SEMESTER I

COURSE TITLE	COMMUNICATION SKILLS			CREDITS	2
COURSE CODE	ELA4102	COURSE CATEGORY	DE	L-T-P-S	2-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
50%	50%

Course Description	The course facilitates the understanding and personal development of communication skills in all its aspects.
Course Objective	1. Understanding the communication modalities and its limitations 2. Improving the Listening and Reading skills 3. Able to communication through writing in a structured way 4. Attain verbal (oral) communication skills through activities and practices 5. Gain knowledge on the present digital communication means
Course Outcome	1. Understanding the communication modalities and its limitations 2. Improving the Listening and Reading skills 3. Able to communication through writing in a structured way 4. Attain verbal (oral) communication skills through activities and practices 5. Gain knowledge on the present digital communication means

Prerequisites:

CO, PO AND PSO MAPPING

1: Weakly related, 2: Moderately related and 3: Strongly related

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2	-	-	-	-	2	-	-	-
CO-2	2	1	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	1	-	-	-	-	-	-	-	-
CO-5	-	2	-	1	-	-	-	-	-	-

MODULE 1: IMPORTANCE OF COMMUNICATION	(5L)
Communication: Importance of Communication; Elements of good individual communication; organizing oneself; different types of communication; Barriers in the path of Communication	CO-1 BTL-2

MODULE 2: LISTENING SKILLS	(5L)
Listening skills: Listening to conversation and speeches (Formal and Informal) Reading: Techniques of reading, skimming, Scanning, SQ3R technique	**CO-2** **BTL-2**

MODULE 3: CREATIVE WRITING SKILLS	(5L)
Creative Writing: Scope of creative writing; Report Writing, Paragraph, Letter Writing (formal and Informal), Memo, Circular, Preparation of Agenda, Minutes of the meeting, Notice, Description of projects and features	**CO-3** **BTL-3**

MODULE 4: SPEAKING SKILLS	(5L)
Speaking: How to converse with people, how to communicate effectively; Pronunciation drills, Phonetics, vowels, Diphthongs, consonants, Dialogue and Conversational skills, Role play, Telephone etiquette. Interview technique, preparing for interviews (HR questions) Mock Interviews	**CO-4** **BTL-2**

MODULE 5: DIGITAL COMMUNICATION	(5L)
Impact of internet on communication; communication through computers; voice mail; broadcast messages; e-mail auto response; etc. Video conference; Tele conference	**CO-5** **BTL-2**

REFERENCE BOOKS	
1	Professional Speaking Skills by Aruna Koneru, Oxford University Press, 2017
2	Krishna Mohan &Meera Banerji: Developing Communication Skills Macmillan India, 2nd edition,2009
3	K. Ashwathappa: Organizational Behavior, Himalaya Publishing House
4	Daniel Colman: Emotional Intelligence, Bloomsbury publication India,2010

E BOOKS	
1.	English Language – TN College Text Book - http://www.textbooksonline.tn.nic.in/books/dted/dted1-english.pdf

MOOC	
1	https://www.mooc-list.com/course/business-english-basics-coursera

COURSE TITLE	INTRODUCTION TO DESIGN		CREDITS	3
COURSE CODE	CDA1102	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	The course helps the learner to understand the design features, design history, and the current role of design in the society with a hands-on project.
Course Objective	1. To understand the evolution of Design, Arts and Social Sciences 2. To understand the history of developments in Design and Technology. 3. To explore the Stages in the design processes. 4. To explore the Status of Design profession in India and worldwide. 5. To explore the Role of Design in creating the future
Course Outcome	1. To understand the evolution of Design, Arts and Social Sciences 2. To understand the history of developments in Design and Technology. 3. To understand the various aspects of design evolution. 4. To understand the Status of Design profession in India and worldwide. 5. To understand the aspect of learning design by doing

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	-	-	-	-	-	3	-	-	-
CO-2	-	2	-	-	-	-	-	-	-	-
CO-3	3	-	1	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	2	-	-	-	-
CO-5	-	-	-	-	1	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION	(9P)
Introduction of Design. Arts and Social Sciences. Design as a creative professional career. Interrelationship of Design to Engineering. Inter-relationship of 2D & 3D forms.	CO-1 BTL-2

MODULE 2: HISTORY	(9L)
Brief history of developments in Design and Technology. Aesthetics, Ergonomic, Scientific and Engineering considerations in Design.	**CO-2** **BTL-2**

MODULE 3: UNDERSTANDING DESIGN	(6L)
Case studies in Product, Communication, and Environment Designs. Stages in the design processes. Design and indigenous technology.	**CO-3** **BTL-3**

MODULE 4: ROLE OF DESIGN	(6L)
Role of Design in creating the future. Status of Design profession in India and worldwide	**CO-4** **BTL-2**

MODULE 5: PROJECT	(6L)
Design Project	**CO-5** **BTL-2**

REFERENCE BOOKS	
1	D. Norman, Design of Everyday Things, Currency Books, New York,1990.
2	R. Hollis, Concise History of Graphic Design, Thames and Hudson,1994
3	P. Sparke, Introduction to Design and Culture in the 20thCentury, Routledge,1986
4	Visual Intelligence, Donald D. Hoffman,2000
5	M.N. Horenstein, *Design Concepts for Engineers,* Prentice Hall UK,2002

MOOC	
1	https://www.mooc-list.com/course/introduction-design-thinking-edx

COURSE TITLE		EFFECTIVE MASS COMMUNICATION			CREDITS		3
COURSE CODE	CDA1103	COURSE CATEGORY		BS	L-T-P-S		3-0-0-0
Version	1.0	Approval Details		23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	To give a comprehensive understanding about mass communication and its various models and methods.
Course Objective	1. To understand the levels of Communication 2. To understand the culture of Mass communication. 3. To explore the communication models. 4. To understand the importance of mass communication. 5. To explore the role of mass communication.
Course Outcome	1. To understand the levels of Communication 2. To understand the culture of Mass communication. 3. To use the communication models where appropriate in the project works. 4. To understand the importance of mass communication. 5. To understand the role of mass communication.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: COMMUNICATION	(9P)
Communication; Nature and Scope of Communication – Sociological and Psychological aspects of Communication – Levels of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication.	CO-1 BTL-2

MODULE 2: DIFFUSION PROCESS	(9L)
Diffusion process; One step; Two step, Multi step flow of Information; Mass Media and Society – Mass Culture.	CO-2 BTL-2
MODULE 3: COMMUNICATION MODELS	**(6L)**
Communication models; Diffusion of Innovation Model. Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches	CO-3 BTL-3
MODULE 4: MASS COMMUNICATION	**(6L)**
Characteristics and functions of mass communication. Importance of mass communication.	CO-4 BTL-2
MODULE 5: MASS MEDIA	**(6L)**
Mass media – press, radio, TV, web and traditional media. Communicating with the masses – Public speaking as communication – audience, structure and formality. Group dynamics- Motivation, Persuasion and leadership traits. Using forms of mass communication- Creative and technical presentations in various areas like graphite, photography, PowerPoint presentations, debates and street plays	CO-5 BTL-2

REFERENCE BOOKS	
1	Kumar, Kewal J *Mass Communication in India*, Jaico Books, NewDelhi.
2	J.S. Yadava& Pradeep Mathur*Issues in Mass Communication: The Basic Concepts*, Kanishka Publishers, Delhi, 2008
3	ShymaliBhattacharjee., *Media and Mass Communication: An Introduction*, Kanishka Publishers, Delhi,2005.
4	Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), '*Human Communications*' (3rd ed), Sage, NewDelhi
5	Denis McQuail and S. VenWindall, Longman, Singapore Publications, 1981, '*Communication models for the study of MassCommunication*'
6	Melvin L Defluer and Sandra J Ball, Longman Publications, '*Theories of MassCommunication*'.

MOOC	
1	https://www.mooc-list.com/tags/mass-media

COURSE TITLE	FUNDAMENTALS AND PRINCIPLES OF ART			CREDITS	3
COURSE CODE	CDA1104	COURSE CATEGORY	BS	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
20%		80%

Course Description	This course gives an understanding of the various aspects of art and art forms and art movements.
Course Objective	1. To understand the elements of art. 2. To explore the styles and forms of Art. 3. To understand the basics elements and principles of design. 4. To understand the impact and influence of western art. 5. To understand aesthetics and theories of aesthetics.
Course Outcome	1. To understand the elements of art. 2. To implement the styles and forms of Art in design works. 3. To understand the various styles of art 'isms'. 4. To understand the impact and influence of 3dimensional art 5. To understand aesthetics and theories of aesthetics.

Prerequisites:

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

CO, PO AND PSO MAPPING

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: ELEMENTS OF ART	(9P)
Shape, Form, Texture, Space	CO-1 BTL-2

MODULE 2: PRINCIPLES OF ART	**(9L)**
Balance, Movement, Emphasis, Variety, Unity, Pattern, Art Media and Techniques, Drawing and Painting-Sculpture, Architecture, Pottery, Weaving, body painting/printing and adornments *(clothing, tattoo and jewellery)*, Printmaking and Photography, Crafts, Graphic Design and Computer Art. The styles and forms of Art *(paintings sculpture and applied art).*	**CO-2** **BTL-2**
MODULE 3: TWO-DIMENSIONAL ART	**(6L)**
Influences of Western Art such as Impressionism, Expressionism, Cubism, Surrealism, Abstract Expressionism, Realism, Popular(Pop)Art, Optical(Op)Art, Minimalism, Photo-realism, Conceptual Art.	**CO-3** **BTL-3**
MODULE 4: THREE-DIMENSIONAL ART	**(6L)**
Sculptures, statues, installations, kinetic art and performance art.	**CO-4** **BTL-2**
MODULE 5: MASS MEDIA	**(6L)**
Realism, emotionalism, formalism, feminism, and constructivism.	**CO-5** **BTL-2**

REFERENCE BOOKS	
1	*Art Fundamentals: Theory and Practice* by Otto G. Ocvirk, Robert Stinson, Philip R.Wigg ,Robert O. Bone, David L.Cayton
2	*The Elements of Art and Composition* by Brenda Ellis. Publisher: Artistic Pursuits Inc. Comb-binding, 92 pages, 68 lessons, 186 illustrations. ISBN: 978-1-939394-08-8, January 1, 2013, 3rdEdition
3	Fred, S. Kleiner, "*Gardener's Art through Ages*", Harcourt College Publishers,2001.
4	Bernard S. Myers, *Understanding the Arts*, Holt, Rinehart and Winston Inc,1964
5	Edith Thomory, "*A History of Fine Arts in India and the West*", Orient Longman Publisher's Pvt.Ltd,1982

MOOC	
1	https://www.mooc-list.com/tags/basic-art

COURSE TITLE	COMPUTER FUNDAMENTALS AND OPERATION			CREDITS	3
COURSE CODE	CDA1105	COURSE CATEGORY	BS	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	To create an understanding of the importance of coding and web design and animation tools w r to the latest developments in the field.
Course Objective	1. To learn the basic components of computer 2. To learn the foundations of number system and coding 3. To learn the features of document representation, Data handling and presentation. 4. To learn simple web pages with basic features 5. To learn how to Compare and evaluate animation tools
Course Outcome	1. To identify the basic components of computer and brief on the terms and terminologies of computer science 2. To handle the various foundations of number system and coding through projects. 3. To Apply the features of document representation, Data handling and presentation. 4. To design simple web pages with basic features 5. To Compare and evaluate animation tools

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related										

MODULE 1: Basics of Computer Science	(9P)
Components of Computer – Computer Languages, Algorithms, flowcharts – System software, Application Software and Mobile applications - Operating Systems – Compilers – coding and execution – test cases and testing. Fundamentals of networking – network topology, concept of LAN, WAN, MAN, network devices – Server and client communication – Data storage on Cloud – Cyber security	**CO-1** **BTL-2**
MODULE 2: Number System and Coding	**(9L)**
Decimal, binary, octal, hexadecimal number systems and conversion from one system to another, Coding System -ASCII, EBCDIC – colour coding - Data visualization	**CO-2** **BTL-2**
MODULE 3: Document Representation, Data Handling and Presentation	**(6L)**
Document creation, manipulating text, Formatting, organizing contents (Lists and Tables), Hyperlinks, headers, Footers, inserting design and charts, watermark, Digital Signatures and locking of documents. Creation of a spread sheet, data representation and formatting, formula handling, Creation of simple graphs, Data Visualization Creation of presentations, setting templates, Data representation, Animation, embedding of audio and video in presentations, creating hyperlinks, Professional presentation tips	**CO-3** **BTL-3**
MODULE 4: Web Design and Basic of HTML	**(6L)**
Web design Principles – Responsive design, minimalism, cross browser compatibility, Typography, colour schemes, Animations. Basics of HTML, Tags and elements of HTML – Tables, forms, Frames – Cascading Style Sheets, Steps in web Publishing and Hosting	**CO-4** **BTL-2**
MODULE 5: Animation Tools	**(6L)**
Animaker, Pencil2D, Opentoonz Mini project on Animation and presentation	**CO-5** **BTL-2**

REFERENCE BOOKS	
1	Michael Miller, "Computer Basics Absolute Beginner's Guide, Windows 10 Edition", Pearson Education (US), 2015, ISBN 13 9780789754516.
2	Peter Norton, "Introduction to Computers", McGraw Hill Education; 7 edition, 2017, ISBN-13 : 978-0070671201
3	Joyce Cox, Joan Lambert, Curtis Frye, "Step by Step – Microsoft Office Professional 2010", Prentice-Hall of India Pvt. Ltd., 2018, ISBN: 9788120342156
4	Mark Myers, "A Smarter Way to Learn HTML & CSS: Learn It Faster. Remember It Longer", Create Space Independent Publications, 2015, ISBN-13 : 978-1508673873
5	Michael Miller, "Computer Basics Absolute Beginner's Guide, Windows 10 Edition", Pearson Education (US), 2015, ISBN 13 9780789754516.

