

BSc in Animation, VFX and Multimedia Sciences Curriculum Structure Semester I

| Course Code | Course Name | Course Type | Teaching Scheme | | | | Hrs | Assessment Scheme | | |
|------------------------|---|----------------------------|-----------------|----------|----------|--------------|-----------|-------------------|------------|------------|
| | | | Th | Prac | Tut | Credit | | CIA | ESA | Total |
| UBSAM101 | History of Animation | MAJM | 1 | 2 | - | Max3 Min3 | 3 | 40 | 60 | 100 |
| UBSAM102 | Fundamentals of Art & Design | MAJM | 2 | 2 | - | Max4 Min4 | 6 | 40 | 60 | 100 |
| UBSAM103 | Basics of Drawing & Sketching | MAJM | 2 | 2 | - | Max4 Min4 | 6 | 40 | 60 | 100 |
| UBSAM104 | Introduction to Animation | MAJM | 1 | 2 | - | Max3 Min3 | 5 | 40 | 60 | 100 |
| UBSAM105 | Open Elective I | OE | 1 | 1 | - | Max2 Min2 | 3 | 20 | 30 | 50 |
| UBSAM106 | Visualization and Illustrations - I | SEC | 1 | 1 | - | Max2 Min2 | 3 | 50 | - | 50 |
| UBSAM107 | Communication Skills & Visual Storytelling | AEC | 2 | - | - | Max2 Min2 | 2 | 50 | - | 50 |
| UEG101 | Applied Communication | AEC | 1 | - | 2 | Max2 Min2 | 2 | 50 | - | 50 |
| ACUHV101/ACIKSM C101 | UHVI : Professional Ethics / IKS I : Folklore Tradition | AC | 1 | - | - | - | 1 | - | - | - |
| | | Total | 17 | 5 | 2 | 22 | 30 | 330 | 270 | 600 |
| Open Elective I | | | | | | | | | | |
| UBSAM105 | UBSAM105A | Graphic Designing 1 | | | | | | | | |
| | UBSAM105B | Creative Thinking 1 | | | | | | | | |

Abbreviations: Course Abbreviation; Th = Theory, Tut = Tutorial, Pr = Practical, Hrs = Hours, Cr = Credits; CIA = Continuous Internal Assessment, ESA = End Semester Assessment, PR = Practical Exam, OR = Oral Exam

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|---------------------------------|------------------|-----------------------------|----------------------|--|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | History of Animation | | Course Code/ Course Type- | | UBSAM101 / MAJM | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 1 | 2 | 0 | 3 | 5 | 40 | 60 | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | The objectives History of Animation are: <ul style="list-style-type: none"> 1. To introduce the evolution of animation across different eras. 2. To understand key contributors and milestones in animation history. 3. To explore traditional and digital animation developments. 4. To analyze global animation industries and styles. 5. To develop historical awareness for creative inspiration. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. Remember major events and pioneers in animation history. 2. Understand the evolution of animation techniques and styles. 3. Apply historical knowledge to contemporary animation practices. 4. Analyze differences between global animation industries. 5. Evaluate the impact of technological advancements on animation. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|---|--|-----------------|
| UNIT I | | |
| Early Animation History: <ul style="list-style-type: none"> • Pre-cinematic devices (Zoetrope, Flipbooks) • Silent era animation • Early pioneers | CLO 1 CLO 2 | 9 |
| UNIT II | | |
| Golden Age of Animation: <ul style="list-style-type: none"> • Rise of studios like Walt Disney • Traditional hand-drawn animation • Iconic characters and films | CLO 3 CLO 4 | 9 |
| UNIT III | | |
| Evolution of Techniques: <ul style="list-style-type: none"> • Stop motion and experimental animation • Transition to digital animation • Introduction to CGI | CLO 4 CLO 3 | 9 |
| UNIT IV | | |
| Global Animation Industry: <ul style="list-style-type: none"> • American, Japanese (Anime), European styles • Influence of Pixar • Indian animation industry overview | CLO 4 CLO 5 | 9 |
| UNIT V | | |
| Contemporary Trends: <ul style="list-style-type: none"> • 3D animation and VFX • Streaming platforms and animation • Future scope of animation | CLO 3 CLO 4 CLO 5 | 9 |
| Total Hours | | 45 Hours |

Learning resources**Textbooks:**

1. The Illusion of Life – Frank Thomas & Ollie Johnston
2. Animation: A World History – Giannalberto Bendazzi
3. Cartoon Animation – Preston Blair.

