Health Communication<br>• Indian Animation Industry Trends<br>• IP and Ethics in Digital Media<br>• AI & Machine Learning in Animation<br>• Animation in Advertising and Branding<br>• Experimental or Abstract Animation<br>• Cultural Narratives in Animation | - |

**Suggested Readings:**

- **Presentation:** PowerPoint, Google Slides, Canva
- **Design & Editing:** Adobe Illustrator, Premiere Pro, After Effects
- **Writing & Referencing:** MS Word, Grammarly, Zotero, Mendeley

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

2025-26

**At the End of the whole syllabus any remarks/ suggestions:**

- One-on-one faculty mentoring
- Group workshops for presentation and research writing
- Sample seminar screening/discussions
- Peer review of presentations

| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** II |
|---|---|---|
| **Course Code:** | **Subject/ Course Title: - Animation Techniques** | |

**Course outcomes:**

**CO1.** Describe the evolution of animation techniques from traditional to digital.
**CO2.** Compare and contrast different animation methods and their applications.
**CO3.** Analyze the production workflow of various animation styles.
**CO4.** Identify the strengths and limitations of 2D, 3D, Stop Motion, and Experimental animation.
**CO5.** Apply theoretical understanding to plan pre-production processes.

| **Credits: 4** | **Major (Theory)** |
|---|---|
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **History & Evolution of Animation**<br>• Pre-cinema devices (Zoetrope, Thaumatrope, Praxinoscope)<br>• Silent era and classical animation<br>• Development of limited animation<br>• Rise of digital and CGI animation | 12 |
| II | **Traditional Animation Techniques**<br>• Frame-by-frame hand-drawn animation<br>• Cel animation process<br>• Rotoscoping<br>• Flipbook and pencil testing<br>• Limitations and aesthetic value of traditional methods | 8 |
| III | **2D Digital Animation**<br>• Software-based 2D animation (Adobe Animate, Toon Boom)<br>• Tweening, rigging, and puppet animation<br>• Vector vs. raster animation<br>• Use of sound and sync in digital 2D | 8 |
| IV | **3D Animation Techniques**<br>• Basic principles of 3D animation<br>• Modeling, texturing, rigging, lighting, rendering<br>• Keyframe vs. motion capture animation<br>• Industry software overview | 12 |

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Ashish Lakshh

2025-26

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| V | **Alternative & Experimental Animation**<br>• Stop motion (Clay, Puppet, Cut-out, Object animation)<br>• Pixilation and sand animation<br>• Mixed media and hybrid techniques<br>• Animation for installations and immersive spaces (VR/AR) | 10 |

**Suggested Readings:**

1. **Richard Williams** – The Animator's Survival Kit
2. **Preston Blair** – Cartoon Animation
3. **Tony White** – The Animator's Workbook
4. **Chris Webster** – Animation: The Mechanics of Motion
5. **Paul Wells** – Understanding Animation
6. **Jayne Pilling (Ed.)** – A Reader in Animation Studies

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Research **Paper** on the evolution of animation styles in a selected country.
- Comparative **Analysis**: 2D vs. 3D animation technique case studies.
- Storyboard **Project** based on a chosen animation technique (manual or digital).
- Written **Review** of an animated film analyzing technique and style.
- Presentation on an experimental animation artist or studio.

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| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** II |
| **Course Code:** | **Subject/ Course Title: -** Media & Communication Studies | |

**Course outcomes:**
**CO1.** Understand key concepts in media and communication.
**CO2** Identify different types of communication and media platforms.
**CO3.** Analyze how animation is used in mass media for storytelling and persuasion.
**CO4.** Apply media theories to content creation in animation and advertising.
**CO5.** Evaluate the role of media ethics and audience engagement.

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| **Credits: 4** | **Major (Theory)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Communication**<br>• Definition and elements of communication<br>• Types: Verbal, Non-verbal, Visual communication<br>• Communication models: Shannon-Weaver, Berlo, Lasswell<br>• Importance of visual storytelling in animation | 10 |

Siddhartha College of Fine Arts & Fashion Design (SCFF) PRINCIPAL

Siddhi Ashish Lakshi

2025-26

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| II | **Media and Its Types**<br>• Print, radio, television, cinema, digital media<br>• Animation as a communication medium<br>• Characteristics and functions of mass media<br>• Media convergence and multimedia platforms | 08 |
| III | **Media Theories**<br>• Uses and Gratifications Theory<br>• Agenda Setting Theory<br>• Cultivation Theory<br>• Semiotics in media and animation<br>• Media effects on audience behavior | 08 |
| IV | **Communication in Animation & Digital Storytelling**<br>• Animation for education, entertainment, and information<br>• Role of media in branding and advertising<br>• Animation in social media and OTT platforms<br>• Viral content and meme culture | 08 |
| V | **Media Ethics & Audience Engagement**<br>• Ethics in media production and broadcasting<br>• Censorship, representation, and stereotypes<br>• Responsible storytelling in animation<br>• Audience segmentation and feedback loop | 08 |

**Suggested Readings:**

- McQuail, Denis – *Mass Communication Theory*
- Keval J. Kumar – *Mass Communication in India*
- Paul Wells – *Understanding Animation*
- Uma Narula – *Communication Models*
- Roland Barthes – *Mythologies* (for semiotic analysis)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Write a short analysis of an animated ad or film using a communication theory.
- Prepare a poster or digital media plan using animation to spread social awareness.
- Group presentation on the role of animation in today's media landscape.
- Create a communication model for an animated public service message.

College of Fine Arts & Fashion PRINCIPAL

Ashish Lakshh

2025-26

| Programme/Class: M.Sc Animation | Year: I | Semester: II |
|---|---|---|
| Course Code: | Subject/ Course Title: - Production Process | |

**Course outcomes:**

**CO1.** Understand the complete stages of the animation and media production pipeline.
**CO2** Plan and organize production tasks effectively using standard methods.
**CO3.** Collaborate in a production environment using roles and responsibilities.
**CO4.** Apply knowledge of production techniques in pre-production and post-production planning.
**CO5.** Analyze and evaluate production timelines, budgets, and quality control.

| Credits: 4 | Major (Theory) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Production Pipeline**<br>• Overview of production pipelines in animation, gaming, VFX, and multimedia<br>• Linear vs. non-linear production models<br>• Role of team members: Producer, Director, Art Director, Animator, Editor, etc.<br>• Budgeting, scheduling, and resource management basics | 6 |
| II | **Pre-Production**<br>• Concept development and ideation<br>• Scriptwriting and screenplay formats<br>• Storyboarding and animatics<br>• Character design, background design, visual references<br>• Voice casting and sound planning | 10 |
| III | **Production**<br>• Layout and scene planning<br>• 2D and 3D animation workflows<br>• Camera movements and shot breakdowns<br>• Asset creation, rigging, animation<br>• Lighting and rendering basics | 12 |
| IV | **Post-Production**<br>• Compositing and editing workflows<br>• Adding sound effects, voiceovers, and music<br>• Color correction and grading<br>• Final output formats and media rendering<br>• Backup, data management, archiving | 12 |
| V | **Project Management in Animation**<br>• Production tracking tools Study<br>• Gantt charts and milestone planning<br>• Team collaboration and conflict resolution<br>• Case studies of real-world animation/VFX projects<br>• Risk management and quality control | 10 |

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**Suggested Readings:**

- Mark Simon – *Storyboards: Motion in Art*
- Peggie W. Albers – *Animation Production*
- Richard Williams – *The Animator's Survival Kit*
- Chris Patmore – *The Complete Animation Course*
- Ben Edwards – *Practical Project Management for Creative Projects*
- Case studies from Pixar, Disney, DreamWorks, Studio Ghibli

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Invite a production manager or studio coordinator for a guest session.
- Encourage students to create documentation for their short film or ad project.
- Use case studies and breakdowns of animated films as weekly discussion themes.
- Combine this course with minor practicals in project tracking or animatics creation.