MOOC	
1	https://www.mooc-list.com/ course/fundamentals-computer-architecture-coursera

COURSE TITLE		FREE HAND DRAWING			CREDITS	4
COURSE CODE	CDA1105	COURSE CATEGORY	BS	L-T-P-S		1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	To enable learner to acquire hands-on skill in freehand drawing and sketching using various techniques and methods.
Course Objective	1. To learn the usage of different points of pencils and apply in sketching 2. To learn how to understand and analyze the geometric patterns in nature 3. To learn the fundamentals of drawing equipment's and presentation 4. To explore the composition of sheets using different drawing tools 5. To learn and understand measurement and scaling techniques
Course Outcome	1. To understand the usage of different points of pencils and apply in sketching 2. To understand and analyze the geometric patterns in nature 3. To understand the fundamentals of drawing equipment and method of presentation 4. To create, compose sheets using different drawing tools 5. To understand measurement and scaling techniques

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: Drawing Man Made Pbjects	(9P)
Drawing from cubes, cones, cylindrical object, casts, drapery, and still life groups etc. Nature drawing from human figures – mainly based on general form and gesture – Head study. Drawing from Memory – To develop the sense of observation and the capacity to retain and recall images and their Co-ordinations**.**	CO-1 BTL-2

MODULE 2: NATURE DRAWING	(9L)
Nature drawing to develop the sense of structure. Study from any kind of forms in nature-pods, shells, butterflies, flowers, plants, insects, minerals bones etc. To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions.	CO-2 BTL-2

MODULE 3: INTRODUCTION TO ELEMENTS OF PERSPECTIVE	(6L)
Study of basic solids, plan and elevation main aspects of parallel and 2 angular perspective.	CO-3 BTL-3

MODULE 4: CALLIGRAPHY	(6L)
Basic discipline of beautiful handwriting, sense of letter form – Simultaneous judgment of the composition of the letters – spacing – organization – intuitive and logical planning of writing – development of style. A Co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students be exposed to Calligraphic examples of various traditional scripts.	CO-4 BTL-2

MODULE 5: OUTDOOR SKETCHING	(6L)
Rapid sketching from any objects from places like–streets, market, stations etc. and also from Museums and Zoo etc. Students should be exposed to such drawing made by master artists of different times.	CO-5 BTL-2

REFERENCE BOOKS	
1	Drawing By Daniel Marcus Mendelowitz
2	*Dynamic Figure Drawing* Watson- Guptill Publications,1996
3	*Drawing: Space, Form, and Expression* Wayne Enstice, MelodyPeters
4	*Drawing distinctions: the varieties of graphic expression* By Patrick Maynard
5	*Basic figure drawing techniques* By Greg Albert

MOOC	
1	https://www.mooc-list.com/ tags/freehand-drawing

COURSE TITLE	ELEMENTS OF DESIGN I			CREDITS	4
COURSE CODE	CDA1105	COURSE CATEGORY	BS	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME					
Continuous Internal Assessment					ESE
50%					50%

Course Description	It is a studio (hands on work) course where the learners are exposed to various elements of design through course project works specifically formulated for carrying out the understanding and learning at this stage of the course which will enhance and stretch the learners' visualization and analytical capabilities.
Course Objective	1. To learn how to design using elements and principles of art. 2. To learn how to develop and understand graphical representation of elements. 3. To learn how to work in hands with concepts and creative thinking that represent the same 4. To learn how to collaborate both technical knowledge along with creativity, theme and rendering output. 5. To explore how to integrate creative thinking techniques
Course Outcome	1. To design using elements and principles of art. 2. To develop and understand graphical representation of elements. 3. To work in hands with concepts and creative thinking that represent the same 4. To collaborate both technical knowledge along with creativity, theme and rendering output. 5. To integrate the understanding towards creative thinking techniques

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: PROJECT - I	(9P)	
Project based on following contents: Implementation of design or art elements & principle on drawing.	CO-1 BTL-2	
MODULE 2: PROJECT - II	(9L)	
Project based on following contents: Graphic Design and Computer Art. The styles and forms of Art *(paintings, sculpture and applied art).* Basic concept of composition, Natural Study Perspective knowledge, Outdoor study, Calligraphy Life drawing etc.	CO-2 BTL-2	
MODULE 3: PROJECT – III	(6L)	
Project based on following contents: Doodle Design, Handmade drawing or Sketches implement on digital print making techniques etc.	CO-3 BTL-3	
MODULE 4: CALLIGRAPHY	(6L)	
Final design based project report	CO-4 BTL-2	

SEMESTER II

COURSE TITLE	INTRODUCTION TO MULTIMEDIA COMMUNICATIONS		CREDITS		2
COURSE CODE	CDA1116	COURSE CATEGORY	DE	L-T-P-S	2-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

CIA			Attendance ESE
20%			80%

Course Description	Multimedia enables comprehensive dissemination of information through various platforms. This course will give an overview of the capabilities of multimedia communication and its various means of platforms through which it is facilitated.
Course Objective	1. To understand the application of multimedia. 2. To learn about components of multimedia system. 3. To explore various compression techniques. 4. To understand the elements of multimedia. 5. To learn about World Wide Web.
Course Outcome	1. To understand the application of multimedia. 2. To implement with the components of multimedia in class work projects. 3. To implement various compression techniques. 4. To understand the elements of multimedia. 5. To understand about World Wide Web.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION   (5L)

Introduction to Multimedia; Definition, History and Applications of Multimedia; Characteristics of Multimedia; Components of Multimedia System; Static and Continuous Media	CO-1 BTL-2
MODULE 2: Analog and Digital Signals	**(5L)**
Analog and Digital Signals; Analog to Digital and Digital to Analog Conversion	CO-2 BTL-2
MODULE 3: Data Compression	**(5L)**
Data Compression Types of Data Compression; Introduction to various Compression Techniques – Shannon Fano, Huffman Coding, LZW Coding, Run-Length Encoding, JPEG, MPEG.	CO-3 BTL-3
MODULE 4: Elements of Multimedia	**(5L)**
Elements of Multimedia Understanding the Elements of Multimedia –Text, Still Images , Graphics, Audio, Video and Animation. Introduction to Virtual Reality; VR - Systems; VR Tools.	CO-4 BTL-2
MODULE 5: The WWW	**(5L)**
The WWW - Overview of the Internet; Web Browsers, Internet Services- URL, Dial-ups, ISDN, E- mail, Chat, Cross-Platform Features, Audio & Video Streaming; Internet Applications – Audio & Video conferencing, Internet telephony, World Wide Web, Computer Networks.	CO-5 BTL-2
REFERENCE BOOKS	
1	Tay Vaughan, *Multimedia: Making It Work*, Ninth Edition, Tata Mc-Graw Hill Education,2014.
2	Jennifer Coleman Dowling, *Multimedia Demystified*, First Edition, Mc-Graw Hill,2012
3	Patrick Buckley, Frederic Lardinois and DODOcase, *Virtual Reality Beginner's Guide + Google Cardboard Inspired VR Viewer*, Regan Arts, 2014
MOOC	
1	https://www.mooc-list.com/tags/social-media

COURSE TITLE	INTRODUCTION TO PHOTOGRAPHY AND VIDEOGRAPHY		CREDITS	3
COURSE CODE	CDA1117	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

CIA		Attendance ESE
20%		80%

ASSESSMENT SCHEME

Course Description	The course will initiate the design understanding in using photography and videography through theoretical explanations and also through the academic exercises given.
Course Objective	1. To learn the rules of photography and videography. 2. To learn the definitions in photography and videography. 3. To learn lighting in photography and videography. 4. To explore the role of colour in picture realization 5. To explore the dynamic systems in settings
Course Outcome	1. To understand the rules of photography and videography. 2. To understand the definitions in photography and videography. 3. To understand lighting in photography and videography. 4. To understand the role of color in picture realization 5. To understand the dynamic systems in settings

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: Basics of Photography	(9P)
Introduction to Photography, History of camera, Types of camera, Principles of photography, Rule of Third, Golden Ratio	CO-1 BTL-2
MODULE 2: Parts of Still Camera	(9L)
Aperture, shutter speed, lens, filters and flash, Camera Types, DSLR, Crop lenses, Modern equipments	CO-2 BTL-2
MODULE 3: Basics of Videography	(6L)
Basic components of video camera, Basic shots and shot composition, Camera angles and movements, Camera mountings, camera control unit, Focus &Defocus.	CO-3 BTL-3
MODULE 4: Lighting for Photography and Videography	(6L)
Importance of lighting in photography & Videography, Lighting equipment and control, Lighting techniques and problems	CO-4 BTL-2
MODULE 5: Theory of Colours	(6L)
Origin of Colour, Colour Temperature, White Balance: Process and Need.	CO-5 BTL-2

REFERENCE BOOKS	
1	Wells, Liz, *Photography*, ISBN978-0-415-46087-3
2	Millerson Gerold, *Television Production*, Focal Press
3	Zettl, Herbert, *Handbook of Television Production*, Cengage Learning India Private Limited, Alps Building Ist Floor, 56-Janpath, New Delhi-110001, Reprint 2008
4	BelavadyVasuky, *Video Production*, Oxford Publication
5	Kobre, Kenneth, *Photo journalism*, Focal Press, IBSN978-0-7506-8593-1

MOOC	
1	https://www.mooc-list.com/tags/photography https://www.mooc-list.com/tags/video

COURSE TITLE	STORYBOARDING AND SCRIPT WRITING		CREDITS	3
COURSE CODE	CDA1118	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	Story boarding and script writing course will enable the learner to acquire very essential skills to communicate ideas, concepts and the various aspects of designed features.
Course Objective	1. To learn the types of screenplay. 2. To learn about the story content for a screenplay. 3. To learn the development of a screenplay. 4. To explore the structure of screenplay. 5. To learn how to do a storyboard.
Course Outcome	1. To understand the types of screenplay. 2. To implement the story content for a screenplay. 3. To understand the development of a screenplay. 4. To develop the structure of screenplay. 5. To develop a storyboard.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: Layout of the story	(9P)

Character design, Situation, Background Building of the story, Insurmountable problems, Gradual or sudden crumbling, Types of screenplay- Proposal script, shooting script, post-production script	**CO-1** **BTL-2**

MODULE 2: Story Content for a Screenplay (9L)	
High concept, Originality and familiarity, Subplots, Character growth, Theme, Identification & Motivation, Obstacle & Courage, Familiarity of setting, Film category & Cost	**CO-2** **BTL-2**

MODULE 3: Developing a Screenplay	(6L)
Developing a Hero & other characters, Creating sympathy or hatred for the character, Make the character likeable	**CO-3** **BTL-3**

MODULE 4: Structure of Screenplay	(6L)
Three act - Individual scene, Fade in and Fade out, Cut to.	**CO-4** **BTL-2**

MODULE 5: Introduction to Storyboard	(6L)
Parts of storyboard - Advantages of storyboarding - Interactive Storyboarding- Designing of Storyboard exercise	**CO-5** **BTL-2**

REFERENCE BOOKS

1	Chawdhary, Nirmal Kumar, *How to write film screenplay*, Kanishka publishers, distributers, New Delhi- 110002, 2009,ISBN978-81-8457-112-7.
2	Rubenstein, Paul Max, Martin Jo Maloney, *Writing For the Media, Film Television, Video And Radio*, Prentive Hall, Englewood Clifts, New Jersey 07632, 1988, ISBN:0-13-971508-7-01.
3	Whitaker, Harold, John Halas, Updated by Tom Sito, *Timing for Animation*, Focal Press Elsevier, New York & Singapore, 2009 ISBN:978-0-240-52160-2

MOOC

1	https://www.mooc-list.com/course/powerful-tools-teaching-and-learning-digital-storytelling-coursera?page=5

COURSE TITLE	INTRODUCTION TO COMPUTER PROGRAMMING			CREDITS	3
COURSE CODE	CDA1119	**COURSE CATEGORY**	PC	**L-T-P-S**	1-0-4-0
Version	1.0	**Approval Details**	23 ACM, 06.02.2021	**LEARNING LEVEL**	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	**80%**

Course Description	To acquire optimum skills in computer fundamentals and programming languages.
Course Objective	1. To learn the history of computer. 2. To learn the basic of structure. 3. To learn about the Operators and Expressions 4. To learn about the flow of control. 5. To explore the fundamentals and program structure.
Course Outcome	1. To understand the history of computer. 2. To understand the basic of structure. 3. To implement the Operators and Expressions in project works 4. To implement the flow of control class projects. 5. To understand the fundamentals and program structure.

Prerequisites:

CO, PO AND PSO MAPPING

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: ELEMENTS OF ART	(9P)
Shape, Form, Texture, Space	**CO-1 BTL-2**

MODULE 2: PRINCIPLES OF ART	(9L)
Balance, Movement, Emphasis, Variety, Unity, Pattern, Art Media and Techniques, Drawing and Painting-Sculpture, Architecture, Pottery, Weaving, body painting/printing and adornments *(clothing, tattoo and jewellery)*, Printmaking and Photography, Crafts, Graphic Design and Computer Art. The styles and forms of Art *(paintings sculpture and applied art).*	**CO-2 BTL-2**

MODULE 3: TWO-DIMENSIONAL ART	(6L)

Influences of Western Art such as Impressionism, Expressionism, Cubism, Surrealism, Abstract Expressionism, Realism, Popular(Pop)Art, Optical(Op)Art, Minimalism, Photo-realism, Conceptual Art.	**CO-3** **BTL-3**
MODULE 4: THREE-DIMENSIONAL ART	**(6L)**
Sculptures, statues, installations, kinetic art and performance art.	**CO-4** **BTL-2**
MODULE 5: MASS MEDIA	**(6L)**
Realism, emotionalism, formalism, feminism, and constructivism.	**CO-5** **BTL-2**

REFERENCE BOOKS	
1	*Art Fundamentals: Theory and Practice* by Otto G. Ocvirk, Robert Stinson, Philip R.Wigg ,Robert O. Bone, David L.Cayton
2	*The Elements of Art and Composition* by Brenda Ellis. Publisher: Artistic Pursuits Inc. Comb-binding, 92 pages, 68 lessons, 186 illustrations. ISBN: 978-1-939394-08-8, January 1, 2013, 3rdEdition
3	Fred, S. Kleiner, "*Gardener's Art through Ages*", Harcourt College Publishers,2001.
4	Bernard S. Myers, *Understanding the Arts*, Holt, Rinehart and Winston Inc,1964
5	Edith Thomory, "*A History of Fine Arts in India and the West*", Orient Longman Publisher's Pvt.Ltd,1982

MOOC	
1	https://www.mooc-list.com/tags/basic-art

COURSE TITLE		INTRODUCTION TO TYPOGRAPHY		CREDITS	3
COURSE CODE	CDA1120	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
20%		80%

Course Description	To create an understanding and hands-on skill with the typography as an art, design and for the new age technological use in print media.
Course Objective	1. To learn the elements of graphic design. 2. To learn the theories, laws and applications. 3. To learn about the typographic parameters. 4. To learn about typographic fonts and characters. 5. To learn about the printing technology.
Course Outcome	1. To understand the elements of graphic design. 2. To understand the theories, laws and applications. 3. To do works with typographic parameters. 4. To create typographic fonts and characters. 5. To understand the printing technology.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: Introduction	(9P)
Introduction to elements of graphic design - Text and image, grids and layout, composition, form and function, figure and ground phenomenon.	CO-1 BTL-2