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|---------------------------------|------------------|---|----------------------|---|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | Fundamentals of Art & Design | | Course Code/ Course Type- | | UBSAM102 / MAJM | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | 2 | 0 | 4 | 6 | 40 | 60 | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Fundamentals of Art & Design are: <ul style="list-style-type: none"> 1. To understand elements and principles of design. 2. To develop visual composition skills. 3. To explore color theory and aesthetics. 4. To enhance creative thinking. 5. To apply design fundamentals in media creation. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. Remember elements and principles of design. 2. Understand color theory and composition. 3. Apply design principles in creative work. 4. Analyze visual compositions critically. 5. Create balanced and aesthetically appealing designs. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|--|--|-----------------|
| UNIT I | | |
| Elements of Design: <ul style="list-style-type: none">• Line, Shape, Form, Texture, Space• Color fundamentals | CLO 1 CLO 2 | 12 |
| UNIT II | | |
| Principles of Design: <ul style="list-style-type: none">• Balance, Contrast, Emphasis• Rhythm, Unity, Proportion | CLO 3 CLO 4 | 12 |
| UNIT III | | |
| Color Theory: <ul style="list-style-type: none">• Color wheels and schemes• Psychological impact of colors | CLO 4 CLO 3 | 12 |
| UNIT IV | | |
| Composition Techniques: <ul style="list-style-type: none">• Layout and framing• Rule of thirds and visual hierarchy | CLO 4 CLO 5 | 12 |
| UNIT V | | |
| Design Applications: <ul style="list-style-type: none">• Design in animation and media• Case studies and practical exercises | CLO 3 CLO 4 CLO 5 | 12 |
| Total Hours | | 60 Hours |

Learning resources**Textbooks:**

1. The Elements of Graphic Design
2. Interaction of Color – Josef Albers
3. Design Basics.

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|---------------------------------|------------------|--|----------------------|---|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | Basics of Drawing & Sketching | | Course Code/ Course Type- | | UBSAM103 / MAJM | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | 2 | 0 | 4 | 6 | 40 | 60 | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Basics of Drawing & Sketching are: <ul style="list-style-type: none"> 1. To develop basic drawing skills. 2. To understand perspective and proportions. 3. To improve observation and visualization. 4. To learn shading and rendering techniques. 5. To prepare students for animation drawing. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. Remember basic drawing tools and techniques. 2. Understand perspective and anatomy basics. 3. Apply sketching techniques for objects and forms. 4. Analyze proportions and spatial relationships. 5. Create detailed sketches with shading and depth. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|--|--|-----------------|
| UNIT I | | |
| Drawing Fundamentals: <ul style="list-style-type: none">• Tools and materials• Line and form exercises | CLO 1 CLO 2 | 12 |
| UNIT II | | |
| Perspective Drawing: <ul style="list-style-type: none">• One-point and two-point perspective• Depth and spatial illusion | CLO 3 CLO 4 | 12 |
| UNIT III | | |
| Light & Shadow: <ul style="list-style-type: none">• Shading techniques• Tonal values | CLO 4 CLO 3 | 12 |
| UNIT IV | | |
| Human Anatomy Basics: <ul style="list-style-type: none">• Proportions• Gesture drawing | CLO 4 CLO 5 | 12 |
| UNIT V | | |
| Object & Environment Sketching: <ul style="list-style-type: none">• Still life drawing• Outdoor sketching | CLO 3 CLO 4 CLO 5 | 12 |
| Total Hours | | 60 Hours |

Learning resources**Textbooks:**

1. Drawing on the Right Side of the Brain – Betty Edwards
2. Figure Drawing for All It's Worth – Andrew Loomis
3. Keys to Drawing.

