B.Sc.
Animation

Curriculum and Syllabus

(Based on Choice Based Credit System)
Effective from the Academic year

2018-2019

Programme Educational Objectives

PEO1. Have strong foundations in creative, analytical and technical fundamentals necessary to formulate, analyze and solve communication problems.

PEO2. Have an exposure to a variety of Animation Industries, Such as ,2D & 3D production, Graphic Design & Visual Effectsin a competitive Digital Media environment.

PEO3. Demonstrate the impact of media on the society along with ethical, social and professional responsibilities/implications of their work.

PEO4. Have strong communication skills, ability to work in multicultural contexts and to work effectively in multidisciplinary teams.

PEO5. Engage life-long learning to become successful in their professional work.

Programme Outcomes for School of Mass Communication:

The Mass Communication Programme prepares students to be able to do the following:

PO1: To demonstrate effective speaking, effective writing and listening skills for communication in personal, public, and media areas.

PO2: Obtain a significant knowledge on fundamental and advanced aspects of interactive websites, mobile platforms, and other methods including motion graphics (animation), video and informational graphics.

PO3: To demonstrate the ability to understand the media critically and recognize how media shapes and is shaped by politics, society, culture, economics and daily lives.

PO4: Gain insight into the various aspects of script writing, story board, art direction. and editing.

PO5: To demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.

PO6: Gain insight into the various aspects of script writing, story board, art direction. and editing.

PO7: Enter as 2D artist, 3D Modeler, VFX Artist, Storyboard Designer, Graphic Designer, Web Designer and Game Designer.

B.Sc. Animation

Programme Specific Outcomes (PSO) for B.Sc. Animation:

Students who graduate with a Bachelor of Animation will:

PSO1: Obtain a significant knowledge on fundamental and advanced in

Drawing, Graphic Design ,VFX, 2D & 3D Animation.

PSO2: Gain knowledge of developing story board for any given conceptaspects of

drawing and Anatomy study.

PSO3: Gain in-depth knowledge on pre-productionand post-production process in 2D&3D
Animation Film Making.
PSO4: Gain insight into the various aspects of script writing, direction and editing.
PSO5: Assimilate technical skills on 2D &3D Animation, photography,

cinematography, audio editing and video Editing.

School of Mass Communication

Board of studies members

Sl. No.	Name & Address	Designation	Signature
1	**Dr. D. Jayaprakash,** Head,School of Mass Communication.VELSUniversity.	Chairperson	
2	**Mr.M.ThulasiBharathy,** Asst. Professor, School of MassCommunication.VELS University	Internal Member	
3.	**Mr.A.Kalimuthu,** Asst. Professor,School of MassCommunication.VELS University	Internal Member	
4.	**Ms.Malini,**Director,Loyola-KAUSHALKendra,Loyola College,NungambakkamChennai.600034	ExternalMember (Academics)	
5.	**Mr.Raghunath**, CEO,PencilsRock,No.11,2ndstreet,Balaj inagar,kelkatalai,Chennai=117	ExternalMember (Industry)	

6.	**Mr. R.Siddharth Mohan** ProductionExecutive,FutureWorks, A-302 Purvajade Apartment,170ArcotroadValasaravakkam	Alumni							

VELS INSITUTE OF SCIENCE,TECHNOLOGY AND ADVANCED STUDIES (VISTAS)

B.SC. ANIMATION

COURSES OF STUDY AND SCHEME OF ASSESMENT

Total number of credits: 140

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
	Maximum Marks		**Hours/Week**						

Semester: I

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Core	18LTAM11/ 18LHIN11/ 18LFRE11/	Language-I Tamil / Hindi / French	5	0	0	5	40	60	100
Core	18LENG11	Foundation English – I	5	0	0	5	40	60	100
Core	18CBAN11	History of Animation	4	0	0	4	40	60	100
Core	18CBAN12	Introduction To Film Studies	4	0	0	4	40	60	100
Core	18PBAN11	Basics of Drawing	0	0	6	3	40	60	100

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Core	18PBAN12	Graphic Design	0	0	6	3	40	60	100
SEC	---	SEC – I	0	0	0	2	40	60	100
			18	**0**	**12**	**26**			

Semester: II

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Core	18LTAM21/ 18LHIN21/ 18LFRE21/	Language-II Tamil / Hindi / French	5	0	0	5	40	60	100
Core	18LENG21/	Foundation English II	5	0	0	5	40	60	100
Core	18CBAN21	Introduction to Animation Concepts	4	0	0	4	40	60	100
Core	18CBAN22	Color Theory	4	0	0	4	40	60	100
Core	18PBAN21	Anatomy Study	0	0	6	3	40	60	100
Core	18PBAN22	Matte Painting	0	0	6	3	40	60	100
			18	**0**	**12**	**24**			

*CA - Continuous Assessment

*SEE - Semester End Examination

	Maximum Marks		Hours/Week						
Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total

Semester: III

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Core	18LTAM31/ 18LHIN31/ 18LFRE31/	Language-III Tamil / Hindi / French	5	0	0	5	40	60	100
Core	18CBAN31	Acting & Direction for Animation	3	0	0	3	40	60	100
Core	18PBAN31	3D Set Modeling & Texturing	0	0	5	2	40	60	100
Core	18PBAN32	2D Animation	0	0	4	2	40	60	100
Core	18PBAN33	Clay Modeling	0	0	3	2	40	60	100
DSE	----	Discipline Specific Elective – I	0	0	3	2	40	60	100
Core	18LENG31/	English III	5	0	0	5	40	60	100

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
GE	----	Generic Elective – I	2	0	0	2	40	60	100
			15	**0**	**15**	**23**			

Semester: IV

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Core	18LTAM41/ 18LHIN41/ 18LFRE41	Language-IV Tamil / Hindi / French	5	0	0	5	40	60	100
Core	18CBAN41	Basics of Photography & Videography	4	0	0	4	40	60	100
Core	18PBAN41	Character Modeling & Sculpting	0	0	4	2	40	60	100
Core	18PBAN42	Lighting & Rendering	0	0	4	2	40	60	100
DSE	----	Discipline Specific Elective – II	0	0	4	2	40	60	100
Core	18LENG41	English IV	5	0	0	5	40	60	100
AECC	----	AECC – I	2	0	0	2	40	60	100
GE	----	Generic Elective – II	2	0	0	2	40	60	100
			18	**0**	**12**	**24**			

	Maximum Marks _____		Hours/Week _____						
Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total

Semester: V

Core	Course Code	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Core	18CBAN51	Animation Production Management	4	0	0	4	40	60	100
Core	18PBAN51	Dynamics &Visual Effects	0	0	5	2	40	60	100
Core	18PBAN52	Rigging & Animation	0	0	5	2	40	60	100
Core	18CBAN52	Sound Designing	4	0	0	4	40	60	100
Core	18PBAN53	Internship –I	0	0	0	2	40	60	100
DSE	----	Discipline Specific Elective – III	0	0	4	2	40	60	100
DSE	----	Discipline Specific Elective – IV	4	0	0	4	40	60	100
GE	----	Generic Elective – III	2	0	0	2	40	60	100

SEC	----	SECII	2	0	0	2	40	60	100
			16	**0**	**14**	**24**			

Semester: VI

Core	18PBAN51	Video Editing	0	0	4	2	40	60	100
Core	18PBAN52	Advance Compositing	0	0	4	2	40	60	100
Core	18RBAN53	3D Show Reel - Project	0	4	6	5	40	60	100
Core	18IBAN61	Internship –II	0	0	0	2	40	60	100
DSE	----	Discipline Specific Elective - V	0	0	4	2	40	60	100
DSE	----	Discipline Specific Elective - VI	0	0	4	2	40	60	100
GE	----	Generic Elective – IV	2	0	0	2	40	60	100
SEC	----	SEC – III	2	0	0	2	40	60	100
			4	**4**	**22**	**19**			

List of Discipline Specific Elective Courses:

S.No.	Code	Course
1.	DSE01	Story Board
2.	DSE02	Artificial Intelligence For Games
3.	DSE03	Audio Video Editing
4.	DSE04	Web Design
5.	DSE05	2D Show Reel
6.	DSE06	Pagination
7.	DSE07	Visual Effects For Production
8.	DSE08	Colour Grading
9.	DSE09	Script Writing
10.	DSE10	Animation Art Direction

List of Languages

Subject Code	Title of thePaper
18LEN001	Foundation Course EnglishI
18LTA001	Foundation Course LanguageI
18LHN001	Hindi Paper –I
18LFR001	French Paper - I
18LEN002	Foundation Course EnglishII
18LTA002	Foundation Course LanguageII
18LHN002	Hindi Paper –II
18LFR002	French Paper - II
18LTA003	Foundation Course LanguageIII
18LHN003	Hindi Paper –III
18LFR003	French Paper - III
18LTA004	Foundation Course LanguageIV
18LHN004	Hindi Paper –IV
18LFR004	French Paper – IV

List of Skill Enhancement Course (SEC)

Subject Code	Title of thePaper
SEC-1	Soft Skill-I
SEC-2	Soft Skill -II
SEC-3	PersonalityDevelopment
SEC-4	National Service Scheme-I.
SEC-5	National Service Scheme-II.

List of Ability Enhancement Compulsory Courses:

Code	Course
AECC-1	Advanced Animation
AECC-2	Environmental Studies Paper-I
AECC-3	Ethics and values

Syllabus

Core Courses

18LTAM11தமிழ்மொழி, இலக்கியவரலாறு - அறிமுகம்5 0 0 5

நோக்கம்:
தமிழ்மொழிமற்றும்இலக்கியத்தின்வரலாற்றைஅறிமுகம்செய்யும்நோக்
கில்இப்பாடம்வடிவமைக்கப்பட்டுள்ளது.
தமிழ்மொழியின்வரலாற்றைஅறிவியல்கண்ணோட்டத்துடனும்மொழிக்
குடும்பங்களின்அடிப்படையிலும்விளக்குகிறது.
சங்கஇலக்கியம்தொடங்கி,
இக்காலஇலக்கியம்வரையிலானதமிழிலக்கியவரலாற்றைஇலக்கியவர
லாறுஅறிமுகப்படுத்துகின்றது.
அரசுவேலைவாய்ப்பிற்கானபோட்டித்தேர்வுகளுக்குப்பயன்படும்வகையி
லும்இப்பாடம்அமைந்துள்ளது.

அலகு 1   தமிழ்மொழிவரலாறு   15மணிநேரம்
மொழிக்குடும்பம்   -   இந்தியமொழிக்குடும்பங்கள்   -
இந்தியஆட்சிமொழிகள்   -   திராவிடமொழிக்குடும்பங்கள்   -
திராவிடமொழிகளின்வகைகள்   –   திராவிடமொழிகளின்சிறப்புகள்   -
திராவிடமொழிகளின்வழங்கிடங்கள்   -
திராவிடமொழிகளுள்தமிழின்இடம்   -   தமிழ்மொழியின்சிறப்புகள்   -
தமிழ்பிறமொழித்தொடர்புகள்.

அலகு 2   சங்கஇலக்கியம்
        15மணிநேரம்
சங்கஇலக்கியம் - எட்டுத்தொகை - நற்றிணை - குறுந்தொகை -
ஐங்குறுநூறு - பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு -
புறநானூறு   -   பத்துப்பாட்டு   –   திருமுருகாற்றுப்படை   –
சிறுபாணாற்றுப்படை – பெரும்பாணாற்றுப்படை – பொருநராற்றுப்படை
– மலைபடுகடாம் – குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு, பட்டினப்பாலை –
நெடுநல்வாடை – மதுரைக்காஞ்சி.

அலகு 3   அறஇலக்கியங்களும்காப்பியங்களும்
        15மணிநேரம்
களப்பிரர்காலம்விளக்கம்   –   நீதிஇலக்கியத்தின்சமூகத்தேவை   -
பதினென்கீழ்க்கணக்குநூல்கள்அறிமுகம் - திருக்குறள், நாலடியார்.
காப்பியங்கள்   –
ஐம்பெருங்காப்பியங்கள்மற்றும்ஐஞ்சிறுங்காப்பியங்கள்அறிமுகம்   –
காப்பியஇலக்கணம் - சிலப்பதிகாரம் – மணிமேகலை – சீவகசிந்தாமணி
– வளையாபதி – குண்டலகேசி.

அலகு 4 பக்திஇலக்கியங்களும்சிற்றிலக்கியங்களும்

15மணிநேரம்

தமிழகப்பக்திஇயக்கங்கள் - பக்திஇலக்கியங்கள் - சைவஇலக்கியம் - நாயன்மார்கள்அறுபத்துமூவர் - சமயக்குரவர்நால்வர் - வைணவஇலக்கியம் - பன்னிருஆழ்வார்கள் - முதல்மூன்றுஆழ்வார்கள். சிற்றிலக்கியக்காலம் - சிற்றிலக்கியங்கள் - வகைகள் - பரணி - கலிங்கத்துப்பரணி - குறவஞ்சி - குற்றாலக்குறவஞ்சி - பிள்ளைத்தமிழ் - மீனாட்சியம்மைப்பிள்ளைத்தமிழ் - தூது - தமிழ்விடுதூது - கலம்பகம் - நந்திக்கலம்பகம் - பள்ளு - முக்கூடற்பள்ளு.

அலகு 5 இக்காலஇலக்கியங்கள்

15மணிநேரம்

நவீனகாலம் – நவீனஇலக்கியம் – உள்ளடக்கம் - புதுக்கவிதை - தோற்றமும்வளர்ச்சியும் - நாவல் - முதல்மூன்றுநாவல்கள் – நாவலின்வகைகள் - பொழுதுபோக்குநாவல்கள் - வரலாற்றுநாவல்கள் - சமூகநாவல்கள் - இக்காலநாவல்கள் - மொழிபெயர்ப்புநாவல்கள் - சிறுகதை – வகைகளும்வளர்ச்சியும் – நாடகம் – காலந்தோறும்நாடகங்கள் - புராணஇதிகாசநாடகங்கள் - சமூகநாடகங்கள் - வரலாற்றுநாடகங்கள் – மொழிபெயர்ப்புநாடகங்கள் - நகைச்சுவைநாடகங்கள்.

மொத்தம்: 75மணிநேரம்

பார்வைநூல்கள்

1. அகத்தியலிங்கம். ச., "திராவிடமொழிகள்தொகுதி 1",
மணிவாசகர்பதிப்பகம், முதற்பதிப்பு, 1978.
2. சக்திவேல். சு., "தமிழ்மொழிவரலாறு", மணிவாசகர்பதிப்பகம்,
முதற்பதிப்பு 1998.
3. பூவண்ணன், " தமிழ்இலக்கியவரலாறு",
சைவசித்தாந்தநூற்பதிப்புக்கழகம், முதற்பதிப்பு, 1998.
4. வரதராசன். மு., "இலக்கியவரலாறு", சாகித்யஅகாதெமி,
ஒன்பதாம்பதிப்பு, 1994.
5. விமலானந்தம். மது.ச., "இலக்கியவரலாறு", பாரிநிலையம், மறுபதிப்பு,
2008.

18LHIN11   **HINDI I**   **5 0 0 5**

I Year - I Sem (Prose ., Letter writing & Technical words)

UNIT I - **'Mamta', letter writing, Technical words.**

Aim - Through the story students will be familiar with the writing style of great writer " Sri Jayashankar Prasad "&can understand the situation of country during Mughal Period

UNIT II - "Yogyata aur vyavasaya kaa chunaav ", letter writing,Technical words.

Aim - To make the children understand the important of selecting a profession according to one's own interest.

UNIT III - "Rajnithi Kaa bantwara ", letter writing , Technical words.

Aim- To describe the present situation ,politician's behaviour & their selfforiented activities.

UNIT IV - " Computer :nayi kranthi ki dastak", letter writing, Technical words.

Aim- To explain the importance of computer in daily life in all the fields.

UNIT V - Raspriya, letter writing , Technical words.

Aim - This story helps the students to understand the Writing style of writer " Fanishwarnath renu " who is well known for his village type stories.

Training them different types of letter& technical words will help the students to understand the official work in Hindi.

         18LFRE11   **FRENCH I**   **5 0 0 5**

Course Objective: To introduce French language.To enable the students to understand and to acquire the basic knowledge of French.

UNIT I   INTRODUCTION   15

Introduction - Alphabet – Comment prononcer, écrire et lire les mots- Base : Les prénoms personnel de 1er, 2ème et 3ème personnes – Conjugaisons les verbes être et avoir en forme affirmative, négative et interrogative

UNIT II   LEÇONS 1- 315   Leçons 1.Premiers mots en français,- 2. Les hommes sont difficiles,- 3 Vive la liberté- Réponses aux questions tirés de la leçon - Grammaire : Les adjectives masculines ou féminines – Les articles définis et indéfinis - Singuliers et pluriels

UNIT III   LEÇONS 4- 615   Leçons 4. L'heure, C'est l ;heure,- 5. Elle va revoir sa Normandie,- 6 .Mettez –vous d'accord groupe de nom - Réponses aux questions tirés de la leçon - Grammaire : A placer et accorder l'adjectif en groupe de nom- Préposition de lieu –A écrire les nombres et l'heure en français

UNIT VI   LEÇONS 7- 9   15

Leçons7. Trois visage de l'aventure,- 8. A moi, Auvergne,- 9. Recit de voyage - Réponses aux questions tirés de la leçon - Grammaire : Adjectif possessif – Les Phrases au Présent de l'indicatif   - Les phrases avec les verbes pronominaux au présent

UNIT V   COMPOSITION   15

A écrire une lettre à un ami l'invitant à une célébration différente ex : mariage – A faire le dialogue - A lire le passage et répondre aux questions

                                                          Total : 75 Hrs

TEXT BOOK :
1. Jacky GIRARDER & Jean Marie GRIDLIG, « Méthode de Français
PANORAMA », Clé Intérnationale , Goyal Publication, New Delhi.,Edition 2004

REFERENCE BOOKS:
1. DONDO Mathurin , " Modern French Course", Oxford University Press.,New Delhi., Edition 1997
2. Nitya Vijayakumar, "Get Ready French Grammar – Elementary", GoyalPublications, New Delhi, Edition 2010

18LENG11   **ENGLISH- I**   **5 0 0 5**

COURSE OBJECTIVE:
- To enable students to develop their communication skills effectively. To make students familiar with the English Language.
- To enrich their vocabulary in English
- To develop communicative competency

Credit Hours

UNIT I - Preparatory Lesson   **15**
1. Competition Matters
   Suzanne Sievert

2. A Personal Crisis May Change History
   Dr. A.P.J. Abdul Kalam
3. Why Preserve Biodiversity
   Prof. D. Balasubramanian

UNIT II –Prose   **15**
1. The Unexpected
   Robert Lynd

2. My Greatest Olympic Prize
   Jesse Owens

3. If You are wrong, admit it
   Dale Carnegie

UNIT III –Poetry   **15**
1. The Night of the Scorpion
    Nissim Ezekiel

2. Pulley or The Gift of God
   George Herbert

3. La Bella Dame Sans Merci
   John Keats

UNIT IV- Short Story   **15**
1. The Gift of Magi
   O Henry
2. Three Questions
    Leo Tolstoy

UNIT V – One Act Play   **15**

1. The Shirt
   Francis Dilion

2. The Pie and the Tart
   Hugh Chesterman

Total: 75 Hours

Books Prescribed:

- Confluence - Anu Chithra Publications

18CBAN11   HISTORY OF ANIMATION   4 0 0 4

Course objective: After completing this course, students will be able to define and identify animation as a particular form of visual communication and also will be able to identify the major technological developments and aesthetic movements in the history of animated filmmaking.

