FACULTY OF SCIENCE

SYLLABI

FOR

B.VOC. MULTIMEDIA (GRAPHICS & ANIMATION)

Semester System

FOR

EXAMINATIONS 2016-2017

--:O:--
INTRODUCTION

A vocational course is meant to give students skills based on practical activities related to specific Service, trade or profession so that they can get employment or become self-employed professionals. The course has been designed to offer updated syllabi in consultation with leading industries in the respective fields. The students will be required to undergo on the job training in a reputed industry during the course. The aim of the course is, therefore, to train the students as per the latest requirements of the industry so that they can get employment quickly.

This course intended i.e. Multimedia and Animation is proposed for creating high quality graphics and animation professionals. Emphasis on practical based training, in diploma courses and in degree in animation, gives the students hands on experience on various 2D and 3D animation software and other creative skills like drawing, sketching, sculpting, classical animation, model making, short films, creative projects, major / minor projects, pixel animation.

There has been a great improvement in the demand for computer professionals during the past few years. To cater to certain graphical oriented requirements of the business sector, the Computer graphics and Animation course syllabus has been drafted.

The three years course comprises of six semesters leads to the bachelor of vocation degree with multiple exits such as Diploma/ Advanced Diploma at first and second year respectively. For admission into degree, it shall be necessary for a student to have obtained not less than 50% marks in the Intermediate +2 examinations. This course is a full time course. The course contents are designed to ensure that the students are given a right mix of theoretical and practical training by a dedicated and qualified faculty with the latest training aids. A Placement Cell of the college/ Tie ups will help students find suitable placement in industry.

Objectives of the Course

• To train the students to acquire skills in generating marketable computer graphics and animated pictures, especially in the area of advertisements/print media/film technology.
• To train the students to acquire skills and mastery in the use of different software producing graphics and animation.
• To impart real-life advertisement, animation exposure in an organization/PTC (Production cum Training centre) under OJT (On Job Training).
**SCHEME OF B. Voc. MULTIMEDIA**  
**(GRAPHICS & ANIMATION)**  
**(SEMESTER SYSTEM)**  
**1st YEAR**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Code No.</th>
<th>PAPER TITLE</th>
<th>Credit Theory</th>
<th>Credit Practical</th>
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<tr>
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<td><strong>1st SEMESTER</strong></td>
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<td></td>
<td><strong>Part A : General Foundation Course</strong></td>
<td></td>
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<tr>
<td>1</td>
<td>GFC-101</td>
<td>Communication skills</td>
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<td>2</td>
<td>GFC-102</td>
<td>Fundamental of IT</td>
<td>05</td>
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<td><strong>Part B: Skilled Courses</strong></td>
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<tr>
<td>3</td>
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<td>4</td>
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<td>CorelDraw and Photoshop</td>
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<td>5</td>
<td>MGA-103</td>
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<td>6</td>
<td>GFC-103</td>
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<td>7</td>
<td>GFC-104</td>
<td>Internet &amp; E- Commerce</td>
<td>05</td>
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<td><strong>Part B: Skilled Courses</strong></td>
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<td>8</td>
<td>MGA-104</td>
<td>Cinematography</td>
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<td>9</td>
<td>MGA-105</td>
<td>Video and Audio Editing</td>
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<td>02</td>
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<td>10</td>
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<td>Art Foundation: Drawing</td>
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## 2nd YEAR

### 3rd SEMESTER

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<th>Part A: General Foundation Course</th>
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<tbody>
<tr>
<td>1 GFC-201 Programming in C</td>
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<tr>
<td>2 GFC-202 Internet Technology &amp; Web Designing</td>
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<table>
<thead>
<tr>
<th>Part B: Skilled Courses</th>
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<tr>
<td>3 MGA-201 Flash</td>
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<tr>
<td>4 MGA-202 Dreamweaver</td>
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<tr>
<td>5 MGA-203 Practical Based on MGA-201 &amp; MGA-202</td>
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### 4th SEMESTER

