



**MANAV RACHNA INTERNATIONAL INSTITUTE OF  
RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act, 1956)

**FACULTY OF ARCHITECTURE AND DESIGN  
DEPARTMENT OF ARCHITECTURE AND  
DESIGN**

**CURRICULUM  
AND  
SCHEME OF EXAMINATION**

**B. Design – (Interior Design / Animation and VFX/  
Communication Design)**

**BATCH: 2022-26**

## **FOREWORD**

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of B. Design – Interior Design/ Animation and VFX/ Communication Design being offered at Department of Architecture and Design of this University. This has been duly vetted and finally approved by the Academic Council of the University vide its **41<sup>st</sup> meeting** held on **13.08.2022** and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of B. Design – Interior Design/ Animation and VFX/ Communication Design shall be implemented w.e.f. AY 2022-26

**Date:**

**Prof. (Dr.) Naresh Grover  
Dean-Academics, MRIIRS**

## PREAMBLE

Creativity is the essence of Design. Design is an art and process of designing the virtual/ analog spaces. Design deals with the optimum utilization of space, physical comfort and visual enrichment. An Animator or Visual Designer can undertake projects that include designing virtual; and analog spaces within the projects guidelines and industry standards that require understanding of technology, knowledge of world art and design. The design is a domain which amalgamates specialized branches of the communication design / interaction design, animation and vfx and film and entertainment as well as advertising industry. Profession as Design offers great challenges and the sky's the limit.

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of the higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exit and entry options to a Diploma/Advanced Diploma or Bachelor's Degree, under the NSQF (National Skills Qualifications Framework).

To enhance the employability factor of the students, subjects such as Communication, AutoCAD for Decorators, Estimating & Costing, 3D Studio Max, Entrepreneurship Development Programme, General Education Elective, Business Skill for Designers and Decorators, Visual Communication, Adobe Photoshop, Placements and Professional Practice in Production Houses, Studios, Advertising Firms, Industry Internship & Practical Aspects of Project Management are an integral part of the curriculum.

With a major focus on the student's skill development to enhance his learning and employability in the industry, subjects such as Digital Art and Illustration, Print Media Design, Info graphics & Motion Graphics, Video Editing, UX/ UI, 2D & 3D Animation, Game Design, Design Thinking, Branding & Promotion, Packaging Design, Social Media Culture, AutoCAD for Decorators, Living Green, Design Thinking, Furniture Design, Visual Display Retail, 3D Studio Max, Visual Display and Adobe Photoshop are a part of the curriculum.

The course content is developed based on NVEQF (National Vocational Educational Qualification Framework), NSQF, CBCS (Choice Based Credit System), Industry requirements and achieves the following objectives in mind.

1. To develop a holistic personality by imparting human centric learning.
2. To impart skill-based education.
3. To promote Entrepreneurship among student

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## **VISION OF THE COURSE**

Faculty of Architecture and Design is committed to train and equip the students with the latest state of the art technology, knowledge and skills in the chosen Design fields to enable them to face any global challenge with a view to transform them into creative insightful, and responsible citizens and inculcate a work culture of theoretical and applied research leading to creation of aesthetically appealing designs and dissemination of knowledge, with the skilled and evolved designers in the relevance of socioeconomic and geographical, cultural and human context.

## **MISSION**

- To provide an environment where teachers facilitate the student's zeal to learn, maintain the standards of industry and the state-of-the-art infrastructure- technology, labs and studio facilities at par with the best institutions in India and abroad with the aim:
- To give a platform with mentorship, industrial inputs while imparting knowledge and skills of the facilitators to the creative minds in the field of design and automation and inculcating the soft skills, leadership quality and team work culture with appropriate platforms, art, craft, design to communicate, and accelerate in the world of design.
- To nurture sensitive human beings with a creative mind and golden heart who can create and implement the innovative ideas, for upliftment of the society and advancement of humanity.
- To embark upon research and development activities in the field of design, in collaboration with the research labs, industry and the academia to add cognizance, and knowledge with the exploration of new possibilities with recognition.

## ABOUT THE DEPARTMENT

Faculty of Architecture & Design (FAD) is the design Faculty of MRIIRS which equips students with the competencies necessary for being creative professional Designers and Architects and exposes them to the aesthetic, technical, social, political and ethical dimensions of the designed built environment. Courses, seminars and workshops which run parallel to studios expose students to various other dimensions of design and architecture. FAD aims to foster an innovative and intellectually vibrant learning environment in the field. The quality of education offered matches the international standards of design education.

Presently department offers following programs:

- **B Arch** (Bachelor of Architecture)- 5 Yrs. full time
- **Bsc- ID** (Bachelor of Science in Interior Design) 3 Yrs full time
- **B Des** (Bachelor of Design with specialization in Interior Design/ Animation and VFX / Communication Design) 4 Yrs. Fulltime
- **Msc- ID** (Master of Science in Interior Design) 2 Yrs. full time.

Ours is one of the leading design programs to offer degrees at the undergraduate and graduate within a top-ranked multidisciplinary research university. Located in Faridabad, Haryana, Manav Rachna is a unique place where design, arts, sciences, and humanities converge. We promote an integrated design process that incorporates perspectives from each of these disciplines.

You'll work with people at every point in their careers, with experience in fields as varied as journalism, engineering, fine arts, psychology, business—and of course, design. You'll also have the opportunity to build a strong and diverse professional network with others who are among the best in their fields.

At its heart, design is about solving problems. It's no wonder businesses and institutions are embracing the value of design, and the demand for design professionals has never been greater. Organizations are actively seeking new approaches to problem solving in the face of escalating business, social, and environmental challenges.

Our programs prepare you for top jobs in leading companies and organizations today, while teaching you to design with future generations in mind. In recent rankings of design schools based on career outcomes, our programs consistently come out on top. Our alumni go on to some of the most desirable positions in the field, with multinational companies, design firms, and nonprofits. Some become design researchers and educators, and many start their own businesses. The career possibilities—and your potential to make an impact on the world—are limitless.

## **B. Design – Interior Design/ Animation & VFX / Communication Design**

### **Programme Education Objectives**

**PEO 1** Should be able to review critically, analyze, consolidates and synthesizes knowledge about their discipline;

**PEO 2** To demonstrate a broad understanding of design with depth in at least one discipline.

**PEO 3** Able to exercise critical thinking and judgment in identifying and solving design problems with intellectual independence.

**PEO 4** To possess communication skills to present a clear, coherent and independent exposition of knowledge and ideas.

### **Program Outcomes:**

The learning outcomes-based curriculum framework is based on the premise that every student and graduate is unique. Each student or graduate has his/her own characteristics in terms of previous learning levels and experiences, life experiences, learning styles and approaches to future career-related actions. The quality, depth and breadth of the learning experiences made available to the students while at the higher education institutions help develop their characteristic attributes. The graduate attributes reflect disciplinary knowledge and understanding, generic skills, including global competencies, that all students in different academic fields of study should acquire/attain and demonstrate. Some of the characteristic attributes that a graduate should demonstrate are as follows:

- PO1. Design knowledge:** applying a broad knowledge of design across a range of disciplines with in-depth knowledge in at least one area of study.
- PO2. Problem analysis:** through the application of project-based learning, incorporating critical, analytical and methodological skills relevant to the identification of problems.
- PO3. Design/development of solutions:** Solve the problems identified in practical and creative ways through the application of knowledge of local and global contexts.
- PO4. Conducting Investigation of Complex Design Issues:** Use research-based knowledge and research methods to investigate issues so as to gain insights for design solutions.
- PO5. Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering tools including prediction and modelling to complex design solutions with an understanding of their limitations.
- PO6. The Design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, cultural issues and evaluating the role of design in addressing faced by local and global communities.
- PO7. Environment and sustainability:** Understand the impact of the professional design solutions in the environmental contexts, and demonstrate the knowledge of, and need for sustainable.
- PO8. Ethics:** Recognize and understand the ethical responsibilities of individuals and organizations in society.
- PO9. Individual and team work:** Work collaboratively and productively in groups and across disciplines. Demonstrate knowledge Work collaboratively and productively in groups and across disciplines.

**PO10. Communication:** communicate clearly and convincingly about design, technology, practice and future contributions to expert and non-expert audiences.

**PO11. Project management and finance:** Comply with laws, codes and standards that impact fire safety and life safety. Produce construction drawings and documents using industry standards for a variety of designs.

**PO12. Life-long learning:** Recognize the need for, and have the preparation and ability to engage confidently in self-directed study and research.

**Program Specific Outcomes:**

**PSO1.** Ability to demonstrate skills and use of technologies to enable production of designed outcomes appropriate to the relevant discipline

**PSO2.** Understanding of the social, professional, historical and theoretical contexts of the appropriate discipline.

**PSO3.** Implement and scale up skill development effort across the country and to train more number of people

**Mapping of PEOs with POs and PSOs**

**Articulation Matrix (Mapping is labeled as strongly with 3, moderately with 2 and low with 1)**

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



## **Semester and CBCS System**

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e., completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated

### **(a) Course credits assignment**

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial and laboratory/clinical practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfillment of award of degree.

### **(b) Earning of credits**

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however shall be mandatory to pass as a partial fulfillment of award of degree.