MODULE 2: Gestalt Laws	(9L)	
Gestalt Laws – Theory, implications, applications and ideas.		**CO-2** **BTL-2**
MODULE 3: Typographic parameters	**(6L)**	
Typographic parameters: x-height, ascenders, descenders , kerning, tracking and leading. Variations of body text, headlines and display text. Grid in graphic design.		**CO-3** **BTL-3**
MODULE – 4 **Fonts and Characters**	10	
Typographic fonts and their characters.		**CO-4** **BTL-2**
MODULE – 5 **Printing Technology**	9	
Introduction to Printing Technology. Introduction to Digital Media Technology.		**CO-5** **BTL-2**
REFERENCE BOOKS		
1	Swan, *The new Graphic Design School*, VNR,1997	
2	R. Carter and P. B. Meggs, *Typographic Design: Form and Communication*, John Wiley & Sons, 2000.	
3	A. Darley, *Visual Degital Culture*, Routledge,2000.	
4	R. Hollis, *Concise History of Graphic Design*, Thames & Hudson,1994.	
5	P. B. Meggs, *Type and Image: the language of graphic Design*, VNR,1992.	
MOOC		
1	https://www.mooc-list.com/course/introduction-typography-coursera	

COURSE TITLE		CLAY MODELING		CREDITS		4
COURSE CODE	CDA1105	COURSE CATEGORY	BS	L-T-P-S		0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME			
Continuous Internal Assessment			ESE
80%			20%

Course Description	This is a studio (hands on work) course where the learners are exposed to various methods of clay modelling applied to a contextual usage and its possibilities.
Course Objective	1. To learn about two dimensional space. 2. To explore the various methods of joints. 3. To explore different model making materials. 4. To learn about adhesives and other binding agents. 5. To learn about the usage of colors.
Course Outcome	1. To understand about two dimensional space. 2. To understand the various methods of joints. 3. To handle different model making materials in class work projects. 4. To understand about adhesives and other binding agents. 5. To implement the usage of colors in class work pojrects.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Study of Two dimensional Space**	9	
A Co-ordinate series and basic design problems with analytical approach Carved, Modeled, Perforated, Mobile			**CO-1** **BTL-2**
MODULE – 2	**Adding Dimensions**	10	
Dimensional organizational possibilities , Various methods of joining such as interlocking, pasting etc.			**CO-2** **BTL-2**
MODULE – 3	**Knowledge of 3D**	10	
Paper, Card board, Wood block.			**CO-3** **BTL-3**
MODULE – 4	**Clay Modeling**	10	
Wire, Clay, Plasticize, Plaster of Parries, Metal sheets, Plastic, Foam, Thermocol, String, Gums and adhesives, Wax, Found objects, etc.			**CO-4** **BTL-2**
MODULE – 5	**Coloring**	9	
Color introduction, Pigment, fasteners, various stages of experiments.			**CO-5** **BTL-2**
REFERENCE BOOKS			
1	*Clay: the history and evolution of humankind's relationship with Earth's most primal element*, Suzanne Staubach.		
2	*Clay: a studio handbook*, Vince Pitelka		
3	*The Figure in Clay: Contemporary Sculpting Techniques by Master Artists,* By Suzanne J. E. Tourtillott.		
4	*Clay Tobacco Pipes*, By Eric G.Ayto.		

COURSE TITLE		ELEMENTS OF DESIGN II		CREDITS	4
COURSE CODE	CDA1142	COURSE CATEGORY	PC	L-T-P-S	0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME		
Continuous Internal Assessment		ESE
50%		50%

Course Description	This is a studio (hands on work) course in which the elements of design are taught through projects that create an understanding of form development and colors.
Course Objective	1. To learn how to design using elements and principles of graphic design. 2. To learn the relationship between form and function.
Course Outcome	1. To design using elements and principles of graphic design. 2. To understand the relationship between form and function.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: PROJECT - I	(9P)
Project based on following contents: Color and Form, Application of Elements of graphic design - Text and image, grids and layout, composition, figure and ground phenomenon.	CO-1 BTL-2

MODULE 2: PROJECT - II	(9L)
Project based on Form development :Relation between form and function	CO-2 BTL-2

SEMESTER III

COURSE TITLE	WORLD OF IMAGES AND OBJECTS			CREDITS	3
COURSE CODE	CDA1116	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

CIA	Attendance ESE
20%	80%

Course Description	To create an impactful learning experience through visual images and objects in discussion of its theoretical aspects and the rationalization of its characteristics in its design.
Course Objective	1. To learn the type of images. 2. To learn the history of art, images and objects. 3. To explore paintings, photographs, sketch etc. 4. To learn about Images and objects in digital and virtual world. 5. To learn about the techniques used in editing.
Course Outcome	1. To understand the type of images. 2. To understand the history of art, images and objects. 3. To understand explore paintings, photographs, sketch etc. 4. To understand about Images and objects in digital and virtual world. 5. To create design course works using various techniques used in editing.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	9	
Understanding of images Study of types of images, meaning/expression of images. Color representation in images. Object types – 2D/3D figure study, form study etc.			**CO-1** **BTL-2**
MODULE – 2	Objects	10	
Understanding shape, form, color in objects. Brief history on Art, Images and Objects.			**CO-2** **BTL-2**
MODULE – 3	Experimenting images	10	
Study of photograph, painting, sketch etc. Experimenting with images and objects – photographic image, objects.			**CO-3** **BTL-3**
MODULE – 4	Virtual images	10	
Images and objects in digital and virtual world			**CO-4** **BTL-2**
MODULE – 5	Editing Technique	9	
Image editing techniques , Introduction to editing software , communication through images, Info graphics and object design			**CO-5** **BTL-2**
REFERENCE			
1	*The Designed World: Images, Objects, Environments*- By Richard Buchanan (Editor), Dennis Doordan (Editor), Victor Margolin		
2	*Images, Objects, and Ideas* - by Barry Nemett (Author), ISBN-13: 978-0697274595		
MOOC			
1	https://www.mooc-list.com/instructor/peter-corke		

COURSE TITLE		HISTORY OF ART		CREDITS	3
COURSE CODE	CDA1207	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME

Course Description	Study of the characteristics of Art over the past centuries till date with a critical analysis of the various art forms manifested over the years.
Course Objective	1. To learn the evolution of art in interiors during the prehistoric period 2. To learn the different traditional contemporary art form with different tools and techniques 3. To explore the different ornaments and accessories in historic interiors 4. To learn the spatial scale in Buddhist, Islamic and Hindu art forms 5. To explore the various art forms throughout the world during 19th and 20th century
Course Outcome	1. To understand the evolution of art in interiors during the prehistoric period 2. To understand the different traditional contemporary art form with different tools and techniques 3. To understand the different ornaments and accessories in historic interiors 4. To understand the spatial scale in Buddhist, Islamic and Hindu art forms 5. To understand the various art forms in the world between 9th and 20th century

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction to Art history	9	
Importance of "Art History" as a discipline while studying Visual Arts,			CO-1 BTL-2
MODULE – 2	Pre & Proto Historic Period	10	
Prehistoric Cave paintings from Bhopal, Harappa & Mohenjedaro Civilization (town planning, sculpture-Beard man, dancing girl, seals and script), Rock cut architecture, Architecture- Ajanta, Brahminical cave, Architecture - Ellora,			CO-2 BTL-2
MODULE – 3	Indian Artist & Works	10	
Gagendranath Tagore, Jamini Roy, Rabindranath Tagore, Amrita Sher Gill, RamkinkerVaij etc			CO-3 BTL-3
MODULE – 4	Western artists & Works	10	
Michelangelo, Leonardo da Vinci, Vincent van Gogh, Paul Gauguin, Georges Seurat, Salvador Dali, Pablo Picasso etc.			CO-4 BTL-2
MODULE – 5	Art criticism	9	
Critical analysis of evolution and style of art through different time zones.			CO-5 BTL-2

REFERENCE BOOKS	
1	*Typology* - G.M. Rege, Bombay.
2	*KalatmakLykhai*, published byD.A.V.P.
3	*Figure Painting in Water Colour*, Charles Reid Watson, GuptillPublication

MOOC	
1	https://www.mooc-list.com/course/live-history-art-artists-animators-and-gamers-coursera

COURSE TITLE	PRINT & MEDIA COMMUNICATION DESIGN			CREDITS	3
COURSE CODE	CDA1203	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
20%		80%

Course Description	To create an understanding of the print media design through the theoretical understanding and hands-on projects
Course Objective	1. To learn about the aspects of a design problem. 2. To learn the hierarchy in the contents. 3. To learn to structure the content. 4. To learn how to proceed with the basics to design a book or magazine. 5. To learn how to design a website, e-book etc.
Course Outcome	1. To understand a design problem. 2. To understand the hierarchy in the contents. 3. To structure the content. 4. To understand the basics to design a book or magazine. 5. To design a website, e-book etc.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Project -1**	10
Project based on following contents: Understanding design as applied to solving communication problems within the context of our society.		CO-1 BTL-2

MODULE – 2	**Project -2**	**10**	
Project based on following contents: Structuring information in terms of classifications ,hierarchy, order, sequence, etc.			**CO-2** **BTL-2**
MODULE – 2 **Project -3**		**10**	
Project based on following contents: Design of magazine, textbook, picture books, Children's books, exhibition, website, e-book, etc.			**CO-3** **BTL-3**
REFERENCE BOOKS			
1	Meggs, Phillip B.; *Type and Image: the language of graphic Design*, VNR,1992.		
2	R. Carter, D. B. Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons, 2000.		
3	Kimberly Elam ,*Grid Systems: Principles of Organizing Type (Design Briefs)*, Princeton Architectural Press,2004.		
4	Erik Spiekermann, E.M Ginger; *Stop Stealing Sheep & Find Out How Type Works*, Second Edition, Adobe Press; 2 edition,2002.		
MOOC			
1	https://www.mooc-list.com/course/design-thinking-ideation-iteration-and-communication-edx		

COURSE TITLE		FUNDAMENTALS OF ANIMATION DESIGN			CREDITS		3
COURSE CODE	CDA1204	COURSE CATEGORY		PC	L-T-P-S		1-0-4-0
Version	1.0	Approval Details		23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME	
Continuous Internal Assessment	ESE
20%	80%

Course Description	To understand the basics of animation and its principles and the various stages of production involved in the animation design and production.
Course Objective	1. To learn the history and principles of animation. 2. To learn the process of animation design. 3. To explore various visual technologies used for animation. 4. To learn animation production. 5. To learn the importance of post-production.
Course Outcome	1. To understand the history and principles of animation. 2. To understand the process of animation design. 3. To apply visual technology for animation in course works. 4. To understand animation production. 5. To understand the importance of post-production.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction to Animation**	9
Introduction to Animation, Animation History, Animation techniques: Traditional animation practices and their importance and relation to contemporary animation		CO-1 BTL-2

techniques. Introduction to specialized areas: Cell-animation, character animation, clay animation and puppet animation, Principles of Animation, Production Pipeline.		
MODULE – 2 **Preproduction**	**10**	
Importance of visual culture in the study of animation. Applying visual technology for animation.		**CO-2** **BTL-2**
MODULE – 3 **Visual Culture**	**10**	
Importance of visual culture in the study of animation. Applying visual technology for animation.		**CO-3** **BTL-3**
MODULE – 4 **Animation Production**	**10**	
Animation production: techniques for production and analyzing 2D and 3D animation. 3D Modeling, Texturing, Rigging, 3D Animation, CG Lighting, Visual Effects		**CO-4** **BTL-2**
MODULE – 5 **Post production**	**9**	
Post Production processes, Importance of post-production, Compositing, and Rendering.		**CO-5** **BTL-2**

REFERENCE BOOKS

1	K. Laybourne, *The animation book: a complete guide to animated filmmaking, from filp-books to sound cartoons*, Revised Edition, Three Rivers Press,1998
2	S. Roberts, *Character Animation in 3D: Use of traditional drawing techniques toproduce stunning CGI animation*, Focal Press,2004
3	*Beginner's Guide to Animation* – by Mark Murphy; Watson-GuptillPublication.
4	O. Johnston, and F. Thomas, *The Illusion of Life: Disney Animation*, Walter FosterPublishing.
5	W. T. Foster, *Cartooning: Animation Basics*, Revised Edition, Walter FosterPublishing.
6	M. Nicholas, *Introduction to Visual Culture*, Routledge, London

MOOC

1	https://www.mooc-list.com/tags/animation

COURSE TITLE	(ILLUSTRATION DESIGN) / GRAPHIC DESIGN FOR COMMUNICATION			CREDITS		3
COURSE CODE	CDA1205	COURSE CATEGORY	PC	L-T-P-S		1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	To give a comprehensive knowledge of illustration design for media and its evolution over the years to current trends.
Course Objective	1. To learn the illustration techniques. 2. To learn about the tools of media. 3. To learn about printing. 4. To explore the ways for desktop publication. 5. To learn how to design a card, letterhead etc.
Course Outcome	1. To understand the illustration techniques. 2. To understand about the tools of media. 3. To understand about printing. 4. To understand desktop publication. 5. To design a card, letterhead etc.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Communication	9	
Communicating ideas and concepts using various means of drawing and illustration techniques.			CO-1 BTL-2
MODULE – 2	Media	10	
Creation of artworks for reproduction using tools of new media. Basic visual compositions using text and image for both page and screen.			CO-2 BTL-2
MODULE – 3	Printing	10	
Traditional vs. Digital printing, Lithography, Gravure, Letter press, Screen printing, Digital printing. Dot gain and choice of papers for different quality of printing. Paper sizes and their formats			CO-3 BTL-3
MODULE – 4	Desktop Publication	10	
Desk Top Publication production, color separation, positives and plate making, exposure to pre-press activities in off-set printing.			CO-4 BTL-2
MODULE – 5	Project	9	
Design of stationary, visiting cards, letter heads, etc., booklets or label designs for small products.			CO-5 BTL-2
REFERENCE BOOKS			
1	B. Gordon and M. Gordon, *Complete Guide to Digital Graphic Design*, Thames &Hudson, 2002.		
2	A. Pipes, *Production for Graphic Designers*, Laurence King Publication,		
3	T. Porter and S. Goodman, *Manual of Graphic Techniques, Vols. 1, 3, 4*, Architectural Press,		
4	A. Glossman, *Printing Fundamentals*, Tappi Press,		
5	T. Porter, *Design Drawing techniques for architects, graphic designers and artists*, Architectural Press, Oxford.		
MOOC			
1	https://www.mooc-list.com/tags/graphic-design		

COURSE TITLE	DESIGN STUDIO – III			CREDITS	4
COURSE CODE	CDA1105	COURSE CATEGORY	PC	L-T-P-S	0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
50%	50%

Course Description	This course is a studio (hands on work) course that would facilitate on design process understanding with context based implications and also from executional aspects.
Course Objective	1. To learn how to design using elements and principles of art in design. 2. To learn how to design using various illustration techniques.
Course Outcome	1. To design using elements and principles of art in design. 2. To design using various illustration techniques..