Course Outcome

At the end of the course, learners will be able to:

CO1: It begins with an introduction to film history, It also provides a discussion on experimental animation and abstract cinema.

CO2:provides an overview of the evolution of animation , and how animation came into existence.

CO3:.the process of animation techniques developed with various equipment and how the process was performed**.**

CO4:.the animation techniques such as cell animation, classic characters, cut out animation, stop-motion effects, puppet stop motion, pixilation, optical printing, vector / keyframed animation, sand animation, silhouette animation, pin-screen animation, Chinese shadow puppetry and rotoscope techniques are illustrated which would be helpful for creating clear and good animation.

CO5: the information about how animation was developed in India,It also deals with the growth of Indian animation companies and studios, it discusses the emerging trends in Indian animation industry and outsourcing demands. It helps them to understand how great animators helped to imporovise animation to Indian directors.

UNIT I   EARLY ANIMATION   15
It begins with an introduction to film history, basic cinematic terms and concepts, early animation and primitive forms, the beginnings of animation and special effects in film. It also provides a discussion on experimental animation and abstract cinema.

UNIT II   EARLY STUDIOS AND ANIMATION PIONEERS   15
This unit provides an overview of the evolution of animation pioneers such as Walt Disney, Max Fleischer, Tex Avery, Warner bros and Loony Tunes etc.,

UNIT III   EARLY APPROACHES TO MOTION IN ART   10

Animation before film: The magic lantern, Thaumatrope, Phenakistoscope, Zoetrope, Flip book and Praxinoscope.

UNIT IV   ANIMATION TECHNIQUES   10

This unit covers techniques such as cell animation, classic characters, cut out animation, stop-motion effects, puppet stop motion, pixilation, optical printing, vector / keyframed animation, sand animation, silhouette animation, pin-screen animation, Chinese shadow puppetry and rotoscope

UNIT V   HISTORY OF INDIAN ANIMATION, INDUSTRIES AND STUDIOS 10

It deals with the growth of Indian animation companies and studios. Traces the beginnings of animation art in India and discusses the emerging trends in Indian animation industry and outsourcing demands.

Total: 60Hrs

TEXT BOOKS:

1. Stephen cavalier (author)**"The world history of animation hardcover "Disney animation , Disney editions 1, 9 Sep 2011.

2.Frank thomas "the illusion of life", Disney animation (Disney editions   deluxe)hardcover – import, 5 oct 1995

REFERENCE BOOKS:

1. "Cartoon Animation", Preston Blair, Walter T. Foster, Apple Press, Limited, Eighth Edition,
   ISBN 1560100842
2. "History of Animation": Facts and Ficgures, Bredson , Philps Cardiff, Pearson
Publications,1972
3. "Film and the narrative tradition, Fell, John L., Berkeley Emmanuel, University of California Press, 1986

18CBAN12 **INTRODUCTION TO FILM STUDIES** **4004**

Course objective: The aim of this course is to provide students with an introduction to the history, social and cultural impact, and aesthetic nature of film. Emphasizing how films produce meanings for viewers, this course will examine the ways that editing, mise-en-scene, sound, color, shot composition, and camera movement, along with such elements as performance, directorial style, and genre, shape our experience of seeing movies. Along with an attention to film language and narrative, this course will also look at key periods and events in film history. In addition we will briefly examine the national cinemas, considering the social, cultural, and institutional frameworks within which films have been produced and consumed at different times and in different places.

Course Outcome

   At the end of the course, learners will be able to:

CO1: Have a very good knowledge of films, relationship of film and other arts, film and music,film and environment arts

CO2: Gain knowledge about –media films and folk media, film in theater

CO3: Understand the establishment of film practices and its basic Techniques, semiotic Analysis of its codes Factors Motivating such standardization,

CO4: Have a thorough knowledge of Film making- production system of Hollywood film method overview from lumiere brother and Griffith movies.

CO5: Gain knowledge about mis-en scene, the framed image the diachronic shot, sound, image

UNIT I   AN OVERVIEW   12
Introduction to film as an art and the nature of art, the spectrum of abstraction and the modes of discourse. The **"**Rapports de production**"**where   the totality of these relations of production constitutes the economic structure of society, the real foundation, on which arises a legal and political superstructure and to which correspond definite forms of social consciousness and Films as Mass Communication.

UNIT II   FILM RELATION WITH OTHER ARTS   12

This unit describes the relationship of Film and the other Arts in related to Film photography and painting, Film and the Novel, Film and theater, Film and Music, Film and environment Arts, Films and folk media.

UNIT III   HISTORICAL, THEORETICAL AND CRITICAL APPROACH TO FILM 12
History of World Cinema in a Narrative Form of both Linear Perspective and Non Linear perspective.And Formation of Genres in association with Melodrama, Family and Gender.Standardization of Film Practices and its basic Techniques.Semiotic Analysis of its Codes.Factors Motivating such Standardization.Mode of production in the Studio System and also the evolution of the Hollywood Film Paradigm. An Overview from Lumière to Griffith and the Development of European films, Avante grade films and experimental films

UNIT IV   HISTORICAL AND CULTURAL STUDY OF INDIAN CINEMA   12
The study of history of Indian Cinema covering the whole Indian and Regional Cinema with its history and development. Next the unit discusses the Cinema movements like Phalke and the Swadeshi enterprise and the mythological factors connected with the early genres like social, historical, stunt film and the Saint Films. Imagining the Nation on the Golden 50s and the Authorship, Indian Art Cinema and The Indian New Wave cinema formed by famous pioneers of indian cinema namely RitwikGhatak, Satyajit Ray, MrinalSen and the detailed study of the New Wave film. Makers Themes from Contemporary Indian Cinema and the 70s cinema to present date dealing in connection with The City, The Underworld and Communalism. Films and its close knitted relation with Indian culture and its various kinds of Indian film genres like Language films and Documentaries and about Stereotypes of our indiancinema.And last the connection of indian Films and politics in India .

UNIT V   FILM ANALYSIS   12
The student is taught to know about the Language of film and its tools, its Signs and the physiology of film perception in terms of denotative and connotative meaning with Syntax , Codes, mis-en scene, the framed image, the diachronic shot, sound , image, Elements of Films, Visual Language, Structure and content. And a brief study of Time components of film with spatial components, Creative choices, Macro and micro elements of film language.

Total: 60 Hrs

TEXT BOOKS:
1.   Keval J. Kumar, "Mass Communication in India",Jaico Publishing, 2000.
2.   Denis McQuail "Mass Communication Theory",Vistaar Publications, 2005

REFERENCE BOOKS:
1.   Barry Keith Grant, "The Film Studies Dictionary", Dum Publications, Edition III, Year 2008
2.   Emmons, "Film and television: a guide to the reference literature",R, ACEL Release,
 First Edition, Year 2009, ISBN: 1563089149

18PBAN11   BASICS OF DRAWING   0 0 63

Course objective: The students to gain a control of representational drawing skills, and to understand and manipulate the proportional relationships from actual objects, Manipulating the formal elements and principles to achieve better design solutions, importance and control of good craftsmanship and presentation skills.

Course Outcome

At the end of the course, learners will be able to:

CO1: have a very good knowledge of basics of drawing and material handling and

Understanding.

CO2: understand the light and dark and transition of the tonal value.

CO3: understand the usage of positive and negative space in a design composition.

CO4: gaining the composing knowledge of landscape and cityscape drawing and painting.

CO5: understand the face feature and its measurements.

UNITI   BASICS OF DRAWING   20
Drawing basics, material handling and understanding, teaching variety of lines, vertical, horizontal, diagonal, curved lines, dotted lines, and basic shapes, forms, geometrical shapes and non geometrical shapes, drawing balance, paper balance, freehand drawings, creating image using combinations of different lines.

UNIT II   SHADING TECHNIQUE   20
Light and Dark, and teaching different tonal values, teaching different shading technique, shading with different objects, Fine shading and academic style shading, natural light shading and artificial light shading, study of different textured shading objects, creating different textured shading, study of low and high light tonal values, explain mid tone shadings creating art image using all shading technique.

UNIT III   STILL LIFE   20
Still life, and variety of still life's, composing of still life, teaching portrait composing, and landscape composing, composing still life using basic geometrical shapes, Explain Different between organic still life and inorganic still life, doing still life drawing using different shading style, study of organic still life, study of fruit, vegetables, flower, plants, and study of inorganic still life, wooden geometrical objects, cloths studies, metal objects, glass objects,

UNIT IV   PERSPECTIVE DRAWING   15
Perspective drawings, Explain eyelevel line, vanishing line and vanishing point, teaching types of perspectives, one point perspective, two point perspective, and three point perspectives, study of perspective in buildings cape, learning intercross measuring meatheads, applying all three perspective in basic geometrical shape, seascape, cityscape.

UNIT V   BASICS OF PORTRAIT   15

Study of face features Eyes, Nose, Ear, lip, Study of different views and features,
Front view, profile view, one third view, key sketch drawing measurement of portrait,
Geometrical understanding in face features, Shading in different views and angle.

Total: 90hrs

TEXT BOOKS:

1. Novak and Henry C. Spencer, "Basic Technical Drawing," Student Text, Glencoe/Mcgraw-Hill; 6th Revised edition, March 1994

2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression," Pearson, 2 edition, Aug. 7. 1995.

REFERENCE   BOOKS:

1. Philip W. Metzger "The Art of Perspective", North Light Books; illustrated edition, 2007
2. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.

18PBAN12   **GRAPHIC DESIGN**   **0 0 63**

Course objective: The objective is to learn the techniques of graphical outputs through tools and utilize them. Students will know the process of using the tools for various digital outputs like pencil drawings, double exposure, posters, color gradation and restoration. Thus, enhancing the quality of digital media.

Course Outcome

At the end of the course, learners will be able to:

CO1: Understanding graphic design and working in Photoshop with images and layers

CO2: Creating special effects and web templates and exporting in different formats.

CO3: Designing Business cards, Banners and posters with illustrator

CO4: Designing logo and Typography for any digital work like brochures, Pamphlets.

CO5: Making print ads and techniques to print them.

UNIT I   INTERFACE, SELECTION&RETOUCHING   15
Introduction of Graphics design – About Photoshop - Getting Started with Photoshop-Working with Basic selection -Working with Images - Layer concepts - Colour correction –Photo retouching

UNIT II   USAGE OF TOOLS   15
Painting in Photoshop - Working with the pen tool -Mask effect- Effective Title making-Creating special effects – Creating Web templates- Exporting your work to various formats. Using HDR toning for images, variations, filters and gallery.

UNIT III   CREATING DYNAMIC OUTPUTS   20
Introduction of Illustrator, Interface of illustrator, Dynamic Design Tools, Digital Designing works, Front-page design, Making Clipart, Tracing techniques, Business cards,Banners and posters. Using shapes and lines to complete digital works.

UNIT IV   DESIGN PRINCIPLES AND TEXT   20
Vector Art Design principles-Logo/Flier Design, Working with Text, Colour and Graphics and Layout Handling Page Elements Multiple Pages, Typography for any digital work like brochures, Pamphlets etc…

UNIT V   TITLE ANIMATION, PRINT MEDIA   20
Image compositing, print ads making, Magazine, Adjusting Print Settings, color grading for printing work and vector for digital printing, Title creation for various designs.

Total: 90 Hrs

TEXT BOOKS:
1. Foley, Van Damn, Feiner and Hughes, Computer Graphics: "Principles and Practice" Addison Wesly"2003.
2. Gomez and Velho "Image Processing for Computer Graphics", library of congress, September 2013.

REFERENCE BOOKS:
1. Graphic Design, "Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design" ,Bryony Gomez-Palacio), Armin Vit, 2012.
2. Adobe Photoshop CS6 Classroom in a Book by Adobe Creative Team,2012.
3. Adobe Photoshop CS6: Learn by Video: Core Training in Visual Communication by Kelly McCathran and video2brain ,2012.

நோக்கம்:

சங்ககாலம்தொடங்கிதற்காலம்வரையிலும்தமிழில்உள்ளபடைப்பிலக்கி யங்களைஇப்பாடம்அறிமுகம்செய்கின்றது.

தமிழ்இலக்கியத்தில்தேர்ந்தெடுக்கப்பட்டமிகமுக்கியமானசெய்யுட்கள், கவிதைகள், கதைகள், உரைநடைஆகியவற்றைக்கொண்டுஇப்பாடம்கட்டமைக்கப்பட்டுள்ளது. மாணாக்கரிடம்இலக்கியத்தேடலைஉருவாக்குவதும், தற்சார்புடையஅறிவைமேம்படுத்துவதும்இப்பாடத்தின்நோக்கமாகும்.

அலகு 1　　செவ்வியல்இலக்கியங்கள்　　　　　15மணிநேரம்

திருக்குறள் - அன்புடைமை, ஒழுக்கமுடைமை, பெரியாரைத்துணைக்கோடல் – மூன்றுஅதிகாரங்கள்முழுமையும்.
புறநானூறு - பாடல்எண்: 18, 55, 182, 183, 192 – ஐந்துபாடல்கள்.
குறுந்தொகை - பாடல்எண்: 2, 167, 27, 202, 184 - ஐந்துபாடல்கள்.

அலகு 2　　காப்பியங்கள்　　　　　15 மணிநேரம்

சிலப்பதிகாரம் - கனாத்திறம்உரைத்தக்காதைமுழுவதும்.
மணிமேகலை - பவத்திறம்அறுகளனப்பாவைநோற்றகாதைமுழுவதும்.
கம்பராமாயணம் - மந்தரைச்சூழ்ச்சிப்படலம்
(தேர்ந்தெடுக்கப்பட்டஒன்பதுபாடல்கள்).

அலகு 3　　கவிதையும்புதுக்கவிதையும்　　　　　15 மணிநேரம்

பாரதிதாசனின் 'தமிழியக்கம்' - (i) நெஞ்சுபதைக்கும்நிலை - (ii) இருப்பதைவிடஇறப்பதுநன்று - இரண்டுகவிதைகள்.
ஈரோடுதமிழன்பனின், "அந்தநந்தனைஎரித்தநெருப்பின்மிச்சம்" என்னும்தொகுதியில்இடம்பெற்றுள்ள 'விடிகிறது' என்னும்புதுக்கவிதை.

அலகு 4　　சிறுகதைகள்　　　　　15 மணிநேரம்

தி. ஜானகிராமனின் 'சக்திவைத்தியம்'
கி. ராஜநாராயணனின் 'கதவு' - இரண்டுகதைகள்

அலகு 5   உரைநடை

மணிநேரம்

வைரமுத்துஎழுதிய 'சிற்பியேஉன்னைச்செதுக்குகிறேன்' முழுவதும்

மொத்தம்: 75மணிநேரம்

பாடநூல்கள்

1. இரவிச்சந்திரன். சு. (ப.ஆ), "செய்யுள்திரட்டு", வேல்ஸ்பல்கலைக்கழகம், முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா., "சிற்பியேஉன்னைச்செதுக்குகிறேன்", திருமகள்நிலையம், பதினேழாம்பதிப்பு, 2007.

பார்வைநூல்கள்

1. பாலச்சந்திரன்.சு., "இலக்கியத்திறனாய்வு", நியூசெஞ்சுரிபுக்ஹவுஸ், பத்தாம்பதிப்பு, 2007.
2. மாதையன்.பெ., "தமிழ்ச்செவ்வியல்படைப்புகள்", நியூசெஞ்சுரிபுக்ஹவுஸ், முதல்பதிப்பு, 2009.
3. வரதராசன்.மு., "குறள்காட்டும்காதலர்", பாரிநிலையம், மறுபதிப்பு, 2005.

18LHIN21   **HINDI II**   **5 0 0 5**

I Year - II Sem (Kahani, Ekanki & Translation)

Unit I **- '' Pus Ki raath '' (Kahani), Translation**

Aim - This story explains the problems faced by the farmers "Upanyas samrat Premchand " describes the life of a poor farmer who represents present day's situation

Aim **- "Das hazar" (ekanki) , Translation**

 Author " Uday Shankar bhatti " criticized the rich & singy person's behaviour and explains the importance of human values in a humorous manner. By translating the English passage into Hindi , students learn the rules which should be followed while translation

Unit II - **'' Vaapasi '' (Kahani) , Translation**

Aim - Female writer " Usha priyamvada " by describe the mentality of a retired person in a beautiful manner.

Aim **- '' Akhbaari vijnapan '' (ekanki) Translation**

This humorous story written by " chiranchith " points out the problems occur due to carelessness&lack of communication.

Unit III- **'' Akeli '' (Kahani) Translation**

Aim - Writer "Mannu bhandari " describes the condition of middle aged woman left lonely who longs only for love & affection & nothing else.

Aim **- '' Raat Ke raahi '' (ekanki), Translation**

'' Vrajabhushan " shows the clear picture of cunning woman and creates Awareness

Unit IV -" Parda" (kahani), Translation

Aim - Written by "Yashpal", this story brings the clear picture of problems faced by a poor muslim family.

Aim **- "Mam bhi maanav huum(ekanki), Translation**

Author " vishnu prabhakar " describe the kalinga war & reasons behind samrat Ashok's change of mind.

Unit V- " **Sharandata "(Kahani), Translation**

Aim- This story written by Anjeya explains the situation of Indian people who lived in Pakistan region after separation .

Aim - **" Yah meri janma bhumi hai "(ekanki), Translation**

" Harikrishna premi " points out the patriotism of a british girl who was born in in India & also the country's condition at that time.

18LFRE21   **FRENCH II**   **5 0 0 5**

Course Objective: To provide grammar and vocabulary skills to the students. To enable the students have an idea of the French Culture and Civilization

UNIT I   LEÇONS 10 – 11   15
Leçons : 10. Les affaires marchent,- 11. Un après midi à problemes- Réponses
          aux questions tirés de la leçon - Grammaire : Présent progressif, passé
          récent ou future proche - Complément d'objet directe - Complément d'objet
          indirecte.