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|---------------------------------|------------------|----------------------------------|----------------------|--|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | Introduction to Animation | | Course Code/ Course Type- | | UBSAM104 / MAJM | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 1 | 2 | 0 | 3 | 5 | 40 | 60 | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Introduction to Animation are: <ul style="list-style-type: none"> 1. To introduce principles of animation. 2. To understand animation workflows. 3. To explore different animation types. 4. To develop basic animation skills. 5. To prepare for advanced animation studies. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. Remember principles of animation. 2. Understand animation workflow and processes. 3. Apply animation principles in exercises. 4. Analyze motion and timing. 5. Create basic animation sequences. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|---|--|-----------------|
| UNIT I | | |
| Basics of Animation: <ul style="list-style-type: none">• Definition and scope• Types of animation | CLO 1 CLO 2 | 9 |
| UNIT II | | |
| Principles of Animation: <ul style="list-style-type: none">• 12 principles (squash & stretch, timing, etc.) | CLO 3 CLO 4 | 9 |
| UNIT III | | |
| Animation Techniques: <ul style="list-style-type: none">• 2D vs 3D animation• Frame-by-frame animation | CLO 4 CLO 3 | 9 |
| UNIT IV | | |
| Timing & Motion: <ul style="list-style-type: none">• Spacing and motion curves• Basic exercises | CLO 4 CLO 5 | 9 |
| UNIT V | | |
| Practical Animation: <ul style="list-style-type: none">• Bouncing ball• Pendulum• Basic character movement | CLO 3 CLO 4 CLO 5 | 9 |
| Total Hours | | 45 Hours |

Learning resources**Textbooks:**

1. The Animator's Survival Kit – Richard Williams
2. Timing for Animation
3. Animation Basics.

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|--|------------------|--|----------------------|--|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | Visualization and Illustrations - I | | Course Code/ Course Type- | | UBSAM106 / SEC | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 1 | 1 | 0 | 2 | 3 | 50 | - | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | <p>The objectives of Visualization and Illustrations - I are:</p> <ol style="list-style-type: none"> 1. To develop visualization skills. 2. To understand illustration techniques. 3. To enhance creativity and imagination. 4. To introduce digital illustration tools. 5. To create visual concepts and artwork.. | | | |
| Course Learning Outcomes (CLO): | | | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Remember visualization concepts. 2. Understand illustration techniques. 3. Apply creative thinking in visual design. 4. Analyze visual storytelling elements. 5. Create illustrations using traditional and digital tools. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|---|--|-----------------|
| UNIT I | | |
| Visualization Basics: <ul style="list-style-type: none">• Creative thinking techniques• Idea generation | CLO 1 CLO 2 | 6 |
| UNIT II | | |
| Illustration Fundamentals: <ul style="list-style-type: none">• Types of illustration• Composition and style | CLO 3 CLO 4 | 6 |
| UNIT III | | |
| Concept Development: <ul style="list-style-type: none">• Character and environment design• Mood boards | CLO 4 CLO 3 | 6 |
| UNIT IV | | |
| Digital Illustration: <ul style="list-style-type: none">• Basics of Adobe Photoshop• Brushes and tools | CLO 4 CLO 5 | 6 |
| UNIT V | | |
| Applied Illustration: <ul style="list-style-type: none">• Poster design• Story-based illustrations | CLO 3 CLO 4 CLO 5 | 6 |
| Total Hours | | 30 Hours |

Learning resources**Textbooks:**

1. Illustration School
2. Creative Illustration
3. Digital Painting Techniques.

| | | | | | | | |
|---------------------------------|------------------|---|----------------------|---|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | Communication Skills & Visual Storytelling | | Course Code/ Course Type- | | UBSAM107 / AEC | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 1 | 1 | 0 | 2 | 3 | 50 | - | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Communication Skills & Visual Storytelling are: <ul style="list-style-type: none"> 1. To improve verbal and visual communication skills. 2. To understand storytelling fundamentals. 3. To develop scripting and narrative skills. 4. To enhance presentation abilities. 5. To apply storytelling in animation and media | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. Remember communication principles. 2. Understand storytelling structures. 3. Apply communication skills in presentations. 4. Analyze narratives and scripts. 5. Create storyboards and visual stories.. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|---|--|-----------------|
| UNIT I | | |
| Communication Basics: <ul style="list-style-type: none">• Verbal and non-verbal communication• Barriers to communication | CLO 1 CLO 2 | 6 |
| UNIT II | | |
| Storytelling Fundamentals: <ul style="list-style-type: none">• Narrative structure (beginning, middle, end)• Types of stories | CLO 3 CLO 4 | 6 |
| UNIT III | | |
| Scriptwriting: <ul style="list-style-type: none">• Script formats• Dialogue writing | CLO 4 CLO 3 | 6 |
| UNIT IV | | |
| Storyboarding: <ul style="list-style-type: none">• Visual storytelling techniques• Shot composition | CLO 4 CLO 5 | 6 |
| UNIT V | | |
| Presentation Skills: <ul style="list-style-type: none">• Public speaking• Portfolio presentation | CLO 3 CLO 4 CLO 5 | 6 |
| Total Hours | | 30 Hours |