## Choice Based Credit System

For Award of Degree of a programme B. Design – Interior Design/ Animation & VFX / Communication Design, he/she has to earn minimum **134 credits** during the **4-year** duration of the programme in **8 semesters**. The total credits required to be earned have been further classified under two baskets of courses: "**Compulsory Courses Basket**", and "**Elective Courses Basket**". The **total credits 110** required to be earned under "**Compulsory Courses Basket**" And **24 credits** under "**Elective Courses Basket**".

All courses under "Compulsory Courses Basket", are required to be qualified and cleared/pass by each and every student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire programme duration.

However, for registration of courses [including courses under "Compulsory Courses Basket", "Elective Courses Basket" and Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, the maximum limit in a semester shall be 30 credits.

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**FACULTY OF ARCHITECTURE AND DESIGN**

**DEPARTMENT OF ARCHITECTURE AND DESIGN**

**1ST SEMESTER- BATCH 2022-26**

COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER
			TITLE	CODE	L	T	P	S	TOTAL						
<b>PROGRAM CORE COURSES</b>															
COMMON FOR ALL (INTERIOR DESIGN/ ANIMATION & VFX/ COMMUNICATION DESIGN)	BDES-101A	FUNDAMENTAL OF DESIGN - I			0	0	2	3	5	100	100	200	3 Hours Practical Examination	4	
	BDES-105A	INTRODUCTION TO DESIGN			0	0	4	2	6	100	100	200	3 Hours Practical Examination	4	
	BDES-102A	FREEHAND DESIGN DRAWING - I			0	0	2	1	3	100	100	200	3 Hours Practical Examination	2	
	BDES-108	ART AND DESIGN APPRECIATION - I			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
	BDES-109	COLOR THEORY			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
									<b>18</b>			<b>800</b>		<b>14</b>	
<b>ELECTIVES COURSES*</b>															
CHOOSE ANY 1 DOMAIN SPECIFIC ELECTIVE COURSE	BDES-110	BASIC DRAFTING SKILLS			0	0	0	2	2	100	100	200	3 Hours Practical Examination	2	
	BDES-111	DIGITAL GRAPHICS - I													
									<b>20</b>			<b>1100</b>		<b>16</b>	
* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.															
<b>UNIVERSITY CORE COURSES</b>															
	BDES-107	COMMUNICATION - I			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	

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FACULTY OF ARCHITECTURE AND DESIGN															
DEPARTMENT OF ARCHITECTURE AND DESIGN															
2ND SEMESTER- BATCH 2022-26															
COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER
			TITLE	CODE	L	T	P	S	TOTAL						
<b>PROGRAM CORE COURSES</b>															
COMMON FOR ALL (INTERIOR DESIGN/ ANIMATION & VFX/ COMMUNICATION DESIGN)	BDES-201A	FUNDAMENTAL OF DESIGN - II			0	0	2	2	4	100	100	200	3 Hours Practical Examination	3	
	BDES-202A	RENDERING AND ILLUSTRATION			0	0	2	1	3	100	100	200	3 Hours Practical Examination	2	
	BDES-208	GEOMETRICAL CONSTRUCTION			0	0	2	1	3	100	100	200	3 Hours Practical Examination	2	
	BDES-209	DIGITAL IMAGE EDITING			0	0	2	1	3	100	100	200	3 Hours Practical Examination	2	
	BDES-210	ART AND DESIGN APPRECIATION - II			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
	BDES-204A	HUMAN ANTHROPOLOGY AND ERGONOMICS			1	0	0	0	1	50	50	100	2 Hours Theory Examination	1	
									<b>16</b>			<b>1000</b>		<b>12</b>	
<b>ELECTIVES COURSES*</b>															
CHOOSE ANY 1 DOMAIN SPECIFIC ELECTIVE COURSE	BDES-211	DIGITAL GRAPHICS - II											3 Hours Practical Examination		
	BDES-212	FURNITURE AND LAYOUT DESIGN			0	0	0	2	2	100	100	200	3 Hours Practical Examination	2	
									<b>18</b>			<b>1400</b>		<b>14</b>	
* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.															
<b>UNIVERSITY CORE COURSES</b>															
	CH 202 B	ENVIRONMENTAL STUDIES			4	0	0	0	4	100	100	200	3 HOURS Theory EXAMINATION	4	

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FACULTY OF ARCHITECTURE AND DESIGN															
DEPARTMENT OF ARCHITECTURE AND DESIGN															
3RD SEMESTER- BATCH 2022-26															
COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS			CONTINIOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER		
			TITLE	CODE	LT	PS	TOTAL								
<b>PROGRAM CORE COURSES</b>															
INTERIOR DESIGN	BDES-ID-301	DESIGN STUDIO - I (RESIDENTIAL DESIGN)			0	0	4	1	5	100	100	200	3 Hours Practical Examination	3	
	BDES-ID-302	BUILDING MATERIAL AND CONSTRUCTION - I			0	1	2	0	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-303	KITCHEN DESIGN			0	1	2	0	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-304	COMPUTER AIDED DESIGN - I			0	0	2	1	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-305	HARD MATERIAL AND FINISHES			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
	BDES-ID-306	INTERIOR ACCESSORIES			1	0	0	0	1	50	50	100	2 Hours Theory Examination	1	
								<b>17</b>			<b>1000</b>		<b>12</b>		
ANIMATION & VFX	BDES-AN-301A	FOUNDATION OF ANIMATION LANGUAGE AND DESIGN			0	1	2	1	4	100	100	200	3 Hours Practical Examination	3	
	BDES-AN-303	CONCEPT OF WEB DESIGNING AND DEVELOPMENT			0	1	2	1	4	100	100	200	3 Hours Practical Examination	3	
	BDES-AN-307	INTRODUCTION TO 2D ANIMATION			0	0	4	0	4	100	100	200	3 Hours Practical Examination	2	
	BDES-AN-308	HISTORY OF ANIMATION			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
	BDES-AN-309	ANIMATION TECHNIQUES			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
								<b>16</b>			<b>800</b>		<b>12</b>		
COMMUNICATION DESIGN	BDES-CD-301	DESIGN STUDIO TEXT AND IMAGES			0	0	0	7	7	200	200	400	3 hours practical examination	7	

	BDES-CD-302	PROJECT WAYS OF SEEING					0003	3	100	100	200	3 hours practical examination	3	
	BDES-CD-303	PROJECT SYMBOLS AND SYSTEMS					0003	3	100	100	200	3 hours practical examination	3	
	BDES-CD-304	RESEARCH DESIGN HISTORIES					0002	2	100	100	200	3 Hours Practical Examination	2	
								<b>15</b>			<b>1000</b>		<b>15</b>	
<b>ELECTIVE COURSES*-(CHOOSE ANY 2)</b>														
CHOOSE ANY 2 DOMAIN SPECIFIC ELECTIVE COURSE	BDES-CD-306A	DESIGN THINKING					0002	2	100	100	200	3 Hours Practical Examination	2	
	BDES-AN-306A	DIGITAL ART					0002	2	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-307	INTRODUCTION TO PHOTOGRAPHY					0002	2	100	100	200	3 Hours Practical Examination	2	
								<b>4</b>			<b>400</b>		<b>4</b>	
<p>* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.</p>														

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FACULTY OF ARCHITECTURE AND DESIGN																
DEPARTMENT OF ARCHITECTURE AND DESIGN																
4TH SEMESTER- BATCH 2022-26																
COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY						CONTINIOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER		
			TITLE	CODE	L	T	P	S							TOTAL	
<b>PROGRAM CORE COURSES</b>																
INTERIOR DESIGN	BDES-ID-401	DESIGN STUDIO - II (COMMERCIAL DESIGN )							0022	4	100	100	200	3 Hours Practical Examination	3	
	BDES-ID-402	BUILDING MATERIALS & CONSTRUCTION - II							0120	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-403	BATH DESIGN							0120	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-404	COMPUTER AIDED DESIGN - II							0120	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-405	FURNITURE DESIGN							0120	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-406	SOFT MATERIAL AND FINISHES							2000	2	50	50	100	2 Hours Theory Examination	2	
										<b>18</b>			<b>1100</b>		<b>13</b>	
ANIMATION & VFX	BDES-AN-408	INTRODUCTION TO 3D MODELLING							0122	5	100	100	200	3 Hours Practical Examination	4	
	BDES-AN-409	CHARACTER DESIGNING							0121	4	100	100	200	3 Hours Practical Examination	3	
	BDES-AN-410	ANIMATION TECHNIQUE LAB							0121	4	100	100	200	3 Hours Practical Examination	3	
	BDES-AN-411	FILM STUDIES							2000	2	50	50	100	2 hrs Theory examination	2	
	BDES-AN-412	GAME DESIGN AND DOCUMENTATION							2000	2	50	50	100	2 hrs Theory examination	2	
										<b>17</b>			<b>800</b>		<b>14</b>	
COMMUNICATION DESIGN	BDES-CD-401	DESIGN STUDIO- NARRATIVES, FORMS AND TIME							0007	7	200	200	400	3 hours practical examination	7	
	BDES-CD-402	PROJECT-CONTEXTS OF VISUAL COMMUNICATION							0003	3	100	100	200	3 hours practical examination	3	