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<tbody>
<tr>
<td>6 GFC-203 Internet Programming with Java</td>
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<tr>
<td>7 GFC-204 Animation Theory</td>
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<table>
<thead>
<tr>
<th>Part B: Skilled Courses</th>
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<tbody>
<tr>
<td>8 MGA-204 3ds Max: Modeling</td>
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<tr>
<td>9 MGA-205 3ds Max: Texturing, Lighting &amp; Rendering</td>
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<tr>
<td>10 MGA-206 Practical Based on MGA-204 &amp; MGA-205</td>
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<td>SUMMER TRAINING [OJT] After 4th Semester Exam</td>
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**TOTAL** | 42 18 60
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**Part A : General Foundation Course**

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<th>Course Name</th>
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<td>GFC-301</td>
<td>Cyber Laws</td>
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<td>2</td>
<td>GFC-302</td>
<td>Creative Writing</td>
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**Part B : Skilled Courses**

<table>
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<tr>
<th></th>
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<tr>
<td>3</td>
<td>MGA-301</td>
<td>3D Max Animation (Practical)</td>
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<td>4</td>
<td>MGA-302</td>
<td>Visual Effects (Practical)</td>
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<td>5</td>
<td>MGA-303</td>
<td>Pre-Production(Theory)</td>
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**6th SEMESTER**

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<tr>
<td>6</td>
<td>MGA-304</td>
<td>Project &amp; Internship.</td>
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**TOTAL**

<table>
<thead>
<tr>
<th>Credits</th>
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<tbody>
<tr>
<td>24</td>
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<tr>
<td>36</td>
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<tr>
<td>60</td>
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</table>
Course Objective: The objective of this course is to develop communication skills, discover what business communication is all about and learn how to adapt the communication experiences in life and to the business world.

Unit-I

Communication -Concept Communication Process; Principles of Communication; Types of Communication - Interpersonal Communication - Gateway to effective interpersonal Communication; Barriers to Communication- Linguistic Barriers, Psychological Barriers, Interpersonal Barriers. Cultural Barriers, Physical Barriers, Organizational Barriers;

Unit-II


Unit-V


Unit-IV


Practical: Writing correspondence to vendors, dealers or customers for relation building, conducting video conferencing.

References:

B.Voc. Multimedia (Graphics & Animation)

GFC-102 Fundamental of IT

**Objective:** The objective of this course is to familiarize students with Fundamentals of Information Technology and its applications. The course will enable the students to operate and maintain their systems efficiently.

**UNIT-I**


**UNIT-II**

Data Storage Devices and Media: Primary storage (Storage addresses and capacity, type of memory). Secondary storage, Magnetic storage devices and Optical Storage Devices Representation of information: BIT, BYTE. Memory. Memory size: Units of measurement of storage; Input/output devices; Secondary storage devices; Programming Languages: Generation of Languages; Translators-Interpreters, Compilers, Assemblers and their comparison.

**UNIT-III**


**UNIT-IV**

INTRODUCTION TO MS WORD-Opening MS-WORD, Parts of MS-WORD,TYPING THE TEXT-Option to Type Text, Saving, Opening & Closing. COMMON EDIT FUNCTION-Selection Text, Copying Text, Moving Text & Change Case. TEXT EDITING-Working with Multiple Documents, Moving around the Documents, Correcting Mistakes, Inserting Text, Insert & Type over mode, Spell Check COMMON FORMATING FUCTIONS-Working with Alignment, Working with Indentation, Working with Highlight, Working with Font.

**References:**

SYLLABUS: SKILLED COURSE

Understanding of Multimedia & Animation
Paper Code: MGA-101

UNIT I


Graphics and Image Data Representations: Graphics/Image Data Types, File Formats-GIF, JPEG, PNG, TIFF, EXIF, PDF, WMF, BMP.