Learning resources**Textbooks:**

1. Story – Robert McKee
2. The Visual Story
3. Save the Cat.

| | | | | | | | |
|--|------------------|------------------------------|----------------------|--|---|--------------------------------------|-----------------------|
| Name of the Program: | | | | Semester: I | Level: UG | | |
| Course Name | | Applied Communication | | Course Code/ Course Type- | | UBSAM107 / AEC | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 1 | 1 | 0 | 2 | 3 | 50 | - | - |
| Prerequisite: NIL | | | | | | | |
| Course Objectives (CO): | | | | <p>The objectives of Applied Communication are:</p> <ol style="list-style-type: none"> 1. To develop practical communication skills for academic and professional contexts. 2. To enhance verbal, non-verbal, and written communication abilities. 3. To build confidence in presentations, interviews, and group discussions. 4. To understand communication dynamics in media and creative industries. 5. To apply communication strategies effectively in real-life situations. | | | |
| Course Learning Outcomes (CLO): | | | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Remember key concepts, types, and processes of communication. 2. Understand the role of verbal, non-verbal, and visual communication in different contexts. 3. Apply communication skills in presentations, group discussions, and professional interactions. 4. Analyze communication barriers and audience behavior in various scenarios. 5. Create effective written and visual communication content for academic and media purposes. | | | |

Course Contents/Syllabus:**(All the units carry equal weightage in Summative Assessment and equal engagement)**

| Descriptors/Topics | CLO | Hours |
|--|--|-----------------|
| UNIT I | | |
| Fundamentals of Communication: <ul style="list-style-type: none"> • Definition, process, and elements of communication • Types of communication (verbal, non-verbal, written, visual) • Channels and modes of communication • Barriers to effective communication • Importance of communication in media and creative industries | CLO 1 CLO 2 | 6 |
| UNIT II | | |
| Verbal & Non-Verbal Communication Skills: <ul style="list-style-type: none"> • Verbal communication techniques (clarity, tone, articulation) • Non-verbal communication (body language, gestures, posture, facial expressions) • Listening skills and feedback mechanisms • Interpersonal communication skills • Cross-cultural communication basics | CLO 3 CLO 4 | 6 |
| UNIT III | | |
| Written Communication: <ul style="list-style-type: none"> • Formal and informal writing • Email writing and professional correspondence • Report writing basics • Resume and cover letter preparation • Content structuring and clarity | CLO 4 CLO 3 | 6 |
| UNIT IV | | |
| Presentation & Public Speaking Skills: <ul style="list-style-type: none"> • Principles of effective presentations • Use of visual aids (slides, graphics, multimedia) • Stage confidence and speech delivery • Group discussions and debates • Interview skills and professional etiquette | CLO 4 CLO 5 | 6 |
| UNIT V | | |
| Applied Communication in Media: <ul style="list-style-type: none"> • Communication in animation and VFX industry • Team communication and collaboration • Client communication and pitching ideas • Visual communication techniques (storyboards, mood boards) • Case studies and role-play exercises | CLO 3 CLO 4 CLO 5 | 6 |
| Total Hours | | 30 Hours |

Learning resources**Textbooks:**

1. Business Communication Today – Courtland L. Bovee
2. Effective Communication Skills
3. Professional Communication – Aruna Koneru
4. The Quick and Easy Way to Effective Speaking – Dale Carnegie
5. HBR Guide to Better Business Writing – Bryan A. Garner.