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|---|---|---|
| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** II |
| **Course Code:** | **Subject/ Course Title: - 3D Visualization** | |

**Course outcomes:**
**CO1.** Analyze and interpret design briefs to create 3D visualization strategies.
**CO2** Construct advanced 3D models using polygon, NURBS, and sculpting techniques.
**CO3.** Apply texturing, lighting, and rendering workflows to achieve desired visual quality.
**CO4.** Compose 3D scenes with attention to visual storytelling, camera placement, and atmosphere.
**CO5.** Critique and revise 3D assets based on peer and faculty feedback to meet professional standards.

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| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Introduction to 3D Visualization & Industry Overview**<br>• Role of 3D visualization in animation, VFX, and games<br>• Industry pipelines: pre-production, production, post-production<br>• Introduction to 3D software (Maya, Blender, etc.)<br>• Software interface walkthrough<br>• Viewport navigation, basic transformations (move, scale, rotate)<br>• Project folder setup and naming conventions | 02 + 04 |

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|---|---|---|
| II | **Understanding 3D Space and Forms**<br>• Cartesian coordinates, axes, object hierarchy<br>• Form, volume, silhouette in 3D space<br>• Creating primitive objects<br>• Combining forms to build simple models (chair, table, crate) | 02 + 06 |
| III | **Modeling Techniques – Polygon & NURBS**<br>• Differences between polygonal and NURBS modeling<br>• Modeling workflows for hard-surface vs. organic shapes<br>• Polygon modeling (extrude, insert edge loop, bevel)<br>• NURBS modeling basics (revolve, loft, planar) | 02 + 06 |
| IV | **3D Sculpting and High-Poly Workflows**<br>• When to use sculpting vs. traditional modeling<br>• Concepts of topology and mesh flow<br>• Sculpting organic shapes (rock, head bust) | 02 + 12 |
| V | **UV Mapping and Unwrapping**<br>• What is UV mapping and why it matters<br>• Types of UV projections and layout strategies<br>• Manual UV unwrapping exercises<br>• Using UV editor tools and checker patterns | 02 +18 |
| VI | **Introduction to Texturing and Materials**<br>• Basics of PBR (Physically Based Rendering) materials<br>• Material types: diffuse, specular, bump, normal, roughness<br>• Applying image textures | 03 + 18 |
| VII | **Lighting Techniques & Shader Networks and Material Customization**<br>• Role of lighting in storytelling and mood<br>• Types of light: directional, point, spot, area<br>• Three-point lighting setup<br>• Basic interior and exterior lighting test<br>• Using HDRIs, light linking, shadows, and color temperature<br>• Realism vs. stylized lighting<br>• HDRI-based lighting for realism<br>• Custom lighting setup for stylized look<br>• Introduction to node-based shaders<br>• Creating custom materials (glass, metal, skin)<br>• Building shader graphs using Arnold/Cycles<br>• Practice with transparency, emission, subsurface scattering | 03 + 18 |

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| VIII | **Rendering Techniques, Camera Setup and Animation Basics**<br>• Rendering engines overview<br>• Render settings: sampling, resolution, passes, denoising<br>• Rendering stills using different render engines<br>• A/B comparisons and optimizations<br>• Understanding render layers and passes (diffuse, specular, shadow)<br>• Introduction to compositing tools (Photoshop/Nuke)<br>• Exporting and combining render passes<br>• Minor adjustments in post (color correction, exposure)<br>• Camera types<br>• Basic camera movements: pan, dolly, orbit<br>• Setting up cinematic camera shots<br>• Camera flythrough animation (short walkthrough) | 02 + 24 |
| IX | **Final Presentation & Evaluation**<br>• Best practices for presentation, portfolio formatting<br>• Industry expectations and evaluation parameters<br>• Submission of rendered scene (stills or short animation)<br>• Presentation and viva voce | 04 + 24 |

**Suggested Readings:**
- "Digital Lighting and Rendering" by Jeremy Birn
- "Introducing Autodesk Maya" – Dariush Derakhshani
- CG Cookie, Gnomon Workshop, ArtStation Learning (for practice and inspiration)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**
**Suggested Software Tools**
- Autodesk Maya / Blender
- Substance Painter / Quixel
- ZBrush
- Arnold
- Adobe Photoshop (for texturing)

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| **Programme/Class:** M.Sc Animation | **Year:** I | **Semester:** II |
| **Course Code:** | **Subject/ Course Title: - Short Film Project** | |

**Course outcomes:**
**CO1.** Develop an original story idea and convert it into a short-animated script.
**CO2** Execute all phases of production: pre-production, production, and post-production.
**CO3.** Collaborate and manage time and resources in a professional pipeline.
**CO4.** Present and justify creative choices to peers, faculty, or jury.
**CO5.** Deliver a technically polished and creatively engaging short film project.

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| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 35** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

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| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Phase I: Pre-Production**<br>• Story concept and treatment<br>• Scriptwriting (with dialogues if applicable)<br>• Character design and visual style exploration<br>• Storyboarding and animatics<br>• Voice casting and sound planning | 04 + 24 |
| II | **Phase II: Production**<br>• Asset creation (characters, props, backgrounds)<br>• Layout and scene setup<br>• 2D or 3D animation execution<br>• Lip-sync and sound synchronization<br>• Camera angles and motion | 04 + 24 |
| III | **Phase III: Post-Production**<br>• Compositing and VFX (if applicable)<br>• Editing and continuity check<br>• Music, sound effects, voiceover mixing<br>• Titles, credits, final export<br>• Making-of / process reel (optional) | 06 + 24 |

**Suggested Readings:**

- Richard Williams – *The Animator's Survival Kit*
- Nancy Beiman – *Prepare to Board!*
- Paul Wells – *Short Films: Writing the Screenplay*
- Patmore, Chris – *The Complete Animation Course*
- Jason Osipa – *Stop Staring: Facial Modeling and Animation Done Right*

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Encourage submission to film festivals or student showcases.
- Allow team-based work (2–4 members) with defined roles.
- Document the project stages with screenshots, process videos, and commentary.
- Schedule internal reviews for project progress checkpoints.