UNIT II


UNIT III


UNIT IV

History of Animation, Types of Animation, Skills for Animation Artist, Basic Principles of Animation, Animator’s Drawing Tools, Rapid Sketching & Drawing, Developing Animation Character, Essentials & Qualities of Good Animation Characters, Three Dimensional Drawings of Characters.

References:

2. Chris Patmore, 2009, The Complete Animation Course, Barons Educational Series
CorelDraw and Photoshop

Paper Code: MGA-102

UNIT-I


UNIT-II


UNIT-III

Adobe Photoshop Basics: Introducing Adobe Photoshop, Exploring the Photoshop Workspace, Touring the Workspace, Exploring the Photoshop Menu Bar.


UNIT-IV

Creating Selections: Using the Selection Tools, Working with Lasso Tools and Quick Selection Tools, Refining and Adjusting Selection.

Applying Sharpness and Blur Adjustment: Using Sharpening Filter, Using Blur Filter, Introducing the Blur Gallery, Using the Healing Brush Tools

References:

1. Dave Karlins, 1999: *Sam’s Teach Yourself CorelDraw9 in 24 hours*, Sams Publishing.
Practical based on Paper MGA-101 & MGA-102

Paper Code: MGA-103

There will be a practical examination in this paper along with semester examination. External examiner will evaluate the skills of the students in the field of CorelDraw and Photoshop. Examiner will give on-the-spot assignments to the students. Besides this a viva voce (oral examination) of each student one by one will also be taken by the examiner for testing the knowledge of the students.
SECOND SEMESTER

GFC -103- FUNCTIONAL ENGLISH

(Internal Practical Paper)

• Course Objective: To develop the language and communication skills of the students.

UNIT-I

Speech —basic grammar rules in English: Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Practice of reading newspapers viz., The Hindu, Indian Express, Business Line. Economic Times, etc. and magazines like business world etc.

UNIT-II

Enhancing the spontaneous writing skill—writing articles on simple topics given — preparing speeches - preparing reports on various events / functions: Writing letters assuming various capacities and various situations.

UNIT-III

Enhancing the spontaneous speaking skills— self introduction at various forums and during interviews — Effective Public Speaking (EPS) — Role playing. Mock interviews for recruitment — mock press meets.

enhancing the presentation skills of the students —Individual seminar presentation and Group seminar presentation. Enhancing the interpersonal communication skill. Reading ability of students.

Practical: Group Discussion (organized into 4 or 5 groups and the groups may be given a management problem relating to real life experiences of Banking, Insurance and Retailing industry in the country or the world)

Recommended books

I. Functional English. Rachna Sagar 2. The Functional Analysis Of English, Thomas Moor
GFC-104 INTERNET & E COMMERCE

Course Objective: This course will provide an analytical and technical framework to understand the emerging world of e-Business. They also need to acquire knowledge of the underlying technological infrastructure in order to have a clear idea of the business and organizational possibilities inherent in these developments.

Unit-I


Unit-II

EDI: EDI vs Traditional Systems. EDI enabled procurement process components of EDI system, EDI implementation issues.

Business-to-Business forms of E-Commerce an overview of Inter-organizational Information Systems.

Models of B2B form of E-Commerce (Supplier-Oriented Marketplace, buyer Oriented Marketplace, Intermediary Oriented Marketplace)

Unit-III


Unit-IV


Cinematography
Paper Code: MGA-104

UNIT I
Writing with Motion: Conceptual Tools of Cinematography, Frame, Lens, Light and Color, Texture, Movement, Establishment, Point-of-View.
Language of the Lens: Lens and the Frame, Image Control at the Lens.

UNIT II
Lighting Sources: Tools of Lighting, Daylight Source, Xenons, PARs, Soft Lights, Color Correction Fluorescents.

UNIT III
Camera Movement: Basic Techniques, Moves, Moving Shots, Camera Mounting, Crab Dolly, Cranes, Car Shots, Ariel Shots, Motion Control.