UNIT II   LEÇONS 12 – 13   15
          Leçons : 12. Tout est bien qui fini bien,- 13. Aux armes citoyens – Réponses
          aux questions tirés de la leçon - Grammaire : Les pronoms « en ou y »
          rapporter des paroles - Les pronoms relatifs que, qui, ou où ,

UNIT III   LEÇONS 14 – 15   15
Leçons 14. Qui ne risqué rien n'a rien,- 15. La fortune sourit aux audacieux –
          Réponses aux questions tirés de la leçon - Grammaire : Comparaison – Les
          phrases au passé composé

UNIT IV   LEÇONS 16 – 18   15
Leçons16 La publicite et nos reves 17 La france le monde 18 Campagne
          publicitaire Réponses aux questions tirés de la leçon - Grammaire :- Les
          phrases à l' Imparfait - Les phrases au Future

UNIT V   COMPOSITION :   15
A écrire une lettre de regret// refus à un ami concernant l'invitation d'une
          célébration reçue- A écrire un essaie sur un sujet générale - A lire le passage et
          répondre aux questions

                                                                    Total :**75 Hrs**
TEXT BOOK:
1.Jacky Girarder& Jean Marie Gridlig, Méthode de Français Panorama , Clé Intérnationale ,
Goyal Publication, New Delhi., Edition 2004

REFERENCE BOOKS:
1. Dondo Mathurin, " Modern French Course", Oxford University Press, New Delhi., Edition
   1997
2. Paul Chinnappane " Grammaire Française Facile" , Saraswathi House Pvt Ltd, New Delhi,
   Edition 2010

18LENG21ENGLISH- II   **5 0 0 5**

COURSE OBJECTIVE:

- To enable students to develop their communication skills effectively
- To make students familiar with various sentence patterns of the English Language
- To enrich their vocabulary in English
- To develop communicative competency

                                                             Credit Hours

UNIT-I Prose   15

1. The Words of Wisdom   Chetan Bhagat
2. Forgetting   Robert Lynd
3. My Early Days Dr. A.P.J. Abdul Kalam

UNIT II –Poetry   15
1. Ozymandias
   Percy Bysshe Shelley

2. Mending Wall
   Robert Frost

3. Where the Mind is Without Fear
   Rabindranath Tagore

UNIT III –Short Story   15
1. Am I Blue?
   Alice Walker

The Last Leaf   O' Henry

2. The Selfish Giant
    Oscar Wilde

 UNIT IV – One Act Play   15
1. Soul Gone Home

   Langston Hughes

UNIT V 15
Lexical Skills
1. Vocabulary
2. Communication and Grammar at the end of all lessons

Total: 75 Hours

Books Prescribed:

- Radiance - Emerald Publications

SOFTSKILLS – I

1. **Reading Comprehension and Vocabulary**

   Filling the blanks – Cloze Exercise – Vocabulary building – Reading and answering Questions.

2. **Listening and Answering Questions.**

   Listening and writing – Listening and sequencing sentences – Filling in the blanks – Listening and answering questions.

3. **Group Discussions**

   Why GD part of a selection process – Structure of a GD – strategies in GD – Team Work – Body Language

4. **Conversation.**

   Face to face Conversation and Telephone conversation.

5. **Self- Introduction and Role Play**

BOOKS RECOMMENDED

Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press. New Delhi.2011.

S.P. Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010.

Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.

18CBAN21   INTRODUCTION TO ANIMATION CONCEPTS   400 4

Course objective: The objective is to deliver the techniques of traditional animation and expressions, students learn the process of drawing, shapes, shading and perspectives. The

concept of drawings is delivered in digital format by accessing various tools for different characterizations.

Course Outcome

At the end of the course, learners will be able to:

CO1: Understanding the technique of traditional hand drawing methods and how to create animation using basic shapes and sketching methods.

CO2: it helps knowing about script writing for animation and storyboarding techniques, usage of traditional animation techniques and how the process is being done by using various tool , key frame animation and key poses for developing a smooth animation, basic walk cycle technique and facial expressions helps to create good animation for further projects

CO3:.usage of tools for Digital Painting and vector drawings, How to develop a character and background creation, Usage of timeline and its purpose helps students to produce traditional animation.

CO4:.Storytelling techniques, Concept Design and Development, the preproduction process helps in developing a good animation project, editing techniques for end product of post production and visualization.

CO5: advanced techniques used for 2d production and post production techniques , animation scene planning digital animation and compositing process with effects is being performed that helps students to perform good digital animated outputs

UNIT I   DRAWING TECHNIQUES   12
Basic Drawing techniques ,Concepts of Visualization , Illustration and Sketching techniques, Basic Shapes and Sketching Techniques.

UNIT II   SCRIPT WRITING AND CHARACTER ENHANCEMENT   12
Basic Script and Story Board, Concepts of 2D- Cel Animation, Character Design and Development, Traditional animation, key frame animation, key poses and time stretch , character design development, facial expressions and walk cycles.

UNIT III   ANIMATION TOOLS PROCESSING   12
Scripting & Storyboarding with ToonBoom Pro, Animation Process Development, Usage of tools for Digital Painting and vector drawings, How to develop a character and background creation, Usage of timeline and its purpose.

UNIT IV   PRINCIPLES, STORY-TELLING & EDITING   12

Animation Concept - Acting and Direction for Animation- Timing for Animation- Storytelling Techniques -Script Writing- Concept Design and Development -Storyboarding and Animatics-Audio and Video Streaming and Editing-Pre-visualization

UNIT V   ADVANCED TECHNIQUES OF PRODUCTION,
**   DIGITAL ANIMATION   12**
Advanced 2D Production and Post-Production - Digital Animation Scene Planning-Digital Animation Ink and Paint-and Digital Animation Composting and Effects.

Total: 60 Hrs

TEXT BOOKS:

1. Richard Williams "The Animator's Survival Kit", Faber & Faber, 4th Edition, 2012.

2'Edoux, Trish, Ranney, Doug, & Patten, Fred (Ed.) "Complete Anime Guide: Japanese Animation Film Directory and Resource Guide", , Tiger Mountain Press, 1997

REFERENCE BOOKS:

1. Bob Godfrey and Anna Jackson "The Do-It-Yourself Film Animation Book', BBC Publications, Edition I, 1974 ISBN 978-0-563-10829-0
2. Thomas, Frank and Johnston Ollie "Disney Animation: The Illusion of Life", Abbeville Publications, 1981

18CBAN22   COLOR THEORY   40 0 4

Course objective: To develop a working understanding of the essential traits of color. Establish and demonstrate practicable strategies for selecting color palettes and concept-driven color harmonies using principles, theories and systems of color design and experience. Establish and demonstrate skills in color mixing and color-discernment. Be familiar with contemporary color specification systems such as Pantone (PMS), RGB, CMYK, CIE. To familiarize students with the history of human exploration colorand use of color. Know in principle the physics of color (light), the chemistry of color (pigment), and the impact of color (psychology).

At the end of the course, learners will be able to:

CO1: have a very good knowledge of color and history of color and primary color theory.

CO2: gain knowledge about color characteristic and its pay in daily life

CO3: understand of colors Relationships, Harmonies, Monochromatic, and Analogous.

CO4: understand the color psychology subjective use of color.

CO5: have a thorough knowledge of color unity and creating art object using these practices.

UNIT IHISTORY OF COLORS   10
Brief History of colors, Color fundamentals,What is colour, Primary Colours, Secondary Colours, Tertiary Colors, Properties of colour,HueValue, Tints and Shades, Saturation, Tones, neutral Colours, Theories of Colors.

UNITII   COLOUR CHARECTERISTICS   15
Physics of Colour, Colour Temperature: Warm Colours,Cool Colours,Theory,Colour Systems, Colour Wheel, Munsell, Goethe theorty, Runge theory Itten theory,color mixing and color-discernment, coloure effects:Subtractive Colour,AdditiveColour,

UNIT III COLOURHARMONIES   10
 Relationships / Harmonies, Monochromatic, Analogous, DiadTriad Tetrad Complementary, Split Complementary, Achromatic and Polychromatic,chemistry of color,Contrast of hueLight-dark contrast Cold, warmcontrast, Complementary contrast, Simultaneous contrasContrast of saturation, Contrast of extension,

UNIT IV COLOUR PSYCHOLOGY   10
Color Symbolism, Color Psychology, Historical& Contemporary use of Color, Local color and subjective use of color , Emotional effects of colours Personal Colour preferences,Harmony and Contrastcolours.

UNIT VCOLOUR UNITY   **15**

Theories of Successive and Simultaneous Contrast, Additive and Subtractive colours, Expressive Perceptual Colour, Colour Unity, Disunity,Twelve steps gray and do only primaries, red, yellow, blue,Additive and subtractive principles of color theory

Total: 60 Hrs

TEXT BOOKS:

1. Albers, Joseph, "The Interaction of Color", Yale University Press, Revised edition Sep 1975.
2. Eiseman, Leatrice, "Messages and Meanings, A Pantone Color Resource", Han Books Press, 2006.

REFERENCE BOOKS:

1. Itten, Johannes, "The Elements of Color", New York, John Wiley & Sons, Inc, 1970.
2. Koenig Becky, "Color Workbook", Upper Saddle River, NJ: Prentice Hall, 2003

18PBAN21   **ANATOMY STUDY**   **0 0 6 2**

Course Objective: Students will demonstrate knowledge of the bone structure of the human skeleton and the body's muscle structure. Students will be able to draw the human figure accurately displaying normative proportional relationships of the body's parts to the whole. Students will depict the figure in a variety of poses using foreshortening; Students will convey gesture, the illusion of expressive movement, when drawing the figure spontaneously in very brief periods of time.

At the end of the course, learners will be able to:

CO1: understand the inner form of human anatomy to get knowledge for illustration.

CO2: understand the measurement of anatomy to learn accurate composing the human figure.

CO3: understand difference between male and female forms and shape anatomy proposition.

CO4: understand the balance of human anatomy and posing for making art ort object.

CO5: gaining the different movement of human and its line of action.

UNIT I   SKELETON STUDY   20
Understanding skeleton forms, head, rib bone, pelvic bone, hand and fingers, legs, three views of the head and the skull, The study of different views of skeleton, movement of bones, front, back, side views of skeleton.

UNIT II   MEASUREMENT OF ANATOMY   15
Measurement of anatomy, male and female, head calculation measurement, eye calculation measurement, different of male anatomy measurement and female measurement, comparing male and female face measurement horizontal and vertical balance of anatomy,

UNIT III   MALE AND FEMALE ANATOMY   20
Comparing muscle of male and female anatomy basic different of male anatomy, and female anatomy, muscle formations on skeleton, comparing feature, head, chest, hip, and pelvic , hand and elbow position, line difference of male and female

UNIT IV   POSING AND BALANCE   15
Human body movements, balance of movement, life of action, forms and postures, Casual posses, sports movements, dancing movements, rest poses, walking movements for old man young man, different walking styles

UNIT V   MOVEMENT STUDY   20

Live movement study, study human movements in different places, beach, market, road, speed line drawing. Deep study of movement, movement study for painting, statue, story board, and illustration,

Total: 90 Hrs

TEXT BOOKS:
1. Gottfried Bammes, "Complete Guide to Life Drawing", Search Press, October 1, 2011.
2. George B. Bridgman, "Constructive Anatomy", Dover Publications, June 1, 1973.

REFERENCE BOOKS:
1.David K, "The Human Figure", Penguin Books; Reissue edition Sept 15, 1975.
2.Eliot Goldfinger, "Human Anatomy for Artists", Oxford University Press, 1st edition November 7, 1991.

18PBAN22   **MATTE PAINTING**   **0 0 63**

Course objective: This course will teach architectural representation through the use of digital compilationtechniques, specifically digital painting with the aid of Photoshop, digital modeling programs,collage and a drawing tablet. Drawing from a long history of architectural depiction in art, we willutilize every tool at our disposal to narrate an architectural story or propose an architecturalargument.

Course Outcome

At the end of the course, learners will be able to:

CO1:understanding the difference between Concept Art and Fantasy Art with converting from

paper to digital format.

CO2: Understanding the detail of brush strokes and difference between smudge, blur, Overlays, texture, mask and layer adjustments.

CO3:knowledge about types of perspective with one point, two points and three points and with atmospheric perspective.

CO4:understanding the colour composition,mid tone, shadow, hue and saturation, creating canvas, colour tone and proportion.

CO5:understanding the depth of field, Multi-plane set up in composting, matte layers extractions matching with 3d objects or live action.

UNIT I   INTRODUCTION TO MATTE PAINTING   20

Introduction about Matte Painting , Understanding the difference between Concept Art and Fantasy Art, thumbnail sketching and ideation, layout sketching by hand drawing, working in software using the Wacom Tablet , converting paper to Digital, file format and file size, Aspect Ratio, 2K Resolution.

UNIT II   SKETCHING AND PAINTING   20

This is unit, student learning about Brush stroke, ruler and grid,Rule of third, gradients, Light , shadow, Layers concept, smudge , blur,Overlays, texture, various shape and size of brushes, working with paint tools, mask and layer adjustments.

UNIT III   PERSPECTIVE CONCEPTS   15

In this unit covering the concept of Perspective , types of perspective, understanding the significance vanishing point, Linear Perspective with one point, two points and three points , above eye level, below eye level, Collage techniques,working with atmospheric perspective,

UNIT IV   COLOUR CONCEPTS   60

Understanding the colour composition,colour perspective, colour shades by atmosphere lighting, highlight, mid tone, shadow, hue and saturation, creating canvas, working with colour correction, merge by colour tone and proportion.

UNIT V   IMAGE COMPOSITION   15
Backgroundmaking paint material and software layer distribution, Image composting,understanding the Depth of field, Multi-plane set up in composting,matte layers extractionsMatchingwith 3d objects or live action.

Total: 90 Hrs

TEXT BOOKS:
 1. Brian Sum,ShaddySafadi, Levi Hopkins, "Digital Painting Techniques: Volume 5", 3D Total Publishing, 2013.
 2. John Montague, "Basic Perspective Drawing: A Visual Approach", John Wiley publication,6th Edition, 2013.

REFERENCE BOOKS:
1. David B.Mattingly, "The Digital Matte Painting Handbook ",Sybex publications, 1986
2. David Luong , Damien Mace, Milan Schere, "d'artiste Matte Painting 3", Ballistic,2013

நோக்கம்:

தற்காலஅன்றாடத்தேவைக்குரியவகையில்தமிழ்மொழியைச்செம்மை யாகப்பயன்படுத்தவேண்டும்என்னும்நோக்கில்இப்பாடம்உருவாக்கப்பட் டுள்ளது.

மாணாக்கரின்வேலைவாய்ப்புநேர்காணல்கள்மற்றும்குழுஉரையாடல்க ளைஎதிர்கொள்வதற்கேற்றபேச்சுத்திறன்மேம்பாடு,

செய்தித்தாள்களைநுட்பமாகஅணுகும்விதம்,

சிறந்தகடிதங்களைஎழுதுவதற்கானபயிற்சிபோன்றபயன்பாடுசார்ந்த மொழிப்பயிற்சியைஇப்பாடம்அளிக்கின்றது.

அலகு 1 மொழி 15மணிநேரம்

பிழைநீக்கிஎழுதுதல் - ஒற்றுப்பிழைநீக்கிஎழுதுதல் - தொடர்பிழைநீக்கிஎழுதுதல் - ஒற்றுமிகும்இடங்கள் - ஒற்றுமிகாஇடங்கள் - பிறமொழிச்சொற்களைநீக்கிஎழுதுதல் – பயிற்சிகள்.

அலகு 2 பேச்சு 15மணிநேரம்

பேச்சுத்திறன் – விளக்கம் – பேச்சுத்திறனின்அடிப்படைகள் - வகைகள் – மேடைப்பேச்சு - உரையாடல் - குழுவாகஉரையாடல் – பயிற்சிகள். தலைவர்களின்மேடைப்பேச்சுகள் - பெரியார் - அண்ணா - கலைஞர்.

அலகு 3 எழுதுதிறன் 15மணிநேரம்

கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின்பண்புகள் - கலைச்சொல்லாக்கத்தில்தவிர்க்கவேண்டியவை - அறிவியல்கலைச்சொற்கள்.

கடிதம் - வகைகள் - அலுவலகக்கடிதங்கள் - பயிற்சி - அறிஞர்களின்கடிதங்கள் - கடிதங்களின்வழிகற்பித்தல் - சிலஅறிஞர்களின்கடிதங்கள் - நேரு...,

அலகு 4 மொழிபெயர்ப்பு 15மணிநேரம்

மொழிபெயர்ப்புஅடிப்படைக்கோட்பாடுகள் - மொழிபெயர்ப்புமுறைகள் - மொழிபெயர்ப்பாளரின்தகுதிகள்.

மொழிபெயர்ப்புவகைகள் - சொல்லுக்குச்சொல்மொழிபெயர்த்தல் - தழுவல் - கட்டற்றமொழிபெயர்ப்பு - மொழியாக்கப்படைப்பு - இயந்திரமொழிபெயர்ப்பு - கருத்துப்பெயர்ப்பு - மொழிபெயர்ப்புநடை - மொழிபெயர்ப்புசிக்கல்களும்தீர்வுகளும்.

பயிற்சி: அலுவலகக்கடிதங்களைமொழிபெயர்த்தல் (ஆங்கிலத்திலிருந்துதமிழுக்கு).

அலகு 5 இதழியல்பயிற்சி

15மணிநேரம்

இதழ்களுக்குத்தலையங்கம்எழுதுதல் - நூல்மதிப்புரைஎழுதுதல் - சாதனையாளரைநேர்காணல் - நிகழ்ச்சியைச்செய்தியாகமாற்றுதல்.

மொத்தம்: 75மணிநேரம்

பார்வைநூல்கள்

1. ஈஸ்வரன்.ச., சபாபதி.இரா., "இதழியல்", பாவைபப்ளிகேஷன்ஸ், முதற்பதிப்பு, 2004.

2. ஈஸ்வரன்.ச., "மொழிபெயர்ப்பியல்", பாவைபப்ளிகேஷன்ஸ், முதற்பதிப்பு, 2005.

3. எட்கர்தார்ப், ஷோவிக்தார்ப், "நேர்முகத்தேர்வில்வெற்றிபெற", கிழக்குப்பதிப்பகம், இரண்டாம்பதிப்பு, 2009.

4. சுப்பிரமணியன்.பா.ரா., ஞானசுந்தரம்.வ., (ப.ஆ) "தமிழ்நடைக்கையேடு", இந்தியமொழிகளின்நடுவண்நிறுவனம், மைசூர்மொழிஅறக்கட்டளைமற்றும்தஞ்சைத்தமிழ்ப்பல்கலைக்கழகம் - வெளியீடு, நான்காம்மீள்பதிப்பு, 2010.