Vidit
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2016-21

# M.Sc Animation Syllabus

| Scheme | Semester | COURSES | | | | Total Credits |
|---|---|---|---|---|---|---|
| | | Core Courses | Elective Courses | Practicum Courses/Dissertation/Project work | Seminar/Value Added Course/Open Elective Course/Employability & Entrepreneurship Skills Course | |
| P | I | CC-1: History of Animation<br>4 Credits<br>CC-2: Scriptwriting & Storyboarding<br>4 Credits<br>CC-3: Graphic Design<br>4 Credits | | PC-1: Character Design and Development<br>4 Credits<br><br>PC-2: Design Project- I<br>4 Credits | Seminar<br>2 Credit | 22 |
| P | II | CC-4: Animation Techniques<br>4 Credits<br><br>CC-5: Media & Communication Studies<br>4 Credits<br><br>CC-6: Production Process<br>4 Credits | | PC-3: 3D Visualization<br>4 Credits<br><br>PC-4: Short Film Project<br>4 Credits | CHM: Constitutional Human and Moral Values & IPR<br>2 Credits | 22 |

**An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IInd semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.**

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|---|---|---|---|---|---|---|
| P | III | CC-7: Game Design Theory<br>4 Credits<br><br>CC-8: Film Appreciation<br>4 Credits | DEC-1: Major Project in Animation – Phase I<br>4 Credits | PC-5: Sound Design for Animation<br>4 Credits<br><br>PC-6: Design Project- II<br>4 Credits | OEC: (AI in Digital and Social Media Marketing/Calligraphy/ Photography/ Life Drawing & Sketching/ Interior Design/ Product Design) | 22 |
| P | IV | CC-9: Research Methodology<br>4 Credits<br><br>CC-10: Artificial Intelligence in Animation<br>4 Credits | DEC-2: Major Project in Animation – Phase II<br>4 Credits | PC-7: Advanced VFX<br>4 Credits<br><br>PC-8: Introduction to UI & UX<br>4 Credits | EEC: Entrepreneurship Skills and Digital Marketing Strategies | 22 |

**Scheme of Semester IV when a student opts for Dissertation or Project Work**

| | | | | | | |
|---|---|---|---|---|---|---|
| P | IV | | DEC-2: Major Project in Animation – Phase II<br>4 Credits<br>DEC-3: AI Creative Automation (Graphics/Animation/VFX)<br>4 Credits | Dissertation<br><br>12 Credits | EEC: Entrepreneurship Skills and Digital Marketing Strategies<br>2 Credits | 22 |
| | | OR | | | | |
| | | CC-9: Research Methodology<br>4 Credits | DEC-2: Major Project in Animation – Phase II<br>4 Credits | | | |

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| Programme/Class: M.Sc Animation | Year: I | Semester: II |
|---|---|---|
| Course Code: | Subject/ Course Title: - Constitutional Human and Moral Values & IPR | |

**Course outcomes:**

**CO1:** Explain the historical background, constitutional values, fundamental rights, duties, directive principles, and constitutional morality embedded in the Constitution of India.

**CO2:** Demonstrate humanistic values, civic responsibility, environmental consciousness, and appreciation of the philosophy of *Vasudhaiva Kutumbakam* for promoting social harmony and global peace.

**CO3:** Apply moral and ethical principles in personal, social, educational, and professional contexts while exhibiting responsible citizenship and professional conduct.

**CO4:** Analyze issues related to gender sensitization, social justice, inclusiveness, and the empowerment of disadvantaged and marginalized communities.

**CO5:** Understand the fundamentals of Intellectual Property Rights, identify different forms of IPR, recognize plagiarism, and follow ethical and legal practices related to intellectual property protection.

| Credits: 2 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0**

| Unit | Topics | Hours |
|---|---|---|
| I | • Constitutional Values: Historical perspective of Indian Constitution; Preamble values; Constitutional Morality; Patriotic values for nation-building; Fundamental Rights/Duties; Directive Principles. | 8 |
| II | • Humanistic Values: Humanism, virtues, civic sense; Social responsibilities; Ethical handling of aspirations; Harmony with society/nature; International peace (Vasudhaiva Kutumbakam). | 7 |
| III | • Moral Values & Professional Conduct: Understanding morality; Moral education/character building; Ethics in personal/social/professional relations; Gender sensitization; Support for weaker sections (SCs/STs/OBCs/EWS/DAs); Ethical conduct in education; Professional ethics. | 8 |
| IV | • Intellectual Property Rights: Meaning/origins/nature of IPRs; Types (Copyright, Patent, Trademark, Trade Secret, Design, Traditional Knowledge); Infringement remedies/penalties; UGC plagiarism policy basics. | 7 |

**Suggested Readings:**


- Basu, D. D. **Introduction to the Constitution of India**. LexisNexis, New Delhi.
- Jain, M. P. **Indian Constitutional Law**. LexisNexis, New Delhi.
- Ranganathananda, Swami. **Human Being in Depth: A Scientific Approach to Religion**. Advaita Ashrama.
- Velasquez, Manuel G. **Business Ethics: Concepts and Cases**. Pearson Education.
- Cornish, W. R., Llewelyn, D., & Aplin, T. **Intellectual Property: Patents, Copyrights, Trademarks and Allied Rights**. Sweet & Maxwell.


**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- The course aims to foster constitutional awareness, ethical behavior, social responsibility, and respect for human dignity among students.
- Teaching-learning methods should include lectures, case studies, group discussions, debates, role plays, and experiential learning activities to enhance value-based understanding.
- Students may be encouraged to participate in community service, environmental initiatives, legal literacy programs, and awareness campaigns related to constitutional and human values.

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| Programme/Class: M.Sc Animation | Year: I | Semester: II |
|---|---|---|
| Course Code: | Subject/ Course Title: - Digital Media Ethics and IP Laws | |

**Course outcomes:**
**CO1.** Explain the basic ethical issues in animation, media, and digital platforms
**CO2** Identify and apply key IP laws in creative projects.
**CO3.**Understand copyright, trademark, patent, and fair use.
**CO4.** Practice responsible content creation and sharing online.
**CO5.** Prepare their own work for protection and professional use.

| Credits: 2 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Introduction to Digital Media Ethics**<br>• What is media ethics?<br>• Ethics in animation, Music,films, games, and social media<br>• Plagiarism, fake content, misinformation<br>• Cultural sensitivity, gender representation, and stereotypes | 02 + 04 |
| II | **Basics of Intellectual Property Rights (IPR)**<br>• What is IPR? Importance for animators, Performer and designers<br>• Types: Copyright, Trademark, Patent, Design Rights<br>• Introduction to WIPO and Indian IP system | 02 + 04 |
| III | **Phase Copyright Law**<br>• Meaning and scope of copyright<br>• How to copyright your animation/art/music<br>• Public domain vs. copyright-free content<br>• Case studies of copyright violation in animation/media/Performance | 02 + 06 |
| IV | **Trademark and Branding**<br>• Understanding trademarks and logos<br>• Why trademarks matter in animation and game design<br>• How to register a trademark<br>• Examples from animation studios and media companies | 04 + 08 |
| V | **Legal Use of Digital Content**<br>• Licensing types: Royalty-free, Creative Commons, Commercial use<br>• Fair use vs. infringement<br>• Legal use of images, music, fonts, videos<br>• Basics of NDAs, contracts, and content release forms | 02 + 04 |

Bhartiya College of Fine Arts & Fashion Design (BCFA)
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**Suggested Readings:**