UNIT IV
Image Control: Color Printing, Controlling Color & Contrast, LookUp Tables, Camera Filter Types, Color Temperature & Filtration, Image Control with Camera.
Optics & Focus: Basic of Optics, Focus, Depth-of-Field, Macrophotography.
Set Operations: Director of Photography, Team, Time Code Slates.
Technical Issues: Flicker, Filming Practical Monitors, Shooting Process, Dimmers, High Speed Photography, Underwater Filming, Image Quality, Effects, Sun Location with Compass, Transferring Film to Video, Film Formats.

References:
Video and Audio Editing

Paper Code: MGA-105

UNIT I

Introduction to Video Editing, Non-Linear Editing: Meaning and Process, Hardware Requirements for NLE, Connecting Editing Equipment, Creating Time Line, Cut, Fade, Mix and Wipe, Introduction to Editing Aesthetics.

Unit II


Unit III


Unit IV

Introduction to Audio Console, Audio Mixing, Deleting Unwanted Audio, Getting Output, Fades and Cross-Fades, Giving Audio Effects, Editing Sound Using Tape, Hard Disk, Introduction to Sound Aesthetics, Introduction to Sound Forge, Nuendo

References:

Art Foundation: Drawing  
Paper Code: MGA-106

There will be a practical examination in this paper along with semester examination. External examiner will evaluate the skills of the students in the field of drawing. Examiner will give on-the-spot assignments/tasks to the students. Besides this a viva voce (oral examination) of each student one by one will also be taken by the examiner for testing the knowledge of the students.

UNIT I
Free Hand Sketching From Real Objects: Building, Vehicles, Chair, Table, Trees etc.
Preparing Colour Charts.
Kind of Design- 2 D & 3 D Design

UNIT II
Designing Letter Heads and Visiting Cards, Designing Book Covers and Folders.

UNIT III
Landscape on the Spot & Landscape Form Memory (Hills, Trees, Hut, Rivers etc.), Layout Designing of Newspapers, Magazines, Print Advertisements.

UNIT IV
Poster Making on Various Themes and Designing of Hoarding Making.
THIRD SEMESTER
SYLLABUS: GENERAL FOUNDATION COURSE

Programming in C

Paper Code: GFC-201

UNIT I

Fundamentals of ‘C’: I/O statements, assignment statements, Constants, variables and data types, Operators and Expressions, Standards and Formatted statements, Key word, Data Types and Identifiers.

UNIT II

Control Structures: Introduction, Decision making with IF – statement, IF – Else and Nested IF, While and do-while, for loop, Jump statements, break, continue, goto, Switch Statement.
Functions: Introduction to functions, Global and Local Variables, Function Declaration, Standard functions..

UNIT III

Preprocessor Directives: Introduction and Use, Macros, Conditional Preprocessors, Header Files,
Arrays: Introduction to Arrays, Array Declaration, Single and Multidimensional Array, Arrays of characters
Pointers: Introduction to Pointers, Address operator and pointers, Declaring and Initializing pointers.

UNIT IV

Structures and Unions: Declaration of structures, Accessing structure members, Structure Initialization, Arrays of structure, nested structures, structure with pointers, Unions.
Strings: Introduction, Declaring and Initializing string variables, Reading and writing strings, String handling functions.

References:

UNIT-I
Introduction to Internet: Internet Overview, Evolution & History of Internet, Growth of Internet, Internet Services, Anatomy of Internet, Internet Applications, Impact of Internet.


Internet Connectivity: Different Types of Connections, Hardware and Software requirements of Internet, Levels of Internet Connectivity, Internet Service provider.

UNIT-II


Electronic Mail: Email Basics, Concepts of Email Server, Structure of Email Message, Working of Email System, Email Security.

UNIT-III


UNIT-IV
Internet Tools and Multimedia: Current Trends on Internet, Interactivity Tools, Multimedia and Animation.


References:
UNIT-I

Understanding the Adobe Flash: The Topography of Flash CS5, Bitmap Handlers, Vector Based Drawing Programs, Flash in Internet Evolution, Exploring Companion Technologies, Planning Flash Projects.