	BDES-CD-403	PROJECT- TYPOGRAPHY IN CONTEXT						3	100	100	200	3 hours practical examination	3	
	BDES-CD-404	PROJECT-VISUALISING EXPERIENCE						2	100	100	200	3 hours practical examination	2	
								<b>15</b>			<b>1000</b>		<b>15</b>	
<b>ELECTIVE COURSES*-(CHOOSE ANY 1)</b>														
CHOOSE ANY 1 DOMAIN SPECIFIC ELECTIVE COURSE	BDES-CD-406A	BRANDING AND PROMOTION						2	100	100	200	3 Hours Practical Examination	2	
	BDES-AN-406A	MOTION GRAPHICS - I						2	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-407	REVITALIZATION OF ART & CRAFT						2	100	100	200	3 Hours Practical Examination	2	
								<b>2</b>			<b>200</b>		<b>2</b>	
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5TH SEMESTER- BATCH 2022-26															
COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS					CONTINIOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER
			TITLE	CODE	L	T	P	S	TOTAL						
<b>PROGRAM CORE COURSES</b>															
INTERIOR DESIGN	BDES-ID-501	DESIGN STUDIO -III (RETAIL DESIGN)			0	0	4	2	6	100	100	200	3 Hours Practical Examination	4	
	BDES-ID-502	BUILDING MATERIALS & CONSTRUCTION - III			0	1	2	0	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-503	LANDSCAPE DESIGNING			0	1	2	0	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-504	LIGHTING DESIGN & TECHNOLOGY			0	1	2	0	3	100	100	200	3 Hours Practical Examination	2	
	BDES-ID-505	INTERIOR SERVICE SYSTEMS			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
									<b>17</b>			<b>900</b>		<b>12</b>	
ANIMATION & VFX	BDES-AN-501	MINOR PROJECT - I (STOP MOTION ANIMATION)			0	0	2	3	5	200	200	400	3 Hours Practical Examination	4	
	BDES-AN-502	3D ANIMATION - I			0	1	2	1	4	100	100	200	3 Hours Practical Examination	3	
	BDES-AN-503	2D ANIMATION LAB			0	1	2	1	4	100	100	200	3 Hours Practical Examination	2	
	BDES-AN-504	WRITING FOR ANIMATION			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
	BDES-AN-505	ART OF CINEMATOGRAPHY			1	0	0	0	1	50	50	100	2 Hours Theory Examination	1	
									<b>16</b>			<b>1000</b>		<b>12</b>	
COMMUNICATION DESIGN	BDES-CD-501	PROJECT DESIGN PRACTICE			0	0	0	9	9	200	200	400	3 Hours Practical examination	9	
	BDES-CD-502	PROJECT-RESEARCH THROUGH DESIGN			0	0	0	4	4	100	100	200	3 Hours Practical examination	4	
	BDES-CD-503	SOCIAL MEDIA CULTURE			2	0	0	0	2	150	150	300	2 Hours Theory Examination	2	
									<b>15</b>			<b>900</b>		<b>15</b>	

ELECTIVE COURSES*- CHOOSE ANY 2															
CHOOSE ANY 2 DOMAIN SPECIFIC ELECTIVE COURSE	BDES-CD-504	GRAPHICS FOR WEB DESIGN			0	0	0	2	2	100	100	200	3 Hours Practical examination	2	
	BDES-CD-505	WEB DESIGNING (HTML)			0	0	0	2	2	100	100	200	3 Hours Practical examination	2	
	BDES-AN-506	MOTION GRAPHICS - II			0	0	0	2	2	100	100	200	3 Hours Practical examination	2	
	BDES-AN-507	DIGITAL ARTS - II			0	0	0	2	2	100	100	200	3 Hours Practical examination	2	
	BDES-ID-506	3DS MAX			0	0	0	2	2	100	100	200	3 Hours Practical examination	2	
								4			400		4		
<p>* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.</p>															

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

**(Deemed to be University under section 3 of the UGC Act 1956)**

**FACULTY OF ARCHITECTURE AND DESIGN**

**DEPARTMENT OF ARCHITECTURE AND DESIGN**

**6TH SEMESTER- BATCH 2022-26**

COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS					CONTINUED ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER
			TITLE	CODE	L	T	P	S	TOTAL						
<b>PROGRAM CORE COURSES</b>															
INTERIOR DESIGN	BDES-ID-601	DESIGN STUDIO-IV (HOSPITALITY)			0	0	4	2	6	100	100	200	3 Hours Practical Examination	4	
	BDES-ID-602	SUSTAINABLE INTERIORS			0	0	2	2	4	100	100	200	3 Hours Practical Examination	3	
	BDES-ID-603	PORTFOLIO PRESENTATION			0	0	2	2	4	100	100	200	3 Hours Practical Examination	3	
	BDES-ID-604	PROFESSIONAL PRACTICE, BUSINESS ETHICS & PROJECT MANAGEMENT			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
	BDES-ID-605	ESTIMATION AND BUDGETING			2	0	0	0	2	50	50	100	2 Hours Theory Examination	2	
									<b>18</b>			<b>800</b>		<b>14</b>	
ANIMATION & VFX	BDES-AN-601	MINOR PROJECT- II (GAME DESIGNING)			0	0	2	2	4	200	200	400	3 hours practical examination	4	
	BDES-AN-602	EDITING & COMPOSITING LAB			0	1	2	1	4	100	100	200	3 hours practical examination	3	
	BDES-AN-603	3D ANIMATION - II			0	0	6	0	6	100	100	200	3 hours practical examination	3	
	BDES-AN-604	STORYBOARDING TECHNIQUES			2	0	0	0	2	50	50	100	2 Hours theory Examination	2	
	BDES-AN-605	FILM DIRECTION STUDIES			2	0	0	0	2	50	50	100	2 Hours theory Examination	2	
									<b>18</b>			<b>1000</b>		<b>14</b>	
COMMUNICATION DESIGN	BDES-CD-601	SOCIAL RESPONSIVE DESIGN			0	0	0	9	9	300	300	600	3 hours practical examination	9	
	BDES-CD-602	VISUAL COMMUNICATION AND EMERGENT			0	0	0	6	6	100	100	200	3 hours practical examination	6	

		PRACTICES															
<b>ELECTIVE COURSES*- CHOOSE MIN. 4 CREDIT COURSE</b>																	
<b>CHOOSE ANY 4 CREDIT DOMAIN SPECIFIC ELECTIVE COURSE</b>	BDES-CD-603	INNOVATION IN PACAKGING DESIGN			0	0	0	2	2	100	100	200	3 Hours Practical Examination	2			
	BDES-CD-604	CORPORATE IDENTITY			0	0	0	2	2	100	100	200	3 Hours Practical Examination	2			
	BDES-AN-606	FUNDAMENTAL OF AUDIO AND VIDEO EDITING LAB			0	0	0	2	2	100	100	200	3 Hours Practical Examination	2			
	BDES-AN-607	GAME DESIGN LAB			0	0	0	2	2	100	100	200	3 Hours Practical Examination	2			
	BDES-ID-606	LIVE PROJECT PRESENTATION			0	0	0	4	4	200	200	400	3 Hours Practical Examination	4			
										4			400		4		
* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.																	
<b>NON CREDIT COURSES</b>																	
		CONSTITUTION OF INDIA			3	0	0	0	3	100	100	200	3 HOURS Theory EXAMINATION	0			

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

**(Deemed to be University under section 3 of the UGC Act 1956)**

**FACULTY OF ARCHITECTURE AND DESIGN**

**DEPARTMENT OF ARCHITECTURE AND DESIGN**

**7TH SEMESTER- BATCH 2022-26**

COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS		CONTINIOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER			
			TITLE	CODE	LT	PS							TOTAL		
<b>PROGRAM CORE COURSES</b>															
INTERIOR DESIGN	BDES-ID-701	INDUSTRY INTERNSHIP			0	0	0	0	18	450	450	900	viva -voce	18	
ANIMATION & VFX	BDES-AN-701	INDUSTRY INTERNSHIP			0	0	0	0	18	450	450	900	viva -voce	18	
COMMUNICATION DESIGN	BDES-CD-701	INDUSTRY INTERNSHIP			0	0	0	0	18	450	450	900	viva -voce	18	
									<b>18</b>			<b>900</b>		<b>18</b>	

\* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES															
(Deemed to be University under section 3 of the UGC Act 1956)															
FACULTY OF ARCHITECTURE AND DESIGN															
DEPARTMENT OF ARCHITECTURE AND DESIGN															
8TH SEMESTER- BATCH 2022-26															
COURSE TYPE	COURSE CODE	TITLE OF COURSE	PREREQUISITE COURSE IF ANY		PERIODS / WEEKS					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	DURATION AND MODE OF EXAM	CREDITS	HOURS/ SEMESTER
			TITLE	CODE	L	T	P	S	TOTAL						
<b>COMPULSORY COURSES</b>															
INTERIOR DESIGN	BDES-ID-801	THESIS PROJECT			0	0	6	3	9	200	200	400	3 Hours Practical Examination	6	
	BDES-ID-802	VASTU & FENGSHUI			3	0	0	0	3	100	100	200	3 Hours Practical Examination	3	
	BDES-ID-803	INTELLIGENT INTERIORS			0	0	2	2	4	100	100	200	3 Hours Practical Examination	3	
	BDES-ID-804	EXHIBITION & SET DESIGNING			0	0	2	2	4	100	100	200	3 Hours Practical Examination	3	
									<b>20</b>			<b>1000</b>		<b>15</b>	
ANIMATION & VFX	BDES-AN-801	DISSERTATION : MAJOR PROJECT			0	0	6	2	8	200	200	400	3 Hours Practical Examination	5	
	BDES-AN-802	COMPOSITING AND VFX LAB			0	0	2	2	4	150	150	300	3 Hours Practical Examination	4	
	BDES-AN-803	ADVANCE 3D ANIMATION			0	0	2	3	5	100	100	200	3 Hours Practical Examination	4	
	BDES-AN-804	UNDERSTANDING THE PRODUCTION PROCESS			1	0	0	0	1	50	50	100	2 hours Theory examination	1	
									<b>18</b>			<b>1000</b>		<b>14</b>	
COMMUNICATION DESIGN	BDES-CD-801	CRITICAL PRACTICE-PROJECT			0	0	0	9	9	350	350	700	3 hours practical examination	9	

	BDES-CD-802	CRITICAL PRACTICE-EXPERIMENTATION			0	0	0	6	6	100	100	200	3 hours practical examination	6	
	BDES-CD-803	CRITICAL PRACTICE-THEORISATION			2	0	0	0	2	50	50	100	2 hours Theory examination	2	
									<b>17</b>			<b>1000</b>		<b>17</b>	
<p>* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.</p>															

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES-101A: FUNDAMENTAL OF DESIGN

Periods / Week				Credits	Max Marks	300
L	T	P	S	4	Internal / Continuous Assessment	150
0	0	2	3			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	150

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

- BDES 101A.1 **understand** the application of visual grammar in the domain of Visual design
- BDES 101A.2 **visualize** the effect of color in built form and objects
- BDES 101A.3 **critique** basic design composition
- BDES 101A.4 **develop** an understanding of Elements of Design
- BDES 101A.5 **create** composition with various 2D and 3D media with various mediums
- BDES 101A.6 **analyze** the application of skills and processes effectively in different media.

## PART-A

### Unit 1: Introduction:

- 1.1 Introduction design fundamentals.
- 1.2 Importance of visual language.
- 1.3 Sensitizing and understanding how people react to the five senses and perceive visual language.

### Unit 2: Dot, Line and Curve:

- 2.1 Characteristics of point/dot.
- 2.2 Connotations, examples of use in arts, visual communication and industrial design.
- 2.3 Characteristics of a line&Line quality.
- 2.4 Curves, qualities and characteristics of curves.
- 2.5 Visual and emotional interpretations.

### Unit 3: Dimensional Elements:

- 3.1 Characteristics of a shape, concepts of positive and negative space, types of shapes.
- 3.2 Regular and Irregular patterns. Fractals.

## PART-B

### Unit 4: Gradation and texturing:

- 4.1 Understanding of flat surface.
- 4.2 Material and process-based textures, construction based textures, pigmented textures.
- 4.3 Gradation on flat Surface, Introduction of highlights and shadows. Primer for elements of form course.

### Unit 5: Coloring Primer:



- 5.1 Introduction to colors, pigment and light, additive and subtractive models.
- 5.2 Shades of greys.
- 5.3 Understanding warm and cold greys.

**Unit 6: Gestalt Theory:**

- 6.1 Study of basic five laws of Gestalt theory – Similarity, Proximity, Closure, Continuation, Figure and Ground relation.
- 6.2 Application of Gestalt Theory to dots and lines.

**Text Books/ Reference Books:**

1. Samara Timothy/2014/Design Elements- A Graphic style manual :Understanding the rules and knowing when to break them/2nd Edition/Rockport Publishers.
2. Evans Poppy and Thomas Mark A./2012/Exploring the Elements of Design/3rd Edition/Delmar Cengage Learning.
3. Beech R./2001/Origami – The Complete Guide to the Art of Paper Folding/1st Edition/Lorenz Books.
4. Wucius Wong/1972/Principles of Two-Dimensional Design/1st Edition/John Wiley & Sons.
5. White Alex W./2011/The Elements of Graphic Design/2nd Edition/Allworth Press.
6. Gail Greet Hannah/2002/Elements of Design/1st Edition/Princeton Architectural Press.

**Scheme of Evaluation:** The subject will be assessed through a practical examination.

**Assessment Tools:**

Progressive evaluation of lecture-based assignments given in the form of drawings, portfolios and quiz.  
 Sessional tests  
 Practical examination  
 Viva voce

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

<b>Co statement</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>P O 5</b>	<b>P O 6</b>	<b>P O 7</b>	<b>P O 8</b>	<b>P O 9</b>	<b>P O 10</b>	<b>P O 11</b>	<b>P O 12</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BDES 101A.1</b>	2	1	-	-	1	-	-	-	-	2	-	2	3	3	2
<b>BDES 101A.2</b>	1	-	1	-	2	-	-	-	1	2	-	3	3	3	2
<b>BDES 101A.3</b>	1	-	-	1	-	-	-	2	1	3	-	1	3	3	2
<b>BDES 101A.4</b>	-	-	-	-	-	3	1	1	2	2	1	2	3	3	3
<b>BDES 101A.5</b>	1	1	1	-	2	-	-	-	1	2	-	1	3	3	-
<b>BDES 101A.6</b>	2	2	1	1	1	2	-	1	2	-	-	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 105A: INTRODUCTION TO DESIGN

Periods / Week				Credits	Max Marks	200
L	T	P	S	4	Internal / Continuous Assessment	100
0	0	4	2			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	100

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

The student will be able to

- BDES 105A.1 **define** basic Elements & Principles design
- BDES 105A.2 **discover** about psychology of visual perception
- BDES 105A.3 **classify** designs on the basis of cultural differences and similarities.
- BDES 105A.4 **develop** a concept from a project topic.
- BDES 105A.5 **understand** different design disciplines.
- BDES 105A.6 **interpret** their own designs on using descriptive language.

### PART-A

#### Unit 1: Orientation

- 1.1 Definition and understanding of the design process.
- 1.2 A brief history of design, evolution of industrial& communication design as a profession.
- 1.3 Exploring Creativity; Lateral thinking; visual explorations.

#### Unit 2: Visual Perception

- 2.1 Principles of visual perception (Gestalt).
- 2.2 Laws of grouping (Prägnanz).
- 2.3 Discussion and demonstration of the way humans make a greater sense out of combination of simple or complex curves and shapes.
- 2.4 NavaRasa and associated Bhavas according to the Natyashastra by Bharat Muni and their modern interpretations.

#### Unit 3: Introduction to Product Design

- 3.1 Definitions of material, process and product.
- 3.2 History and examples of product design.
- 3.3 Fundamentals of product development cycle.
- 3.4 Concept of end user & Defining user groups.
- 3.5 Concept of market& Defining the market gap.

### PART-B

#### Unit 4: Introduction to Communication & Animation Design.

- 4.1 Definitions of communication, process and final product.
- 4.2 History and examples of communication& animation design.
- 4.3 Fundamentals of visual design development cycle.
- 4.4 Concept of end user& Defining user groups.

- 4.5 Concept of Branding & Campaign Design.
- 4.6 Concept of Storyboarding and Character Design.

**Unit 5: Problem Identification**

- 5.1 Problem identification and definition.
- 5.2 Scenario Building.
- 5.3 Mind Maps and Metaphors.
- 5.4 Definition of a solution.
- 5.5 Ideation, conceptualization and representation of solutions.

**Unit 6: System thinking in Design**

- 6.1 Introduction to System Thinking
- 6.2 Definition of a system; Concepts of component, connection, transaction and transformation.
- 6.3 Boundary and boundary conditions.
- 6.4 Concepts of input, activity, response and output.
- 6.5 Metaphors; Introduction to Static and dynamic maps.

**Text Books/ Reference Books:**

1. Richard Hollis/2002/Design: A Concise History/Revised and expanded edition/Laurence King Publishing.
2. P.B. Meggs/2016/Meggs` History of Graphic Design/6th Edition/John Wiley & Sons.
3. Alan Pipes/2008/Foundation of Art and Design/2nd Edition/Thames & Hudson.
4. Bryan Peterson/2003/Design Basics for Creative Results/2nd Edition/Adams Media.
5. Don Norman/2005/Emotional Design, Why We love (or Hate) Everyday Things/Basic Books.
6. Don Norman/2013/Design of Everyday Things/2nd Edition/Basic Books

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination (Practical)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 105A.1	3	3	3	3	2	-	-	-	-	-	-	2	3	3	2
BDES 105A.2	3	3	3	3	2	-	-	-	-	-	-	2	3	3	2
BDES 105A.3	3	3	3	2	2	-	-	-	-	-	-	2	3	3	2
BDES 105A.4	3	3	3	2	2	-	-	-	-	-	-	2	3	3	3
BDES 105A.5	3	3	3	3	3	-	-	-	-	-	-	2	3	3	-
BDES 105A.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 102A: FREEHAND DESIGN DRAWING-I

Periods / Week				Credits	Max Marks	200
L	T	P	S	2	Internal / Continuous Assessment	100
0	0	2	1			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	100

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

- BDES 102A.1 **Select** the drawing tools and accessories used in drafting and lettering techniques.
- BDES 102A.2 **Demonstrate** geometrical shapes and projection with the help of engineering scale and free hand sketches.
- BDES 102A.3 **Develop** measured drawings of spaces using an imperial scale indicating the appropriate dimension notations, industry standards such as line weights, symbols, reference bubbles, titles.
- BDES 102A.4 **Distinguish** between the professional presentation either as rendered presentation drawings for clients, or measured and dimensioned working drawings for contractors.
- BDES 102A.5 **Explain** to calculate quantity of space.
- BDES 102A.6 **Create** a wide variety of textures to be used on plans and elevations and provide visual identification.