5. சுப்புரெட்டியார்.ந., "தமிழ்பயிற்றும்முறை", மெய்யப்பன்பதிப்பகம், ஐந்தாம்பதிப்பு, 2006.

18LHIN31   **HINDI III**   **5 0 0 5**

II YEAR - III SEM(Ancient poetry, Hindi Sahitya ka Ithihas)

Unit I   - 'Kabir Ke Pad' , Hindi Sahitya Ka Ithihas

Aim   - Students can understand the writing style of Kabir & also learn valuable messages

Unit II   - 'Sur Ke Pad' , Hindi Sahitya Ka Ithihas

Aim   -   To learn the precious poems of surdas &Sri krishna leela

Unit III   - 'Thulsi Ke Pad' , Hindi Sahitya Ka Ithihas

 Aim   -   Students get the opportunity to learn the poems of Ram Bhakthi poet thulssi das.

Unit IV   -   Rahim Ke Pad' , Hindi Sahitya Ka Ithihas

 Aim   -   The poems of Rahim are different & valuable and students will get confidence &

             ideas to tackle the problems ahead.

Unit V   -   Bihari Ke Pad' , Hindi Sahitya Ka Ithihas

 Aim   -   Students will understand the writing style of Bihari & the important messages.

The aim of teaching 'Hindi Sahitya Ka Ithihas' is to make them understand the different periods of growth of Hindi literature & the remarkable literary works in Hindi literature.

18LFRE31   **FRENCH III**   **5 0 0 5**

Course Objective: To strengthen the Grammar and Composition in French language.
To train the students to enhance their skills in French language for communication.

UNIT I   **15**
Leçon 16 - La famille Vincent (Page 44) - Grammaire : Passé composé'
Leçon 29 - Vers l'hôtel (page 80) Grammaire : Impératif,   A mettre les phrases du singulier
au pluriel
UNIT II   **15**
Leçon 40 - L'épicerie, les légumes et les fruits (page 112) – Grammaire : Présent de l'indicatif
Leçon 44 - La poste (page 124) – l Grammaire : A mettre les phrases à l'imparfait

UNIT III

                    15 Leçon 51   - Le café et tabac (page 142) - Grammaire : A changer les
phrases en Interrogatif Leçon 58 - La Chasse et la pèche (160) - Grammaire : Le plus que
parfait

UNIT IV

        15 Leçon 61   Un mariage à la campagne(page 170) - Grammaire –A changer au participe
présent

UNIT V   **15**
Composition : Aécrire une lettre à un ami l'invitant à une celebration differente ex : mariage –
A faire un essaie sur un sujet générale - A lire le passage et répondre aux questions

                                                            Total : 75 Hrs

TEXT BOOK:
1.Les leçons ont été choisi et tiré de I & II degré de G .Mauger « Cours de
Langue et de Civilisation Française » The Millenium, Publication Hachette,
Edition 2002

 REFERENCE BOOKS :
1.Dondo Mathurin, " Modern French Course", Oxford University Press, New
Delhi., Edition 1997   2. Paul Chinnapan, « Saraswati
Grammaire Française facile », Saraswathi House
Pvt. Ltd., New Delhi., Edition 2010
3. Larouse, "Larouse French Grammar", Goyal Publication, New Delhi., Edition 1995

18CBAN31   ACTING & DIRECTION FOR ANIMATION   3 0 0 3

Course objective: This course introduces the Students into the craft and art of Acting & Direction for Animation followed by Hollywood paradigms and cutting edge concepts so that the student can begin conceptualizing a full length Animated movie. The Students are trained to develop the skills of critical analysis story, skills needed to pitch a treatment and work collaboratively and most importantly the skills that awaken imagination, originality and inventiveness in the dramatic medium to helps them to direct the characterizations of animation

Course Outcome

At the end of the course, learners will be able to:

CO1: It begins with an introduction 12 principles of Animation, It also provides a discussion on Becoming Animator , Actor and Story teller.

CO2:: gain knowledge in Animation related concepts.

CO3:.Studying different Acting Methodologies

CO4:. Detail about Directional techniques for Animation

CO5: Understand the group and activity and their importa

UNIT I   ASPECTS OF ACTING AND DIRECTION   10
This Introductory unit cover the Aspects of Acting and Direction , Animation Principles, Becoming and Animator, Becoming and Actor, Becoming a Story teller and Becoming a creative practitioner over the process of animation Pre production.

UNIT II   CREATIVE APPROACH   10
The students are put through a brief process of understanding the animation concepts and mainly the creative approaches to Animation followed by Simulation, Representation, Interpretation, working with the story, Understanding the Characterization, Emotional Memory, Stage appearance and Screen Presence.

UNIT III   ACTING METHODOLOGIES   9
The variety of acting methodologies involves Mime Acting, Method Acting, The Chekhov Technique, Meisner Technique, Practical Aesthetics, Neurostethic Acting, Shake Acting and Voice Characterization.

UNIT IV   DIRECTORIAL TECHNIQUES FOR ANIMATION   8

Anatomy of an Animation Director, Directing the Story, The art of Professional Story-telling, Responsibilities of a story artist, Creative handling of the content, Implementing or feeding the concept onto the character over a brief characterization, Directing the voice actors, Detailing of the facial expressions and emotions.

UNIT V   PARTICIPATION   8
The Students must Club themselves into a group of 4-5 and differentiate themselves with the story part as per characterizations for an animation concept and act themselves accordingly as to create an acting reference video which also acts as the directorial guide to the animation concept they developed.

Total: 45 Hrs

TEXT BOOKS:
1. Ed-Hooks,"Acting for Animators - A Complete Guide to Performance Animation" Published by Routledge 2011.
2. Tony Bancroft, "Directing for Animation: Everything You Didn't Learn in Art School", Published by Focal press - 2014.

REFERENCE BOOK:
1. Hayes, Chris Webster, "Acting and Performance for Animation by Derek" Published by Focal press - 2013.

18PBAN31   **3D Set-Modeling, Texturing**   **0 0 5 2**

Course objective: The objective of the subject is to impart the skills to visualize objects in 3D and also to learn the methodologies of creating 3D environments.To make students understand the detailed process of 3D modeling, Texturing, Lighting and Rendering involved in the created models

Course Outcome

At the end of the course, learners will be able to:

CO1: It begins with an introduction to 3D interface

CO2:: gain knowledge 3D modelling and Texturing

CO3:. Understand the various set design

CO4:. Knowledge on converting a set design to 3D Model

CO5: Understand the lighting, texturing and rendering techniques to render a quality output

Unit-1   **15**

Introduction to 3D Software - UI elements–view ports - Different Types of Menus– Customizing windows – Project settings – hot keys - Understanding the 3 Dimensions - 3D and xyz coordinates

Unit-2   **15**

Modeling**:** Introduction to modeling tools - Introducing tool box - basic primitives - attributeeditors - Introduction of different types of modeling geometries - Establishing different type of geometries.

Unit-3   **15**

 Texturing: UV Layouts - Understand texturing and Apply texture for the created models - Explaining UV resolution settings - capture a UV snapshot from Maya UV - texture editor and getting in to paint / Photoshop software.

Unit-4   **15**

Lighting: Types of Light- Lighting properties-default lighting- Create, group & modify lightin scene with light editor-turn default light on or off – adjust light source attributes – control area lights – control spot lights – glows, halos, and lens flares – shadow catching – remove shadows absorption, reflection & refraction of light.

Unit-5   **15**

Rendering: Render settings–IPR- Software Rendering–Hardware Rendering– Usingplugins for rendering.

Total : 75 Hrs

Reference Books & Online References:

1. DariushDerakhshani, "Introducing Autodesk Maya 2015, Jon Wiley & Sons, (2014).

2. Maraffi, Chris (2004). Maya Character Creation: Modeling and Animation Controls. New Riders.

3. 1. Animation from pencils to pixels: classical techniques for digital animators, Tony White

   ISBN-10: 0240806700

4. 2. 3D Automotive Modeling: An Insider's Guide to 3D Car Modeling and Design for ...

   By Andrew Gahan

5. 3. Introducing Autodesk Maya 2012 ByDariushDerakhshani.

6. 1. Wright'sCompositing Visual Effects: Essentials for the Aspiring Artist [Paperback]2007) - Paperback (2007) by S.Wright

18PBAN32   **2D ANIMATION**   **0 0 4 2**

Course objective: In this course, student becomes familiar with the 2D software authoring environment and Flash terminology, Gain understanding of fundamental 2D animation software paradigms (Stage, Symbols, Library, Timeline), Create simple, tasteful animation effects. Learn to export and deploy animated content on the digital display.

Course Outcome

At the end of the course, learners will be able to:

CO1: Create vector shapes and backgrounds that incorporate principles of composition,

perspective and colour, with speed, accuracy and dexterity, using a variety of tools.

CO2: Create 2D characters and environments that reflect the integration of graphic clarity,

Design Principles, animation principles and concepts.

CO3: Incorporate technology effectively in the development of animation projects.

CO4: Communicate ideas, believable action and emotion effectively by employing principles of animation and development in all aspects with layer concepts

CO5: Refine personal narrative voice that holistically integrates with the elements of visuals and perform in order to deliver the quality outputs in animation.

UNIT I CREATING VECTOR SHAPES (PRE-PRODUCTION)   10
Introducing 2d animation software interface of using tools, Stage, Symbols, Scene, Color swatches, Library, Transformation, Object properties, Bitmap, Ruler, Grid, Guide, Snapping. Teaching how to create basic vector shapes using drawing tools, intersecting shapes within a single layer, Creating Complex Shapes with Intersecting Lines. Creating complex shapes using the combination of tools and techniques.

UNIT II   CHARACTER CREATION FOR ANIMATION (PRODUCTION)   12
In this unit, students will be gaining various knowledge and important aspects that go into the creation of characters for animation. Students will be exploring the importance and roles of shape which forms the characters personality; these influence students to create characters in various artistic styles. This knowledge will give them to becoming a professional character designer

UNIT III   TIMELINE AND LAYER CONCEPTS (PRODUCTION)   12

In this unit, student will explore the Timeline and its uses. Understanding of how the timeline organizes and controls a document's content in layers and frames. It   also   provides   the knowledge in components of the Timeline like Layers, Frames (Key frames, In-betweens) and the play head. Students will explore through Timeline where the animation occurs in a document, including frame by frame animation, tweened animation and motion path.

UNIT IV   PRINCIPLES ANDANIMATION TECHNIQUES (PRODUCTION)   13

In this Unit, Student will explore 12 principles of animation and how to move an animation on the specific platform.

UNIT V   AUDIO-VIDEO (POST-PRODUCTION)   13

This is the stage where we unlock the secrets and techniques involved in compositing the foreground, background (characters, text, props, objects and elements) and syncing the audio to give weightage for the content/script in much more interesting way.

Total: 60 Hrs

TEXT BOOKS:

1. Pakhira Malay K, "Computer Graphics, Multimedia and Animation", Second Edition, PHI, 2010.

2. Preston Blair, "Cartooning: Animation 1 with Preston Blair: Learn to animate cartoons step by step Walter T. Foster, 2003

REFERENCE BOOKS:

1. Von Glitschka, "Vector Basic Training: Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork", New Riders, 2011.

2. Sheila Graber, "Animation: A Handy Guide", Barron Publication, 2009.

18PBAN33   **CLAY MODELING**   **0 0 3 2**

Course Objective: At the end of the course, the student is able to effectively manipulate the elements and principles of general and relative proportion to create a representational figure and composition. Explore the structural, compositional implications of modeling clays as a sculpting material. Have a basic technical understanding of modeling techniques, clays, modeling tools, armatures for figure sculpture.

Course Outcome

   At the end of the course, learners will be able to:

CO1: prepare and handling materials for clay modeling.

CO2: understand the tools usage of tools for modeling and measuring.

CO3: studying different methods of modeling style.

CO4: make armature and miniature modeling.

CO5: Create own character and creature modeling in clay

UNIT I   INTRODUCTION TO CLAY MODELING   10
Introduction to Clay Modeling Sculpture, Eye, Nose, Lips modeling Hand material preparing, Exploring 3D form   Emphasizes drawing for sculpture, concept development armature , expression - concepts and comprehension of 3D space, material preservation, making basic human forms, animal forms.

UNIT II   TOOLS AND HANDLING TECHNIQUE   8
Techniques and tools, carving tools, modeling tools, wire tools, wooden tools, plastic tools, Adding technique, carving technique, Roughing out, Removing Clay, Maneuvering, Repositioning and Detailing.

UNIT III   MODELING METHODS   8
Pinch pot, coiling and slab techniques, Slab Method, modeling with armature, medaling in block clay, Relief medaling, low relief and high relief modeling, terracotta modeling, hollow modeling, solid medaling,

UNIT IV   MODELING HUMAN   9
Drawing for modeling, concept for sculpture, measurement of sculpture, armature design, pedestal design, choosing pose or movement, skeleton forms, adding muscles forms, face modeling, Body modeling , flowing anatomy, detailing, finishing,

UNIT V   CREATURE MODELING   10

Idea, concept, scribble drawing, Drawing for modeling, adding extra features, creating new textures, measurement of sculpture, armature design, choosing pose or movement, skeleton forms, adding muscles forms, face modeling, Body modeling , flowing anatomy, detailing, finishing, weapons making.

Total: 45 Hours

TEXT BOOKS:
1. Bruno Lucchesi, "Modeling the Figure in Clay", Watson-Guptill Publications, 30th Edition, April 1, 1996.
2. Katherine Dewey "Creating Life-Like Figures in Polymer Clay", Potter Craft, 29 April 2008.

REFERENCE BOOKS:
1. Daisy Grubbs, "Modeling a Likeness in Clay Hardcover", Watson-Guptill,August 1, 1982.
2. Susanna Oroyan,"Fantastic Figures: Ideas and Techniques", C&T Publishing, January 1, 1995.

18LENG31   **ENGLISH – III**   **5 0 0 5**

COURSE OBJECTIVE:

- To train students in the use of English language in varied literary and non-literary context
- To teach them soft skills and strengthen their foundation in grammar and composition -
  To evaluate their comprehension skills.

                                                                                            Credit Hours

UNIT - I- Prose   **15**

  1. Two Gentleman of Verona   -   A.J. Cronin

  2. Judas Iscariot   -   Bonnie Chamberlain

  3. Dangers of Drug Abuse   -   J. V. S. Henbane

UNIT II - Short Stories   **15**

  1. Journey by Night   -   Norah Burke

  2. The 2000-Mile Turtle   -   Henry Edward Fox

  3. Fools Paradise   -   Isaac Bashevis Singer

UNIT III – Fiction   **15**

  1. R. L. Stevenson   -   Dr. Jekyll & Mr. Hyde (Retold by Kennet) – S.
Chand & company Ltd.

UNIT IV - Functional English   **15**

  1. Paragraph Writing
  2. Comprehension
  3. Letter Writing

3. Report writing
    a News Paper Report
    b Reports for Government Official Attention
    c Definition

UNIT V – Conversation In Situations & Conversation Practice
    15Conversation in Situations

    a) At the Airport
    b) In a Bank
    c) On the Beach
    d) At the Customs

    e) At the Doctors'

    f) In a Flight

    g) In a Hotel

    h) In a Restaurant

    i) In a Shop

    j) Tea Time

    k) On the Telephone

    l) In a Travel Agency

    m) On a Country Walk

    n) At the theatre

    o) In a Street

2. Conversation Practice

    a) Daily Activities

    b) Asking Directions

    c) Travel plans

    d) Living in an Apartment

    e) Money Problems

    f) Weather Conditions

    g) Dinner Conversations

    h) Common Health Problems

    i) Tag Questions

    j) Office Conversations

3. Expansion of Hints

Total: 75 Hours

Books Prescribed:

1. Effective English Communications for You – V. Syamala, Emerald Publishers, Chennai.
2. English Conversation Practice by D. H. Spencer, Oxford University Press
3. English Conversation Practice by Grant Taylor, Tata McCraw-Hill, Publishing Company Limited, New Delhi.

18LTAM41   தமிழர்நாகரிகமும்பண்பாடும்   5005

நோக்கம்:
பண்டைத்தமிழரின்வாழ்வியல்நெறிகள்இயல்பானதும்இயற்கையோடுஇ
ணங்கிச்செல்வதுமாகும்;   மிகவும்பழமையானதும்பண்பட்டதுமாகும்.
அன்பானஅகவாழ்க்கையைக்கூடசெம்மையாகத்திட்டமிட்டுள்ளனர்.
பொழுதுபோக்கு,   போர்முறைகள்,   கலை,   சமயம்,   அரசியல்,
அறிவியல்எனஅனைத்திலும்தமிழர்சிறந்துவிளங்குவதைவிளக்கும்பாட
மாகஇதுஅமைந்துள்ளது.
அரசுவேலைவாய்ப்பிற்கானபோட்டித்தேர்வுகளுக்குப்பயன்படும்வகையி
லும்இப்பாடம்அமைந்துள்ளது.

அலகு 1 நாகரிகம், பண்பாடு   15மணிநேரம்
சொற்பொருள்விளக்கம் - பண்டைத்தமிழர்வாழ்வியல் - அகம் - களவு -
கற்பு - குடும்பம் - விருந்தோம்பல் - உறவுமுறைகள் - சடங்குகள் -
நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர்முறைகள் -
நடுகல்வழிபாடு - கொடைப்பண்பு.

அலகு 2 கலைகள்   15மணிநேரம்
சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடைஅணிகலன்கள்.

அலகு 3 சமயம்   15மணிநேரம்
சைவம் - வைணவம் - சமணம், பௌத்தம்வெளிப்படுத்தும்பண்பாடு.

அலகு 4 அரசியல்   15மணிநேரம்
அரசுஅமைப்பு - ஆட்சிமுறை - உள்நாட்டுவணிகம் - வெளிநாட்டுவணிகம்
- வரிவகைகள் - நாணயங்கள் - நீதிமுறை.

அலகு 5 அறிவியல்   15மணிநேரம்
கல்வி - வேளாண்மை - வானியல்அறிவு - மருத்துவம் - கட்டிடக்கலை.

பார்வைநூல்கள்:

1. கே.கே. பிள்ளை, "தமிழகவரலாறு: மக்களும்பண்பாடும்", உலகத்தமிழாராய்ச்சிநிறுவனம், மீள்பதிப்பு, 2009.

2. பக்தவச்சலபாரதி, "தமிழர்மானிடவியல்", அடையாளம், இரண்டாம்பதிப்பு, 2008.

3. தட்சிணாமூர்த்தி. அ., "தமிழர்நாகரிகமும்பண்பாடும்", யாழ்வெளியீடு, மறுபதிப்பு, 2011.