- *Media Ethics* – Barrie McDonald & Michel Petheram
- *Understanding Copyright: Intellectual Property for the Digital Age* – Stephen Fishman
- WIPO website: www.wipo.int
- Creative Commons: https://creativecommons.org
- Indian Copyright Office: copyright.gov.in

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Prepare a report on any one media ethics case (animation/movie/ad).
- Create an original logo and explain how to trademark it.
- List 5 websites that offer copyright-free resources and compare their license types.
- Group discussion on ethical dilemmas in animation or social media

| COs \ POs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 1 | 1 | 2 | 3 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 2 | 2 | 3 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 2 | 2 | 3 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 2 | 2 | 3 | 1 | 2 | 2 |
| CO5 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 |
| **Average** | **2.2** | **1.0** | **1.8** | **2.0** | **3.0** | **1.2** | **1.4** | **2.0** |



**Suggested Readings:**

- *Media Ethics* – Barrie McDonald & Michel Petheram
- *Understanding Copyright: Intellectual Property for the Digital Age* – Stephen Fishman
- WIPO website: www.wipo.int
- Creative Commons: https://creativecommons.org
- Indian Copyright Office: copyright.gov.in

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Prepare a report on any one media ethics case (animation/movie/ad).
- Create an original logo and explain how to trademark it.
- List 5 websites that offer copyright-free resources and compare their license types.
- Group discussion on ethical dilemmas in animation or social media

| COs \ POs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 1 | 1 | 2 | 3 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 2 | 2 | 3 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 2 | 2 | 3 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 2 | 2 | 3 | 1 | 2 | 2 |
| CO5 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 |
| **Average** | **2.2** | **1.0** | **1.8** | **2.0** | **3.0** | **1.2** | **1.4** | **2.0** |



2025-26

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|---|---|---|
| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** III |
| **Course Code:** | **Subject/ Course Title: - Game Design Theory** | |

**Course outcomes:**
**CO1.** Understand the core elements of game design and how they influence player experience.
**CO2.** Identify different types of games and their design frameworks.
**CO3.** Design game mechanics, rules, and objectives.
**CO4.** Evaluate the role of narrative, interface, and visual elements in games.
**CO5.** Create a basic Game Design Document (GDD) for an original game concept.

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| **Credits: 4** | **Major (Theory)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Game Design**<br>• What is a game?<br>• Types of games: Board games, video games, mobile games<br>• Key components: Mechanics, rules, goals, feedback systems<br>• Games vs. play vs. simulation | 08 |
| II | **Game Mechanics and Systems**<br>• Core and secondary mechanics<br>• Game dynamics and balancing<br>• Game loops and progression systems<br>• Challenges, rewards, risk, and feedback | 12 |

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| III | **Game Genres and Platforms**<br>• Action, Puzzle, RPG, Strategy, Adventure, Educational games<br>• Single-player vs. multiplayer games<br>• Console, PC, mobile, VR/AR platforms<br>• Cross-platform design basics | 10 |
| IV | **Narrative and Storytelling in Games**<br>• Role of storytelling in games<br>• Interactive narratives and branching paths<br>• Character development and role-playing<br>• Integrating cutscenes, dialogue, and world-building | 10 |
| V | **Game Design Process & Documentation**<br>• Concept creation and ideation<br>• Designing levels and user interfaces<br>• Game Design Document (GDD): structure and importance<br>• Testing, iteration, and feedback loop | 12 |

**Suggested Readings:**

- Jesse Schell – *The Art of Game Design: A Book of Lenses*
- Katie Salen & Eric Zimmerman – *Rules of Play*
- Tracy Fullerton – *Game Design Workshop*
- Raph Koster – *A Theory of Fun for Game Design*
- Celia Hodent – *The Gamer's Brain: How Neuroscience and UX Can Impact Game Design*

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Analyze and present the mechanics of your favorite game.
- Create a simple GDD for an original 2D or mobile game concept.
- Compare two different game genres and their target audiences.
- Design a basic level layout or flowchart for a platformer or puzzle game.
- Playtest a prototype and write feedback from a designer's perspective.

Govt. College of Fine Arts & Fashion Design (GCFD) Jaipur

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2025-26

| Programme/Class: M.Sc Animation | Year: 2 | Semester: III |
|---|---|---|
| Course Code: | Subject/ Course Title: - Film Appreciation | |

**Course outcomes:**

**CO1.** Identify the basic elements of film language (mise-en-scène, cinematography, editing, sound).
**CO2** Analyze films from artistic, cultural, and historical perspectives.
**CO3.** Understand different film genres and movements.
**CO4.** Critically review films with an informed and structured approach.
**CO5.** Connect film analysis with animation, storytelling, and visual design.

| Credits: 4 | Major (Theory) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Film Language**<br>• What is cinema?<br>• Elements of film language: shot, scene, sequence<br>• Types of shots, angles, movements<br>• Use of light, color, sound, and music in film | 12 |
| II | **Film Genres and Narrative Styles**<br>• Genre overview: Drama, Thriller, Comedy, Sci-Fi, Documentary, Animation<br>• Narrative techniques: linear, non-linear, montage<br>• Film vs. Animation: differences in treatment and narrative structure<br>• Understanding screenplays and story arcs | 08 |
| III | **Film Movements and Styles**<br>• Silent cinema and early Hollywood<br>• Italian Neorealism, French New Wave, German Expressionism<br>• Indian Cinema: from parallel cinema to mainstream Bollywood<br>• World cinema highlights | 12 |
| IV | **Visual and Aesthetic Analysis**<br>• Mise-en-scène and composition<br>• Editing styles: continuity, montage, cross-cutting<br>• Sound design and music cues<br>• Semiotics and symbolism in film | 08 |
| V | **Watching, Reflecting, Writing**<br>• How to watch a film critically<br>• Writing a film review or critique<br>• Appreciating animated films and shorts<br>• Group discussions and film reflection journals | 06 |

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2025-26

**Suggested Readings:**

- James Monaco – *How to Read a Film*
- Andre Bazin – *What Is Cinema?*
- David Bordwell & Kristin Thompson – *Film Art: An Introduction*
- Ranjani Mazumdar – *Bombay Cinema: An Archive of the City*
- Baradwaj Rangan – *Conversations with Mani Ratnam*
- YouTube Channels: Every Frame a Painting, Lessons from the Screenplay (for visual learning)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Write a critical review of a selected feature film or animated short.
- Create a scene analysis with screenshots and shot breakdown.
- Group discussion on a film movement (e.g., French New Wave or Parallel Cinema).
- Weekly film screening and reflection log.
- Present a comparison of a live-action and an animated film based on theme or technique.

| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** III |
|---|---|---|
| **Course Code:** | **Subject/ Course Title: - Major Project in Animation-Phase I** | |

**Course outcomes:**

**CO1.** Develop an original animation concept with creative and technical planning.
**CO2.** Produce professional-level pre-production materials (script, storyboard, designs).
**CO3.** Create a detailed production plan including software, timeline, and pipeline.
**CO4.** Present and defend the project idea before a faculty or jury panel.