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Project -1**	30
Project based on following contents: Implementation of design or art elements, principle, drawing techniques,		CO-1 BTL-2
MODULE – 2	**Project -2**	30
Project based on following contents: Communicating ideas and concepts using various means of drawing and illustration techniques.		CO-2 BTL-2

SEMESTER IV

COURSE TITLE	MULTIMEDIA DESIGN FUNDAMENTALS			CREDITS	3
COURSE CODE	**CDA1216**	**COURSE CATEGORY**	**DE**	**L-T-P-S**	**3-0-0-0**
Version	**1.0**	**Approval Details**	**23 ACM, 06.02.2021**	**LEARNING LEVEL**	**BTL-3**

ASSESSMENT SCHEME		
CIA		**Attendance ESE**
20%		**80%**

Course Description	To enable a skill based understanding in multimedia through learning various aspects of multimedia design
Course Objective	1. To learn the need for multimedia. 2. To learn about the dimensions of multimedia. 3. To learn about the types of authoring tools and its features. 4. To learn the role and importance of multimedia. 5. To learn the stages of creating a multimedia project.
Course Outcome	1. To understand the need for multimedia. 2. To understand about the dimensions of multimedia. 3. To implement various types of authoring tools and techniques 4. To understand the role and importance of multimedia. 5. To do a multimedia project.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	9	
Understanding of images Study of types of images, meaning/expression of images. Color representation in images. Object types – 2D/3D figure study, form study etc.			CO-1 BTL-2
MODULE – 2	Dimensions	10	
Dimensions of Multimedia – Functionality, Aesthetics, Content and Usability. Multimedia Product Possibilities			CO-2 BTL-2
MODULE – 3	Authoring	10	
Understanding Authoring Tools – Types of Authoring Tools, Important Features.			CO-3 BTL-3
MODULE – 4	Skill sets	10	
Multimedia Skills, Building an Efficient Team, Role of Multimedia Producer, Writer, Interface Designers, Audio and Video Specialist, Multimedia Programmer			CO-4 BTL-2
MODULE – 5	Multimedia Project	9	
Stages of creating a Multimedia Project – Planning and Costing, Designing and Producing, Design Aesthetics - Interface Design, Graphical User Interface, Target Audience, Social Media, Designing for the World Wide Web, Testing, Delivery			CO-5 BTL-2
REFERENCE			
1	Vic Costello with Susan A. Youngblood and Norman E. Youngblood, *Multimedia Foundations: Core Concepts for Digital Design*, Focal Press,2013.		
2	Tay Vaughan, *Multimedia: Making It Work*, Ninth Edition, Mc-Graw Hill Education,2014.		
3	Jennifer Coleman Dowling, *Multimedia Demystified*, First Edition, Mc-Graw Hill,2012.		
4	Gary Olsen, *Getting Started in Multimedia Design*, First Edition, North Light Books,1997.		
MOOC			
1	https://www.mooc-list.com/course/creative-programming-digital-media-apps-coursera		

COURSE TITLE	INTERFACE AND INFORMATION DESIGN			CREDITS	3
COURSE CODE	CDA1207	**COURSE CATEGORY**	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME	
Course Description	This course aims at creating a theory based practical approach towards learning Interface Design and its various areas of application.
Course Objective	1. To learn about interface media. 2. To learn about the concepts of information architecture. 3. To learn how to develop a storyboard. 4. To learn about interactivity in multimedia. 5. To learn about communication design.
Course Outcome	To understand interface media. To understand about the concepts of information architecture. To develop a storyboard. To understand interactivity in multimedia. To develop a communication design.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related										

MODULE - 1	**Interface Media**	9

Overview of Interface and Instructional considerations in interactive design. Case studies presentations of good websites and multimedia.	**CO-1** **BTL-2**	
MODULE – 2 **Information Architecture**		**10**
Concepts of information architecture and user study, identification of information paths and how to integrate features and content for effective information navigation.	**CO-2** **BTL-2**	
MODULE – 3 **Information Design**		**10**
Storyboarding and identification of information hierarchies in information design systems. The use of metaphor in information design	**CO-3** **BTL-3**	
MODULE – 4 **Domains**		**10**
Development of an interface depending on the domains of learning as well as levels of learning, Creating design strategy documents for small learning modules. Understanding interactivity in multimedia.	**CO-4** **BTL-2**	
MODULE – 5 **Project**		**9**
Developing a CD for educational purposes or for a social cause.	**CO-5** **BTL-2**	

REFERENCE BOOKS

1	P. Mijksenaar and P. Wetendrop, *Open Here– The art of Instructional Design,* Thames and Hudson, 1999.
2	J. Villamil and L. Molina, *Multimedia: production planning and delivery*, Prentice Hall, 1998.
3	P. Mijksenaar, *Visual Information–Introduction to Information Design*, Princeton Architectural Press,1998.
4	M. Woolman, *Type in motion, Innovation in Digital Information Graphics*, Thames & Hudson, 2002
5	N. V. Luppa, *Designing Interactive Digital Media*, Focal Press,1998

MOOC

1	https://www.mooc-list.com/tags/user-interface-design

COURSE TITLE		WEB DESIGN		CREDITS	3
COURSE CODE	CDA1218	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
20%		80%

Course Description	To facilitate for web based design knowledge by creating web presence through tools and other aspects of internet enabling technologies and trends.
Course Objective	1. To explore the history of web design. 2. To learn about the web design tools and techniques. 3. To learn about various web design technologies. 4. To explore about Search engine technology 5. To learn how to do web design for screens.
Course Outcome	1. To understand the history of web design. 2. To handle the web design tools and do course works using various techniques. 3. To understand about the web design technology. 4. To understand about Search engine technology 5. To develop a web design for screens.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Web Design**	9

History of Web and its background	**CO-1** **BTL-2**
MODULE – 2 **Web Tools** 10	
Web design tools and techniques – Photoshop, Dreamweaver, Flash, FrontPage and other important tools and software, Web authoring.	**CO-2** **BTL-2**
MODULE – 3 **Web Technology** 10	
Web design technology – Introduction to HTML, CSS, Java, PHP	**CO-3** **BTL-3**
MODULE – 4 **Search Engine** 10	
Word Press tools, SEO technology, Search engine technology.	
MODULE – 5 **Web design for Screens** 9	
Web design for mobile , Digital pad, Monitor	

REFERENCE BOOKS	
1	*Using the internet* (4th Ed.), Prentice Hall, New Delhi,2000
2	*Building a website*, Tim Worsley, Orling Kindersely, New Delhi,2000.
3	*Web Designing Fundamentals*, Daniel Gray, Dreamtech Press, New Delhi,2000.
4	*How the Internet works*, Millennium Edition by PrestonGralla.
5	*Adaptive Web Design*, 2nd Edition By Aaron Gustafson, New Riders, December2015.

MOOC	
1	https://www.mooc-list.com/tags/web-design

COURSE TITLE	2D ANIMATION TECHNIQUES			CREDITS	3
COURSE CODE	CDA1219	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
20%		80%

Course Description	To develop an understanding and skills for creating a 2d based multimedia production which involves animations and illustrations.
Course Objective	1. To learn about the history of animation. 2. To explore the future of animation. 3. To learn the process of animation. 4. To explore about pre-production. 5. To learn about production.
Course Outcome	1. To understand about the history of animation. 2. To understand the future of animation. 3. To understand the process of animation. 4. To implement techniques involved in pre-production. 5. To handle production works.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	6
Origin and development of Animation, Early Animation- Victorian, Zoetrope, The magic lantern, Thaumatrope, Flip Book, Praxinoscope, Traditional Animation, Feature Length		CO-1 BTL-2

Film, Stop motion, Computer Animation		
MODULE – 2 **Future of Animation**	**10**	
Animated Humans, Cell Shaded Animation, Principle of Animation	**CO-2** **BTL-2**	
MODULE – 3 **Process of Animation**	**10**	
Synopsis writing, Budgeting, Developing a crew.	**CO-3** **BTL-3**	
MODULE – 4 **Pre-production10**		
Story Writing, Script /dialogue Writing, Screenplay, Model sheet-Character designs, Storyboard.	**CO-4** **BTL-2**	
MODULE – 5 **Production**	**9**	
Sound mixing, Special Effects, Color Corrections, Rendering, Exercise on Story, Storyboard and Screenplay Writing.	**CO-5** **BTL-2**	
REFERENCE BOOKS		
1	History of Animation- Wikipedia, the free encyclopedia 6-2-2010 p1-15	
2	Thomas, Frank and Ollie Johnston, The Illusion of life Disney Animation, Walt Disney production, New York, NY 10011, Revised Edition of Disney Animation, Popular Edition .	
3	Principle of Traditional Animation applied to 3D computer Animation" pixer son Rofael California In ACM Computer Graphics (21) 4th July 1987Rubenstein, Paul Max, Writing for Media, Prentice Hall, Englewood Cliffs, New Jersey 07632, 1988. ISBN 0- 13- 971508-8	
MOOC		
1	https://www.mooc-list.com/tags/2d	

COURSE TITLE	AUDIO VIDEO EDITING			CREDITS	3
COURSE CODE	CDA1220	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
20%		80%

Course Description	To develop strong understanding and skills in the area post production in multimedia.
Course Objective	1. To learn about the camera movements and shot composition. 2. To learn about the tools used in audio editing. 3. To learn about the tools used in video editing. 4. To explore about advanced editing techniques. 5. To learn about sound aesthetics and types of sound.
Course Outcome	1. To understand about the camera movements and shot composition. 2. To use the tools for audio editing for the course works 3. To use the tools for video editing for the course works 4. To implement the advanced editing techniques. 5. To implement sound aesthetics and various types of sound in course works.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related										

MODULE - 1	**Introduction**	6

Basic shots and their composition, Various camera movements and angles, Planning and production of programs in studio, Single and multi-camera shooting, Shooting an interview.	**CO-1** **BTL-2**
MODULE – 2 **Audio Editing** 6	
Creating time line - cut, fade and mix, Introduction to editing tools, Applying effects to sound, Working with audio editing software.	**CO-2** **BTL-2**
MODULE – 3 **Video Editing** 6	
Making edit decisions, Creating a time line, Main tools of editing, Basics transitions: cut, dissolve, wipe and fade, Working on non-linear editing software.	**CO-3** **BTL-3**
MODULE – 4 **Advanced Editing Techniques** 6	
Audio mixing with visuals, Special audio- video effects, Video titling and graphics, Rendering and authoring, Editing montage and promos.	**CO-4** **BTL-2**
MODULE – 5 **Sound** 6	
Properties of sound- Bass, Timber, Treble, Pitch, Tempo. Sound Aesthetics. Noise- Echo, Reverb and Distortion Sound Effect- Music & Special effects, Basics of Sound Recording Types of Sound- Mono, Stereo, Surround Concept of Dolby Surround Sound.	**CO-5** **BTL-2**

REFERENCE BOOKS	
1	Talbot, Michael -Smith, Sound engineering explained, Focal Press,2011.
2	Nisbett, Alec, The sound studio: audio techniques for radio, television, film and recording, Focal Press,2003. Mott, Robert L., Sound effects: radio, TV, and film, Focal Press,1990.
3	Sonnenschein, David, Sound design: the expressive power of music, voice, and sound effects in cinema, Michael Wiese Productions,2001.
4	Viers, Ric, The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects, Michael Wiese Productions,2008.
5	Sergi, Gianluca, The Dolby era: film sound in contemporary Hollywood, Manchester University Press, 2004 - Altman, Rick, Sound theory, sound practice, Routledge,1992.

MOOC	
1	https://www.mooc-list.com/tags/video-editing

COURSE TITLE	DESIGN STUDIO – IV			CREDITS	4
COURSE CODE	CDA1105	COURSE CATEGORY	PC	L-T-P-S	0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
50%	50%

Course Description	It is a studio (hands on work) course where more emphasis is given on creation of the multimedia output using various techniques that are learned during this semester of the course.
Course Objective	1. To explore knowledge about interface and information design. 2. To learn how to design using various illustration techniques.
Course Outcome	1. To impart knowledge about interface and information design. 2. To design using various illustration techniques.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related		
MODULE - 1	**Project -1**	**30**
Project based on following contents: Interface and Information design, Developing a CD for educational purposes or for a social cause		**CO-1** **BTL-2**
MODULE – 2	**Project -2**	**30**
Project based on following contents: Traditional Animation, Stop motion, Clay Animation, Paper cut animation.		**CO-2** **BTL-2**
MODULE – 3	**Project -3**	**30**
Project based on following contents: 2D Character and background design, 2D digital animation concept.		**CO-2** **BTL-2**

SEMESTER V

COURSE TITLE	CREATIVE THINKING PROCESS AND METHODS			CREDITS	3
COURSE CODE	CDA1301	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME					
CIA				Attendance ESE	
20%				80%	

Course Description	To facilitate an understanding of various methods, tools and aspects of thinking that are essential for creativity and knowledge management.
Course Objective	1. To learn about cognitive thinking. 2. To learn about the Issues in Intellectual Property Rights. 3. To learn about design thinking. 4. To explore the issues in creativity and innovation. 5. To learn about the creative tools and techniques.
Course Outcome	1. To understand about cognitive thinking. 2. To understand about the Issues in Intellectual Property Rights. 3. To analyze about design thinking. 4. To analyze the issues in creativity and innovation. 5. To understand the creative tools and techniques.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction**	6	
Cognitive issues in creative thinking; Neurobiological studies of human brain lateralization with respect to creative thinking phenomena			**CO-1** **BTL-2**
MODULE – 2	**Management**	10	
Introduction to knowledge engineering and management, Future casting; Case Studies; Issues in Intellectual Property Rights			**CO-2** **BTL-2**
MODULE – 3	**Design Thinking**	10	
Modeling of Design Thinking and Tacit knowledge representation; Fuzzy thinking, vertical thinking, lateral thinking			**CO-3** **BTL-3**
MODULE – 4	**Issues in creativity**	10	
Management issues in creativity and innovation; group versus individual creativity.			**CO-4** **BTL-2**
MODULE – 5	**Creativity Tools and techniques**	9	
Creativity techniques and tools; Brain storming, Hypnologic imaginary, TRIZ method, Morphological analysis of ideas. Role of creativity in Innovation and Invention; Comparative studies ofcreativity in the Arts, Sciences, Engineering and Design.			**CO-5** **BTL-2**
REFERENCE			
1	M. Runio and S. Pritzker (eds.)*, Encyclopedia of Creativity,* Academic Press,1999.		
2	G. Schreiber, H. Akkermans, A. Anjewierden, R. de Hoog, N. Shadbolt, W. Van de Velde and B. Wielinga, *Knowledge Engineering and Management*, MIT Universities Press India Ltd, 2000.		
3	E. De Bono, *Serious Creativity*, INDUS Harper Collins Publishers India,1992.		
4	D. Morey, M. Maybury and B. Thuraisingham, *Knowledge Management*, Universities Press MIT, 2000		
5	T. Proctor, *The essence of Management Creativity*, PHI, New Delhi,2002.		
6	H. Petroski, *Invention by Design*, Universities Press (India) Ltd.,2000.		
7	M. French, *Invention and Evolution – Design in Nature and engineering*, Cambridge University Press,1994.		
MOOC			
1	https://www.mooc-list.com/tags/creative-thinking		