4. தேவநேயப்பாவாணர். ஞா., "பழந்தமிழர்நாகரிகமும்பண்பாடும்", தமிழ்மண்பதிப்பகம், சென்னை.

5. வானமாமலை.நா., "தமிழர்வரலாறும்பண்பாடும்", நியூசெஞ்சுரிபுக்ஹவுஸ், ஆறாம்பதிப்பு, 2007.

UG IV SEMESTER

SOFT SKILLS – II

1. **Presentation Skills**

   Elements of an effective presentation – structure of presentation – voice modulation – Audience analysis – Body language

2. **Soft Skills**

   Time Management – Articulateness – Assertiveness – Stress management

3. **Resume / Report preparation / Letter Writing**

   Structuring the resume / Report – Business letters – E-Mail Communication

4. **Interview Skills**

   Kinds of Interviews – Required by Skills – Corporate Culture – Mock Interviews

5. **30 Frequently asked questions**

BOOKS RECOMMENDED

BarunK.Mitra. Personality Development and soft skills. Oxford University Press. New Delhi. 2011.

S P Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010.

Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.

18LHIN41HINDI IV   **5 0 0 5**

Course Objective: To enable the students to acquire knowledge in journalism so as to enhance his skill in effective communication pertaining to Hindi language.

Unit I   - 'Adhunik Kavitha (Apna Sansar),Journalism

Aim   - 'Rashtra Kavi' Maithili sharan gupta ' dreams about his life in a beautiful

            manner & describes how his world should be.

Journalism plays a great role in the devolopment of a country.Through this,students get an oppurtunity to know about hindi journalism & the devolopments took place gradually.

Unit II   - Adhunik Kavitha (Chintha),Journalism

Aim   - Taken from 'Jayashankar prasad' s Kamayani, this poem explains the condition

            of human beings at different situations.

Unit III   - Adhunik Kavitha ('Thum logam se durr'),Journalism

Aim   - 'Shri Gajanan madhav mukthi bodh' describes the present day's thought of a

            common man & expectations.

Unit IV   - Adhunik Kavitha ('Thum logam se durr'),Journalism

Aim   - Poet 'Bhavani Prasad mishra' points out the importance of love & affection

             and also the bad effects of enmity.

Unit V   - Adhunik Kavitha ('Nimna Madhya Varg' & Bharath Ki aarthi"),Journalism

Aim   - 'Prabhakar machve' explains the condition of the middle class in 'Nimna

             Madhya Varg' 'Shamsher bahadur singh's poem 'Bharat ki aarthi' points out

             the importance of patriotism & our desires.

 Total: 75 Hours

18LFRE41   **FRENCH IV**   **5 0 0 5**

Course Objective:
To enable the students to strengthen their knowledge of grammar/composition.
To make the students to develop their skills of communication in French language.

UNIT I   **:**   **15**
 Leçon 20 - Une grande Nouvelle (page 56) – Grammaire : A mettre les phrases au Future
 Leçon 46. - Le métro ; l'autobus (page 130) - Grammaire : A former ou à changer
              l'adjectif masculin ou féminin à l'adverbe - A trouver les noms qui corres-
              -pondent aux verbes
UNIT II   **15**
 Leçon 48. - A la Préfecture de police (page 132) - Grammaire : Les Pronoms relatifs
 Leçon 63 - Les sports (page 174) Grammaire : Le conditionnel présent

 UNIT III   **15**
 Leçon 56 - A Biarritz, la plage (page 156) - Grammaire : Le future antérieure
 Leçon 57 - Dans les Pyrénées (page 158) - Grammaire : Le future antérieure suite)

UNIT IV   **15**
 Leçons 65   - A fin des vacances (page 178) Grammaire : A changer les phrases du pluriel
               - au singulier - Le présent du subjonctif

UNIT V

                    15Composition :A écrire une lettre de regret / refus à un ami
concernant l'invitation d'une célébration reçue- A écrire un essaie sur un sujet générale - A lire
le passage et répondre aux questions

                                        Total: 75 Hrs

TEXT BOOK :
1**.**Les leçons ont été choisi et tiré de I &II degré de G .MAUGER « Cours deLangue et de
Civilisation Française » The Millenium, Publication Hachette, Edition 2002.

 REFERENCE BOOKS:
 1. Dondo Mathurin, " Modern French Course", Oxford University Press, NewDelhi., Edition
1997
2. Paul Chinnapan, « Saraswati Grammaire Française facile », Saraswathi House Pvt. Ltd., New
Delhi., Edition 2010
3. Larouse, "Larouse French Grammar", Goyal Publication, New Delhi., Edition1995

18CBAN41   **Basics of Photography & Videography 4 0 0 4**

Course objective: This course will teach basics of Photography & Videography techniques and concepts. It covers topics such as digital Photography and video terms, cutaways and establishing shots, capture images, Video, montage sequence, incorporating visual elements such as transitions, color correction, chroma key and track matte into a video.

Course Outcome:

CO:1 Student will learn the basic information about various types of cameras, lenses, filters, lighting etc.

CO:2 Student can understand the various information and equipments in videograpgy.

CO:3 Student can learn the different parts in the camera.

CO:4 Student will understand the fundamentals of camera techniques and compositions.

CO:5 Student can learn the different types of lighting techniques.

UNIT I   INTRODUCTION OF CAMERA   15
Introduction to the Camera: History and types of cameras , Camera lenses – fixed focus length versus zoom lenses, common lens filters , Technicalities of photography – composition, exposure, light sensitivity, depth of field ,Portraiture – landscape, product in advertisements, photo feature ,Electronic imaging devices – Photo Conductive Tube, Charge Couple Device (CCD)

UNIT II   VIDEOGRAPHY EQUIPMENTS   10
Camera mounts and Camera Operations: Mounting plates, Variety of heads, friction heads, fluid heads, cradle heads. Variety of bases – pedestals, tripods, dollies, cranes, camera mounts for Teleprompters

UNIT III   INTRODUCTION TO CAMERA PARTS   10
Recording sound on camera: In-built microphones in a camera ,Adjusting audio channels , Recording live sounds on camera Practicals: The students are required to: Take still photos

emphasising different portraitures ,Practice camera exercises and composition, camera angles, camera movements (pan, tilt, zoom)

UNIT IV   VIDEOGRAPHY TECHNIQUES   10
Fundamentals of Composition: Aspect rtion ,TV picture cutoff , Types of shots – extreme closeup, closeup, mid closeup, mid shot, mid long shot, long shot, extreme long shot , Central point of interest and horizontal balance , Rule of thirds , Principle of lead rule , Shot angles , Creating compositional emphasis

UNTT V   LIGHTING TECHNIQUES   15
Psychology of light Human Vision, Light Sources Setting Mood through Lighting Lighting as a Story Element, Visual Environment Dealing with Natural Lighting Directional Effect of Light, Lighting design process Controlling the Intensity of Light, Color and Color Temperature of Light Three-point lighting, High-Key lighting & Low Key lighting Indoor and Outdoor Lighting Reflectors, Role of reflectorsTechniques

Total: 60 Hrs

TEXTBOOKS:

1. Kris. Mickiewicz, "Cinematography", Initial publication, Third edition, 2005

2. Paul Wheeler, "DigitalCinematography",Focal press, 2002.

REFERENCE BOOKS:

1. Paul Wheeler, "High Definition Cinematography", Focal press, 2007.

2. Rob Hummel, "American cinematographer manual", ASC Press, 2001.

18PBAN41   CHARACTER MODELING& SCFULPTING   0042

Course objective: This course will take students through each step of modeling a character from head to toe, from the first polygon to the final hair. Students study creating and modifying curves, and the principles behind creating curves and surfaces. Students study the differences in character modeling and hard surface modeling, as well as the tools used in Maya for creating each technique and effect. Students also study the various polygon tools available in Maya and how they are used in modeling and creation. Students will also sample the Paint Effects tool in Maya to create and modify textures used in character modeling.

Course Outcome:

CO:1   Student will learn the human anatomy

CO:2   Student can understand the various types of modelling

CO:3 Student will get understanding on polygon modeling techniques

CO:4 Understanding on Texturing and its types

CO:5   Student can learn the different types Skin shaders and will get knowledge on editing a texture using supporting software

UNIT I   PRINCIPLES OF MODELING   12

Character design preparation, Basic anatomy Creating reference images, Topology and edge flow, Box modeling, Edge Loop Modeling. Poly Count.

UNIT II   CARTOON CHARACTER MODELING   12
Hand Modeling, Foot Modeling, Body Modeling and Head Modeling, Cloths, Hair and Props Modeling. Construction techniques for clean edge flow.

UNIT III   PHOTOREALISTIC CHARACTER MODELING   12

Hand Modeling, Foot Modeling, Body Modeling and Head Modeling, Cloths, Hair and Props Modeling.

UNIT IV   UV LAYOUT   12

 Types of Mapping, Uv Tools, Unwraping techniques. Mapping complete character.

UNIT V TEXTURING 12

Using pre-made textures, Skin shaders, Editing and creating textures in Photoshop, Creating Hair and Fur in Paint effects, Also creating texture in 3D paint.

Total: 60 Hrs

TEXT BOOKS:

1. Maya Character Modeling and Animation (Graphics Series) Paperback – Import, 20 Jul 2006 by Tereza Flaxman

2. Advanced Maya: Character Modeling DVD-ROM – Sep 2003 by Kenny Cooper (Author), Jim Lammers (Author)

REFERENCE BOOKS:
1. William Vaughan, "Digital Modeling"-,First Edition.2004.

18PBAN42   **LIGHTING AND RENDERING**   **0 0 4 2**

Course objective: In this paper students will learn how to use lights in the 3D.They will take the preferred output from the software for the other works like gaming, film and education.

Course Outcome**:**

CO:1   Student will learn the basic information about various types of Lights and its uses

CO:2   Student can understand how to setup lighting according to time and environment

CO:3   Student can learn the different types of rigging in lighting

CO:4   Student will understand the fundamentals of camera techniques and compositions.

CO:5   Student can learn the different types of lighting techniques.

UNIT I   UNDERSTANDING THE BASIC OF LIGHTING   12
Understanding the Art of Lighting.Understanding the color and composition,Understanding Lighting with the basic of Color and composition. 3d Lighting, Omni, spot light, direct light. Introducing Modifiers and Using the Modifier Stack. Drawing and Editing 2D Splines and Shapes - Modeling with Polygon

UNIT II   KNOWING THE DIFFERENT TYPES OF LIGHTING AND OBJECT TRANSFORMING   12
Applying the Correct Light for the project.Linking and Unlinking the Lights Using Light Fog and light Glow. Environment and Volume Fog, Lighting an Interior with sunlight.Creating and Editing Primitive Objects and Selecting Objects. Setting Object Properties, Using Layers and the Scene Explorer and Transforming Objects. Adjusting Pivoting and Aligning and Snapping , Cloning Objects and Creating Object Arrays

UNITIII   OTHER TYPE OF LIGHTS ADJUSTMENT FOR RIGGING.   12
Preparing for Successful Light rigs - 1-2-3 Light Rig. Interior Light set and Exterior Light Set. Environment Light Set and Layered Based Light set. Working with the Schematic View, Using Animation Layers and the Motion Mixer to Understanding Rigging and Working with Bones

UNITIV   RETRACING WITH MENTAL RAY   12

Retracing with 3D Software and Mental Ray, Retracing with Mental Ray - Reproducing water-Reproducing Glass- Reproducing Marble floor - Working with HDRI,

UNIT V   ABOUT ILLUMINATION AND SHADERS   12

Working with global illumination. Final gather and mental ray shaders, Understanding indirect Illumination. Applying Caustics and Applying Mental Ray Shaders. Using Final Gather and Fine Tuning Mental Ray Shaders

Total: 60 Hrs

TEXT BOOKS:
1. Kelly L. Murdock, "Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide", Perfect Paperback , 2014.
2. Todd Palamar "Mastering Autodesk Maya 2016", Autodesk Official Press, First Edition

REFERENCEBOOKS:
1. Jeremy Birn, "Digital Lighting and Rendering", New Riders, 2013.
2. Kelly L. Murdock, "Autodesk Maya Basics Guide 2015", 2014.

18LENG41ENGLISH – IV   5 0 0 5

Course objective: To train students in the use of English language in varied literary and non-literary context -   To teach them soft skills and strength their foundation in grammar and composition - To elevate their comprehension skills.

Credit Hours

UNIT I – Prose   12

   1.Walking Tours   -   R. L. Stevenson

   2.All About a Dog   -   A. G. Gardinar

   3.No Man is an Island   -   Minno Masani

UNIT II - Short Stories   12

   1. The Man Who Likes Dickens -   Evelyn Waugh

   2. Lamb to the Slaughter   -   Roald Dahl

3. Buck Hears the Call   -   Jack London

UNIT III – Drama   **12**

   1.Selected Scenes from Shakespeare's Plays – Book I, Emerald Publishers

     a) Funeral Oration (Julius Caesar)
     b) Trial for a Pound of Flesh (The Merchant of Venice)
     c) Patterns of Love (As You Like It)

UNIT IV   **12**

   1. General Essay Writing & Group Discussion
   2. Persuasive Writing and Role Play

UNIT V   **12**

   1.Notice, Agenda, Minutes.

                                       Total: 60 Hours

Books Prescribed:

1. Invitation to English Prose – A. E. Varadarajan & S. Jagadisan, Orient Black Swan, Chennai

18CBAN51 ANIMATION PRODUCTION MANAGEMENT   4004

Course objective: This course will teach who want to work in general studio animation production management; for those who want a fuller understanding of how animation production management works in terms of their own role within a studio animation production or for those working on their own independent productions

Course Outcome
At the end of the course, learners will be able to:

CO1:understanding the concept of Managing a production unit

CO2: Understanding the detail of Pipeline importance
CO3:knowledge about different concepts in Production management
CO4:understanding the different Section and its working in animation production management
CO5:understanding the depth of management in different media

Unit I   **12**

Principles of management – Management theories, Personnel Management- Classification of Mass Media – Print, Electronic, New Media.Introduction to Animation Project – Steps involved in Animation Production – Manpower requirement – Project management concepts

Unit II   **12**

Production concepts – Steps involved in Match moving and Camera Tracking (Maya and Fusion) - Principle of Match moving camera – Tracking – Calibration - Point-cloud projection - Ground-plane determination – Reconstruction - 2D vs. 3D - Automatic vs. interactive tracking - Tracking mattes

Unit III   **12**

Activities in Modeling and Texturing - Activities in Lighting and Rendering – Activities in Rigging and Animation – Advanced production – Development of scenes with specializations – Compiling of works – Visual Effects addition – Creation of Portfolios – Show reel production

Unit IV   **12**

Principles Animation Production Management – Post production and distribution techniques – Importance of Project Management

Unit V   **12**

New Media Production- Web designing, Blogs, web TV , Internet Radio, E-content productions and Online advertising and Commercial Production Mobile advertising, Digital Display Ad making- animation and Vfx projects.

                                                                                      Total: 60 Hours
Books

Reference:

1. Disney Animation: The Illusion of Life", Thomas, Frank and Johnston, Ollie, Abbeville Publications, 1981.

2. "A Charlie Brown Christmas: The Making of a Tradition", Lee Mendelsohn, Bill Melendez, Charles M. Schulz, HarperCollins Canada Publications Limited, 3rd Edition, 2009, ISBN 0060198516.

18PBAN51DYNAMICS AND VISUAL EFFECTS   0 0 5 2

Course objectives: Learning the techniques and understand the various methods, Develop Skills and Techniques to Create Special Effects and to know the interface used in creating visual effects. And to know the physical properties of environmental fields to apply in the effects.

Course Outcome

At the end of the course, learners will be able to:

CO1: Understanding particles and animating them to create effects with the understanding of the

difference between Hardware render and software render

CO2: Working with soft body and rigid body

CO3: Learning to render the particles with advance hardware rendering techniques

CO4: Handling Fluid effects to create various effects like fog, fire, etc.

CO5: Creating cloth fur effects with the understanding of 2D effects and 3D effects

UNIT I   PARTICLES AND FIELDS   15
Introduction to dynamics and explaining how it uses the rule of physics to simulate natural forces, overview of particles such as dots, streaks, spheres, blobby surfaces and other item, Animating particle by using different types of fields, using different types of emitters to create effects such as steam, rain, fire, snow, cloud, smoke and explosion. 2D and 3D grid particle. Animating the particle using goal, To make the particle move with the surface and parent them, setting the color for particle, Instancing the geometry to particles, Instancing strokes from paint effects, Understanding the difference between Hardware render and software render.

UNIT II   SOFT BODIES AND RIGID BODIES   15
Understanding the behavior of soft body and rigid body, Rigid body Constraints of like nail, pin, hinge, barrier and spring. Painting the soft body weights tool

UNIT III   RENDERING PARTICLES   15
Hardware rendered particles,use the particle cloud shader, particle sampler info node,use user,defined attributes,set the particle tool options,place particle on a surface,animate particles,work with particle attributes,static attributes,dynamic attributes,add custom attributes.advance hardware render techniques.

UNIT IV   FLUID EFFECTS   15

Introduction to Fluid Effects, Coloring the fluids, Designing Clouds Background , Designing Fog Effects , Explosion Effects and Fire Effects with flames, Space Effects and designs, Designing Thick Smoke.

UNIT V   ADVANCED SPECIAL EFFECTS   15
Designing Special Effects, Designing effects of Fur and shape, Designing Fur Effects, Designing Cloth & Clothes and effects. Visual Effects Tool and advanced functions, stereoscopy Conversion from 2D to 3D Pictures. Creating 3D Effects, Differentiation 2D effects and 3D effects, plugins, particle nodes, sprite wizard.

Total: 75 hrs

TEXT BOOKS:
1. Doug Kelly, "Digital Compositing in Depth", Coriolis Publication, 2003.
2. Angie Taylor, "Creative After Effects 5.0", Focal Press, 2002.

REFERENCE BOOKS:
1. Ron Brinkmann,. "The Art and Science of Digital Compositing: Techniques for Visual Effects,Animation and Motion ,Morgan Kaufmann Publishers, 2008.
2. Steve Wright, " Digital Compositing for Film and Video", Focal Press, 2010.
3. Lee Lanier,"Professional Digital Compositing: Essential Tools and Techniques", Wiley Publishing Inc., 2010.

18PBAN52   RIGGING & ANIMATION   0 0 5 2

Course objective: In this paper the student will know how to make a human model walk, run and jump in a path. The model's body movement is also taught. They are taught how to lip sync with the dialogues with two or more characters.