### PART-A

#### Unit 1: Warm Up Exercises and Rapid Sketching

- 1.1 Representing the observed, representing concepts - Sketching for ideation
- 1.2 Lines; Geometric Shapes

#### Unit 2: Drawing Techniques

- 2.1 One point, two point, and three-point Perspective
- 2.2 Grid based drawing, analytical representation
- 2.3 Inside-out sketching
- 2.4 Construction Drawing
- 2.5 Studies in light and shadow of 3-dimensional form representations

### PART-B

#### Unit 3: Representing reality

- 3.1 Mimetic Imagery and Abstraction

#### Unit 4: Representing Imagination

- 4.1 Memory and Imagination
- 4.2 Object representation

#### Unit 5: Nature and life

- 5.1 Representing nature
- 5.2 Figure drawing

#### Unit 6: Rendering Techniques

- 6.1 Rendering – Interior Space: Composing Space, Incorporate materials' rendering, Light Source
- 6.2 Rendering – Metal & Glass: Material Effect, Rendering Metal, Rendering Glass

### 6.3 Rendering – Furniture: Material Effect, Rendering Wood and Furniture

#### Text Books/ Reference Books:

1. Betty Edwards/2001/New Drawing on the Right Side of the Brain/1st Edition/Harper Collins.
2. DalleyTerenceed./1980/The complete guide to illustration & design/Phaidon Press Ltd.
3. T. C. Wang/2001/Pencil Sketching/2nd Edition/John Wiley & Sons.
4. Wily Pogany/1996/The Art of Drawing/2nd Edition/Madison Books.
5. R. Kasprin/1999/Design Media – Techniques for water colour, pen and ink, pastel and coloured markers/1st Edition/John Wiley & Sons.

**Instructions for paper setting:** The subject will be assessed through a practical examination.

#### Assessment Tools:

Progressive evaluation of lecture-based assignments given in the form of drawings, portfolios and quiz.

Sessional tests

Practical examination

Viva voce

#### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

#### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES 102A.1	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
BDES 102A.2	3	1	2	2	3	2	3	-	2	2	-	3	3	3	2
BDES 102A.3	3	3	2	3	2	-	-	-	1	3	-	3	3	3	2
BDES 102A.4	3	3	2	3	2	-	-	-	2	2	-	3	3	3	3
BDES 102A.5	2	2	2	2	2	-	3	-	3	2	-	3	3	3	-
BDES 102A.6	2	-	2	-	2	-	3	3	3	3	2	3	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 108: ART AND DESIGN APPRECIATION - I

Periods / Week				Credits		Max Marks	100
L	T	P	S	2		Internal / Continuous Assessment	50
2	0	0	0				
Duration of Examination				2 hrs Theory Examination		End Semester Exam	50

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

The student will be able to

- BDES 108.1 **understand** eastern art and its place in cultural history.
- BDES 108.2 **explain** Ancient & Classical crafts of History.
- BDES 108.3 **cultivate** aesthetic sensibility for observing, analyzing and appreciating various art forms.
- BDES 108.4 **develop** the vocabulary required to interpret and analyze the aesthetics of an object.
- BDES 108.5 **conclude** formal presentation on the basis of gathered information.
- BDES 108.6 **improve** design proposals and presentation with reference to art and design

## PART-A

### Unit 1: Introduction:

- 1.1 Introduction of Origin of Art and Indian Craft traditions. Material Culture – Identity and Vocabulary.
- 1.2 Difference between Classical and Vernacular art forms
- 1.3 Study of Indian Handicrafts.

### Unit 2: History of Traditional Crafts:

- 2.1 Study of Indian traditional Textiles.
- 2.2 Study of Indian Traditional Metallurgy & Ceramics.
- 2.3 Study of Indian Traditional Arts and Visual Styles.

### Unit 3: Impact of Indian Textiles:

- 3.1 Detailed Study on Indian traditional crafts and its impact on Colonial, Postcolonial and Globalization.

## PART-B

### Unit 4: History of Eastern Art:

- 4.1 Study of Eastern Art history, eastern thoughts- Monist, harmonious relationship between humans and nature, cyclical, Afterlife traditions, Reincarnation, Nirvana, Moksha

### Unit 5: History of Art in different region:

- 5.1 Study of Hindu Art, Buddhist Art: India, China and Japan.
- 5.2 Indian Miniature Traditions, Islamic & Mughal Art, Pan- Asian Art: Chinese art and Japanese art
- 5.3 Interrelationship between various classical art forms, Products, Painting, Sculpture and Architecture.
- 5.4 Narration, Documentation, Format and Scale, Monumentality. Religious and Secular art; Representation of nature (Essence, Attitude and form).



### Text Books/ Reference Books:

1. Janson, H.W. and Janson, Anthony / 1995/History Of Art/6thEdition/NY: Thames and Hudson
2. Mitter, Partha, /2001. /Indian art./1st edition/ Canada: Oxford.
3. Mode, Heinz and Chandra, Subodh,/ 1985/. Indian Folk Art. /6th Edition/New York: Alpine Fine Arts Collection Ltd.
4. Dhamija, Jasleen and Jain, Jyotindra/ 1989/ Hand-woven fabrics of India/1st Edition./ Ahmedabad: Mapin Publishing private limited
5. Gillow, John and Barnard, Nicholas,/ 1991. /Indian Traditional Textiles./1st Edition/ London: Thames and Hudson.
6. Ranjan, Aditi and Ranjan, M.P, /2007./ Handmade in India./1st Edition/ Ahmedabad: Mapin Publishing Private LimitedAnd Council of Handicraft Development Corporations (COHANDS).
7. Bhandari, Vandana. /2004. /Costumes, Textiles and Jewellery of India- Traditions of Rajasthan, /2nd Edition/New Delhi:Prakash books.
8. Kumar, Ritu, /1999. /Costumes and Textiles of Royal India,/2nd Edition/ Antique Collectors' Club
9. Joseph, Marjorie,/ 1987/. Essentials of Textiles,/3rd Edition/ Holt Rinehart & Winston
10. Goswami, B N, /2013./ Indian Costumes in the Collection of the Calico Museum of Textiles,/5th Edition/ SarabhaFoundation
11. Alkazi, Roshen,/ 1985. /Ancient Indian Costume,/5th Edition/ South Asia Books
12. Gombrich, E.H., /1985. /The story of Art,/16th Edition/ UK: Phaidon Press

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

### Assessment Tools:

Progressive evaluation of lecture based assignments given in the form of drawings, portfolios and quiz.

Sessional tests

Theory examination

Viva voce

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 108.1	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
BDES 108.2	3	1	2	2	3	2	3	-	2	2	-	3	3	3	2
BDES 108.3	3	3	2	3	2	-	-	-	1	3	-	3	3	3	2
BDES 108.4	3	3	2	3	2	-	-	-	2	2	-	3	3	3	3
BDES 108.5	3	3	3	3	3	-	-	-	-	-	-	2	3	3	-
BDES 108.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 109: COLOR THEORY

Periods / Week				Credits	Max Marks	100
L	T	P	S	2	Internal / Continuous Assessment	50
2	0	0	0			
Duration of Examination				2 hrs Theory Examination	End Semester Exam	50

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

The students will be able to

- BDES 109.1 **knowledge** about Color relationships
- BDES 109.2 **familiarity** about composition, and Color mixture
- BDES 109.3 **observe** the psychology of Color
- BDES 109.4 **analyze** the effects of Color on the development of design
- BDES 109.5 **deliver** effective marketing messages
- BDES 109.6 **ability** to use the colour scheme according to the design

### PART-A

#### UNIT-I : Introduction to color fundamentals:

interpretation and meaning, symbolism. Color and composition using basic geometrical shape

#### UNIT-II: Color palettes:

mixing of primary, secondary and tertiary colors, Color wheel. Monochromatic scheme, polychromatic scheme, Acro-chromatic scheme- Black & white scheme.

#### UNIT-III: Color Psychology to empower and inspire you:

Personality Colors, Wedding Colors. Color code, Chroma key. Warm vs. cool colors, Color Harmonies - basic techniques for creating color schemes: Complementary, Analogous, Triadic, Split-Complementary, Rectangle (tetradic), Square. RGB colors and CMYK colors: hue, value, intensity. Additive Color, Subtractive Color.