COURSE TITLE	3D MODELING AND TEXTURING			CREDITS	3
COURSE CODE	CDA1207	COURSE CATEGORY	BS	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

CIA	Attendance ESE
20%	80%

ASSESSMENT SCHEME

Course Description	This is a 3D software skill acquiring course foscussing mainly on the 3d simulation aspects and the texturing aspects of 3d objects generated using the software.
Course Objective	1. To learn about the basics of 3D modeling and texturing. 2. To learn the various concepts of modeling. 3. To learn about the tools and methods of modeling. 4. To learn about modeling the head. 5. To learn about texturing.
Course Outcome	1. To do 3D modeling and texturing in simple models. 2. To analyze the concepts of modeling. 3. To implement 3d works using the tools and methods of modeling. 4. To do modeling of the head. 5. To do texturing for models.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction to 3D	6
Basic 3D transforms translation, rotation, scaling.		CO-1 BTL-2

MODULE – 2	**Basic Modeling**	10	
Concepts of Modeling with Subdivision Surfaces, Modeling and a Character with Polygon & NURBS: NURBS Topology, Tools & Methods, Modeling with Profile Curves, Designing and Modeling a Character with Polygon & NURBS.			**CO-2** **BTL-2**
MODULE – 3	**Modeling Tools**	10	
Modeling with Polygon Tools, Using Image Planes, Block Modeling, Sculpting the Character, Groups and Hierarchies.			**CO-3** **BTL-3**
MODULE – 4	**Designing a Humanoid and Modeling the Head**	10	
Human Anatomy for Modelers, Using Distortions for Artistic Purposes, Methods and Tools.			**CO-4** **BTL-2**
MODULE – 5	**Texturing**	9	
Shading textures, Colour, texture and surface styles. Hyper shade, UV Knowledge, Create UVs, UVs layout tools, Projection UVs map, Utilizes the UV texture, adding texture mapping on any objecting and character.			**CO-5** **BTL-2**
REFERENCE BOOKS			
1	Murdock, Kelly C., *3ds Max 7 Bible*, Wiley Dreamtech India Pvt. Ltd. New Delhi, 2005, ISBN: 81-265-0597-4.		
2	Kulagin, Boris, Dmitry Morozou, *3Ds Max & Animation with Character Studio 4 and Plug- Ins*, Firewall Media, New Delhi, 2006, ISBN:81-7008-820-8		
3	Kulagin, Boris, *3ds Max 8, From Modeling to Animation*, BPB Publications, B-14, Connaught Place, New Delhi-110001, 2007, ISBN:81-8333-201-3.		
MOOC			
1	https://www.mooc-list.com/tags/3d-modeling		

COURSE TITLE	COMPUTER GENERATED LIGHTING AND RENDERING		CREDITS	3
COURSE CODE	CDA1303	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	This is a 3D software skill acquiring course foscussing mainly on the lighting aspects and the output rendering aspects of 3d objects generated using the software.
Course Objective	1. To learn the properties of light. 2. To explore the types of lighting. 3. To learn about the fundamentals of lighting design. 4. To learn about indoor and outdoor lighting techniques. 5. To learn light effects and rendering techniques.
Course Outcome	1. To understand the properties of light. 2. To analyze the types of lighting. 3. To create project works using the fundamentals of lighting design. 4. To implement indoor and outdoor lighting techniques in project works. 5. To create light effects and rendering techniques in course works.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction**	9
History of Web and its background		CO-1 BTL-2

MODULE – 2	**Lighting Design**	10	
Web design tools and techniques – Photoshop, Dreamweaver, Flash, FrontPage and other important tools and software, Web authoring.			**CO-2** **BTL-2**
MODULE – 3	**Tools and Techniques**	10	
Web design technology – Introduction to HTML, CSS, Java, PHP			**CO-3** **BTL-3**
MODULE – 4	**Rendering Techniques**	10	
Basic Rendering Techniques; Rendering in Layers; Lighting Passes; Rendering in Passes ;Virtual Cameras and Depth of Field; Pre-compositing			**CO-2** **BTL-2**
MODULE – 5	**Light Effects**	6	
Recreating Light effects such as Caustics, Global Illumination and Final Gather using Mental Ray; Key inputs for lighting a 3D scene as per industrial standards.			**CO-3** **BTL-3**
REFERENCE			
1	Jeremy Birn, *Digital Lighting & Rendering*, Third Edition, New Riders,2014.		
2	Darren Brooker, *Essential CG Lighting Techniques with 3DS Max*, Third Edition, Focal Press, 2008.		
3	Chuck Gloman and Tom Letourneau, *Placing Shadows – Lighting Techniques for Video Production*, Third Edition, Focal Press,2013.		
4	Gerald Milerson, *Lighting for Television & Film*, Third Edition, Focal Press,2013.		
5	Lee Lanier, *Advanced Maya Texturing and Lighting*, Third Edition, Autodesk Maya Press, Wiley Publishing Inc.,2015.		
MOOC			
1	https://www.mooc-list.com/course/website-performance-optimization-udacity?static=true&page=1		

COURSE TITLE	ETHICS AND HUMAN VALUE			CREDITS		3
COURSE CODE	CDA1219	COURSE CATEGORY	BS	L-T-P-S		3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME			
Continuous Internal Assessment			ESE
20%			80%

Course Description	This course facilitates an understanding of social responsiveness and the authentic rights involved - the professional standards and ethics involved in the profession of communication design.
Course Objective	1. To learn the ethnic theories. 2. To learn the codes of ethics. 3. To learn about safety and risk. 4. To learn about professional responsibilities and rights. 5. To explore the global issues and learn about environmental ethics..
Course Outcome	1. To understand the ethnic theories. 2. To understand the codes of ethics. 3. To analyze safety and risk. 4. To understand about professional responsibilities and rights. 5. To analyze the global issues and understand environmental ethics.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Engineering Ethics**	**6**
Origin and development of Animation, Early Animation- Victorian, Zoetrope, The magic lantern, Thaumatrope, Senses of 'engineering ethics' – variety of moral issues – types of inquiry – moral dilemmas – moral autonomy – Kohlberg's theory – Gilligan's theory – consensus and controversy – professions and professionalism – professional ideals and virtues – theories about right action – self- interest – customs and religion – uses of ethical theoriesBook, Praxinoscope, Traditional Animation, Feature Length Film, Stop motion, Computer Animation		**CO-1** **BTL-2**
MODULE – 2	**Engineering as Social Experimentation**	**9**
Engineering as social experimentation– engineers as responsible experimenters – codes of ethics – a balanced outlook on law – the challenger case study		**CO-2** **BTL-2**
MODULE – 3	**Responsibility for Safety**	**6**
Responsibility for Safety, Safety and risk assessment of safety and risk – risk benefit analysis – reducing risk		**CO-3** **BTL-3**
MODULE – 4	**Responsibilities and Rights**	**6**
Collegiality and loyalty – respect for authority – collective bargaining – confidentiality – conflicts of interest – occupational crime – professional rights – employee rights – intellectual property rights – discrimination		**CO-4** **BTL-2**
MODULE – 5	**Global Issues**	**9**
Multinational corporations – environmental ethics – computer ethics – weapons development – engineers as managers – consulting engineers – engineers as expert witnesses and advisors – moral leadership – sample code of conduct		**CO-5** **BTL-2**
REFERENCE BOOKS		
1	Mike Martin and Roland Schinzinger, "*Ethics in Engineering*", McGraw Hill, New York,1996.	
2	Charles D Fleddermann, "*Engineering Ethics*", prentice Hall, New Mexico,1999.	
3	Laura Schlesinger, "*How Could You Do That: The Abdication of Character, Courage, and Conscience*", Harper Collins, New York,1996.	
4	Stephen Carter, "*Integrity*", Basic Books, New York,1996.	
MOOC		
1	https://www.mooc-list.com/tags/ethics	

COURSE TITLE		DESIGN STUDIO – V		CREDITS	4
COURSE CODE	CDA1105	COURSE CATEGORY	PC	L-T-P-S	0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME					
Continuous Internal Assessment					ESE
50%					50%

Course Description	It is a studio (hands on work) course where more emphasis is given on creation of animation design using 2d or 3d with any output techniques and / or methods.
Course Objective	1. To explore knowledge about 2D & 3D. 2. To explore using various tools and techniques. 3. To learn how to handle animation projects, prototyping etc
Course Outcome	1. To impart knowledge about 2D & 3D. 2. To design using various tools and techniques. 3. To do Animation projects and prototyping.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related		
MODULE - 1 **Project -1**		30
Understanding of 2D & 3D.		CO-1 BTL-2
MODULE – 2 **Project -2**		30
Paper, Card board, Wood block, Clay etc		CO-2 BTL-2
MODULE – 3 **Project -3**		30
Basic type of Clay Animation movie concept, Prototype Concept design through material or Software.		CO-2 BTL-2

SEMESTER VI

COURSE TITLE	INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP			CREDITS	3
COURSE CODE	CDA1301	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME			
CIA		Attendance ESE	
20%		80%	

Course Description	This course facilitates an understanding of the management aspect of the design field and the possible aspects of entrepreneurial ventures.
Course Objective	1. To learn the Principles and function of Management. 2. To learn the decision making process. 3. To explore about the types of Small Scale Industry. 4. To learn about Role and Status of Human Resource. 5. To explore the factors affecting entrepreneurial growth.
Course Outcome	1. To understand the Principles and function of Management. 2. To facilitate the decision making process in discussions and class works 3. To understand about the types of Small Scale Industry. 4. To understand about Role and Status of Human Resource. 5. To analyze the factors affecting entrepreneurial growth.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	-	-	-	-	2	-	-	-
CO-2	2	2	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	2	-	-	-	-	-
CO-4	1	3	2	-	-	-	-	-	-	-
CO-5	-	-	-	1	2	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related										

MODULE - 1	**Management**	9	
Meaning and Concept of Management, Principles and function of Management, Concept of Organizational Behaviour, Function of a Manager—Planning, Organizing, Coordinating and Controlling. Motivation—implication of Managers and application			**CO-1** **BTL-2**
MODULE – 2	**Leadership and Decision making**	10	
Leadership and Decision Making: Qualities and Styles of Leadership, Decision making process. Individual Process in Organizations-Perception, attitude and personality, Factors that affect them, How they influence people. Group Process in Organizations, Group formation, Group effectiveness, Group Conflict.			**CO-2** **BTL-2**
MODULE – 3	**Small Scale Industry**	10	
Small Scale Industry-Definition, Types of Small Scale Industry, How to Set up Small Scale Industry, Role and Problem of Small Scale Industry. Concept of Joint Stock Company, Private and Public Limited Company. Source of Finance for Entrepreneur-Bank, Government and Financial Institutions etc.			**CO-3** **BTL-3**
MODULE – 4	**Human Resource**	10	
Evolution, Role and Status of Human Resource Management in India. Recruitment and Selection Process in Organization, Job Analysis, Job Specification, Selection Process-Test and Interview			**CO-4** **BTL-2**
MODULE – 5	**Entrepreneurship**	9	
Entrepreneurship - Meaning, Types of entrepreneur, Qualities of an entrepreneur, Role of Entrepreneur, Factors affecting entrepreneurial growth. Entrepreneurship Development Program - Concept, Objective and Importance, Engineer Entrepreneurship Training Program Scheme. Trade Union and Collective Bargaining,			**CO-5** **BTL-2**
REFERENCE			
1	S.S. Khanka – *Organisational Behaviour*, S. Chand Publishing, 4[th]Revised Edition,2010		
2	S.S. Sarkar, R. K. Sharma and S. K. Gupta – *Business Organisation and Entrepreneurship Development*, Kalyani Publishers,2014		
3	Cynthia L. Greene – *Entrepreneurship: Ideas in Action*, 6[th]Edition, South-Western Cengage Learning, 2017.		
4	M. Woolman, *Type in motion, Innovation in Digital Information Graphics*, Thames & Hudson, 2002		
5	N. V. Luppa, *Designing Interactive Digital Media*, Focal Press,1998		
MOOC			
1	https://www.mooc-list.com/course/principles-management-saylororg		

COURSE TITLE	(DIGITAL) GAME DESIGN			CREDITS		3
COURSE CODE	CDA1207	**COURSE CATEGORY**	PC	**L-T-P-S**		**1-0-4-0**
Version	1.0	**Approval Details**	23 ACM, 06.02.2021	**LEARNING LEVEL**		**BTL-3**
CIA				**Attendance ESE**		
20%				**80%**		

ASSESSMENT SCHEME

Course Description	This course facilitates an understanding of the emerging Digital Game design field with its various aspects from fundamentals to the emerging trends and technological knowhow.
Course Objective	1. To learn the history of gaming. 2. To learn the classification of games. 3. To learn the types of gaming. 4. To explore the pros and cons of gaming. 5. To learn how to analyze the story in a game.
Course Outcome	1. To understand the history of gaming. 2. To understand the classification of games. 3. To understand the types of gaming. 4. To analyze the pros and cons of gaming. 5. To analyze the story in a game.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction**	9

Understanding Video Games - Principles of Simple Games, Workability of simple games, Reason of playing games, Elements that define games and the gaming experience, Similarity and dissimilarity of games from each other; History of Gaming; Evolution of Gaming.	**CO-1** **BTL-2**	
MODULE – 2 **Game classification**		**10**
Classification of Games - Game Genre; Game Types; PvP and PvE, NPC;Player's Perspective; Designer's Perspective	**CO-2** **BTL-2**	
MODULE – 3 **Small Scale Industry**		**10**
Gaming Platforms; Types of Gaming – PC Gaming, Console Gaming, Mobile Gaming; Gaming Hardware – Building Gaming Rig; Gaming Peripherals; Gaming in Virtual Reality	**CO-3** **BTL-3**	
MODULE – 4 **Human Resource**		**10**
The Gaming Industry; Pros and Cons of Gaming	**CO-4** **BTL-2**	
MODULE – 5 **Narrative**		**6**
End Users – Players learning the mechanics of your game, Rules that define game play, Rules communicated to your players, Rules bent and broken by player, Importance of a story in games	**CO-5** **BTL-2**	
REFERENCE BOOKS		
1	Steven Kent, *The Ultimate History of Video Games*, First Edition, Three Rivers Press,2001.	
2	Simon Egenfeldt-Nielsen, Jonas Heide Smith and Susana Pajares Tosca, *Understanding Video Games: The Essential Introduction*, Third Edition, Routledge,2016	
3	Jane McGonigal, *Reality is Broken: Why Games Make Us Better and How They Can Change The World*, Penguin Press,2011	
4	Chris Melissinos, Patrick O'Rourke, Mike Mika and Elizabeth Broun, *The Art of Video Games: From Pac-Man to Mass Effect*, First Edition, Welcome Books,2012.	
5	Chris Kohler, *Power Up: How Japanese Video Games Gave the World an Extra Life*, Second Edition, Dover Publications, 2015.	
MOOC		
1	https://www.mooc-list.com/tags/game-design	