Course Outcome

At the end of the course, learners will be able to:

CO1: Understand how to animate a model in 3D Viewport

CO2: Gain key knowledge in Key frames and graph editor

CO3: Understand various types of constrains to constrain a character model

CO4: Applying a real world motion to a 3D Created object

CO5: Gain knowledge on Facial expression for 3D Animation

UNIT I   CONCEPT OF RIGGING   15
Understanding the rigging IK and Fk Constraints. Forward Vs. Inverse Kinematics, A simple leg example. Forward Kinematics with Simple leg example.Inverse Kinematics, Constraints Working with Locators. Adding Pole Vector constraints to the elbows and Constraining the wrists to locators. Testing the character, Rigging Methods and Process.Create the IK handles, Restricting the heel rotation, Build a foot control hierarchy. Creating a control attribute and Set Driven Key, Adding Selection handles for Arms and shoulders

UNIT II   INTRO TO IK SOLVER AND IK CHAIN   15
Intro to IK rotate plane solver, working with the IK Rotate Plane solver. Creating the arm joints and setting preferred angle, Setting up the IK Rotate Plane solver. Translating the end effector of the IK chain.

UNIT III   BENDING AND TWISTING OF KNEE   15
IK and FK combination foot, Skeleton set-up-Setting up Single Chain IK- Parenting the lK and Orient constraints Parenting the lK - Bending toes and twisting the knee. Adding attributes

UNIT IV   ANIMATION PRINCIPLES   15

Animation Principles and Process, Basic Animation with types of Balls.Working with Animation Editor and Tools.Animation Basics, Key frame Animation,Nonlinear Animation,Path Animation,

Motion Capture AnimationGeometry Caching with Animation Layers, Animation Menus, Animation Tools, Animation Windows and Editors- Animation Nodes

UNIT VANIMATING TWO LEG AND FOUR LEG WITH DIALOGUES 15

Advanced Character Animation with Two Leg Animation (walk, run, Jump, Wight lifting etc.). Four Leg Animation (walk, run, Jump) Lip sync Animation. Single Character Animation with Dialogues , Two or more character interacting animation with Dialogues. Work Flow with Graph, Trax, Dope.

Total: 75 Hrs

TEXT BOOK:

1. Susan JolliffeNapier, "Anime from Akira to Princess Monoke: Experiencing Contemporary Japanese Animation" , Palgrave Macmillan Limited, 2007.

REFERENCE BOOK:

1. Richard Williams, "The Animator's Survival Kit", Faber & Faber, Limited

18CBAN52SOUND DESIGNING   **4 0 0 4**

COURSE OBJECTIVE:

To impart the basics of sound , critically listen and reproduction, Elements of Sound in Animation and Designing , giving the Video its sonic identity, enriching its Character and overall sound and music, by the richness of the final mixed audio.

Course Outcome

At the end of the course, learners will be able to:

CO1: .Fundamentals sound & techniques , Basic acoustics, sounding levels, knowledge of Sound board and Design and concepts of foley sounds , Ambient Sounds and EFX and process of learning audio workflow, and audio facilities in post-production .

CO2:. Demonstrating Multitrack applications for sound by importing Audio files, Audio EFX, panning and routing techniques ,recording , editing, audio with Effects and mixing audio, Principles Audio transitions.

CO3: Understand the audio processing and dynamic controls, compressors, Noise-Gate, Compressor/Limiter –Gate, Expander -Filters, Signal routing Advantages/Disadvantages –and Loudness and sounding spectrum and Human listening parameters such as pshycho acoustics.

CO4: Understand the Audio toneprocessing paragraphic, parametric, Graphic, Equalizers – HPF, LPF,BPF, Automatic Gain controller, FBS, program limiting–reflector, wind shield. Other mastering Plug-ins and Mixing Tools and Audio Techniques

CO5: Knowledge about the final mixing process and process involved for Mixing and Bouncing Final Audio with DAW , Introduction to Digital Theater Systems & Dolby ,DTS multi-channel Sound Delivery

Unit I   **12**

Fundamentals of Sound, Perception of sound, Sound Intensity & levels, tone controls, Equalization, Dynamics & compression, Noise floor, Ambient sounds, spot effects, Foley sound effects ,Designing Sound boards,

Unit II   **12**
Sound design and concepts, studying the visuals, Choosing and experimenting the Audio components music, sound effects , Foley Effects, Diegeticand non-Diegetic Effects, planning the work flow in Audio production & Introduction to Editing concepts – Fades/ Cross Fades /Weaving / segue Mix/ Bridge process/ Multi channel of sounds

Unit III   **12**
Study of Sound EFX - Foley EFX, Character EFX, Background EFX, Sound Ideas for EFX, Product Elements EFX, Back ground Music & Instrument Tracks, ADR -Voice EFX and Digital Audio EFX using Hardware & Soft wares

Unit IV   **12**
Understanding PsychoAcoustics**,** DesigningSound Effects, Reality EFX & Simulation EFX,**Isolated Sounds,Specialty Effects, Panning Effects, Surround effects, Fanfare & Intro Music, Voice accent, stingers & modulation**

Unit V   **12**
Study of Multitrack Sound, mixing concepts, Mono, Stereo, Surround sound file exporting

REFERENCE BOOK:
Robin Beauchamp, "Designing Sound for Animation"

18PBAN53   **INTERNSHIP - 1**   **0 0 0 2**

For a period of two months (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

• Weekly Report

• Presentation

• Final Report

• Submission of the presentation and final Report Presentation with the Aids and with works of the students.

Viva through the presentation and subject knowledge

18CBAN61   VIDEO EDITING   0 0 4 2

OBJECTIVE:

   This course serves as an introduction to the art of video post-production, techniques of video editing in producing a final video, working on projects from idea to reality. Developing storytelling in a visual narrative method with design skills, edit digital video, adding music and voices of their own choice, with the support of latest industry standard techniques for post-production in editing Through NLE Editing systems, We explore the theory and practice of various editing styles in order to gain a better understanding of how stories are constructed in the editing room.

Course Outcome

   At the end of the course, learners will be able to:

CO1: Having a good knowledge of NLE Editing systems (Adobe premier & FCP) and various file formats and Different Editing tools and styles of editing film or video how to construct stories and Media presentation.

CO2: Gain knowledge to analyse and organise , Create story order in NLE projects , Arranging the different kinds of framing used by camera composing   shot & effects in editing, render, transitions .

CO3: Types and concepts in style -cutting for genre, connecting shots, compositing shot, match Frame, spatial relation Split Edits, Effects, Color correction & Color grading, ,Montage making,

CO4: Understand the power of sound in Video , Background music, Voice dubbing, Adding musical track Working process for Visual Audio Techniques editing sound in your software.
For creating special Promo Videos

CO5: Have a thorough knowledge in arranging the visuals , with   Pleasing with 3 way color correction, Effects & Encoding the Video export with Basic Encoding   to final Delivery for Screening

**UNIT:1   BASICS TRAINING   12   Introduction to non-linear editing programs, exploring the NLE video editing system, editor user interface: Project Window, Source Monitor, Timeline, and Record Monitor. Understand   some fundamental concepts for digital video editing, and the digital editor workflow. Learn about general styles of

editing film or video. Create a story by compiling clips into a complete sequence. Use three points editing to arrange video clips in a logical sequence. Tighten up a given video sequence, editing out to time framed limit.

UNIT: 2   ORGANIZING MEDIA   12

Properly manage your video files. Capture your source material and organize your sub clips. Edit your project into a finished sequence with relatively smooth editing and pacing. Demonstrate a basic ability to create logical or compelling story sequences. Learn about the different kinds of framing used by camera composing   shot & effects in editing; study the impact of framing and shooting techniques on the perception of a sequence.

UNIT: 3   ESSENTIALS OF VIDEO EDITING   12

Learn about the main principles of continuity editing. Experimental techniques connecting shots through graphic matching, rhythm, movement, and spatial relation. Explore different editing techniques for compressing time and Classic techniques to make footage to continue the story of the video. Explore how editors manipulate time to alter viewer perception.

UNIT: 4   ADVANCED EDITING TECHNIQUESAND MIXING AUDIO   12

Apply new editing techniques to this piece. Explore when and how to speed up or slow motion. Learn about visual effects that can be applied in your software or in additional applications. Speed up and slow down the frame rate in time with the music. Incorporate visual effects to give the overall piece of some rhythm and structure. Learning about sound Adding musical track: voice, ambient sound and noises, effects, and music. Learn the properties of sound and how they affect the perception of a video. Learn the importance of sound overlaps in the perception of a track. Learn a working process for visually editing sound in your software.

UNIT: 5   COLOR CORRECTION AND GRADING   12

Learn the purpose of title sequences and how to add different kinds of titles to your videos. Learn how to check your audio for proper output. Learn how to include color bars and tone in your videos for reference. Learn how to render your videos to various formats. Create an animated text sequence using the title tool in your video editing program. Manipulate the color and transparency of text, an overview of color-oriented effects, Fixing exposure problems, Fixing color balance, Special color effects, creating a look before taking the final video out for delivery.

Total: 60 Hrs

Text Books:

1. Video basics' by Herbert Zettl, Words worth, Thomson Learning, 2001.
2. The Techniques of Film Editing: KarelReiz& Gavin Miller

Reference books

1. Grammar of the Film Language – Daniel Arijon
2. The Five ,C's Cinematography – Joseph V. Mascelli
3. On Film Editing – Edward Dmytry

19PBAN61 ADVANCED COMPOSITING   **0 0 4 2**

Course objective: Compositing is the combining of visual elements from separate sources into single images, often to create the illusion that all those elements are parts of the same scene. Digital compositing is an essential part of visual effects that are everywhere in the entertainment industry today.

Course Outcome:

CO:1 Understand on User interface of the VFX software

CO:2 Understand on Rotoscopy Techniques

CO:3 Student can learn the different types of camera tracking.

CO:4 Student will understand the fundamentals of camera techniques and compositions.

CO:5 Get Knowledge on Making Live action Footage and Render it

UNIT I   ROTOSCOPY& KEYING   10

In this unit, Students explore the rotoscopy involves creating shapes which are used to isolate or mark elements in footage, such as characters, vehicles, buildings etc. This method of creating selections allows to perform specific operations like color correction, adding additional layers, dynamic effects etc. Rotoscopy is the first step in the process of digital compositing. Students explore keyer techniques which involve Luma key and Chroma key. This topic covers a wide knowledge about the RGB channels and its uses. It's a unique technique teaches the fastest and most accurate way to extract an object. This method is used to perform specific operations like color correction, adding multiple layers, foreground and background compositing, dynamic effects etc.

UNIT II   2D & 3D TRACKING   12

In this unit, student will explore the tracking the footage. This concepts teaches the how to track the live footage in 2D and 3D, it also teaches the techniques involved in this process. This method teaches the student how to track the camera in 2D and 3D layers for compositing. We teaches origins of 3D tracking technologies lie in the science of photogrammetry, the scientific method of calculating positions and distances of points referenced in one or more images.

UNIT III LIVE ACTION COMPOSITING 12

In this unit, Students explore live action compositing techniques. It covers how to composite various different layers into single image. In this session, students will learn at three general areas where CGI elements are composited. First up is straightforward CGI compositing where a CGI object has been created and needs to be composited into the scene. Second, we will take a look at

set extension, a rapidly expanding technique in filmmaking. Thirds, we will look at the match move, where separate programs are used to analyze the live action and provide terrain and camera data for the CGI programs

UNIT IV STEREOSCOPY PIPELINE AND ITS PROCESS 16

In this Unit, Student will explore the pipeline of stereoscopy. In this session we cover the workflow of stereoscopy which follows the four major departments such as Rotoscopy, Matte Extraction, Clean plate and Stereo conversion process.

UNIT V RENDERINGAND OUTPUT FORMATS 10

This is the stage where we teach about the bit depth of colors and various output formats with aspect ratio. In this session we teach how to put render for broad casting and filming (size differs).

Total: 60 Hrs

TEXT BOOKS:

1. Ron Ganbar, "Nuke 101: Professional Compositing and Visual Effects", Peachpit Press; Second Edition, 2014.

2. Steve Wright, "Composting Visual Effects", Focal Press; Second Edition, 2011.

REFERENCE BOOKS:

1. Steve Wright "Digital Compositing for Film and Video", Focal Press; Third Edition,2010

2. Ron Brinkmann, "The Art and Science of Digital Compositing", Morgan Kaufmann Publishers In; Second Revised Edition, 2008

18RBAN61   **3D SHOWREEL**   **0 466**

Course objective: To make the students to prepare show reel for producing in industry and for interview purposes.

Students are expected to submit the projects on any one of the following

1. 3D- Animation (minimum 3 minutes)
   a) 3D-Model (Character and set modeling with lighting and texturing).
   b) Walk through camera animation for interior design of house or office.
   c) Title Animation
   d) Walk cycle.
      OR
2. 3D- SHORT FILM (minimum 3 minutes).

UNIT I   **CONCEPT FOR THE FILM AND CHARACTER MODELING25**

Students are expected to create concept for their short film. Character for the short film should be designed along with the concept. They have to get the approval of the concerned faculty member's approval.

UNIT II   **STORY BOARDING 25**

The Story line is briefed in the paper as drawing with the shorts and scenes.

UNIT III   **CLAY MODELING25**

The character in the short film is made in the clay and photo shot is done

UNIT IV   **CREATING THE BACKGROUND**   **25**

Creating a basic set and background design based on the story line.

UNIT V   **FINAL FILM50**

Finally the character and the background and the animated sequence is combined together to achieve the final output.

Total: 150 Hrs

18PBAN62MEDIA INTERNSHIP – 1I   **0 0 0 2**

For a period of one months (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

• Weekly Report

• Presentation

• Final Report

• Submission of the presentation and final Report Presentation with the Aids and with works of the students.

Viva through the presentation and subject knowledge.

Syllabus

Discipline Specific Elective Courses

DSE01   **STORY BOARD**   **0 0 4 2**

Course objective: Storyboard is a basic drawing and preproduction course aimed at students from various Visual Communication degrees including Motion Graphics and 2D Animation. This course teaches story-based concept skills and techniques as well as basic animatic production. Students can also apply skills learned in this class in other areas including 3D animation and interaction design, produce a series of cohesive storyboards from a script, recognize and define common storyboard terminology.

Course Outcome:

CO:1 Understand the basics in Storyboarding

CO:2 Understanding the different types of Layouts

CO:3 Student can learn the different types of camera angles and shots.

CO:4 Student will understand the fundamentals Animatics

CO:5 Get Knowledge on types of Story Board

UNIT I   THE STORYBOARD'S BEGINNINGS   12
Introduction to storyboarding, Preproduction process,Basic of Storyboards, screenplay and picturing, shots and storyboard panels., script, one line order, types of story board technique, Thumbnail story boards, and the planning processes of visual storytelling. Shot types, continuity, pacing, transitions and sequence, cinematic, storyboard

UNIT II   BASIC OF THE STORYBOARD   12
Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic Film Examples.

UNIT III   SHOT ANGLES   12

Shot types, anglescuts,posing, staging and camera move, Shot and every camera angle, tilt, pan close-up extreme close up, Extreme Close-Up Establishing Shot, Long Shot background, Medium Shot, low angle, high angle, and differentperspectives.

UNIT IV   STORY BOARD FOR COMIC   12

Cartoon story boards, Color story board, black and white story board, fantasy story board, storyboard samples, graphic novel storyboard, staging figures, dialogue and captions, manga storyboards,comic-book-likestory sketches.

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UNIT V   STORY BOARD FOR BOOKS   12

Introduction to book illustration story boards, front page story boards, picture book storyboard, scenes for chapters of the stories, story boards for poems, and advertising story board.

                                                    Total: 60 Hrs

TEXT BOOKS:

1. Wendytumminello, "Exploring Storyboarding (Design Exploration Series)",
 Delmar Cengage Learning, 1st Edition, 2004.
2. John Hart, "The Art of the Storyboard A Filmmaker's Introduction", Focal Press; 2 edition 2013.

REFERENCE   BOOK:

1. Giuseppe Cristiano "Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising" Michael Wiese Productions, 2012.

DSE02 ARTIFICIAL INTELLIGENCE FOR GAMES 0 0 4 2

Course Objectives

To familiarize students with techniques and issues of Artificial Intelligence (AI)for computergames

Course Outcome

By the end of the course, students can:

Co1: Identify aspects of computer games, which benefit from artificialintelligence.

Co2: Understand the Physics for gamming

Co3: Understand the software and its usage in Game development

Co4: Implement artificial intelligence and machine learning techniques for traditionaland modern computergames.

Unit I   AI and Games   12

Game AI, Model of Game AI, Algorithms, Data Structures and Representations, Kinds OF AIin Games, Speed and Memory-Processor issues, Memory concerns, PC & console constraints, The AI Engine-Structure of AI Engine, Tool chainconcerns.

Unit II   Motor Control, Movements, Physics and Collisions   12

Basics of Movement Algorithm – Two dimensional movement, Statics, Kinematics, Steering Behaviors – Variable matching Path following, Collision avoidance, Predicting physics, Jumping & Motor Control, Movement in 3rd Dimension.

Unit III   Path Finding, Trees and algorithms   12

Graphs, Weighted Graphs, Cost functions, Path smoothing, open Goal pathfinding, dynamic

pathfinding, Continuous time pathfinding, Movement Planning. Decision Trees – Problem-algorithm - Pseudo code - Implementation, State Machines, Behavior trees – Fuzzy Logic, Markov Systems.

Unit IV   **Decision Making**   **12**

Goal Oriented, Rule based systems, Scripting, Board Game Theory, Minimaxing, Transposition tables and memory, Turn based strategy in board games.

Unit V   Designing AI   **12**

Scheduling execution. Level of Detail, The Design Shooters, Driving, Real-Time strategy, Sports, Turn based strategy games, AI Based Game Genres.

Total: 60 Hrs

Reference Books

Ian Millington and Morgan Kaufmann, "Artificial Intelligence for Games", 2nd edition, Taylor & Francis, 2012.

Jeff Heaton, "Artificial Intelligence for Humans, Fundamental Algorithms", 1 edition, CreateSpace Independent Publishing Platform, 2013.

DSE03   **AUDIO -VIDEO EDITING**   **0 04 2**

Course objective: This course is intended to give students an introduction to various aspects of audio and video post -production tools and techniques in video and audio editing, Introduction to Audio video editing systems and concepts, Familiarity of Non Linear Edit Systems, Multi track recording systems and file formats. Digitization, Transcoding, Browsing and planning Sequencing in time line for Edit , change in image size and camera angle ,adding transition & Effects preparing Titles and sub titles, adding music, effects / dialogues , voice narrations with audio Mixing Techniques and taking Final video out.

Course Outcome

At the end of the course, learners will be able to:

CO1: Introducing AVID & FCP and learning basic editing techniques.

CO2: Working with editing, transitions andUnderstanding Editing modes in off and on line.

CO3: constructing continuity using various elements including Drag & Drop Editing, smooth cut, the cut away, the reverse shot etc.