### PART-B

#### UNIT-IV: Color on the development of design

line direction and meanings, quality of lines, implied lines and line of force, shape- organic shape and geometric shapes, nonrepresentational shape and representational shape. Forms- relationship with 2D shape and 3D forms, space-negative space and positive space-figure/ground relation. Texture – visual texture and tactile texture, texture and light value, pattern.

#### UNIT-V: Implement colour using the fundamentals of design:

Axis- alignment, reinforcement, movement, and continuous. Symmetry- Balance and Asymmetry. Hierarchy- size, shape, and placement. Rhythm- patterns and breaks. Gestalt principles.

#### UNIT-VI: Use of Color in Typesetting

typeface, typeface family, font, anatomy of type, typographic measurement –point and pica, text type and display type, classification of type - old style, transitional period, modern, slab serif, sans serif, script, decorative etc. selection of a type face in design-clarity: readability and legibility, integration with visuals, concept and theme etc.

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks

**Assessment Tools:**

Progressive evaluation of lecture-based assignments given in the form of drawings, portfolios and quiz.

Sessional tests

Theory examination

Viva voce

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 109.1	3	3	3	3	2	2	3	3	2	3	3	2	3	3	2
BDES 109.2	3	3	3	3	2	3	1	2	1	2	3	2	3	3	2
BDES 109.3	3	3	3	2	2	1	1	1	1	2	1	2	3	3	2
BDES 109.4	3	3	3	2	2	2	3	3	2	3	3	2	3	3	3
BDES 109.5	3	3	3	3	3	3	1	2	1	2	3	2	3	3	-
BDES 109.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BDES-110: Basic Drafting Skills					
Periods/week				Credits	Max. Marks : 200
L: 0	T: 0	P: 0	S: 2	2	CONTINUOUS EVALUATION : 100
Duration of Examination: 3 Hrs					END SEM.EXAM : 100
<b>Pre-requisites: None</b>					
<b>Course Type: Program elective</b>					

### Course Outcomes

#### The student will be able to

- BDES-110.1. **Select** the drawing tools and accessories used in drafting and lettering techniques.
- BDES-110.2. **Demonstrate** geometrical shapes and projection with the help of engineering scale and free hand sketches.
- BDES-110.3. **Develop** measured drawings of spaces using an imperial scale indicating the appropriate dimension notations, industry standards such as line weights, symbols, reference bubbles, titles.
- BDES-110.4. **Distinguish** between the professional presentations either as rendered presentation drawings for clients, or measured and dimensioned working drawings for contractors.
- BDES-110.5. **Explain** to calculate quantity of space.
- BDES-110.6. **Create** a wide variety of textures to be used on plans and elevations and provide visual identification.

#### PART- A

#### Unit 1: Set up manually drafted drawings on the appropriate paper using correct scale

- 1.1 Identify drafting equipment from kit
- 1.2 Utilize proper equipment to create drafted drawings

#### Unit 2: Projection

- 2.1 Orthographic Projections
- 2.2 Different ways of presentation of solids in 3D projections - Isometric Projections & Axonometric Projections

#### Unit 3: Demonstrate the correct use of a measuring tape and create working sketches for drafting plans.

- 3.1 Obtain accurate measurements using measuring tape.
- 3.2 Accurately record measurements of space and items on rough room outline.
- 3.3 Indicate appropriate dimension notations and symbols on drawings.

#### PART- B

#### Unit 4: Draft accurate floor plans and elevations using appropriate scale with time management

- 4.1 Create correct lines using appropriate line weights
- 4.2 Calculate exact measurements and apply to drawings using an imperial scale
- 4.3 Produce accurate drawings/documents - for both working and presentation drawings - using appropriate industry standards such as line weights, symbols, reference bubbles, titles.
- 4.4 Track amounts of time used for each assignment

#### Unit 5: Create bubble diagrams

- 5.1 List types of activities for specific rooms
- 5.2 Calculate quantity of space required for each activity

**Unit 6: Understand typical furniture and accessory types and sizes and learn how to draw these as orthographic projections, as well as apply textures and shadows**

6.1 Create a wide variety of textures to be used on plans and elevations

6.2 Illustrate details with shade and shadows to enhance drawings and provide visual identification

**Text Books/ Reference Books:**

1. Karla Nielson & David Taylor, 2009, Interiors: An Introduction, Edition 4 (illustrated), Publishers- McGraw-Hill Companies, Incorporated, 2006.
2. N.D. Butt, 2014, Engineering Drawing, Publishers- Charotar Publication.
3. Diana Bennett Wirtz, 2014, Hand Drafting for Interior Design, 2<sup>nd</sup> Edition, Bloomsbury Publishing India Private Limited.
4. Francis D. K. Ching, 1 January 2009, Architectural Graphics 5th edition, Publisher/Edition: John Wiley/2009 ISBN No. 978-0470399118
5. Francis D. K. Ching, 2018, Interior Design Illustrated, 4<sup>th</sup> Edition, John Wiley & Sons, 2018, ISBN 111937720X, 9781119377207

**Instructions for paper setting:** The subject will be assessed through a practical examination.

**Assessment Tools:**

Continuous Evaluation will be based on

Assignment, Project,

Attendance,

Class Test and

Performance in both Sessional Exams.

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

<b>CO Statement (BID - 351.101B)</b>	<b>PO 1</b>	<b>P 0 2</b>	<b>P 0 3</b>	<b>P 0 4</b>	<b>P 0 5</b>	<b>P 0 6</b>	<b>P 0 7</b>	<b>P 0 8</b>	<b>P 0 9</b>	<b>P 0 10</b>	<b>P 0 11</b>	<b>P 0 12</b>	<b>PSO 1</b>	<b>PSO 2</b>
BDES-110.1	-	-	-	-	3	-	-	-	2	2	-	3	1	1
BDES-110.2	-	1	-	-	-	-	-	1	2	2	1	3	1	1
BDES-110.3	1	-	-	-	1	-	-	2	2	3	3	3	2	2
BDES-110.4	-	3	1	-	1	-	-	1	1	2	3	3	3	2
BDES-110.5	1	1	-	1	3	-	-	1	1	1	3	3	1	2
BDES-110.6	1	-	-	1	3	1	-	1	1	3	3	2	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 111 - DIGITAL GRAPHICS - I

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type:** Program ELECTIVE

**Pre-requisites:** NONE

### Course Outcomes

The student will be able to:

**BDES AN 111.1 know** about vector graphic software

**BDES AN 111.2 use** the vector graphic tools

**BDES AN 111.3. understand** the composition and layout

**BDES AN 111.4 understand** about text formatting tools

**BDES AN 111.5 Illustrate** the techniques of advance tools

**BDES AN 111.6 use** of bitmaps graphics and conversions

### PART- A

#### Unit 1: Introduction to Corel Draw

About Corel Draw Interface, creating a New Document, Working with Templates, Layout, Import, Export,

#### Unit 2: Corel Draw Tools:

pick tool, Smudge Brush, Roughen Brush, Free Transform Tool, crop tool, Hand Tool, text tool, freehand tool, rectangular tool, Interactive tool, Eyedropper tool, outline tool, Fill tool, interactive Fill tool, Selecting fill and outline color,

#### Unit 3: Corel Draw Layout:

Page Setup, Page Background, Working with Curves, Working with Shape & Object, Working with Basic shape.

### PART- B

#### Unit 4: Text formatting tools

Working with Text & Line, Formatting Text, Formatting Paragraph, Changing Shape of the Text,

#### Unit 5: Interactive tools

Working With Lines, Interactive Tools, blending tool, Contouring the Object, Distorting Objects, Envelope tool, Extruding of the Object, Drop Shadow, Applying Transparency Effect, Lens Effect,

#### Unit 6: Convert to Bitmap graphics

Working with Bitmaps, Converting Objects to Bitmap, Arranging Object, Transforming Object, Align & Distribute Object, Ordering Object, Locking & Unlocking Object, Shaping Object.



**Text Books/ Reference Books:**

1. Gary David Bouton, "CorelDRAW X5 The Official Guide", McGraw-Hill Osborne (1 October 2010).
2. Bouton, G. D. (2014). CorelDRAW X7: The Official Guide. United States: McGraw-Hill Education.
3. Harris, J., Withrow, S. (2008). Vector Graphics and Illustration: A Master Class in Digital Image-making. Switzerland: Rotovision.
4. Elmansy, R. (2017). Illustrator Foundations: The Art of Vector Graphics, Design and Illustration in Illustrator. United Kingdom: Taylor & Francis Group.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

**Term end examination (PRACTICAL)****Distribution of Continuous Evaluation Table:**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO 2	PSO 3
BDES AN 111.1	3	1	2	1	1	1	2	1	2	2	2	2	3	3	2
BDES AN 111.2	2	1	2	1	1	1	2	3	2	2	2	2	3	3	2
BDES AN 111.3	2	1	2	1	1	1	2	2	3	3	2	2	3	3	2
BDES AN 111.4	3	1	2	1	1	1	2	2	1	2	3	2	3	3	2
BDES AN 111.5	3	1	2	1	1	1	2	2	3	3	2	2	3	3	2
BDES AN 111.6	3	1	2	1	1	1	2	3	1	2	3	2	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 107: COMMUNICATION-I

Periods / Week				Credits	Max Marks	100
L	T	P	S	2	Internal / Continuous Assessment	50
2	0	0	0			
Duration of Examination				2 hrs Theory Examination	End Semester Exam	50

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

The students will be able to

- BDES 107.1 **understand** the applied communication
- BDES 107.2 **deliver** organized and complete written messages.
- BDES 107.3 **demonstrate** the ability to deliver spoken message.
- BDES 107.4 **interpret** and reframe information gained from spoken messages.
- BDES 107.5 **use** effective reading strategies.
- BDES 107.6 **integrate** information using commonly accepted citation guidelines.