COURSE TITLE	3D ANIMATION TECHNIQUES			CREDITS	3
COURSE CODE	CDA1318	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	This course facilitates an understanding of various animation techniques involved specific to the skill up gradation and practice using the software used predominantly in the industry.
Course Objective	1. To learn the basics of 3D animation. 2. To learn the basics of acting and animation. 3. To learn the process of 3D animation. 4. To learn how to create anatomy and create bones for character. 5. To learn to create the controls and complex body movements..
Course Outcome	1. To understand the basics of 3D animation. 2. To understand the basics of acting and animation. 3. To understand the process of 3D animation. 4. To create the anatomy and bones for character. 5. To create the controls and complex body movements.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE – 1	**Animation Basics**	**6**
Introduction to 3D animation basics, Key Frame Animation, Animation Techniques: Non –Linear and Character Animation, Path Animation, Exercises and warm ups.		**CO-1** **BTL-2**
MODULE – 2	**Motion Studies**	**10**
Motion Studies, Line of action, Path of action, Quick Studies from real life: Drama and psychological effect, Study of Body language: posture, gesture, facial expression, Acting and animation.		**CO-2** **BTL-2**
MODULE – 3	**3D Animation Process**	**10**
The Animation Process: Posing, Timing and Refining, Working with Poses. Kinematics: IK and FK, Binding & Weight for character, different Skinning methods.		**CO-3** **BTL-3**
MODULE – 4	**Character Rigging**	**10**
Character Rigging: Anatomy study, Understanding Skeletons and Joints, Useof Deformers, Creating bones for Character.		**CO-2** **BTL-2**
MODULE – 5	**Character set-up**	**9**
Character set-up for a wide range of complex body movement, with controls that are intuitive and flexible.		**CO-3** **BTL-3**

REFERENCE	
1	*The Animator's Survival Kit* - by Richard Williams; Faber Publications; Main - Revised edition (5 November 2009), ISBN-10:9780571238347.
2	*Mastering 3D Animation*, by Peter Ratner ; Allworth Press (September 1, 2000), ISBN-10: 1581150687.
3	*Acting in Animation: A Look at 12 Films* by Ed Hooks; Heinemann Drama (February 9, 2005), ISBN-10:0325007055
4	*DigitalCharacterAnimation3*-byGeorgeMaestri;NewRidersPress(April22,2006),ISBN-10: 9780321376008
5	*TimingforAnimation*-byHaroldWhitakerandJohnHalas;FocalPress;2nd edition(September3, 2009), ISBN-10: 9780240521602.
	*Inspired3DAdvancedRiggingandDeformations*byBradClark,JohnHood&JoeHarkins;Course Technology PTR; 1 edition (March 25, 2005), ISBN-10:1592001165
MOOC	
1	https://www.mooc-list.com/course/3d-models-virtual-reality-coursera

COURSE TITLE	VISUAL EFFECTS AND DIGITAL COMPOSITING			CREDITS	3
COURSE CODE	CDA1219	COURSE CATEGORY	BS	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME		
Continuous Internal Assessment		ESE
20%		80%

Course Description	In this course, the study involves the Visual effects and Digital compositing which are important aspect of post-production with hands-on skill development using the software that are used in the digital and mass communication fields.
Course Objective	1. To learn the basics and types of visual effects. 2. To learn the elements of visual effects and digital composing. 3. To explore the process of 3D animation. 4. To learn digital processing. 5. To learn building simulation and rendering.
Course Outcome	1. To understand the basics and types of visual effects. 2. To implement the elements of visual effects and digital composing in projects 3. To understand the process of 3D animation. 4. To understand digital processing. 5. To do building simulation and rendering.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	6	
Understanding Visual Effects (VFX), Categories, Types of Visual Effects, Use of VFX, Importance of VFX, Feature of VFX and Special Effects			**CO-1** **BTL-2**
MODULE – 2	Background	10	
Stabilizing footage, Keying matte – blue and green screen, color correction, wire removal, rotoscopy, lights and camera, Tracking (Motion tracking with one point and multiple point tracking of alive footage).			**CO-2** **BTL-2**
MODULE – 3	Digital Compositing	10	
Digital Compositing; Understanding Compositing, Passes Compiling, Mattesand compositing, Digital Matting Methods and tools,			**CO-3** **BTL-3**
MODULE – 4	Digital Processing	10	
Compositing Techniques, Digitally Processing Image and Footages. Green and Blue Screens; Understanding Chroma Keying and Composting.			**CO-4** **BTL-2**
MODULE – 5	Simulation	9	
Understanding Fluids, Building Simulation, Particle Simulation, Particle Emitters, Particle Rendering, Paint Effects.			**CO-5** **BTL-2**

REFERENCE BOOKS

1	*The Green Screen Handbook: Real-World Production Techniques*. Author: Jeff Foster; Sybex; 1st edition (March 15, 2010), ISBN-10:0470521074.
2	*Maya Studio Projects Dynamics*. Author: Todd Palamar; Sybex; 1st edition (November 2, 2009), ISBN-10:0470487763.
3	*The Visual Effects Arsenal*, Author: Bill Byrne; Focal Press; 1st edition (April 17, 2009), ISBN-10:9780240811352.

MOOC

1	https://www.mooc-list.com/course/fundamentals-graphic-design-coursera?page=3

COURSE TITLE	DESIGN STUDIO – VI			CREDITS		4
COURSE CODE	CDA1105	COURSE CATEGORY	PD	L-T-P-S		0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME			
Continuous Internal Assessment			ESE
50%			50%

Course Description	It is a studio (hands on work) course where more emphasis is given on creation of animation design using 2d or 3d with any output techniques and / or methods.
Course Objective	1. To learn about the various aspects of 3D environment. 2. To learn how to do an animated short film. 3. To learn how to compile and steer a project
Course Outcome	1. To implement the knowledge about 3D environment through course works. 2. To do an animated short film. 3. To do a project work

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Project -1	30	
Project based on following contents: 3D Animatic / Stillomatic: Line of action, Character blocking with poses, Story contents development and background design.			CO-1 BTL-2
MODULE – 2	Project -2	30	
Group Project based on following contents: Animated short film on a select topic/story: Implementingthe12principlesofanimation with an overview of the whole animation process, Character animation, Acting and lip-syncing & post-Production.			CO-2 BTL-2
MODULE – 3	Project -3	30	

Final design based project report.	CO-2 BTL-2

SEMESTER VII

COURSE TITLE	ANIMATION PRODUCTION DESIGN		CREDITS	3
COURSE CODE	CDA1401	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME				
CIA			Attendance ESE	
20%			80%	

Course Description	This course focuses mainly on the 3d animation aspects and the various aspects of animation, rendering and texturing techniques using the software that is used predominantly in the field.
Course Objective	1. To learn the basic types of animation. 2. To learn the concepts of objects. 3. To learn the concept of texturing. 4. To learn the principles of animation techniques. 5. To learn how to design and develop storyboard.
Course Outcome	1. To understand the basic types of animation. 2. To try and develop the concepts of objects in project works. 3. To understand the concept of texturing. 4. To understand and implement the principles of animation techniques. 5. To design and develop storyboard.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-

CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Basics of Animation**	**6**
Basic Types of Animation: Real Time, Non- real-time, Definition of Modeling, Creation of 3D objects. Exploring the MAYA Interface, Controlling &Configuring the Viewports, Customizing the Max Interface & Setting Preferences,		**CO-1** **BTL-2**

MODULE – 2	**Concept of Objects**	**10**
Working with Files, Duplicating Objects, Pivoting, Understanding 2D Splines &shape, Extrude & Bevel 2D object to 3D, Understanding Nurbs, Understanding Polygon, Boolean		**CO-2** **BTL-2**

MODULE – 3	**Texturing**	**10**
Explain of Modeling Design, Concept of Texturing, Understanding of Rigging/Setup, Implement of Principle of Animation Techniques, Concept of Lighting and Camera, Understand of basic Rendering		**CO-3** **BTL-3**

MODULE – 4	**VFX**	**10**
VFX and Compositing, Understanding of Motion graphics, Concept of colour correction, implement of Audio Video Editing, Final output.		**CO-4** **BTL-2**

MODULE – 5	**Design**	**9**
Define Concept or Idea, Story & Script develop, Understanding Storyboard design, Making Animistic design, Concept of Layout Design.		**CO-5** **BTL-2**

REFERENCE	
1	Chawdhary, Nirmal Kumar, *How to write film screenplay*, Kanishka publishers, distributers, New Delhi- 110002, 2009,ISBN978-81-8457-112-7.
2	Whitaker, Harold, John Halas, Updated by Tom Sito, *Timing for Animation*, Focal Press Elsevier, New York & Singapore, 2009 ISBN:978-0-240-52160-2.
3	Eve Light Honthaner, *The Complete Film Production Handbook*, FocalPress.
4	Tay Vaughan, *Multimedia: Making It Work*, Ninth Edition, Mc-Graw Hill Education,2014.
5	Vic Costello with Susan A. Youngblood and Norman E. Youngblood, *Multimedia Foundations: Core Concepts for Digital Design*, Focal Press,2013.
6	Viers, Ric, *The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects*, Michael Wiese Productions, 2008.
7	Rumsey, Francis and Tim McCormick, *Sound and Recording*, Focal Press 2009, ISBN: 978024052163.

MOOC	
1	https://www.mooc-list.com/course/principles-management-saylororg

COURSE TITLE	NEW MEDIA AND INTERACTION DESIGN			CREDITS	3
COURSE CODE	CDA1402	COURSE CATEGORY	BS	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME

Course Description	This course facilitates an understanding of the user interface design with the new age digital media and its various possibilities.
Course Objective	1. To learn the evolution of new media. 2. To learn the forms of new media. 3. To explore the concept in Interaction design. 4. To learn the various aspects of user focus. 5. To learn how to design and develop storyboard.
Course Outcome	1. To understand the evolution of new media. 2. To understand the various forms of new media. 3. To understand the concept in Interaction dsign. 4. To analyze the user focus. 5. To design and develop storyboard.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction to New Media**	6
Evolution of New Media - History to modern era; Technology in New Media ; New Media culture – conventions and technique of old media; **Principles of New Media :** Discrete representation ; Numerical representation; Automation ; Variability.		CO-1 BTL-2

MODULE – 2	Concept of New Media	10	
Changing relationship of representation. **;** Database as genre of new media. **;** Logic of remediation**;** Concept of digital dialectic. **;** Digital Cinema and the history of moving Image. **;** The new language of cinema. **; Forms of New Media:** Installations - Sound art, Net art**;** Free software movement and open source. **;** New media art installation and cross-media practice**;** Interactivity and interface: Models of interactive systems.		**CO-2** **BTL-2**	

MODULE – 3	Interaction:	10	
Basic concepts in Interaction Design. Interaction Models – issues in man- machine interface, ergonomic considerations, dialog. Paradigms for interaction –time sharing, video display units, Programming toolkits, Sensor based context aware interaction, Multi-modal displays etc.		**CO-3** **BTL-3**	

MODULE – 4	Interaction Design Process	10	
: User focus; Scenarios; Navigation Design; Screen Design and Layout; Iteration and Prototyping. Design: Principles; Standards; Guidelines; Rules and Heuristics Principles		**CO-4** **BTL-2**	

MODULE – 5	Design	9	
Design Techniques: Scenario building; Personas, Brain Storming, Story Boarding, Wire framing etc. Evaluation Techniques: Expert Analysis; Heuristic Evaluation; Evaluation through User Participation. Case examples in Human computer interaction		**CO-5** **BTL-2**	

REFERENCE BOOKS	
1	B. Shneiderman, *Designing the User Interface: Strategies for Effective Human-Computer Interaction*, 3rd Ed., Addison Wesley,2000.
2	J. Preece, Y. Rogers and H. Sharp, *Interaction Design: Beyond Human –Computer Interaction*, John Wiley & Sons, Delhi,2003
3	A. Dix, J. Finlay, G.D Abowd and R. Beale, *Human Computer Interaction* , 3rd Ed., Pearson Education Ltd.,2004.
4	W.O. Galitz, *The Essential Guide to User Interface Design of Interaction Design*, John Wiley & Sons, 2002.
5	R. Grusin and J. D. Bolter, *Remediation: Understanding New Media*, MIT Press,2000.
6	J. Thackara, *In the Bubble – Designing in a complex World*, Prentice Hall India,2005.
7	N. Wardrip-Fruin and N. Montfort (eds.), *The New Media Reader*, MIT Press,2003

MOOC	
1	. https://www.mooc-list.com/instructor/jon-mccormack

COURSE TITLE	DESIGN MANAGEMENT AND PROFESSIONAL PRACTICE			CREDITS	3
COURSE CODE	CDA1403	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
20%	80%

Course Description	Imparting knowledge about the Communication Design as a profession and the various aspects of its practice to enable the learner to become entrepreneurial in the future.
Course Objective	1. To observe and learn the tools, techniques and design process.
Course Outcome	1. To create the design options in a project and bring out tangible solutions.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Project -1**	25	
Performing design projects considering creativity, innovation and management.IPR and Copyright issues and management			**CO-1** **BTL-2**

MODULE – 2	**Project -2**	20	
Managing design project, Work force management, Team handling, Client consultation, Business development techniques.			**CO-2** **BTL-2**

(A management-based design project and execution practice for future professional career.)

COURSE TITLE	MINOR PROJECT			CREDITS		3
COURSE CODE	CDA1481	COURSE CATEGORY	BS	L-T-P-S		0-0-6-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL		BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment	ESE
50%	50%

Course Description	One project in any context, modality is chosen and done with end to end from the very basic stage of a communication design project to the final completion and/or execution of the Design.
Course Objective	1. To explore the design options in a small project
Course Outcome	1. To create the design options in a project and bring out tangible solutions.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Project -1**		45
Project based on hypothetical concepts related to New media communication and animation design			**CO-1** **BTL-2**

**A Project Report has to be submitted at the end of the Semester by the concerned students to the Department with approval from the Project Supervisor and Committee Members.

COURSE TITLE	DESIGN STUDIO – VII			CREDITS	4
COURSE CODE	CDA1431	COURSE CATEGORY	P1	L-T-P-S	0-0-8-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Internal Assessment		ESE
50%		50%

Course Description	It is a studio (hands on work) course where more emphasis is given on the process of design – in any chosen field and / or context involving various aspects of communication design fields.
Course Objective	1. To explore the design options in a project
Course Outcome	To create the design options in a project and bring out tangible solutions.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Project -1	30	
Project based on following contents: New media and Interaction.			CO-1 BTL-2
MODULE – 2	Project -2	30	
Project based on following contents: New media and Interaction.			CO-2 BTL-2
MODULE – 3	Project -3	30	
Final design based project report. Evaluation Techniques: Expert Analysis; Heuristic Evaluation; Evaluation through User Participation. Case examples in Human computer interaction			CO-2 BTL-2

SEMESTER VIII

COURSE TITLE	MAJOR PROJECT - THESIS			CREDITS	14
COURSE CODE	CDA1491	COURSE CATEGORY	PC	L-T-P-S	0-0-28-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME		
Continuous Internal Assessment		ESE
50%		50%

Course Description	One project in any context, modality is chosen and done with end to end from the very basic stage of a communication design project to the final completion and / or execution of the Design.
Course Objective	1. To explore the design options in a project
Course Outcome	1. To create the design options in a project and bring out tangible solutions.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	-	-	-	-		-	-	2
CO-2	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	1	2	-	-2	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Project -1	30
This project would be based on design research and implementation.		CO-1 BTL-2
Major Project will be done throughout the semester.		