UNIT –II


Integrating Media Files with Flash: Adding Sound, Importing Sound in Flash, Synchronizing Audio to Animation, Stopping Sounds, Editing Audio in Flash.

UNIT-III

Defining Vector, Bitmaps and Video: Importing and Copying Bitmaps, Setting Bitmap Properties, Bitmap Compression, Converting Raster to Vector.

Displaying Video: Integrating Video, Importing the Video, Compressing Video with Adobe Media Encoder CS5.

Adding Basic Interactivity to Flash Movie: Understanding Action and Event Handlers, First Five Actions, Building Timelines and Interactions.

UNIT-IV

Distributing Flash Movies: Testing Flash Movies, Publishing your Flash Movies, Selecting Formats, Integrating Flash Content with Web Pages, Writing Markup for Flash Movies, Detecting the Flash Player.

Using The Flash Player: Using the Stand-Alone Flash Player, Using the Flash Player Plug In for Web Browsers, Using the Flash Player Setting.

References:

4. Alex Micheal, 2013: *Animating with Flash8: Creative Animation Techniques*, Focal Press.
UNIT-I
Introduction: Explore the Dreamweaver Workspace, Features of Dreamweaver, Website Development, Adding a Folder to the Website, Creating the Homepage, Adding Pages to a Website, Developing a Webpage, Creating Head Content and Set Page Properties, Create, Import and Format Text, Adding Links to Webpages, Using the History Panel, Editing the Code. Adding Image, Enhancing the Image and Use Alternate Text, Creating a Website Color Palette.

UNIT-II
Cascading Style Sheets: Introduction, Types, CSS Styles, Panel, Advantages & Disadvantages of CSS, Adding Rules, Creating Pages Using CSS Layouts. Links: External& Internal Links, Create, Modify and Copy Spry Menu Bar, Create an Image Map, Tables, Creating a Table, Properties, Merging Cells, Insert &Align Images in a Table, Insert Text & Format Cell Content.

UNIT-III

UNIT-IV

References:
3. Adobe Press.
There will be a practical examination in this paper along with semester examination. External examiner will evaluate the skills of the students in the Subject of Adobe Flash and Dreamweaver. Examiner will give on-the-spot assignments to the students. Besides this a viva voce (oral examination) of each student one by one will also be taken by the examiner for testing the knowledge of the students.
FOURTH SEMESTER

Internet Programming with Java

Paper Code: GFC-203

UNIT I

Java Script: Features, tokens, data types, variables, operations, control structs strings arrays, functions, core language objects, client side objects, event handling. Applications related to client side form validation.

UNIT II

Fundamentals of Java: Java Vs. C++, Byte lode, Java virtual machine, constants, variables, data types, operators, expressions, control structures, defining class, creating objects, accessing class members, constructions, method overloading.

UNIT III

Inheritance: Basics, member access, using super to call super class constructors, creating a multi level hierarchy, method overriding, dynamic method dispatch, using abstract classes, using Final.
Packages and Interfaces: Defining a package, Access protection: Importing packages, Interfaces, Defining an Interface, Implementing. Interfaces.

UNIT IV

Multi-threaded Programming: The Java Thread model, Thread priorities, Synchronizations, Messaging. The thread class and runnable interface, The Main Thread: Creating a Thread, Implementing Runnable, Extending Thread, Creating Multiple Threads, Thread Priorities; Synchronizations: Methods, Statements, Inter Thread Communication, Deadlock, Suspending, Resuming and Stopping Threads.

References:

UNIT-I

Development: Idea Creation, Evolving a Storyline, Scriptwriting.

Character Design: Evolution of 2D and Evolution of 3D Character design, Animation Style, Concept and Environment Design.

Project Financing: Animation Markets, Scheduling and Budgeting, Investment, Marketing and Distribution Possibilities. Short and Independent Film Developing.

UNIT-II

Rules of Filmmaking: Camera Positions, Camera Lenses, Lighting and Filters, Camera Moves, Staging, Scene-to-Scene Transitions, Screen Aspect Ratios.