### PART-A

#### UNIT-I : Deliver organized and complete written messages.

Deliver organized and complete written messages which are tailored to intended audiences;  
Identify audience and purpose, Select appropriate mode for delivering message  
Use pre-writing strategies to generate ideas, select and limit a topic Recognize and use basic patterns of standard English, Format and write short documents such as routine correspondence, paragraphs, and short essays or reports Edit and proofread documents to eliminate errors

#### UNIT-II: Demonstrate the ability to deliver spoken message.

Demonstrate the ability to deliver an organized and complete spoken message to meet the needs of individuals and small groups: Choose appropriate format and structure for the purpose and audience  
Plan and organize messages and reports Use strategies to overcome speaking anxiety  
Use verbal and nonverbal techniques to enhance spoken messages Incorporate cues and transitions to guide listeners

#### UNIT-III: Interpret and reframe information gained from spoken messages.

Interpret and reframe information gained from spoken messages in ways that show accurate analysis and comprehension., Identify and practise effective listening strategies Identify barriers to effective listening, Summarize and paraphrase information gained through listening Reformat information received through listening to another medium

## PART-B

### UNIT-IV: Use effective reading strategies.

Use effective reading strategies to collect and reframe information from a variety of written materials accurately Separate main ideas from subordinate ideas in written materials Identify the organizational structure of a variety of written messages Read with a purpose to identify needed information Paraphrase, summarize and reformat information collected from written materials

### UNIT-V: Locate, select and organize information.

Locate, select and organize relevant and accurate information drawn from a variety of sources appropriate to the task. Select and use databases to find information Locate prescribed sources of information Distinguish between primary and secondary sources Evaluate the relevance and validity of information Assess and choose information sources appropriate to the purpose and task Compile and organize information

### UNIT-VI: Integrate information using commonly accepted citation guidelines.

Integrate and document information using commonly accepted citation guidelines. Incorporate research information in written materials and oral messages Use strategies to identify and avoid plagiarism, Identify acceptable citation guidelines Cite sources correctly

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks

### Assessment Tools:

Progressive evaluation of lecture based assignments given in the form of drawings, portfolios and quiz.  
Sessional tests  
Practical examination  
Viva voce

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 107.1	3	3	3	3	2	-	-	-	-	-	-	2	3	3	2
BDES 107.2	3	3	3	3	2	-	-	-	-	-	-	2	3	3	2
BDES 107.3	3	3	3	2	2	-	-	-	-	-	-	2	3	3	2
BDES 107.4	3	3	3	2	2	-	-	-	-	-	-	2	3	3	3
BDES 107.5	3	3	3	3	3	-	-	-	-	-	-	2	3	3	-
BDES 107.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 201A: FUNDAMENTAL OF DESIGN-II

Periods / Week				Credits	Max Marks	300
L	T	P	S	3	Internal / Continuous Assessment	150
0	0	2	2			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	150

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

BDES 201A.1 **Define** the basic terms used in color theory, association of colors in different cultures.

BDES 201A.2 **Show** color mixing and the visual effects of a specific color combination.

BDES 201A.3 **articulate** of aesthetic Principles of Design (Balance, Rhythm, Harmony, Order and Movement, Placement, Size, Alignment and Orientation).

BDES 201A.4 **understand** of attributes of 3-D forms. (Volume, Proportion, Surface Quality and characteristic of Curves and Planes, Form and Space).

BDES 201A.5 **develop** an understanding of Design Principles in relation to 3-D Form. (Visual Order and Movement, Placement, Size, Alignment and Orientation)

BDES 201A.6 **create** effective visual composition, visualization and communication.

### PART-A

#### Unit 1: Introduction

**1.1** Introduction to Colour.

**1.2** Understanding colour theory, colour wheel.

**1.3** Hue, Value and Intensity/Saturation, colour schemes and colour mixing.

#### Unit 2: Identification of colors

**2.1** Study of colour mixing and formation.

**2.2** Identification and derivation of colour through mixing of colour.

**2.3** Study of different colour schemes: (Primary, Secondary, Tertiary) etc.

#### Unit 3: Principles of Design

**3.1** Introduction to Principles of Design.

**3.2** Relevance and application of POD in different design field/ products and understand how design principles are applied to communicate the visual language.

**3.3** Understanding of application of Principles of Design to formulate compositions using Balance, rhythm, proportion, emphasis, unity etc.

### PART-B

#### Unit 4: 3D Form

**4.1** Introduction to 3D form.

**4.2** Understanding attributes of 3-D form.

**4.3** Form and Metaphors.

**4.4** Inspirations from nature, Utility, Evolution.

#### Unit 5: Role of Light

**5.1** Role of Light in appreciating form.

**5.2** Light & Sociography.

**Unit 6: Derivation, Colour, Texture:**

- 6.1** Derivation of keywords/colour/texture based on the images present in the inspiration board. Motif derivation.
- 6.2** To understand the process of invoking emotive response through the selected form.
- 6.3** Understand the nuances of generating feelings and characteristics through appropriate or minimum intervention.

**Text Books/ Reference Books:**

1. Pearce Peter & Pearce Susanne /(1980)./ Experiments in Form: Foundation course in Three DimensionDesign./8th Edition/ Nostrand Reinhold Company. New York.
2. Richard K Thomas /(1969/) Three Dimensional Design: A cellular Approach./2nd Edition/ Nostrand ReinholdCompany.New York.
3. Wong Wucius/(1977)/ Principles of Three Design/42nd Edition/. Nostrand Reinhold Company. New York.
4. Porter W. Albert/ (2010)./ Elements of Design – Shape & Form./3rd Edition/ Davis Publications. Worcester.
5. Porter W. Albert /(2010)./ Elements of Design – Line ./3rd Edition/Davis Publications. Worcester.
6. Dondis A. Denis/ (1974)./ A Primer of Visual Literacy./6th Edition/ MIT Press. Cambridge.
7. Sausmarez Maurice De/ (2007). /Basic Design: the Dynamics of Visual Form/2nd Edition/. A&C Black.Edinburgh.

**Instructions for paper setting:** Practical Examination & Viva-Voce

**Assessment Tools:**

Progressive evaluation of lecture based assignments given in the form of drawings, portfolios and quiz.  
 Sessional tests  
 Practical examination  
 Viva voce

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 201A.1	1	1	2	1	-	1	1	1	1	2	-	1	3	3	2
BDES 201A.2	1	2	2	1	1	1	2	1	1	2	1	1	3	3	2
BDES 201A.3	1	3	2	-	-	1	1	1	2	2	1	1	3	3	2
BDES 201A.4	3	1	1	1	-	2	2	1	1	1	2	2	3	3	3
BDES 201A.5	1	3	2	1	1	1	1	1	1	-	1	3	3	3	-
BDES 201A.6	1	1	-	-	3	2	-	-	3	3	2	2	3	3	3



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 202A: RENDERING AND ILLUSTRATION

Periods / Week				Credits	Max Marks	200
L	T	P	S	2	Internal / Continuous Assessment	100
0	0	2	1			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	100

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

**BDES 201A.1 understand** the methods of visualization and generating ideas

**BDES 201A.2 able** to do visual design explorations

**BDES 201A.3 apply** various Graphic Effects and Layer effects to create Digital designs using Adobe Creative Suite.

**BDES 201A.4 understand** Graphic Design and to achieve competence in Computer Graphics.

**BDES 201A.5 develop** compelling visuals of ideas before they come to reality for every stakeholder's proper understanding

**BDES 201A.6 create** digital designs using image editing and image processing

### PART-A

#### Unit 1: Interaction with Light

**1.1** Highlights, shadow and reflection study of objects.

**1.2** Direct and indirect illumination.

#### Unit 2: Photorealistic Visualization

**2.1** Rendering objects by observation.

**2.2** Rapid sketching techniques.

**2.3** Visual compositions of objects.

#### Unit 3: Photography Basics

**3.1** Introduction to Photography: Subject, Background and foreground relationships.

**3.2** Photography techniques.

**3.3** Introduction to Image processing software, color correction, exposure correction, frame correction.

### PART-B

#### Unit 4: Digital Imaging

**4.1** Expression and Imagery.

**4.2** Time and space in Image.

#### Unit 5: Image Processing

**5.1** Migration of forms and Image manipulation.

**5.2** Metamorphosis through form, color and structure.

#### Unit 6: Digital Illustration Techniques

**6.1** Exposure and demonstration of Illustration and Image making software.

**6.2** Digital sketching.

**6.3** Vector illustrations.

**6.4** Procedural Illustrations.

**Text Books/ Reference Books:**

1. Rober McKim, /1980/Experiences in Visual Thinking,/2nd Edition/ BrooksCole Publishing Company
2. Stephen Missal,/2003/ Exploring Drawing for Animation (Design Exploration Series),/2nd edition/ Thomson Delmar Learning,
3. D. K. Francis Ching/1998/,3rd Edition/ Design Drawing, John Wiley & Sons
4. Tom Porter ,/1991/Design Drawing techniques for architects, graphic designers and artists, /31st Edition/Oxford Architectural Press
5. Terence ed .Dalley,/1980/ The complete guide to illustration & design/1st Edition/, Phaidon, Oxford.
6. T. C. Wang,/1997/ Pencil Sketching,/2nd Edition/ John Wiley & Sons,

**Instructions for paper setting:** Practical Examination & Viva-Voce

**Assessment Tools:**

Progressive evaluation of lecture based assignments given in the form of drawings, portfolios and quiz.