| **Credits: 4** | **Major (Practical)** |
|---|---|
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Project Conceptualization**<br>• Brainstorming and ideation<br>• Genre, format, target audience<br>• Research (visual, thematic, cultural)<br>• Logline, synopsis, treatment | 03 + 12 |
| II | **Script & Screenplay Writing**<br>• Structure: 3-act or nonlinear<br>• Dialogues and scene breakdown<br>• Visual narrative development<br>• Animation script formatting | 02 + 18 |
| III | **Visual Design & Storyboarding**<br>• Character design and model sheets<br>• Background and environment design<br>• Props and visual elements<br>• Storyboarding and animatic (optional) | 03 + 18 |

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|---|---|---|
| IV | **Production Planning**<br>• Style frame or look development<br>• Pipeline planning (2D/3D/Hybrid)<br>• Production schedule and Gantt chart<br>• Software and hardware planning | 02 + 12 |
| V | **Documentation & Presentation**<br>• Project proposal writing<br>• Pre-production portfolio<br>• Oral presentation / Viva before review panel<br>• Planning for execution in Phase II | 02 + 18 |

**Suggested Readings:**

- *Prepare to Board!* – Nancy Beiman
- *The Animator's Survival Kit* – Richard Williams
- *Directing the Story* – Francis Glebas
- *Animation Writing and Development* – Jean Ann Wright
- Pixar and Disney Making-of Books & Videos

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Concept proposal with research
- Script and screenplay
- Complete character and asset design
- Storyboard and visual flow
- Production timeline and planning chart
- Pre-production dossier (print + digital)

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| Programme/Class: M.Sc Animation | Year: 2 | Semester: III |
|---|---|---|
| Course Code: | Subject/ Course Title: - Sound Design for Animation | |

**Course outcomes:**

**CO1.** Record and edit clean voiceovers and dialogue tracks.
**CO2.** Design and apply appropriate sound effects (SFX) and Foley to animated scenes.
**CO3.** Mix background score, ambient sounds, and dialogues effectively.
**CO4.** Synchronize audio elements with animated sequences.
**CO5.** Export professional-quality soundtracks for final animation outputs.

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| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-2-4**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Introduction to Sound Tools & Setup**<br>• Basics of audio recording equipment (microphones, interface, setup)<br>• Introduction to DAWs: Adobe Audition, Audacity, FL Studio, Reaper, etc.<br>• Sound formats, sampling rate, mono vs stereo, bit depth<br>• Recording voiceover for animation (in sync with script) | 06 + 06 |
| II | **Dialogue Editing & Lip Sync Support**<br>• Cleaning and editing recorded voice clips<br>• Adjusting pitch, timing, and clarity<br>• Aligning audio with mouth movements (lip sync reference)<br>• Use of placeholder vs. final voiceovers | 06 + 10 |
| III | **Sound Effects & Foley Design**<br>• Creating SFX using real-world objects<br>• Editing and layering effects for realism or exaggeration<br>• Syncing sounds with action (e.g., footsteps, hits, rustling)<br>• Use of online sound libraries (copyright & licensing awareness) | 04 + 14 |
| IV | **Music & Background Score**<br>• Understanding mood and emotion through music<br>• Adding background score to enhance narrative<br>• Syncing music transitions to scene changes<br>• Royalty-free music sourcing and basic scoring in DAWs | 04 + 12 |
| V | **Final Mixing, Export & Integration**<br>• Balancing volume: dialogue, music, SFX<br>• Equalization, compression, reverb basics<br>• Exporting and rendering final audio<br>• Integrating into animation project (in Adobe Premiere, After Effects, or similar) | 06 + 14 |

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**Suggested Readings:**

- David Sonnenschein – *Sound Design: The Expressive Power of Music, Voice and Sound Effects*
- Ric Viers – *The Sound Effects Bible*
- Jay Rose – *Producing Great Sound for Film and Video*
- Walter Murch – *In the Blink of an Eye* (for editing perspective)
- Online tutorials (LinkedIn Learning, YouTube DAW guides)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Record and clean a dialogue track for a 30–60 sec animation clip
- Create and sync a Foley sound layer for an animated sequence
- Mix and export a final audio file for an existing student animation
- Maintain a sound design logbook/documentation
- Viva and demo of final integration in project

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| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** III |
| **Course Code:** | **Subject/ Course Title:** Design Project-II | |

**Course outcomes:**

1. Analyze and interpret a design brief in depth.
2. Plan, structure, and execute a full-scale visual design campaign.
3. Apply consistent branding and design language across different media.
4. Document and present their design process professionally.
5. Integrate conceptual thinking with technical execution and presentation.

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| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Client Brief & Research**<br>• In-depth understanding of objectives, target audience, tone, competitors.<br>• Moodboard, case studies, color and typography exploration. | 02 + 12 |
| II | **Conceptualization**<br>• Design strategy and concept map.<br>• Sketches, wireframes, rough drafts, content planning. | 04 + 24 |



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| III | **Design Execution**<br>• Multi-format design output (choose as per brief).<br>  • Logo<br>  • Stationery<br>  • Poster Series<br>  • Social Media Creative<br>  • Brochure/Leaflet<br>  • Packaging Design<br>  • Website Mockup<br>• Integration of consistent visual language | 04 + 24 |
| IV | **Mockups & Presentation**<br>• Final output with 2D/3D mockups<br>• Process book (PDF or printed)<br>• Oral presentation and defense of work | 02 + 18 |

**Suggested Readings:**

1. Wheeler, Alina. *Designing Brand Identity*
2. Samara, Timothy. *Design Elements: A Graphic Style Manual*
3. Hembree, Ryan. *The Complete Graphic Designer*
4. Behance / Dribbble – Case study reviews
5. Client Brief Templates (for project simulation)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**
**Possible Project Themes (Select One):**

- Branding for a Startup (Product or Service-Based)
- Cultural Festival or Art Event Campaign
- Design for a Non-Profit / Social Cause
- Rebranding of an Existing Local Business
- Integrated Campaign for a New Product Launch

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| Programme/Class: M.Sc Animation | Year: 2 | Semester: III |
|---|---|---|
| Course Code: | Subject/ Course Title: - OEC: ( AI in Digital and Social Media Marketing/Calligraphy/ Photography/ Life Drawing & Sketching/ Interior Design/ Product Design) | |

**Course outcomes:**

**CO1.** Students complete 1 UGC-approved MOOC course
**CO2.** Submit a self-reflection report and certificate
**CO3.** Choose Any one Subject.