CO4: Handling sound to createcontinuous or Relational sound mechanism in films creating the mixed track, according to Camera movement and Visual Audio Techniques.

CO5: Final correction in continuity, sound, Timing and working with action sequence, Russian montage, French montage and American montage .

UNIT I   UNDERSTANING OF FILM AND VIDEO EDITING   12
Study of different kinds of NLE Editing systems AVID & FCP and file formats, SD & HD Video Formats and study of the using of Editing equipments, cue sheet & Video cutlist reports, Understanding Interfaces , Saving project Setting scratch Disc and Loading Bin ,Working with different formats and Studying of Editing tools and accessories , Importing Video and Audio sample rates, frame rates ,DV/HDV/HD formats. Understanding inserts – overwrite, marking In

and Out, Non -Linear Techniques Adding & Deleting, Moving Edits in time line – Cut, Copy, and Paste.

UNIT II   PRINCIPLES OF FILM AND VIDEO EDITING   12

Working with Bins Organizing your footages ,viewing clips of rush videos Separation of ok takes and deletion of NG takes Assembly of Rushes in story order & story Board , Basic systems in Video Editing , The shot, The Scene, Sequences , Study of Transitions , Study of optical effects , Study of video effects, Using of bridging shot - Cut away and cutting in action – smooth cut ,Cutting on movement - Inter cutting- Parallel cutting and constructive editing, Montage ,Creative editing ,Real time and Artificial time, rhythm-pace-space, Creative editing. Basic Transitions,visual Effects and Optical effects, Understanding Editing modes in off and on line.

UNIT III   EDITING SPECIALIZATION EXCERCISES   12

Editing Decision ,Editing Functions , Combination of timing , Pacing , Rhythm & Tempo, time code Editing Split Edits Drag & Drop Editing ,smooth cut, constructing a lucid continuity , constructing physical continuity , Slow and fast motion actions, change in image size and camera angle, sense of screen direction, , Editors cut, match cut, movement and look, The cut away ,The reverse shot, imaginary compositions, Exciting images, Cumulative effect, Direct contrast and matching Tone. Montage making, Extending & Reducing Clips Rendering setting Effects Applying, Bridging the action.

UNIT IV   BASIC AUDIO TOOLS FOR VIDEO EDITING   12

Actual Sound, continuous sound track , Relational Editing , Dialogue counterparts , Editing Dialogue sequence , Natural Rhythm, Adding ambience sound, Effects, Bridging the dialogue , Controlling the volume between the channels ,True and natural presentationIntro to audio mixing, sweetening, and sound design ,Study of Background music, Voice dubbing,Effects dubbing, synchronous and non synchronous sounds, using special sounds effect, Re-recording and Mixing and power of sound, sound as a counter point, mechanism of sound in editing of films creating the mixed track, according to Camera movement and Visual Audio Techniques.

UNIT V   COLOUR CORRECTION AND FINAL DELIVERY   12

Harsh cut jerkycut Cause and effect Smooth Continuity Soundedit Dramatic cure punctuation and Amplification, Song Editing, Specific goals, Transition & Sound. Action sequences , Physical conflict, Timing, rate of cutting, problems in editing action sequence, Russian montage, French montage and American montage Montage as a Transitional device Emotional significance Arranging the visuals slow and fast Pleasing Visual Continuity Dissolves, wipes, realistic dialogue.

Total: 60 Hrs

TEXT BOOKS:
1. Ken Dancyger, "The Technique of Film and Video Editing" Focal Press, 2010
2. Roy Thompson, Christopher J. Bowen "Grammar of the Edit" Focal Press, 2013

REFERENCE BOOKS:
1. Bobbie O'Steen , "The Invisible Cut: How Editors Make Movie Magic" Michael Wiese Productions; 1st edition 2009
2. Gael Chandler, "Film Editing: Great Cuts Every Filmmaker Should Know", Michael Wiese Productions 2009
3. Howard M.Traminen,"The Audio Encyclopedia". Howard W. Sams& Co. 2nd edition 1969
4. Don Davis and Carolyn Davis, "Sound System Engineering" Focal Press; 3 editions 2006

DSE04   **WEB DESIGN**   **2 2 0 4**

Course Objective: The objective is to learn the techniques of website creation through tools and utilize them. Students will know the process of using the tools for various digital outputs like website layout creation, static and dynamic webpages, using scripts for delivering small animations and attractive web pages , web hosting through server and creating their own web pages.

Course Outcome:

Co1: Understanding interface, scripting, usage of images
Co2: Understanding HTML and CSS
Co3: get Knowledge on Dynamic web content and scripting
Co4: Understand usage of software in web designing
Co5: Understand third party plugins like Bootstrap

UNIT I   INTERFACE, SCRIPTING, USAGE OF IMAGES   12
HTML - HTML Basics: Introduction to HTML elements-Basic tags, Attributes, Creating HTML page- Formatting,HTML links, List types and its tags, Creating HTML tables,Addingpictures,HTML and page accessibility, Colors and background, Advance HTML, Use of Frames and Forms in web pages, Formatting web pages by using GIF- JPEG getting web and clip arts, Use of interlinks

UNIT II   PLANNING AND DESIGNING STATIC WEB PAGES 12
Web designing, Designing and Planning Web Pages , Creating Pages with HTML ,Working with Text,Formatting Web Pages with ,Style Sheets (CSS),Working with Graphics, Overall Site Design and Management, Web Authoring Tools, Uploading/FTP, Flash Enhancements, Incorporating/Embedding Video, Accessibility, Introduction to Dreamweaver, Properties Inspector and Panels- The Document Window, The Status Bar, The Document Toolbar, Coding Toolbar, Creating a Root Folder, Creating a Website with Frames, Rollovers and Other Image Trick- Drawing Image Maps, Designing with Cascading Style Sheets.

UNIT III   DYNAMIC WEB CONTENT, SCRIPTING   12

Basics of dynamics web designing, Action script 2.0- Movie clip animation with script-
Web animation in action script, Basics of flash gaming script, advanced flash action script 3.0.

UNIT IV   E-LEARNING TECHNIQUES   12

 E – Learning - Basic E-learning Theory -Basic Graphics Theory -Basic graphics tools training
using different software's -Basic sketching skills training -Tips N Tricks of fast creations- -
Clients Specification Study -SB creation -Graphics Content creation-Media Rich Creation
Techniques -Review Techniques -Final QA /Testing -Packaging techniques -Industry overview -
Industry Exposure Visits .

UNIT V   WEB HOSTING & PUBLISHING   12

Illustrations, Publishing website, Hosting portals, ERP in portals, Maintenance of Management
Information System through websites, Creating Flash for E-learning, Interface designs

Total: 60 Hrs

TEXT BOOKS:

1. Modern Web Essentials Using JavaScript and HTML5,David Pitt, published May 2014.
2. Tablet Web Design Best Practices,Mobify,2013

REFERENCEBOOKS:

1. "Losing Our Religion: The Liberal Media's Attack", S. E. Cupp, Rupa Release, Edition I, 2001
2. "Media Planning and Buying – Principles and Practice in the Indian Context", by ArpitaMenon, MacMillan India Public Limited, First Edition, 2007
3. Spring Into HTML and CSSAuthor**:** Molly E. Holzschlag [Emeritus]Publisher**:** Addison-Wesley Professional

DSE05　　　　　　　**2D SHOWREEL**　　　　　　　　　　　**0 0 4 2**

Objective: Student are expected to submit the projects on any one of the following

1. 2D- Animation
   a. Dynamic web page.
   b. Corporate presentation
   c. Small Game

　　OR

1. 2D- SHORT FILM (minimum 2 minutes).

UNIT I　　　**CONCEPT CONTENT FOR THE SHORT FILM OR CONTENT FOR WEB PAGE. 10**

Students are expected to create concept for their short film. Character for the short film should be designed along with the concept. They have to get the approval of the concerned faculty member's approval.

UNIT II   SKETCHING AND STORY BOARD　　　　　　　　**10**

The story line for the short film is sketched in the paper with shot and scene. Web page and corporate presentation outline are also sketched.

UNIT III PIPE LINE FOR ANIMATION 15

The Animation flow for the film is planned and executed on the system

UNIT IV WORKING ON CHARACTER CREATION15

The character is created separated and animated. The background is created separately.

UNIT V COMPILING ALL THE WORK. 10

Compiling all the works together to give the Video out. Along with sound to give a final out.

Total: 60 Hrs

DSE06   **PAGINATION**   **0 0 4 2**

Objectives:This course introduces the students to the principles of newspaper and magazine makeup and design, with hands-on training in page-making software.

Course Outcome:

Briefly, the course's objectives are to help you:

CO1. Understand the importance of technical communication in your career

CO2. Develop basic skills and strategies important in technical communication (audience and purpose analysis, organization, style, document design, graphics development, editing, and proofreading)

CO3. Prepare professional technical documents, in both electronic and print format

CO4. Integrate information from diverse fields and understand how your own specialization fits in a broader context

CO5. Collaborate with students from different fields to communicate about topics relevant to several professions.

Unit I

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion and unity

Unit II

Principles of page makeup, mechanics of dummying, positioning, vertical and horizontal makeup and flexibility; dos and don'ts of good layout

Unit III

Traditional and contemporary make-up concepts. - Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup

Unit IV

Special effects – wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures

Unit V

Design and pagination softwares – QuarkXpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

Books for Reference:

Floyd K. Baskette, The Art of Editing

Tim Harrower, The Newspaper Designer's Handbook, McGraw Hill

18BAN107   **VISUAL EFFECTS FOR PRODUCTION**   **0 0 4 2**

Objective: To learn the techniques and understand the various methods. Develop Skills and Techniques to Create Special Effects and to know the interface used in creating visual effects.

Course Outcome:

Briefly, the course's objectives are to help you:

CO1: Understand difference between Special effects
CO2: Understand Composition and its usage
CO3: Understand Tracking and its working
CO4: Understand live footage interaction
CO5: get knowledge on 3D in 2D environment

UNIT I   INTRODUCTION FOR VISUAL EFFECTS   12
Pre visualization, Concept art Basics of Particles, Introduction to Fields, Paint effects, Fluids, Basic concept of Camera tracking, Basic of digital & matte painting, Basic of Rendering concepts, Basic of Composting.

UNIT II   VISUAL EFFECTS AND COMPOSTING   12
Learning of 3D Particles, Particles attributes, User define attributes, Rendering with alpha channels, Paint effects, Special effects, Fluids, instancer, Learning of composting, Rotoscopy, Retouching, Chroma keying, Crowd replace, Camera mapping, Fluid dynamics, Sky replacement.

UNIT III   TRACKING   12
2D tracking, 3D tracking, Telecine, Color sampling, Color grade, Matching, Lighting, Keying, Shadow extraction, Hard body physics, Basic of Camera animation, Matte tracking, Body tracking, Face tracking, Ray tracing, Basic motion capture, Green matte painting, Basic of motion capturing.

UNIT IV   ADVANCED VISUAL EFFECTS   12

Basic of match moving, Live shot with green matte and removing green matte, Adding a matte paint to live shot, Bringing live footage into composting and adding 3D elements like fire, water, Particles stimulation and other field behaviors,

UNIT V   VISUAL EFFECTS PRODUCTION   12

On reference with story board and script of Production visual effects taken place by Motion capturing, Creating visual set, Explosions, Match movie, Adding 3D elements and other component like dust debris particles with original shots to the production,Which is done in Post production works.

Total: 60 Hrs

TEXT BOOKS:
1. Doug Kelly, "Digital Compositing in Depth", Coriolis Publication, 2003.
2. Angie Taylor, "Creative After Effects 5.0", Focal Press, 2002.

REFERENCE BOOKS:
1. Ron Brinkmann,. "The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion ,Morgan Kaufmann Publishers, 2008.
2. Steve Wright, " Digital Compositing for Film and Video", Focal Press, 2010.

18BAN108COLOR GRADING   **0 0 4 2**

Course objective: Digital Intermediate (DI) is one of today's most exciting and fastest growing technologies in digital post production of motion picture films.

Course Outcome:

CO:1 Understand on Film Colors

CO:2 Understand on Color psychology

CO:3 Student can learn the different types lighting

CO:4 Student will understand the concept of D**igital Intermediate Process**

CO:5 Get Knowledge on Scope of color grading in industry

UNITI   TELECINE COLORING WORKS   10
In this unit we teach about Cathode-ray tube (CRT) system, an electron beam is projected at a phosphor-coated envelope, producing a spot of light the size of a single pixel.

UNITII   PRIMARY AND SECONDARY COLOR CORRECTIONS   16
In this unit, Students explore how the Primary and Secondary color correction affects the whole image intensities of RGB and highlights of the entire frame, with these we teach the advanced techniques of color correction and well established digital painting techniques in the era of digital cinematography.

UNIT III   MASK, MATTE, TRACK   16

In this unit, student will learn the evolution of digital color correction tools with advanced technique of using point shapes to isolate color adjustment in the specific area of the image. We also teach color keying to isolate the colors in the image. We teach special training for automation on tracking the image in term of color to save the time in the production process.

UNIT IV   DIGITAL INTERMEDIATE PROCESS   16

In this unit, student will explore the color of Bit Depth with Look Up Table (LUT).We teach about the Color grading is the process of altering and enhancing the color of a motion picture, video image, or still images either electronically, photo-chemically or digitally.

UNIT V   PRESERVING THE QUALITY OF THE IMAGE   16

After learning this program, students will gain knowledge about the DI importance and the scope of work.

Total: 60 Hrs

TEXT BOOK:
1. Steve Hullfish, "the Art and Technique of Digital Color Correction", 1st Edition

REFERENCE BOOKS:
1. Jack James,"Digital Intermediates for Film and Video",Kindle Edition
2. Alexis Van Hurkman,"Creative Grading Techniques for Film and Video", Kindle Edition.

DSE09   SCRIPTWRITING   0 0 4 2

Course objective: This course is designed to introduce students to the fundamentals of developing and writing scripts for film and television. It emphasizes proper script formats, theme, story, plot, dialogue, characters, and the process of developing and writing a script. The assignments will include the writing of scenes, a treatment and a half-hour script, with special emphasis on the steps leading toward creating a final screenplay.

Course Outcome:

<u>**CO:1**</u> Understand on usage of Script in film narration

<u>**CO:2**</u> Understanding on structure of Story boarding

<u>**CO:3**</u> Student can learn the different techniques on Scripting

<u>**CO:4**</u> Student will understand the way of creating a character for film

<u>**CO:5**</u> Student can learn the different Script formats

UNIT I   SCRIPT DEVELOPMENT   15
Script writing as a creative enterprise involves creative thinking and imagination. It is the development of story, characters and conflict. This unit deals with the various stages in the craft of script writing- basic story idea, narrative synopsis outline, scene breakdown, and full-fledged script.

UNIT II   STRUCTURE OF A NARRATIVE FILM   15

It discusses the narrative structure – beginning – middle – end – conflict, development, climax and denouement. And also covers storyline, plot, and treatment along with principles of suspense and surprise.

UNIT III   NARRATIVE TECHNIQUES   15
Select narrative techniques – point of attack , exposition , planting , point of view , pace , tone , subject matter , title , openings , contrast , coincidence , tension release laughter.

UNIT IV   CREATING A CHARACTER   15
Characterization is an important element of a film, without interesting characters it is difficult to engage the audience in the narrative. It provides a brief on character biography – tags – stereotyping; two - dimensional versus three - dimensional characters and guiding principles for evolving effective and credible characters.

UNIT V   SCRIPT FORMATS   15
This unit provides an understanding on various types of script formats and the techniques involved in developing scripts.

Total: 60 Hrs

TEXT BOOKS:
1. Cooper, pat, and ken dancyger, "writing the short film",USA: focal press", second edition, 2000.
2. Phillips, William "Writing short scripts".USA: Syracuse university press. Second edition, 1999.

REFERENCE BOOK:
1. Zettle, Herbert, "TelevisionProduction Handbook", USA: words worth, Tenth Edition, 2010.

DSE10   **ANIMATION ART DIRECTION**   **0 0 4 2**

Course Objective: This course focuses on the skills required of an animation art direction, concentrating on basic drawing, as well as work in digital media, interactive design and perspective drawing. Students learn anatomy study, environment study and cartoon character study. It emphasizes on creativity, execution, teamwork and project management skills.

Course Outcome:

CO:1 Student will learn the human anatomy

CO:2 Student can understand the various types drawing Practice

CO:3 Student will get understanding on difference of human modelling and cartoon character modelling

CO:4 Understanding on Environment designing

CO:5 Student will get understanding Timeline animation

UNIT I BASIC DRAWING PRACTICES   **12**
Free hand practice, Lines, Ovals, Rounds, Curves, forms & shapes, geometrical forms, non, geometrical forms, shading, shading levels, shading techniques, types of shading, light & shadow, , direction of light & shadow , geometrical forms with Shading , Still Life , introduction arrangement, composing, sketching, still Life with shading , Still life final drawing. (Geometrical shapes) Creating texture, wood, rusted leaf, skin, cloth, stone, sand, tactile texture

UNIT II PERSPECTIVE **12**

Introduction of Perspective , Importance of Perspective , Perspective terminology , Horizon line / eye level, Vanishing point, View point, Orthogonal line, Ground line, Picture plane, Types of perspective views, Aerial perspective vs. Linear perspectives, Types of linear perspective, One point perspective, Two point perspective, Three point perspective, Bird's view, Worm's view

UNIT III ANATOMY STUDY **12**

Line of Action, Balance (different possess), Stick figure male & female with measurement, stick figure with cylindrical form /volume sketch, Front vs. side with measurement, Quick sketches, Study form live, Foreshortening, Overlapping, Balance – Hand study, Feet study.

UNIT IV CARTOON CHARACTER STUDY **12**

Cartooning, Head types, Cartoon eyes, Cartoon noses, Cartoon mouths, Cartoon ears, Hands and feet, Body types and proportions, Developing a cartoon character out of an object, Various action poses of a cartoon character.

UNIT V ENVIRONMENT STUDY **12**

2D background design, Landscape, cityscape and seascape, Colorful Background design – Layer alignment – Creating shots for scene, Storyboard

Total: 60 hrs

TEXT BOOKS:

1. Bert Dodson, "Keys to drawing", Published by North Light BooksFw Media, Reprint edition 2013
2. Ron Tiner, "Drawing from Your Imagination", David & Charles Publications, 2008.

REFERENCE BOOKS:

1. Bob Godfery and Anna Jackson The Do It, Yourself Film Animation Book, , BBC Publications, Edition I, 1974
2. Thomas, Frank and Johnston, "Disney Animation: The Illusion of Life", Ollie Abbeville Publications, 1997

Syllabus

Ability Enhancement Compulsory Courses

ADVANCED ANIMATION   **0 0 4 2**

Course objective: To train the students in 3d Animation using advanced software's and plug – ins.And to train the students to meet the needs of the industry.