Soundtrack Recording and Editing: Talent Selection.


UNIT-III

Digital Desktop Production: Stages of Animation Production, Production Team and Workflow, Project Management.


Animating Step by Step: Key Poses, Drawing for Animators.

UNIT-IV

2D Animation Overview: It’s All About Pencil and Paper, Tools of the Trade.


Finessing 2D Animation: Tracebacks, Eccentric Movement and Staggers, Panning & Camera Moves, Pan Speed & Strobing Problems, Shadows and Effects.

2D Vector Animation: Basic Approach, Vector Film Production, Being Resourceful, Non-Web Vector Animation.

The Paperless Animation Studio: The Technology, Importance of Drawing

References:

3ds Max: Modeling  
Paper Code: MGA-204

UNIT I
Working with Files: 3ds Max Scene Files, Importing and Exporting, File Utilities, Accessing File Information.

UNIT II
Setting Preferences: General, File, Gamma & Look-Up Table, Rendering & Radiosity, Animation, Kinematic, Gizmo, Mental Ray, Global Container Preferences.
Primitive Objects: Selecting System Units, Creating Primitive Objects, Exploring the Primitive Object Types, Architecture Primitives, Modeling Helpers.

UNIT III
Transforming Objects: Translating, Rotating & Scaling Objects, Transformation Tools, Pivot Points, Align Commands, Grids, Snap Options.
Cloning & Creating Object Arrays: Cloning Objects, Cloning Options, Mirroring Objects, Cloning Over Time, Creating Object Arrays.
Organizing Scenes: Containers, Referencing External Objects, File Link Manager, Schematic View Window, Hierarchies.

UNIT IV
Subobjects & Modifiers: Model Types, Normals, Subobjects, Modifiers, Modifiers Stack.
2D Splines & Shapes: Drawing in 2D, Editing in Splines.
Modelling with Polygons: Poly Objects, Creating Editable Poly Objects.
Compound Objects: Types, Morphing Objects, Terrain Objects, Blob Mesh Objects, ProBoolean & ProCutter Objects.

References:
5. Todd Daniele, 2009: Poly-modeling with 3ds Max: Thinking Outside of the Box, Focal Press.
3ds Max: Texturing, Lighting & Rendering

Paper Code: MGA-205

UNIT-I


UNIT-II

Working with Backgrounds Cameras and Lightening: Configuring and Aiming Cameras, Setting Camera Parameters, Camera Connection Modifier, Loading a Background Image and Camera.

Using Lights and Basic Lighting Techniques: Understanding the Basic of Lights, Types of Lights, Creating and Positioning Light Objects, Viewing a Scene from Light.

UNIT-III


Rendering: Working with Render Parameters, Adding Pre-Render and Post-Render Scripts, Rendering Stylized Scenes, Managing Render States.

UNIT-IV

Batch and Network Rendering: Batch Rendering Scenes, Understanding Network Rendering, Setting up a Network Render System, Setting up 3ds Max.

Rendering with Mental Ray and Iray: Enabling Mental Ray and Iray, working with Mental Ray and Iray, using Render Elements.

References:

5. Todd Daniele, 2009: Poly-modeling with 3ds Max: Thinking Outside of the Box, Focal Press.
Practical Based on Paper MGA-204 & MGA-205

Paper Code: MGA-206

There will be a practical examination in this paper along with semester examination. External examiner will evaluate the skills of the students in the field of animation using 3ds Max. Examiner will give on-the-spot assignments to the students. Besides this a viva voce (oral examination) of each student one by one will also be taken by the examiner for testing the knowledge of the students.
FIFTH SEMESTER

Cyber Laws

Paper Code: GFC-301

Objectives:

The subject and the course content will help the student to understand, explore and acquire a critical understanding of Cyber Laws.