| Credits: 2 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4**

| Subject | Topics | No. of Practical Hours |
|---|---|---|
| I | **AI in Digital and Social Media Marketing**<br>**Unit1:** Digital Marketing Foundations & Website Optimization<br>**Unit 2:** SEO & Performance Analytics<br>**Unit 3:** SEM and Paid Marketing<br>**Unit 4:** Social media & Influencer Marketing<br>**Unit 5:** AI-Driven Email, Mobile & Conversational Marketing<br>**Unit 6:** AI-Powered Content Marketing, ORM & Future Trend | <br>06<br>06<br>06<br>04<br>06<br>04 |
| II | **Calligraphy**<br>**Unit 1:** Tools & Basics (nib, ink, pressure)<br>**Unit 2:** Traditional scripts – Roman, Devanagari<br>**Unit 3:** Brush calligraphy techniques<br>**Unit 4:** Creative layouts and composition<br>**Unit 5:** Final calligraphy artwork | <br>04<br>04<br>08<br>08<br>08 |
| III | **Photography**<br>**Unit 1:** Camera handling & exposure triangle<br>**Unit 2:** Composition, lighting, depth<br>**Unit 3:** Portrait, product, and street photography<br>**Unit 4:** Editing using Lightroom/Photoshop<br>**Unit 5:** Portfolio and exhibit prep | <br>04<br>04<br>08<br>08<br>08 |
| IV | **Life Drawing & Sketching**<br>**Unit 1:** Human proportions & anatomy basics<br>**Unit 2:** Gesture drawing and poses<br>**Unit 3:** Shading and structure<br>**Unit 4:** Sketching clothed figures & stylized forms<br>**Unit 5:** Final portfolio presentation | <br>04<br>04<br>08<br>06<br>08 |

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|---|---|---|
| V | **Interior Design (Basic Studio Practice)**<br><br>**Unit 1:** Introduction to spatial planning<br>**Unit 2:** Furniture layout & space optimization<br>**Unit 3:** Color scheme & material boards<br>**Unit 4:** Perspective interior sketches<br>**Unit 5:** Final room concept board & presentation | <br><br>04<br>06<br>06<br>08<br>08 |
| VI | **Product Design**<br><br>**Unit 1:** Product idea, sketching & function<br>**Unit 2:** Model making tools and materials<br>**Unit 3:** Rapid prototyping with cardboard/clay<br>**Unit 4:** Product rendering & orthographic views<br>**Unit 5:** Final model presentation | <br><br>04<br>04<br>06<br>08<br>08 |

**Suggested Readings:**

- **AI for Marketing and Product Innovation"** – A.K. Pradeep, Andrew Appel, Stan Sthanunathan
- **"Digital Marketing for Dummies"** – Ryan Deiss
- **"Mastering Calligraphy"** – Gaye Godfrey-Nicholls
- **"Modern Calligraphy"** – Molly Suber Thorpe
- **"Understanding Exposure"** – Bryan Peterson
- **"The Photographer's Eye"** – Michael Freeman
- **"Complete Digital Photography"** – Ben Long
- **Figure Drawing for All It's Worth"** – Andrew Loomis
- **"The Natural Way to Draw"** – Kimon Nicolaides
- **"Interior Design Illustrated"** – Francis D.K. Ching
- **"The Fundamentals of Interior Design"** – Simon Dodsworth
- **"Product Design and Development"** – Karl T. Ulrich & Steven D. Eppinger

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Students create an AI-powered social media strategy & content mockup
- Students submit a portfolio of calligraphy pieces + 1 creative poster
- Each student submits a 5-image professional photo series
- Sketchbook with 10–12 human figure studies + 1 detailed pose artwork
- A scaled room design board with sketches, color/material palette
- Functional/visual prototype + design sheet + process log

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| Programme/Class: M.Sc Animation | Year: 2 | Semester: IV |
|---|---|---|
| Course Code: | Subject/ Course Title: - Research Methodology | |

**Course outcomes:**

**CO1.** Understand the basic concepts, purpose, and types of research.
**CO2.** Identify and define research problems, objectives, and hypotheses.
**CO3.** Select appropriate research design and sampling methods.
**CO4.** Apply suitable techniques for data collection and basic data analysis.
**CO5.** Prepare a simple research report following ethical and academic standards.

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| Credits: 4 | Major (Theory) |
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Research**<br>• What is research?<br>• Importance and uses of research<br>• Types of research: basic, applied, qualitative, quantitative | 10 |
| II | **Research Problem & Objectives**<br>• How to choose a research topic<br>• Defining the problem<br>• Setting objectives and formulating questions<br>• Writing a hypothesis | 10 |
| III | **Research Design & Sampling**<br>• Meaning of research design<br>• Types of research design<br>• What is sampling?<br>• Types of sampling methods | 10 |
| IV | **Methods of Data Collection**<br>• Primary and secondary data<br>• Surveys, interviews, observations, questionnaires<br>• Tools used in data collection | 08 |
| V | **Data Analysis & Interpretation**<br>• Organizing and presenting data<br>• Basics of data analysis (mean, median, charts)<br>• Interpreting results | 10 |
| VI | **Report Writing & Ethics**<br>• Steps to write a research report<br>• Plagiarism and citation<br>• Ethics in research | 12 |

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**Suggested Readings:**

- Kothari, C.R. – *Research Methodology*
- Ranjit Kumar – *Research Methodology: A Step-by-Step Guide*
- Best & Kahn – *Research in Education*

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Research Proposal Writing
- Research Design Assignment
- Mini Project on Data Collection & Analysis
- Presentation of Research Findings
- Viva Voce

| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** IV |
|---|---|---|
| **Course Code:** | **Subject/ Course Title: - Artificial Intelligence in Animation** | |

**Course outcomes:**

**CO1.** Understand and explain the application of AI technologies in animation
**CO2.** Theoretically evaluate AI-powered tools for animation tasks
**CO3.** Solve use-case scenarios of AI usage in pre-production, production & post
**CO4.** Analyze ethical, legal, and creative limitations of AI in media arts
**CO5.** Prepare case studies and write analytical responses on AI trends in animation.

| **Credits: 4** | **Major (Theory)** |
|---|---|
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0**

| Unit | Topics | No. of Lectures |
|---|---|---|
| I | **Introduction to Artificial Intelligence**<br>• Definition, types, and history of AI<br>• Machine learning, deep learning, neural networks (basic overview)<br>• AI vs. human creativity: synergy or threat? | 06 |
| II | **AI in Pre-Production**<br>• AI in idea generation and scriptwriting<br>• AI tools for concept art<br>• Storyboard generation using automation | 10 |
| III | **AI in Animation Production**<br>• Automated rigging and character animation<br>• Motion capture with AI<br>• Real-time animation and lip sync with AI-based tools | 12 |
| IV | **AI in Post-Production**<br>• AI for editing, VFX, and background replacement<br>• Voice synthesis and dubbing<br>• Audio cleaning, mixing, and auto music generation | 12 |

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| V | **Ethics, Copyright & Future Scope**<br>• Deepfakes, content ownership, originality concerns<br>• Legal implications of AI-generated content<br>• Future of jobs and the artist's role in the AI age<br>• Industry case studies (Pixar, Netflix, Adobe, OpenAI, etc.) | 14 |

**Suggested Readings:**

- *Artificial Intelligence: A Guide for Thinking Humans* – Melanie Mitchell
- *Artificial Intelligence for Media* – Francesco Marconi
- *The Age of AI and Our Human Future* – Eric Schmidt, Henry Kissinger
- ACM SIGGRAPH Conference Papers on AI Tools in Animation
- Blogs & Whitepapers from OpenAI, RunwayML, NVIDIA, Adobe Firefly

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- This course is designed to introduce students to the transformative role of Artificial Intelligence in the animation industry. Students are encouraged to actively explore emerging AI tools and technologies beyond the classroom, remain updated with industry trends, and critically evaluate the ethical and creative implications of AI in visual storytelling.

| | | |
|---|---|---|
| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** IV |
| **Course Code:** | **Subject/ Course Title:** - Major Project in Animation – Phase II | |

**Course outcomes:**
**CO1.** Implement all stages of production: animation, editing, and sound.
**CO2.** Solve creative and technical challenges during production.
**CO3.** Deliver a cohesive, well-structured final animation project.
**CO4.** Present and defend their work through proper documentation and viva.
**CO5.** Showcase their project in a professional portfolio or public screening.