(Project may be Industry-sponsored Project or a continuation of the Minor Project to implement in a practical basis.)

**A Project Report has to be submitted at the end of the Semester by the concerned students to the Department with approval from the Project Supervisor and Committee Members.

DEPARTMENT ELECTIVES

COURSE TITLE	BASICS OF USER INTERFACE DESIGN			CREDITS	3
COURSE CODE	CDA1251	COURSE CATEGORY	PE	L-T-P-S	1-0-4-3
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME	
Course Description	To give an overview understanding of the various User Interface Design aspects that involves the human interaction with the digital system.
Course Objective	1. To learn the Characteristics Of Graphics Interface. 2. To learn the process of Human Interface Design. 3. To explore the web system. 4. To learn fonts, icons, colors etc. 5. To explore the various software tools.
Course Outcome	1. To understand the Characteristics Of Graphics Interface. 2. To work out the process of Human Interface Design. 3. To understand web system. 4. To bring out designed fonts, icons, colors etc. through class works 5. To try various software tools for course works and bring tangible outputs

Prerequisites:

CO, PO AND PSO MAPPING

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE – 1	Introduction	8
Human–Computer Interface – Characteristics Of Graphics Interface –Direct Manipulation Graphical System – Web User Interface –Popularity Characteristic & Principles.		CO-1 BTL-2

MODULE – 2	Human Computer Interaction	10
User Interface Design Process – Obstacles –Usability –Human Characteristics In Design– Human Interaction Speed –Business Functions –Requirement Analysis – Direct –Indirect Methods – Basic Business Functions – Design Standards – System Timings		CO-2 BTL-2

MODULE – 3	Web system	9	
Basic concepts in Interaction Design. Interaction Models – issues in man- machine interface, ergonomic considerations, dialog. Paradigms for interaction –time sharing, video display units, Programming toolkits, Sensor based context aware interaction, Multi-modal displays etc.			**CO-3** **BTL-3**
MODULE – 4	Multimedia	9	
Text For Web Pages – Effective Feedback– Guidance & Assistance– Internationalization– Accessibility– Icons– Image– Multimedia – Coloring.			**CO-4** **BTL-2**
MODULE – 5	Layout– Test	9	
Prototypes – Kinds Of Tests – Retest – Information Search – Visualization –Hypermedia – WWW– Software Tools.			**CO-5** **BTL-2**

REFERENCE BOOKS		
1	Wilbent. O. Galitz ,"The Essential Guide To User Interface Design", John Wiley & Sons, 2001.	
2	Ben Sheiderman, "Design The User Interface", Pearson Education, 1998. 84	
3	Alan Cooper, "The Essential Of User Interface Design", Wiley – Dream Tech Ltd.,2002.	
4	The elements of user experience - Jesse JamesGarrett	

MOOC	
1	https://www.mooc-list.com/tags/user-interface-design

COURSE TITLE	BASICS OF USER INTERFACE DESIGN			CREDITS	3
COURSE CODE	CDA1252	**COURSE CATEGORY**	**PE**	**L-T-P-S**	**1-0-4-3**
Version	**1.0**	**Approval Details**	**23 ACM, 06.02.2021**	**LEARNING LEVEL**	**BTL-3**
CIA				Attendance ESE	

20%	80%

ASSESSMENT SCHEME	

Course Description	To give an overview understanding of the various User experience with any interface which can be digital or real life situation.
Course Objective	1. To learn the basics of user experience design. 2. To learn different methods of data connection. 3. To learn the fundamentals of field testing. 4. To explore UX for mobile device. 5. To learn Users-User Personas and Scenarios
Course Outcome	1. To understand the basics of user experience design. 2. To be able to do the different methods of data connection. 3. To do the fundamental field testing. 4. To understand the UX for mobile device. 5. To understand Users-User Personas and Scenarios

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE – 1	CONCEPTUALIZING USER EXPERIENCEDESIGN	
Introduction to UX - Understanding UX Lifecycle & flow of events - Person creation - Preparing Task list - Writing user story, IA and use cases - Fundamentals of business-centred design and User-centred design - Defining Information design and Interaction design		**CO-1** **BTL-2**

MODULE – 2	DATA COLLECTION AND PROTOYPING	
Need for data collection and prototyping - Different methods of data connection and data analysis - Need for Prototyping and different methods of prototyping - Detailed study to wire framing		**CO-2** **BTL-2**

MODULE – 3	VALIDATION	

Fundamentals of usability testing and heuristic analysis - Fundamentals of field testing - Remote usability testing - Preparing for usability testing, questioner, scenarios with tasks list, recruiting participants		**CO-3** **BTL-3**
MODULE – 4	**Mobile And Small Screen Device**	
UX for Mobile device - Prototyping for Mobile devices - Usability testing and heuristic for mobile device - Experience definition for multiple platforms and form factor - Designing for small screen		**CO-4** **BTL-2**
MODULE – 5	**Design For Personas And Scenarios**	
Designing for Users-User Personas and Scenarios -Understanding and designing business with "requirement gathering"-Design for Network Effects-Design Pattern Libraries - Social Design Patterns		**CO-5** **BTL-2**

REFERENCE BOOKS	
1	Ted Roden, Building the Realtime User Experience: Creating Immersive and Interactive Websites, Shroff/O'Reilly,2010.
2	Christian Kraft, User Experience Innovation: User Centred Design that Works, Apress, 2012
3	Tom Tullis and Bill Albert, Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann Publishers,2008.
4	Trevor van Gorp and Edie Adams, Design for Emotion, Morgan Kaufmann, San Francisco,2012

MOOC	
1	https://www.mooc-list.com/tags/ ux-design

COURSE TITLE	**ERGONOMICS**			**CREDITS**	**3**
COURSE CODE	**CDA1261**	**COURSE CATEGORY**	**PE**	**L-T-P-S**	**1-0-4-0**
Version	**1.0**	**Approval Details**	**23 ACM, 06.02.2021**	**LEARNING LEVEL**	**BTL-3**
CIA				**Attendance ESE**	

20%	80%

ASSESSMENT SCHEME	

Course Description	This course will give an understanding of the importance of the human anthropometrics with the designed contexts and outcomes.
Course Objective	1. To analyze and identify the anthropometrics and ergonomics in daily life 2. To learn the stress factors on human body in various tasks 3. To learn a standard measurement / dimension for a given task based on percentile methods 4. To learn about the design of furniture for different types of works and their effects on human body 5. To learn the cognitive and behavioral aspects of humans with respect to furniture
Course Outcome	1. To analyze and identify the anthropometrics and ergonomics in daily life 2. To understand and analyze the stress factors on human body in various tasks 3. To be able to create a standard measurement / dimension for a given task based on percentile methods 4. To understand and analyze the furniture for different types of works and their effects on human body 5. To understand and analyze the cognitive and behavioral aspects of humans with respect to furniture

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction**	**10**
Design today- Human aid to lifestyle, Journey, Domain, Philosophy and Objective, tual task comfort: two way dialogue, communication model, Ergonomics/ human Factors fundamentals		CO-1 BTL-2

MODULE – 2	**Project -2**	**10**
Human body- structure and function, anthropometrics, Static and dynamic anthropometry, Stand Posture- erect, Anthropometry landmark: Sitting postures,		CO-2 BTL-2

Anthropometric measuring techniques, Statistical treatment of data and percentile calculations	
MODULE – 3 Project -3 10	
Communication and cognitive issues, Psycho-social behaviour aspects, behaviour and stereotype, Information processing and perception, Cognitive aspects and mental workload, Human error and risk perception	**CO-3** **BTL-3**
MODULE – 4	
Visual performance, Visual displays, Environmental factors influencing human performance	**CO-4** **BTL-2**
MODULE – 5	
Ergonomics design methodology, Ergonomics criteria/check while designing, Design process involving ergonomics check, Humanizing design: Design and human compatibility, comfort and adaptability aspects	**CO-5** **BTL-2**
REFERENCE BOOKS	
1.	Bridger, RS: Introduction to Ergonomics, 2nd Edition, Taylor &Francis, 2003.
2.	Dul, J. and Weerdmeester, B.Ergonomics for beginners, a quick reference guide, Taylor & Francis, 1993.
3.	Green, W.S. and Jordan,P .W, Human Factors in Product Design, Taylor &rancis, 1999.
4.	D. Chakrabarti, Indian Anthropometric Dimensions for ergonomic design practice, National Institute of Design, Ahmedabad, 1997
5.	G.Salvendy (edit), Handbook of Human Factors and ergonomics, John Wiley & Sons, Inc., 1998
6.	Singh,S (Edt),Ergonomics Interventions for Health and Productivity, Himanshu Publications, Udaipur, New Delhi, 2007
MOOC	
1	https://www.mooc-list.com/tags/human-factor

COURSE TITLE	ILLUSTRATION TECHNIQUES			CREDITS	3
COURSE CODE	**CDA1262**	**COURSE CATEGORY**	**PE**	**L-T-P-S**	**1-0-4-0**
Version	**1.0**	**Approval Details**	**23 ACM, 06.02.2021**	**LEARNING LEVEL**	**BTL-3**
CIA				**Attendance** **ESE**	

20%	80%

ASSESSMENT SCHEME	

Course Description	This course enables the learner to understand and practice the various illustration techniques and its field of application.
Course Objective	1. To learn narrative and creative problem solving. 2. To learn the history and evolution of illustration. 3. To learn visual thinking. 4. To learn the psychology of color, 5. To explore the approaches, theories and strategies.
Course Outcome	1. To create narrative and problem solving in course works 2. To understand the history and evolution of illustration. 3. To understand visual thinking. 4. To understand the psychology of color, 5. To bring out the approaches, theories and strategies in project works.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction**	7	
Illustration course focuses on image making, narrative and creative problem solving. Drawing and image making - figure and reportage drawing and the relationships between ideas, visual research and outcomes in project work.			CO-1 BTL-2

MODULE – 2	**History**	9	
The definition and role of illustration. The history of illustration. Illustrator as a flexible, trans global, entrepreneurial producer of self-initiated projects.			CO-2 BTL-2

MODULE – 3	**Visual Thinking**	9	
Cognitive, improvisatory, gestural and kinetic processes with drawing. Practice drawing character designs, caricature creations, environmental landscape drawing, and other pre-production drawing techniques.			CO-3 BTL-3

MODULE – 4	**Colour**	
Hue, value, and saturation. The Structure of Color. Color Interaction. Color Unity. Color Research. The Psychology of Color. Color Study on the Computer. The composition of color on the computer in CMYK.		**CO-4** **BTL-2**
MODULE – 5	**Idea Generation**	
Idea Generation-the approaches, theories and strategies. Exercising creativity. The Basics. Techniques. What Image Mean. Using Images. Images in Practice. Mark Making.		**CO-5** **BTL-2**
REFERENCE BOOKS		
1	Thinking Visually , Mark Wigan, 2014	
2	The Illustrators bible: The Complete Sourcebook of Tips, and Tricks , Rob Howard, 2010	
3	Graphic Style: From Victorian to Digital , Steven Heller, 2011	
4	Illusive: Contemporary Illustration And Its Context , Robert Klanten	
MOOC		
1	https://www.mooc-list.com/tags/sketching-techniques	

COURSE TITLE	MOVING IMAGE(S) DESIGN			CREDITS	3
COURSE CODE	CDA1351	COURSE CATEGORY	PE	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

CIA	Attendance ESE
20%	80%

ASSESSMENT SCHEME

Course Description	This course will facilitate an understanding of the Movie as a series of moving images that are studied in its historical background to the latest digital cinema scenario from the design point of view.
Course Objective	1. To learn moving images design in a movie 2. To explore thematic/hypothetical subject 3. To learn the impact of Internet and digital media in movie making
Course Outcome	To understand moving image design. To understand thematic/hypothetical subject To understand the impact and influence of digital media in movie making.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Project -1**	15
Project based on following contents: Cinema as an Art and Industry, Cinema as propaganda, World Cinema, Indian Cinema (main stream and parallel).		CO-1 BTL-2

MODULE – 2	**Project -2**	15
Project based on a thematic/hypothetical subject: Documentary film, narrative and experimental films		CO-2 BTL-2

MODULE – 3	Project -3	15
Project based on following contents: Digital Cinema, new filmmakers and the influence of internet.		**CO-3** **BTL-3**

REFERENCE BOOKS		
	1	Rodriguez, Robert, *Rebel without a Crew: Or How a 23 Year Old Filmmaker With $7,000 Became a Hollywood Player*, Publisher: Penguin Group; First Plume Printing, September 1996.
	2	Murch, Walter, *In the Blink of an Eye* Revised 2nd Edition, Publisher: Silman James Pr; 1st edition (April1995).
	3	Dix, Andrew, *Beginning film studies*, Publisher: Manchester University Press, 15 Jul2008.
	4	Ray, Satyajit, *Our Films Their Films*, Publisher: OrientLongman Pvt. Ltd., Third Edition, 1993.