Course Outcome:
Co1: Understanding on time frames
Co2: Understanding on basic Animation
Co3: Get Knowledge on 3D Animation Concepts
CO4: Understand on Editind And acting
CO5: Get knowledge on Composition

UNIT I   INTRODUCTION TO ANIMATION   12
History of animation ,Animation principle ,Introduction of animation ,Line art sketching, Shading, Human anatomy, character model sheet, Breakdown character, Perspective drawings,Clay modeling ,Cell animation ,color theory ,Painting ,Story board ,Concept art sketching , Storytelling, Acting and Direction, Cinematography, Character design and development ,
 Stop motion animation.

UNIT II   2D GRAPHIC AND ANIMATION   12
Advance graphic design ,web designing , Boucher ,Logo designing .visiting card design ,T-shirt

design ,Manipulation ,Digital drawing ,Concept art ,Bouncing ball ,Walk cycle ,Run cycle , Tweening ,Animation banner ,Basic actionscript,2d animation show reel.

UNIT III   3D ANIMATION   12

Nurbs Modeling ,Polygon Modeling ,Animation ,Rigging, Texturing ,Lightning ,rendering, Lightning Animation ,Dynamics ,Camera ,Camera Animation ,Text Animation ,Mel and Python basic script ,Sculpting ,UV mapping,3D Animation short film.3d show reel

UNIT IV   EDITING AND ACTING   10

History of editing ,Linear and non-Linear ,Montage ,Clapboard ,Crosscut ,Editing techniques, Parallel cut, Offline editing, Online editing, EDL Out, Effects , Title design .Sound editing ,Audio video synchronization ,Render output, acting and facial exposition

UNIT V   COMPOSITING   14

Rotoscopy , Retouching, Chroma keying, Crowd replace, Camera mapping, Fluid dynamics, Sky replacement,2D tracking, 3D tracking, Telecine , Color sampling, Color grade, Matching, Lighting, Keying, Shadow extraction, Hard body physics, Basic of Camera animation, Matte tracking, Body tracking, Face tracking, Ray tracing, Basic motion capture, Green matte painting, Basic of motion capturing.

Total: 60 Hrs

TEXT BOOKS:
1. Kupeeberg, M, "A Guide to Computer Animation", Focal Press, First Edition, 2002.
2. Williams, R, "The Animator's Survival Kit", Faber and Faber Ltd, First Edition, 2001.

REFERENCE BOOKS:
1. Scott, J, "How to write for Animation", The Overlook Press, First Edition, 2002.
2. Ranjit Singh, "The Art of Animation Production Management", MacMillan India, First Edition, 2013.

18EVS201   ENVIRONMENTAL STUDIES PAPER   I   5 0 0 4

Course Objective: This course provides knowledge on various environmental resources and issues facing the world. It deals with natural resources, eco system, biodiversity and environmental pollution.

UNIT I   Introduction   12
The multidisciplinary nature of Environment of studies – Definition - Scope and Importance - Need for Public Awareness.

UNITII   Natural Resources   12
Natural resources and associated problem - Renewable and Non- Renewable resources:.-Forest Resources-Mineral Resources-Food Resources, Energy Resources.Land Resources: Role of an individual in conservation of natural resources-Equitable use of resources of sustainable lifestyles.

UNIT III   ECO System   12
Concepts of an Ecosystem - Structure and Functions of an Ecosystem - Procedures, Consumers and Decomposers - Energy flow in the ecosystem - Food chains, Food webs and ecological pyramids - Introduction, types, Characteristics features - Structures and functions of the following ecosystem :Forest ecosystem, Grass land ecosystem, Desert ecosystem, Aquatic ecosystem.

UNIT IV   Biodiversity and Its Conservation   12

Introduction - Definition, genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of Bio-diversity - Bio-diversity at global, National and Local levels - India s a mega-diversity nation - Hot-Spots of diversity - Threats to diversity: Habitats loss, poaching of Wild life, man wild life conflicts - Endangered and Endemic species of India In-Situ conversation of Bio-diversity.

UNIT V   Environmental Pollution and Human Rights   12

Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution - Soil pollution management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution – Case studies -Disaster Management – Flood, earthquakes, cyclone of landslides Environment and human health - Human rights - Value education - HIV/AIDS - Women and child welfare - Role of information technology in Environment and Human health - Case study

.
                                                            Total: 60 Hrs

TEXTBOOK:

1**.** Environmental studies by Dr. Shradha sinha, Dr.Manisha shukula, Dr. Ranjana Shukla

REFERENCE BOOK:

1. Environmental studies by Dr. N. Arumugam, Prof.V. Kumaresan, Thangamani & Shyamala Thangamani.

18BCC251   ETHICS AND VALUES   3 0 0 2

Course objective: To help students understand significance of ethics and values in business. To understand ethical issues and not to fall prey to unethical practices and to be socially responsible.

UNIT I   INTRODUCTION   6

Why Value Education – Ethical Reflections – What is Ethics? Swami Vivekananda

UNIT II   APPROACH TO LIFE   6

Approach to Life - Happiness as Goal - Historical Perspective – Life in the Past and Present

UNIT III   KINDS OF VALUES   6

Kinds of Values S.Ignacimuthu S.J – Living Excellence Anthony Robbins – Concern for Others – Student's Definition why Concern.

UNIT IV   GOALS AND HUMAN RIGHTS   6

Use Goals to help you grow David J.Schwartz – essential Characteristics of Human Rights. - H. Victor Conde

UNIT V   INFLUENCE OF SCIENCE AND TECHNOLOGY IN HUMAN'S SOCIAL
LIFE   6

Social Relevance of Science and Technology – Economic Awareness – Economic Features –
Status of Women – Mass Media and Values.

Total: 30 Hrs

TEXTBOOK:
1. Touchstone: Synergy of Values – University of Madras.

REFERENCE BOOK:
1. In harmony- Value Education at College Level- Dept. of Ethics and Religious Studies
   Loyolla College, Madras.

Syllabus

Generic Elective Courses

18BCF154   **E- COMMERCE**   **5 0 0 4**

Course Objective: On successful completion of the course the students should have:
1. Learnt to analyze the business model of firm, and determine the role that the internet(and related technologies) can play to support or even enable this model
2. Understand the key issues involved in managing electronic commerce initiatives
3. Utilize the internet to collect information to conduct research.

UNIT I   **TELECOMMUNICATION NETWORKS**

15Introduction- LAN-WAN- internet- what is electronic commerce- brief history of electronic commerce- advantages and limitations of electronic commerce- types of electronic commerce- integrating electronic commerce key questions for management.

UNIT II   **THE INTERNET AND THE WORLD WIDE WEB**   **15**

The internet today- history of the web- unique benefits of the internet- internet architecture – world wide web concepts and technology- creating web pages- launching a business on the internet.

UNIT III   **ELECTRONIC PAYMENT SYSTEMS**

15Overview of the electronic payment technology- requirements for internet based payments – electronic payment medias- electronic commerce and banking.

UNIT IV   **E-SECURITY**   **15**

Security in the cyberspace- designing for security- virus- security protection and   recovery encryption- the basin algorithm system- authentication and trust- key management internet security protocols and standard- other encryption issues.

UNIT V   **WEB BASED BUSINESS**   **15**

Business-to-business electronic commerce- intranets and extranets- intranets and supply chain management- legal and ethical issues- case studies.

                                                      Total: 75 Hrs

TEXT BOOK:
1. Elias.m. Awad,"Electronic Commerce" prentice- hall of India Pvt Ltd, 2002.

REFERENCE BOOK:
1. Ravi kalakota, andrew b. Whinston, "Electronic Commerce – a managers guid", addison-wesley, 2000.

18BCA156INTERNET BASICS   5 0 0 4

Course objective:

- To make the student understands the overall view of internet.
- To inculcate the students about the various facilities available in internet.
- To gain practical knowledge about internet.

UNIT I   INTRODUCTION
        15Internet and its history, defining and describing the Internet, Brief history, discussing the future of the Internet, Internet Resources. Describe the important features of the Web and Web browser software,Evaluate e-mail software and Web-based e-mail services

UNIT II   EMAIL
        15Email , Parts of email ,Email software , Web based email , Email address , List servers , Newsgroups ,Newsgroups names , Newsgroups readers ,Chat rooms , Conferencing .

UNIT III   INTERNET RESOURCES
        15Internet Resources, Games, File transfer protocol, Telnet, World Wide Web, Behavior on the Internet , Accessing the Internet , Types of access , Online services , Internet services providers , How and where to look for the serviceBrowsing the Web , Browsing the Web.

UNIT IV   FTP   15 Use FTP and other services to transfer and store data, Demonstrate the use of real-time chat and briefly describe the history of the wireless Internet. Use mailing lists, newsgroups, and newsfeeds, Create HTML documents and enhance them with browser extensions

UNIT V   APPLICATIONS   15
Applications of Internet- education, business, government,Communication , Job searches, Health and medicine, Travel, Entertainment, Shopping, Stock market updates, Research.

Total: 75 Hrs

TEXT BOOKS:
1. Rohit Khurana , "COMPUTER FUNDAMENTALS and INTERNET BASICS", Aph Publishing Corporation,2010
2. Margaret Levine young,douglas Muder ,David C.Kay,Alison Barrows and Kathy warfel, "Internet" : The Complete Refernce, 2nd Edition 1999.
3. Jasson Whittaker, "The Internet: The Basics", Routledge, 2002.

REFERENCE BOOK:
1. Schneider and Evans,"New Perspectives on the Internet", Comprehensive, Sixth Edition, 2007.

18BCA153   **OFFICE AUTOMATION TOOLS**   **5004**

Objective:
- To know the common applications available for office work.
- To learn how to work in MS-OFFICE.
- To learn how to work in MS-EXCEL and POWERPOINT.

UNIT I   MSWORD   15

Text Manipulations- font size, style, color. Alignment- left, right and justiy, paragraph alignment, Usage of Numbering, Bullets, Footer and Headers, Usage of Spell check, and Find & Replace, Text Formatting, Picture insertion and alignment.

UNIT II   MSWORD   15

Insertion – Table, chart, clip art, shapes, borders. Creation of documents, saving of documents, using templates, Creation templates, Mail Merge Concepts, Copying Text & Pictures from Excel.

UNIT III   MS – EXCEL   15

Creating of Excel sheet, Cell Editing, Usage of Formulae and Built-in Functions, File Manipulations, Data Sorting (both number and alphabets), Worksheet Preparation, Drawing Graphs, Usage of Auto Formatting.

UNIT 1V   POWER POINT   15

Start power point , Create blank presentation , Selecting slide layout , Insert new slide , Editing presentation , Designing and formatting presentation , Change font, font color, size, style of text , Bullet and numbering, Slide design, layout, change background , preparing slide show presentation.

UNIT V   POWER POINT   15

Inserting Clip arts and Pictures, Frame movements of the above, Insertion of new slides. Preparation of Organization Charts, Presentation using Wizards, Usage of design templates, working with tables, graphics and animation, working with graphs and organization charts.

Total: 75 Hrs

TEXT BOOK:

1) Joyce Cox, Joan Lambert and Curtis Fryc, "Step by Step Microsoft Office Professional 2010", Microsoft press,2011 edition.

18BCA155   **ADVANCED EXCEL**   **5 0 0 4**

Course objective:
- To make the student understand the special concepts in MS EXCEL.
- To practice the students how to work in list, data forms and records.
- To understand the concepts of filtering data.

UNIT IADVANCED EXCEL FORMULAS   15
Uses of Advance Excel Formulas -VLOOKUP, HLOOKUP, SUMIF, SUMIFS, SUMPRODUCT, DSUM, COUNTIF, COUNTIFS, IF, IFERROR, ISERROR, ISNA, ISNUMBER, ISNONTEXT, OR, AND, SEARCH, INDEX, MATCH etc

UNIT II   IF CONDITIONS   15
Various Methods and Uses of IF Conditions , When should use the "IF" Conditions? , Creation of Multiple IF Conditions in One Cell , Use the IF Conditions with the Other Advance Functions ,How to use nested IF statements in Excel with AND, OR Functions.
Sorting, Data Forms, Adding Data Using the Data Form, Finding Records Using Criteria

UNIT III FILTERING AND SORTING   15
Filtering Data, AutoFilter, Totals and Subtotals Total, Row, Various Methods of Filter and Advance Filter options, Creating and Updating Subtotals, Various Method of Sorting Data, Creating, Formatting and Modifying Chart.

UNIT IV DATA VALIDATION AND GOAL SEEK   15
Uses of Goal Seek and Scenarios Manager , Data Validation, Creating drop down lists ,using different data sources , Linking Workbooks and Uses of Edit Link options ,Excel Options, Customizing the Quick Access Tool Bar , Managing Windows, Multiple Windows , Splitting Windows.

UNIT V PIVOT TABLES   15
Various Methods and Options of Pivot Table, Using the Pivot Table Wizard, Changing the Pivot Table Layout, Subtotal and Grand total Options, Formatting, and Grouping items
Inserting calculated fields, Pivot Table Options, Display and hide data in fields
Select, Move & Clear Pivot data, Creating and Modifying a PivotChart

Total: 75 Hrs

TEXT BOOK:
1. Jordan Goldmeler, "Advanced Excel Essentials" , APress, 2015 edition.

18BHM153   **TOURISM MANAGEMENT**   **2 0 0 2**

Course objective: To understand its constituents, forms and types, purpose of tourism and travel motivators, tourism infrastructure. Types and functions of travel agent and tour operators, tourism organizations, international and national. Tourism regulation and impacts of tourism, economics, socio cultural, environmental and political impacts.

UNIT I   INTRODUCTION TO TRAVEL AND TOURISM   10

Tourism- meaning and definition, Significance of tourism, Tourism Industry-constituents, five 'A' of tourism, forms and types, purpose of tourism and travel motivators Definition-Accommodation, food and beverage, Attractions, Telecommunications, Essential services, Transport –air-road-rail- water, air transport in India, Security of aircraft and passengers, International Air Travel Classes, Transport as a attraction

UNIT II   THE TRAVEL AGENTS, TOUR OPERATORS AND TOURIST
**   ORGANIZATIONS   10**

The Travel Agent, Travel Agencies-Types-Functions-source of income, setting -up a Travel Agency. The Tour operator-Types, Package Tours-Types Guides and Escorts Tourist Organization-Need for Tourism Organizations, International Organization, Government Organizations in India, Private Organizations, Non-Governmental Organizations

UNIT III   TOURISM-REGULATIONS AND IMPACT OF TOURISM   10
Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas Customs Regulations, Emigrations and Immigrations, Taxes Paid by Travellers, Travel Insurances.
Economic Impacts, the Multiplier Effect, Environmental Impact, Socio-cultural Impact, Demonstration Effect, Political Impact of tourism.

**   Total: 30 Hrs**

REFERENCE BOOKS:
1**.** Tourism operations and management-Oxford higher education-sunetra roday, archana biwal, vandana joshi
2. Tourism management - steven page - el sevier

Syllabus

Skill Enhancement Elective Courses

18BBA251   **PERSONALITY DEVELOPMENT**   **2 0 0 2**

Course Objective: To Make Aware About The Importance Of Personality And Development In The Business World. To Make The Students Follow The Good Personality And Create A Good Relationship With Others.

UNIT I   PERSONALITY DEVELOPMENT - INTRODUCTION   6
The Concept Personality - Dimensions Of Personality - Term Personality Development - Significance. The Concept Of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes Of Failure - Do's And Don'ts Regarding Success And Failure.

UNIT II   ATTITUDES AND VALUES   6
Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages - Negative Attitude - Disadvantages - Ways To Develop Positive Attitude – Difference between Personalities Having Positive And Negative Attitude.

UNIT III   MOTIVATION   6
Concept Of Motivation - Significance - Internal And External Motives - Importance Of Self-Motivation- Factors Leading To Demotivation -Theories To Motivation

UNIT IV   SELF ESTEEM AND SMART   6
Term Self-Esteem - Symptoms - Advantages - Do's And Don'ts To Develop Positive Self-Esteem – Low Self-Esteem - Symptoms - Personality Having Low Self Esteem - Positive And Negative Self-Esteem. Interpersonal Relationships - Teaming - Developing Positive Personality - Analysis Of Strengths And Weaknesses. Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

UNIT VBODY LANGUAGE, STRESS MANAGEMENT & TIME MANAGEMENT
6Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making Skills - Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management Of Change - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

Topics Prescribed For Workshop/Skill Lab: 12
A) Group Discussion
B) Presentation Skill
C) Problem-Solving
D) Decision-Making
E) Creativity
F) Leadership
G) Time Management
H) Body Language

Total: 30 Hrs

TEXT BOOKS:

1. Organisational Behaviour - S. P. Robbins - Prentice-Hall Of India Pvt. Ltd., New Delhi-15th edition,2013
2. Communicate To Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials Of Business Communication - Rajendra Pal And J. S. Korlhalli - Sultan Chand & Sons, New Delhi,1st edition,2012

REFERENCE BOOKS:

1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.-4th edition,2012
2) Media And Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.2011
3) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade - Diamond Publications, Pune.2009
4) You Can Win - Shiv Khera - Macmillan India Limited.2012
5) Group Discussion And Public Speaking - K. Sankaran And Mahendra Kumar - M.I. Publications, Agra .2000
6) Basic Managerial Skills For All - Prentice-Hall Of India Pvt. Ltd., New Delhi-2011-E.H.mcgrath
7) 8 Habits - Stephen Covey-simon&schusker publisher-2007 edition.
8) Management Thoughts - Pramod Batra-HPB publisher-1st edition-2006
9) Produced By Prof. Rooshikumar Pandya - Creative Communication And Management Center, Bombay-R&E publisher kindle edition-2012.
A) Assertive Training: Four Cassettes-hannah Richards-2012
B) Self Hypnosis For Goal Achievement: Four Cassettes-kindle edition-ryan cooper-2012

18NSS255   **NATIONAL SERVICE SCHEME**   **2 0 0 2**

Course objective: In this course, students will be provided knowledge and skills in dealing with environmental issues, disastermanagement, project cycle management and so on.

UNIT I   ENVIRONMENT ISSUES   12
Environment conservation, enrichment and Sustainability - Climate change - Waste management -Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and afforestation).

UNIT II   DISASTER MANAGEMENT   12
Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management.

UNIT III   PROJECT CYCLE MANAGEMENT   12
Project planning -   Project implementation - Project monitoring - Project evaluation : impact assessment.

UNIT IV   DOCUMENTATION AND REPORTING   12 Collection and analysis of date - Preparation of documentation/reports -   Dissemination   of documents/reports.

UNIT V   PROJECT WORK/ PRACTICAL   12
Workshops/seminars on personality development and improvement of communication skills.

Total: 60 Hrs