UNIT I


UNIT II

Internet and the Protection of Software Copyright: - Open Source, Reverse Engineering Trademark Issues in Cyber Space: - Domain Name, the ICANN Uniform Domain, Name Dispute Resolution Policy

UNIT III

IPR in Cyber Space: - Patents in Digital Technology, Copy Rights in Digital Space, WIPO Internet Treaties, Trademark Online, IP Related Cyber Crimes: - Introduction, Essential Ingredients of Crime, Types of Internet Crimes, Cyber Crime and IPR

UNIT IV


References:

1 Chander, 2012: Cyber Laws and IT Protection, Harish Publisher: PHI, New Delhi.
Creative Writing  

Paper Code: GFC-302  

Objectives:  

Creative writing is essentially a medium to express feelings, thoughts and emotions rather than simply conveying information. Creative writing requires plenty of observation, imagination and ability to paint word-pictures out of anything under the sun. Creative writing is considered to be poetry, fiction or non-fiction which goes outside the bounds of normal academic, professional, journalistic and technical forms of literature.

UNIT I  

General principles of writing, art of writing, an introduction to types of writing (literary-critical, non-literary, theoretic, scientific, and communicative) discussing and responding to specimens (Write Better, Think Creatively, Get Interesting Ideas, Develop imagination and Improve Communication and Expression  

UNIT II  

Creative Writing: understanding the notion, general characteristics; types of creative writing: literary prose, poetry, drama, fiction etc.; reading/presentation of selected items; discussion of genre and genre-based characteristics of selected specimen; encouraging the students to write and present their work to the class.

UNIT III  

Major components of creative writing; theme, style, form, structure, vision; discussion of model specimen- practical session on identifying subject matter, research for writing; exercise on chosen themes.

UNIT IV  

Significance of grammar, punctuation, focus and rhythm in creative writing; a brief introduction to the notion of rhyme; lyric, narrative and dramatic modes of writing. Through various Western and Indian examples, the issue of point of view of different genres (drama, short story, prose etc.) will be discussed. Re-reading/re-writing; self-editing/copy-editing; revision and generative exercises-Writing for Media: Print, Television and Online

References:  

3D Max Animation (Practical)
(Paper Code: MGA-301)

Unit-1

Forest Scene in 3DS Max:
• Preparing the Scene
• Camera Setup
• Creating Light Sources
• Texture the Scene
• Fine Tuning
• Final Render Settings

Unit-2

Environment Modeling:
• Preparing the Scene
• Camera Setup
• Lighting & Texturing
• Final Render Settings

Unit-3

Bedroom, Kitchen, Bathroom Interior Design:
• Preparing the Scene
• Camera Setup
• Create Light Sources
• Texture the Scene
• Fine-Tuning
• Final Render Settings

Unit-4

House Exterior:
• Preparing the Scene
• Create Additional Materials
• Light Inside
• HDRI Illumination
• Fine-Tuning Shadows on the facade
• Final Render Settings

Text Books
1. Name of Authors Title of the Book Publisher
2. 3dsmax7 Fundamentals New Riders
3. TedBoardman 3d’s Max5Fundamentals Tech media
4. Inside 3ds max7 NewRiders
5. Michelebousquet Modelrig,Animate with 3d’s max6 Many world production

Reference Books
1. Michael E. Mortenson 3D Modeling, Animation, and Rendering Create space
2. Boris Kulagin 3d’s Max 8 from Modeling to Animation Bpb
3. Michael G. 3D Modeling and Animation Igi Publishing
Visual Effects (Practical)

Paper Code: MGA-302

- Composition, visual aesthetics, technical proficiency, and artistic merit 50%
- Completeness of project and clear communication of a unified concept 50%

1. **Self Portrait (Chroma Key)** - (Photoshop, after effects) Using media generated in class and images and video created and collected from the first homework assignment, compose a brief (30 seconds) self portrait video. Use any stills, moving images, titles, effects, music or sound that you wish. Final product must include: sound, animated stills, applied effects, chroma key video, transitions, and titles.