MOOC	
1	https://www.mooc-list.com/course/foundations-arts-and-entertainment-technologies-kadenze

COURSE TITLE	**PACKAGING AND PRINTING**			CREDITS	**3**
COURSE CODE	**CDA1352**	**COURSE CATEGORY**	**PE**	**L-T-P-S**	**1-0-4-0**
Version	**1.0**	**Approval Details**	**23 ACM, 06.02.2021**	**LEARNING LEVEL**	**BTL-3**
CIA				**Attendance ESE**	
20%				**80%**	

ASSESSMENT SCHEME	
Course Description	To give an overview understanding of the various User experience with any interface which can be digital or real life situation.
Course Objective	1. To learn printing processes. 2. To learn the types of material used for printing and packaging industry. 3. To learn the types of dyes and inks. 4. To learn the types of adhesives for Printing &Packaging. 5. To explore the advanced materials used for printing and packaging.
Course Outcome	1. To understand printing processes. 2. To understand the types of material used for printing and packaging industry. 3. To understand the types of dyes and inks. 4. To understand the types of adhesives for Printing &Packaging. 5. To understand the advanced materials used for printing and packaging.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Printing**	**10**
Main kinds of films and photographic papers used in graphic organization, Cross section of films, Main-base, Stripping, Anti halation Coating, Protective Coating, Paper positive materials, Developers, Reducers, and Intensifiers. Light sensitive materials for printing image carrier for major printing processes.		**CO-1 BTL-2**

MODULE – 2 Paper for Printing 10		
Paper and Non- Paper Substrate used for printing and packaging industry. Types of Plastic Substrate – Polyethylene, Polypropylene, Polyvinyl Chloride (PVC), Polyethylene teraphthalate (PET), Polyester, Polystyrene, Cellophane, Metal, Foils, Laminates.	**CO-2** **BTL-2**	
MODULE – 3 Printing Inks &Coatings		
Fundamentals of usability testing and heuristic analysis - Fundamentals of field testing - Remote usability testing - Preparing for usability testing, questioner, scenarios with tasks list, recruiting participants	**CO-3** **BTL-3**	
MODULE – 4 Adhesives for Printing &Packaging		
Adhesives for Printing &Packaging : Adhesion, Types of Adhesive – Animal Glues, Fish Glues, Casin Adhesives, Starch Based Adhesives, and Natural resin Adhesives, Cellulose Adhesives, Rubber based adhesives, Synthetic resin adhesives, Inorganic Adhesives, Hot Melt.	**CO-4** **BTL-2**	
MODULE – 5 Materials		
Miscellaneous Materials : Different types of rubber used in printing, Book binding Materials – Leather, Cloth, Rexene, Threads, Tapes, Stitching Wire, Covering Materials, Varnishes, Laminates Eye-lets, thermoform	**CO-5** **BTL-2**	
REFERENCE BOOKS		
1.	Hardware Bible: Winn IL RochTechmedia..	
2.	Desk Top Typography: Quark X Press	
3.	Page Maker 6.0: BPB Publication	
4.	Printing in a Digital World – David Bergsland	
5.	Introduction to Prepress - Hugh Speirs	
6.	Computer Technology – Sinha&Sinha	
MOOC		
1	https://www.mooc-list.com/tags/digital-technology	

COURSE TITLE	CONCEPT OF FILM MAKING			CREDITS	3
COURSE CODE	CDA1353	COURSE CATEGORY	PE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME	
Course Description	This course will help to critically analyze any idea or conceptual aspects of a film, in the various facets of film making.
Course Objective	1. To learn the scope of Documentary/Film, Story development 2. To learn and explore preproduction. 3. To learn the principles of photography/videography. 4. To learn the stages of post-production. 5. To explore the trends in short films.
Course Outcome	1. To understand the scope of Documentary/Film, Story development 2. To understand and explore preproduction through course works 3. To understand the principles of photography/videography. 4. To understand the stages of post-production. 5. To understand the trends in short films.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	9
Definition of Film, Concept and idea generation, Scope of Documentary/Film, Story development-treatment - scriptment – plot points– structure, Writing the screenplay, Re-writing the screenplay, Scenic design and props, Concept of virtual studio, Financing the movie		CO-1 BTL-2

MODULE – 2	**Preproduction**	9	
Casting Locations, Shot list, Script, Tech scout, Film Production design			**CO-2** **BTL-2**
MODULE – 3	**Production**	9	
Principle of photography/videography–setting up, Rehearsal Setting up shots, Single and multi- camera shooting, Checking the take.			**CO-3** **BTL-3**
MODULE – 4	**Post production**	9	
Editing, Sound mixing, Music, Test screenings, Movie distribution			**CO-4** **BTL-2**
MODULE – 5	**Short Film**	9	
Emerging trends in short films, Theory of storytelling, Framing and time distribution, Editing and management.			**CO-5** **BTL-2**
REFERENCE BOOKS			
1	Renee Dunlop, *Production Pipeline Fundamentals for Film and Games*, FocalPress		
2	Eve Light Honthaner, *The Complete Film Production Handbook*, FocalPress.		
MOOC			
1	https://www.mooc-list.com/tags/film		

COURSE TITLE	BRAND MANAGEMENT DESIGN			CREDITS	3
COURSE CODE	CDA1354	COURSE CATEGORY	PE	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

CIA			Attendance ESE
20%			80%

ASSESSMENT SCHEME

Course Description	This course will help to critically analyze any idea or conceptual aspects of a film, in the various facets of film making.
Course Objective	1. To learn the concepts of branding. 2. To learn the elements of brand. 3. To learn the brand evaluation plans. 4. To learn the concepts and tools for managing brands. 5. To explore Design marketing and marketing communications
Course Outcome	1. To understand the concepts of branding. 2. To understand and analyze the elements of brand. 3. To understand brand evaluation plans. 4. To understand the concepts and tools for managing brands. 5. To understand the Design marketing and marketing communications aspects

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	**Introduction**	9
Introduction to UX - Understanding UX Lifecycle & flow of events - Person creation - Preparing Task list - Writing user story, IA and use cases - Fundamentals of business-centred design and User-centred design - Defining Information design and Interaction design		**CO-1** **BTL-2**

MODULE – 2	Developing Brand Elements	10
Describe the process and methods of developing brand elements - Reasons and process of developing brand associations – Identify effective marketing and marketing communications strategies- use of social/digital platforms		**CO-2** **BTL-2**
MODULE – 3	Evaluation	10
Describe the process and methods of measuring brand performance- Interpret basic quantitative and qualitative brand performance data - Understand various marketing intelligence acquisition methods - Propose brand evaluation plans		**CO-3** **BTL-3**
MODULE – 4	Managing the Brand	6
Describe the main concepts and tools for managing brands over time, geograpgic areas, and market segments – Formulate effective branding strategies for both consumers and business products/services Analyze new product development and brand extension programs based on market information		**CO-4** **BTL-2**
MODULE – 5	Design For Personas And Scenarios	
Design marketing and marketing communications programs that build brand equity		**CO-5** **BTL-2**
REFERENCE BOOKS		
1	Strategic Brand Management (4th edition), Kevin Lane Keller, Prentice Hall, 2012	
2	Cases, readings, and simulation materials available at Harvard Business Publishing	
3	Marketing/Brand Intelligence page on the course site and research resource page for VIC6316 available at http://businesslibrary.uflib.ufl.edu/vic6316	
MOOC		
1	https://www.mooc-list.com/tags/brand-management	

COURSE TITLE	GAME DESIGN AND PRODUCTION PROCESS			CREDITS	3
COURSE CODE	CDA1361	COURSE CATEGORY	PE	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME	
Course Description	This course brings out the understanding of a game design and its production processes involve to bring it to the field for usage.
Course Objective	1. To learn the origins of game design. 2. To learn the basics of artificial intelligence. 3. To learn the elements of game. 4. To learn the process of creating games. 5. To explore the process of production.
Course Outcome	1. To understand the origins of game design. 2. To understand the basics of artificial intelligence. 3. To understand the elements of game. 4. To understand the process of creating games. 5. To understand the process of production.
Prerequisites:	

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	10
Introduction to UX - Understanding UX Lifecycle & flow of events - Person creation - Preparing Task list - Writing user story, IA and use cases - Fundamentals of business-centred design and User-centred design - Defining Information design and Interaction design		CO-1 BTL-2

MODULE – 2	Game Design	10	
Need for data collection and prototyping - Different methods of data connection and data analysis - Need for Prototyping and different methods of prototyping - Detailed study to wire framing			**CO-2** **BTL-2**
MODULE – 3	Game Elements	10	
Fundamentals of usability testing and heuristic analysis - Fundamentals of field testing - Remote usability testing - Preparing for usability testing, questioner, scenarios with tasks list, recruiting participants			**CO-3** **BTL-3**
MODULE – 4			
Understand the process of creating games using objects and rooms -Understand the global user interface - Process player input using the keyboard and mouse -Use the file, edit, and add menus to manipulate sprites, sounds, and backgrounds			**CO-4** **BTL-2**
MODULE – 5	Production		
Development & Business Cycles. - Preproduction: Planning& Processing. o Production: Prototyping & Play testing. - Post-Production: Maintenance & Marketing.			**CO-5** **BTL-2**

REFERENCE BOOKS	
1	Fullerton, T. (2007). Game Design Workshop (GDW): A playcentric approach to creating innovative games. Burlington, MA: Morgan Kaufmann Publishers.
2	Anthropy, A. & Clark, N. (2014) A Game Design Vocabulary
3	Schell, J. (2008) The Art of Game Design. Burlington
4	Salen, K. and Zimmerman, E. (2004) Rules of Play: Game Design Fundamentals

MOOC	
1	https://www.mooc-list.com/tags/game-design

COURSE TITLE	ADVANCE ILLUSTRATION TECHNIQUES			CREDITS	3
COURSE CODE	CDA1362	COURSE CATEGORY	PE	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

CIA		Attendance ESE
20%		80%

ASSESSMENT SCHEME

Course Description	This course enables the use of latest technologies for illustrations and bringing out the necessary skill based knowledge for the learner to facilitate easier career progression through showcasing of the project works.
Course Objective	1. To learn computer illustrations. 2. To explore variety of media. 3. To explore the process of designing characters 4. To explore industry standard graphic application 5. To learn the approaches, theories and strategies
Course Outcome	1 To do computer illustrations. 2 To create designs in variety of media. 3 To design characters 4 To create industry standard graphic application 5 To do illustrations with innovative approaches, theories and strategies

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	7
Introduction to UX - Understanding UX Lifecycle & flow of events - Person creation - Preparing Task list - Writing user story, IA and use cases - Fundamentals of business-		CO-1 BTL-2

centred design and User-centred design - Defining Information design and Interaction design		
MODULE – 2**Experimental Illustration**		**9**
Need for data collection and prototyping - Different methods of data connection and data analysis - Need for Prototyping and different methods of prototyping - Detailed study to wire framing		**CO-2** **BTL-2**
MODULE – 3 **Visual Thinking**		**9**
Fundamentals of usability testing and heuristic analysis - Fundamentals of field testing - Remote usability testing - Preparing for usability testing, questioner, scenarios with tasks list, recruiting participants		**CO-3** **BTL-3**
MODULE – 4 **Digital Illustration**		10
Understand the process of creating games using objects and rooms -Understand the global user interface - Process player input using the keyboard and mouse -Use the file, edit, and add menus to manipulate sprites, sounds, and backgrounds		**CO-4** **BTL-2**
MODULE – 5 **Idea Generation**		10
Idea Generation-the approaches, theories and strategies. Exercising creativity. The Basics. Techniques. What Image Mean. Using Images. Images in Practice. Mark Making.		**CO-5** **BTL-2**
REFERENCE BOOKS		
1	Thinking Visually , Mark Wigan, 2014	
2	The Illustrators bible: The Complete Sourcebook of Tips, and Tricks , Rob Howard, 2010	
3	Graphic Style: From Victorian to Digital , Steven Heller, 2011	
4	Illusive: Contemporary Illustration And Its Context , Robert Klanten	
MOOC		
1	https://www.mooc-list.com/tags/sketching-techniques	

COURSE TITLE	TANGIBLE USER INTERFACE			CREDITS	3
COURSE CODE	CDA1363	COURSE CATEGORY	PE	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME	
Course Description	To create the conceptual understanding and theoretical base for the design of user interface design involving various sensory features.
Course Objective	1. To learn the origins of game design. 2. To learn the basics of artificial intelligence. 3. To learn the elements of game. 4. To learn the process of creating games. 5. To explore the process of production.
Course Outcome	1. To bring out tangible user interface through class works 2. To understand user interface. 3. To create the types of embodiments. 4. To create design using advanced tools and technologies. 5. To work out the reality-based interfaces

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	

MODULE - 1	Introduction	6
An overview and introduction of tangible user interface; Visibility; Affordance; Legible mapping; Feedback; Constraints; History of TUI;		CO-1 BTL-2

MODULE – 2	User Interface	10	
Graspable user interfaces; Tangible bits; Digital-physical coupling; Embodiment of physical representation; Balancing physical-digital representations; Mechanisms of interactive control; Active-passive TUI			**CO-2** **BTL-2**
MODULE – 3	**Embodiments**	**10**	
Types of embodiments; Tokens, containers and tools; Pyfo, token, constraint and TAC paradigm			**CO-3** **BTL-3**
MODULE – 4	Metaphors	9	
Metaphor of verb; Metaphor of noun; introduction to tools and technologies necessary for designing and building tangible user interfaces;			**CO-4** **BTL-2**
MODULE – 5	Reality Based Interfaces	10	
Introduction of reality-based interfaces; Organic user interfaces; SMaG-speech, manipulations and gestures; Studio/Project assignments in design of tangible user interfaces will be given to the students			**CO-5** **BTL-2**

REFERENCE BOOKS	
1	K. Ryokai, R. Aipperspach and D. Nguyen, *Theories and practices of tangible user interfaces*, School of Information, University of California, Barkeley,2007
2	T. Igoe, *Making things talk – practical methods for connecting physical objects*, O'Reilly Media, 2007
3	O. Shear and E. Hornecker, *Tangible User Interface*, Now Publishers Inc.,2010.
4	D. Saffer, *Designing gestural Interfaces: touch screens and interactive devices*, O'Reilly Media, 2007

MOOC	
1	https://www.mooc-list.com/course/design-thinking-prototyping-and-user-testing-edx

COURSE TITLE	ENVIRONMENTAL GRAPHIC DESIGN			CREDITS	3
COURSE CODE	CDA1364	COURSE CATEGORY	PE	L-T-P-S	1-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
CIA				Attendance ESE	
20%				80%	

ASSESSMENT SCHEME	
Course Description	This course brings out the understanding of a game design and its production processes involve to bring it to the field for usage.
Course Objective	1. . To learn way finding and EGD. 2. To analyze graphic design in public spaces 3. To understand mapping. 4. To explore branded environments. 5. To learn pictogram design and civic design.
Course Outcome	1. To showcase learn way finding and EGD. 2. To create the graphic design in public spaces 3. To bring out the understanding of mapping. 4. To prove the exploration of branded environments through class works 5. To understand the pictogram design and civic design.
Prerequisites:	

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Introduction	10
Environmental Graphic Design (EGD) technology elements arranged into systems - the concepts changing content, motion and interaction between a user in a place and information way finding, place making,		CO-1 BTL-2

MODULE – 2	**Exhibition Design**	**10**
Exhibition design, public spaces		**CO-2** **BTL-2**
MODULE – 3 Master Plnning		10
Research and master planning, Mapping		**CO-3** **BTL-3**
MODULE – 4 **Brand Environments**		
Branded Environments, Themed Environments, Retail Store Design		**CO-4** **BTL-2**
MODULE – 5 **Public Design**		
Civic Design ,Pictogram Design		**CO-5** **BTL-2**

REFERENCE BOOKS

1	Lankow,J.(2012). Infographics: The power of visual storytell- ing. Hoboken,NJ: Wiley.
2	Marcel,F.(2014). Infographics and data visualization tools to engage your language learners.*Contact,40*(1),44-50.
3	Schriver,K.A.(2012). What Do Technical Communicators Need to Know about InformationDesign? In J. John- son–Eilola&S.Selber (Eds.).Solving problems in technical communication.Chicago, IL: University of Chicago Press.

MOOC

1	https://www.mooc-list.com/tags/infographics