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| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Asset Finalization & Scene Setup**<br>• Importing and refining characters, props, and environments<br>• Scene layout and shot blocking<br>• Audio editing and timeline preparation | 03 + 12 |
| II | **Animation Production**<br>• 2D/3D animation of scenes<br>• Motion, timing, lip sync, expressions<br>• Feedback, corrections, and iterations | 02 + 18 |

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|---|---|---|
| III | **Compositing & Post-Production**<br>• Compositing layers, visual effects<br>• Color correction and lighting adjustments<br>• Background score, SFX, syncing dialogues | 03 + 18 |
| IV | **Final Output & Export**<br>• Rendering in high-resolution formats<br>• Creating different versions (festival, web, compressed)<br>• Title, credits, and poster design | 02 + 12 |
| V | **Presentation & Viva**<br>• Project presentation before jury<br>• Submission of final film and making-of documentation<br>• Portfolio preparation and screening event | 02 + 18 |

**Suggested Readings:**

- Prepare to Board! – Nancy Beiman
- Digital Lighting and Rendering – Jeremy Birn
- Acting for Animators – Ed Hooks
- The Visual Story – Bruce Block

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- Final animated film (1–3 mins typically)
- Project dossier with screenshots, workflow, and credits
- Poster and promotional material (optional)
- Making-of video or process reel (recommended)



2025-26

| Programme/Class: M.Sc Animation | Year: 2 | Semester: IV |
|---|---|---|
| Course Code: | Subject/ Course Title: - Advanced VFX | |

**Course outcomes:**

**CO1.** Use advanced tools like After Effects, Nuke, and Blender for visual effects.
**CO2.** Perform chroma keying, motion tracking, and clean plate generation
**CO3.** Composite 3D elements and simulate effects like fire, smoke, or destruction.
**CO4.** Create seamless VFX shots using professional workflows.
**CO5.** Present and document a complete VFX sequence as a portfolio-ready project.

| Credits: 4 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-2-4**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Rotoscoping & Matte Painting**<br>Masking, edge refinement, background replacement, frame-by-frame cleanup | 04 + 06 |
| II | **Keying & Chroma Techniques**<br>Green/blue screen keying, color spill correction, multi-pass compositing | 06 + 10 |
| III | **Motion Tracking & Match Moving**<br>2D/3D camera tracking, object tracking, integrating elements into live footage | 04 + 14 |
| IV | **Particle & Fluid Simulation**<br>Fire, rain, smoke, and debris effects using simulation tools | 06 + 12 |
| V | **Presentation & Viva**<br>Importing, layering, grading, and final rendering of a VFX shot | 06 + 14 |

**Suggested Readings:**

- *The VES Handbook of Visual Effects* – Jeffrey A. Okun
- *Compositing Visual Effects* – Steve Wright
- Online courses from **FXPHD**, **VFXStudy**, and **LinkedIn Learning**
- Behind-the-scenes VFX breakdowns from studios (Marvel, Weta, MPC, etc.)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**

Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

This course aims to align students with industry-standard VFX workflows. Students are encouraged to follow global studio showreels, participate in online compositing forums, and explore freelance/indie projects to strengthen their portfolios.

**Final Deliverables:**

- Rotoscope & Keying files
- One complete VFX shot (5–15 sec) using all learned techniques
- Compositing project file
- Short "Making Of" documentation or breakdown video



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2025-26

| Programme/Class: M.Sc Animation | Year: 2 | Semester: IV |
|---|---|---|
| Course Code: | Subject/ Course Title: - Introduction to UI & UX | |

**Course outcomes:**

**CO1.** Explain UI/UX principles and the role of design in digital products.
**CO2.** Create wireframes and screen layouts for websites and mobile apps.
**CO3.** Build interactive prototypes using design tools.
**CO4.** Conduct user research, usability testing, and improve design based on feedback.
**CO5.** Complete and present a basic UI/UX design project with process documentation.

| Credits: 4 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **UI & UX Fundamentals**<br>• Introduction to User Interface (UI) and User Experience (UX)<br>• Design thinking and human-centered design process<br>• UX process steps: empathize, define, ideate, prototype, test<br>• Principles of good design: consistency, feedback, accessibility | 04 + 06 |
| II | **Wireframing & Layout Design**<br>• Understanding information architecture and layout principles<br>• Wireframing tools (paper sketches, Balsamiq, Figma)<br>• Mobile-first and responsive design basics<br>• Grids, alignment, spacing, visual hierarchy | 06 + 10 |
| III | **Prototyping with Tools**<br>• Introduction to UI & UX Software<br>• Designing high-fidelity screens<br>• Components, styles, auto layout in design tools<br>• Creating clickable prototypes and micro-interactions | 04 + 14 |
| IV | **User Testing & Research**<br>• Conducting usability tests (observation, task completion)<br>• Creating personas and user scenarios<br>• Using feedback to improve designs<br>• A/B testing and feedback interpretation | 06 + 12 |
| V | **Final UI/UX Project**<br>• Conceptualizing and designing a new digital product (app/website)<br>• UI screens for at least 4–6 pages/screens<br>• Complete prototype with user flow and testing feedback<br>• Project presentation and case study documentation | 06 + 14 |

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**Suggested Readings:**

- **Don't Make Me Think** – Steve Krug
- **The Design of Everyday Things** – Don Norman
- **100 Things Every Designer Needs to Know About People** – Susan Weinschenk
- **Laws of UX** – Jon Yablonski (Online Resource)
- Tutorials from **Figma Learn, UX Planet, NNGroup**

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**
This practical course provides foundational exposure to UI/UX workflows. Students are encouraged to explore app stores, review trending design portfolios, and participate in design challenges like *Daily UI* to sharpen their skills. Practical documentation and consistent revision are key to mastering user-centered design.