2. **Title Sequence (as 3D motion graphic choreography)** – (after effects, Photoshop, illustrator)
   Create a title sequence for an invented television show or movie. Final version should be 30 seconds to 2 minutes long, utilize animated and/or processed text with layers of moving images. The final piece may be abstract or representational in its presentation. The project should emphasize 3D space, composition, design, and type in motion.

3. **Film Festival Show Opener** – (after effects, final cut, photoshop, etc…)
   Create a concept for an opening sequence to a film festival (either the EMF Media Arts Festival or another festival of your choice). The opener should be 30 seconds-1 minute in length and is open ended in terms of content, but it must utilize digital tools and involve 3D compositing, lighting, and camera movement in After Effects.

4. **DVD and Demo Reel** – (DVD studio Pro and any other software as needed) Compile all of your video work from the class onto DVD. The interface of the DVD must be original (NO templates), with menus, Transitions, and navigation all from scratch. Along with each project compiled on the DVD you must also edit together a short 30-second reel showcasing the highlights of your motion graphic work from the semester. The 30-second highlight reel should be included on the compilation DVD and also compressed and uploaded to either google video, youtube, vimeo, or another similar site.

   Design a DVD cover and disc label. The graduate students are expected to also include work from outside of the class in the Demo Reel and must utilize animated transitions/effects for DVD menus and button transitions.
Course Description:

Pre-production refers to the tasks that must be completed or executed before filming or shooting begins. This includes tasks such as hiring actors or models, building sets, budgeting, planning, scheduling, renting equipment and tests, to name a few of the many pre-production tasks.

Course Goals:
The goal of pre-production is to develop an efficient structure for your project on which the final animation will be produced. In pre-production, we identify potential difficulties in production and work with you to minimize or eliminate them.

Course Activities and Schedule:

UNIT: 1
Development backbone –Identifying needs and research -Visualize your project’s Look - Collect images that inspire you visually

UNIT: 2
Review Process and Pre-Production Schedule -Constant communication -Content decisions incrementally throughout all stages of production -Maximum efficiency and identify unforeseen and time-consuming changes.

UNIT: 3
Find and Secure Location-Available light in the location -Size of the location –Cause of sound issues –Casting -Make sure your posting / flyer contains relevant info about the roles you are casting (include age, physical characteristics) short blurb describing character, date /time / length of audition, materials that need to be prepared (such as monologue), your contact info, shoot timeframe, remuneration -Local casting resources -Videotape auditions if possible.

UNIT: 4
Production Design -Film’s theme -Mood progressions -Kind of location should each sequence have -Color palette and progression that promote the film’s thematic development -Prepare costumes, props, set dressing.

UNIT: 5
Make a Floor plan -Lighting plot for each Location –Outline and Scripts -Break down, shooting script -Accurate and effective script that engages your audience -Make a Storyboard -Composition of the scenes, the position of the camera, the story’s theme and characters.

Suggested books for Reading:

• The Five C's of Cinematography: Motion Picture Filming Techniques , by Joseph V. Mascelli
• Single Camera Video Production, by Robert B Musburger.
Project & Internship.

Paper Code: MGA-304

Rationale

The main idea behind internship/training/apprenticeship is to provide an opportunity to the students to have hands-on-experience being a team member of a graphics/animation/gaming project in a real life industry environment so that s/he could achieve a minimum level of confidence in production skills required in the beginning of a career.

Introduction

Each student shall be supposed to complete an internship/training/apprenticeship during the last semester of the course. This will be arranged by the institute or student in consultation with the teacher concerned.

Process

Each student will complete his/her six months internship/training/apprenticeship in a national or international company/institution/any other organization which is actively engaged in the production of graphics, animation and gaming. The final approval regarding the selected companies/institute/organization will be given by the Head of the Institute.

Evaluation

During the internship/training/apprenticeship students will work under a supervisor to be decided by the production house. In the end of the training supervisor will evaluate the student on the basis of followings:

- Punctuality in completing assignments
- Participation in project work
- General behaviour during training
- Ability to work as a team member
- Learning abilities and work performance

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