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|---|---|---|
| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** IV |
| **Course Code:** | **Subject/ Course Title: -** Entrepreneurship Skills and Digital Marketing Strategies | |

**Course outcomes:**
**CO1.** Understand the basics of starting and managing a business
**CO2.** Identify market needs and customer segmentation
**CO3.** Apply digital marketing tools (social media, SEO, content)
**CO4.** Develop a digital promotion plan for a product/service
**CO5.** Pitch a startup idea with basic branding elements

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|---|---|
| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-2-4**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Entrepreneurial Thinking & Idea Generation**<br>• Traits of an entrepreneur<br>• Opportunity identification & SWOT analysis<br>• Problem-solving and ideation techniques | 06 + 12 |
| II | **Business Model Basics & Startup Planning**<br>• Business Model Canvas (BMC)<br>• Target market, customer persona<br>• Revenue streams and cost structure | 06 + 12 |
| III | **Digital Marketing Essentials**<br>• Overview of digital marketing: SEO, SEM, SMM, content marketing<br>• Platforms: Google, Instagram, Facebook, LinkedIn<br>• Email marketing, landing pages, branding | 06 + 12 |

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| IV | **Tools for Digital Strategy**<br>• Using Canva for design, Google Ads, Meta Ads Manager<br>• Creating basic websites using free tools<br>• Google Analytics overview | 08 + 16 |
| V | **Pitching & Final Project**<br>• Pitch deck elements and storytelling<br>• Budgeting and pricing<br>• Group-wise pitch presentation and feedback | 06 + 18 |

**Suggested Readings:**

- *Startup Secrets: Entrepreneur's Handbook* – John Mullins
- *Digital Marketing for Dummies* – Ryan Deiss
- *The Lean Startup* – Eric Ries
- Google & Meta Ads Certification (Free Modules)
- Startup India & MyGov resources

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**

- This course fosters practical understanding of entrepreneurship and digital branding. Students are encouraged to join startup pitch events, follow real-world brands, and practice building content using free digital platforms.

**Scheme of Semester IV when a student opts for Dissertation or Project Work**

| | | |
|---|---|---|
| **Programme/Class:** M.Sc Animation | **Year:** 2 | **Semester:** IV |
| **Course Code:** | **Subject/ Course Title: -** AI Creative Automation (Graphics/Animation/VFX) | |

**Course outcomes:**
**CO1.** Use AI tools to generate images, animations, and visual effects
**CO2.** Integrate AI into pre-production and production stages
**CO3.** Apply text-to-image, text-to-video, and auto-editing systems
**CO4.** Work with AI-assisted design workflows (prompt engineering, asset generation)
**CO5.** Present a complete AI-enhanced creative project

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|---|---|
| **Credits: 4** | **Major (Practical)** |
| **Max. Marks: 100** | **Min. Passing marks: 33** |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-1-6**

| Unit | Topics | Tutorial Classes + Practical Hours |
|---|---|---|
| I | **Introduction to AI Creative Tools**<br>• Overview of generative AI, prompt crafting, AI image and video basics | 04 + 06 |

| | | |
|---|---|---|
| II | **AI in Graphic Design**<br>• Using Midjourney, DALL·E, and Firefly for concept art and illustrations<br>• Text-to-image generation and stylization<br>• Design poster layouts, web banners, icons using AI-generated visuals<br>• Integration of AI art into professional layouts (using Canva, Figma) | 06 + 10 |
| III | **AI in Animation & Motion Design**<br>• Text-to-animation using tools like Kaiber, RunwayML, AnimateDiff<br>• AI-based motion tracking and character animation (DeepMotion, Kinetix)<br>• Applying audio-to-lip sync or emotion animation using AI<br>• Creating motion transitions and animated scenes from stills | 04 + 14 |
| IV | **AI in VFX & Post-Production**<br>• AI tools for video editing and enhancement (RunwayML, Pika Labs)<br>• Background removal, rotoscoping, face replacement, and auto color grading<br>• AI for slow-motion, frame interpolation, scene detection<br>• Enhancing audio and voiceovers with AI-generated sound | 06 + 12 |
| V | **Final AI Creative Project**<br>• Ideating and planning a short creative piece (30–60 sec) using AI tools<br>• Combining AI image, video, animation, and audio platforms<br>• Creating a final project documentation and making-of report<br>• Project evaluation, critique, and presentation | 06 + 14 |

**Suggested Readings:**

- *The Age of AI* – Eric Schmidt, Henry Kissinger
- OpenAI, Adobe Firefly & Midjourney blogs (official releases)
- *Generative AI for Designers* – Online tutorial series
- ACM/SIGGRAPH Whitepapers on Creative AI
- YouTube tutorials and courses (RunwayML, DeepMotion Academy)

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Continuous Evaluation Methods:**
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

**At the End of the whole syllabus any remarks/ suggestions:**
This course prepares students for the evolving AI-powered content creation industry. Students are encouraged to experiment across tools and workflows, maintain prompt libraries, and stay informed about AI ethics, originality, and copyright.

Arts & Fashion

Ashish
Lalesh

2025-26

| Programme/Class: M.Sc Animation | Year: 2 | Semester: IV |
|---|---|---|
| Course Code: | Subject/ Course Title: - Dissertation | |

**Course outcomes:**

**CO1.** Identify and articulate a research problem or hypothesis
**CO2.** Conduct a literature review and synthesize existing studies
**CO3.** Choose and apply appropriate research methodology
**CO4.** Analyze findings and interpret data critically
**CO5.** Compile a scholarly dissertation and defend it through viva/presentation

| Credits: 12 | Major (Practical) |
|---|---|
| Max. Marks: 100 | Min. Passing marks: 33 |

**Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-24**

| Unit | Topics | Hours Allotted |
|---|---|---|
| I | **Topic Selection & Proposal Development**<br>• Identify area of interest<br>• Conduct preliminary research<br>• Frame research questions, objectives, and rationale<br>• Submit synopsis / research proposal<br>• Approval by guide/committee | 18 |
| II | **Literature Review & Research Framework**<br>• Review scholarly articles, books, case studies, reports<br>• Define scope, limitations, and theoretical framework<br>• Finalize research design (qualitative, quantitative, mixed) | 20 |
| III | **Data Collection / Creative Exploration**<br>• Fieldwork, interviews, surveys, observation<br>• For design-based research: experimentation, prototyping, documentation<br>• Maintain research log / journal | 22 |
| IV | **Data Analysis / Interpretation**<br>• Analyze results using suitable methods (coding, statistics, comparative analysis)<br>• Discuss findings in light of objectives | 14 |
| V | **Writing & Final Submission**<br>• Compile chapters: Introduction, Review, Methodology, Results, Discussion, Conclusion<br>• Format as per university guidelines<br>• Submit soft & hard copies of the final report<br>• Plagiarism check and formatting compliance<br>• Oral defense before external/internal examiner panel<br>• Present summary of research, findings, and outcomes | 24 |

**Suggested Readings:**

- *Research Methodology* – C.R. Kothari
- *Design Research Through Practice* – Koskinen et al.
- *The Craft of Research* – Booth, Colomb, Williams
- UGC / APA / MLA style guides for citations
- Journals like *Animation Studies, Design Issues, Leonardo Journal*

**This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.**

**Suggested Dissertation Structure (Report):**

1. Title Page
2. Certificate (Guide + Institution)
3. Declaration by Student
4. Acknowledgements
5. Abstract
6. Table of Contents
7. List of Figures/Tables
8. **Chapters:**
    - Introduction
    - Review of Literature
    - Methodology
    - Data Collection / Experimentation
    - Analysis & Interpretation
    - Findings / Results
    - Conclusion & Recommendations
    - References / Bibliography
    - Appendices (if any)

**At the End of the whole syllabus any remarks/ suggestions:** The dissertation provides an opportunity to specialize and showcase independent research ability. Students are encouraged to explore interdisciplinary themes, maintain ethics, avoid plagiarism, and contribute to academic and creative knowledge.

Arts & Fashion

Ashish

Lakshi