Sessional tests

Practical examination

Viva voce

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 202A.1	2	2	2	3	3	1	1	1	2	3	-	3	3	3	2
BDES 202A.2	3	-	3	-	3	2	1	-	3	3	-	3	3	3	2
BDES 202A.3	2	-	3	2	-	3	3	-	1	3	1	3	3	3	2
BDES 202A.4	1	3	-	3	3	1	1	1	3	3	-	3	3	3	3
BDES 202A.5	1	3	1	3	3	-	-	-	-	2	-	2	3	3	-
BDES 202A.6	3	-	3	2	2	1	2	3	3	3	1	3	3	3	3

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BDES 208: GEOMETRICAL CONSTRUCTION

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>				
Duration of Examination				<b>3 hrs Practical Examination</b>		End Semester Exam	<b>100</b>

**Pre-requisites: NONE**

**Course Type: Program Core**

**Course Outcomes**

**The student will be able to**

- BDES 208.1 **Select** the drawing tools and accessories used in drafting and lettering techniques.
- BDES 208.2 **Demonstrate** geometrical shapes and projection with the help of engineering scale and free hand sketches.
- BDES 208.3. **Develop** skills required for professional rendering of geometric concepts into a visual format. To understand know-how of drafting instruments and drafting fundamentals (accuracy, precision, neatness, etc.).
- BDES 208.4 **develop** model-making skill as a tool to realize three-dimensional geometric principles and forms
- BDES 208.5 **envisage** the conceptual and technical framework of geometry as an effective tool for stimulating creative design thinking in design and technology.
- BDES 208.6 **Create** a wide variety of textures to be used on plans and elevations and provide visual identification.

### PART-A

**Unit 1: Introduction:**

- 1.1** Introduction to Geometry.
- 1.2** An introduction to the "difference in perspective" in a designers approach to geometry.
- 1.3** Geometry with Historical applications. Geometry with contemporary applications in design field.

**Unit 2: Structure of Geometry:**

- 2.1** Study of two dimensional and three dimensional spaces.
- 2.2** Introduction to drafting instruments, their set-up and specific usage.

### PART-B

**Unit 3: Geometric Construction:**

- 3.1** Study to make effective use of drawing instruments for making accurate and precise, presentation drawing in minimum possible time.
- 3.2** Detailed study about Design drawing, engineering drawing methods.
- 3.3** Understanding upon symmetrical and asymmetrical designs and compositions.

**Unit 4: Drafting**

- 4.1** Orthographic projections – Drawings for Cylinder, cone, Prism, Pyramid.
- 4.2** Drawing for Turncated Cylinder, Turncated pyramid, Frustum of a cone & a helix on it.

**Unit 5: Model Making**

- 5.1** Introduction, tools & instruments, their specific usage.

**5.2** Hands-on usage of model-making tools and materials.

**5.3** Surface development

**Unit 6: Sensitization**

**6.1** Appreciation of, and sensitization to, the existence of 3-dimensional geometric principles.

**6.2** Study of 3-dimensional complex objects in our environment – both man-made and natural.

**Text Books/ Reference Books:**

1. J L Locher/2013/The Magic of M. C. Escher/Reprint Edition/Thames and Hudson.
2. McArthur, M. & Lang, R.J./2013/Folding Paper: The Infinite Possibilities of Origami/Hardcover Edition/Tuttle Publishing.
3. Mills, C.B./2011/Designing with Models: A Studio Guide to Architectural Process Models/3rd Edition/John Wiley & Sons.
4. Morris, I.H./2006/Geometrical Drawing for Art Students/26th Edition/Kolkata: Orient Longmans Private Limited.
5. Paturi, F.R./1976/Nature, mother of invention: The engineering of plant life/Thames & Hudson Ltd.
6. Philips, P. & Bunce, G./1993/Repeat Patterns: A Manual for Designers, Artists and Architects/ London:Thames & Hudson Ltd.
7. Schattschneider, D./2004/M.C. Escher: Visions of Symmetry/2nd Edition/Harry N. Abrams.
8. Thompson, D.W. & Bonner, J.T./2014/On Growth and Form/Abridged Edition/Cambridge University Press.

**Instructions for paper setting:** The subject will be assessed through a practical examination.

**Assessment Tools:**

Progressive evaluation of lecture-based assignments given in the form of drawings, portfolios and quiz.

Sessional tests

Practical examination

Viva voce

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 208.1	2	2	3	3	3	3	3	1	3	3	-	3	3	3	2
BDES 208.2	2	-	3	3	3	2	3	-	3	3	-	3	3	3	2
BDES 208.3	3	-	3	2	3	2	2	-	3	3	-	3	3	3	2
BDES 208.4	3	-	3	2	3	2	2	1	3	3	-	3	3	3	3
BDES 208.5	3	-	2	2	2	1	1	1	2	3	-	2	3	3	-
BDES 208.6	3	1	3	2	3	2	2	2	3	3	1	3	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 209: DIGITAL IMAGE EDITING

Periods / Week				Credits	Max Marks	200
L	T	P	S	2	Internal / Continuous Assessment	100
0	0	2	1			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	100

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

- BDES 209.1 **knowledge** about image manipulation software
- BDES 209.2 **understanding** of Graphic Design
- BDES 209.3 **design** from concept to final product.
- BDES 209.4 **develop** each project with fundamental elements of art
- BDES 209.5 **develop** each project with principles of design.
- BDES 209.6 **execute** design for marketing messages.

### PART-A

#### Unit 1: Introduction

Customize the Photoshop interface, using the tools, using the options bar and other panels,

#### Unit 2: Basic Photo Corrections for retouching

Resolution and image size, saving the image for four-color printing, about layers. Applying a layer style, adding an adjustment layer.

#### Unit 3: Working with masks and channels:

Creating a quick mask, manipulating an image with Puppet Warp, working with channels, Typographic Design, Creating a clipping mask from type,

### PART-B

#### Unit 4: working with shapes

About paths and the Pen tool, Using paths with artwork, Working with defined custom shapes, Importing a Smart Object.

#### Unit 5: Floating Palettes

History & Action panel, Animation, Timeline, Editing Video, creating effects, Adding transitions, Adding audio, Rendering video,

#### Unit 6: Preparing for Web

Preparing Files for the Web, creating slices, Exporting HTML and images, Using the Zoomify feature, Creating a web gallery.

### Text Books/ Reference Books:

1. Chavez, C., Faulkner, A. (2021). Adobe Photoshop Classroom in a Book (2022 Release). United Kingdom: Adobe Press.
2. Bauer, P. (2021). Adobe Photoshop CC For Dummies. United Kingdom: Wiley.
3. Brown, M. (2016). Photo Editing. Australia: Media Publishing Pty, Limited.
4. Brown, M. (2011). Mastering Digital Photography: EGuide. Australia: Media Publishing Pty, Limited.

Instructions for paper setting: Practical Examination & Viva-Voce

**Assessment Tools:**

Progressive evaluation of lecture-based assignments given in the form of drawings, portfolios and quiz.

Sessional tests

Practical examination

Viva voce

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 209.1	2	1	2	3	3	3	1	3	2	3	3	2	3	3	2
BDES 209.2	3	2	-	3	3	3	3	3	3	3	3	3	3	3	2
BDES 209.3	1	1	1	3	3	3	3	3	2	3	3	2	3	3	2
BDES 209.4	3	3	3	3	2	2	2	2	1	2	2	1	3	3	3
BDES 209.5	1	2	2	3	2	3	3	3	2	3	3	1	3	3	-
BDES 209.6	2	1	3	2	3	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 210: ART AND DESIGN APPRECIATION-II

Periods / Week				Credits	Max Marks	100
L	T	P	S	2	Internal / Continuous Assessment	50
2	0	0	0			
Duration of Examination				2 hrs Theory Examination	End Semester Exam	50

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

- BDES 210.1 **recall** basic concepts and differentiate Eastern and Western world-view.  
BDES 210.2 **relate** how art has been a very important aspect of culture and continue to do so.  
BDES 210.3 **analyze** aesthetic sensibility to observe & analyze various art forms  
BDES 210.4 **compare** and s appreciation of various art forms.  
BDES 210.5 **develop** the vocabulary required for interpreting and analyzing the aesthetics of an object.  
BDES 210.6 **learn** about global visual culture and trends.

### PART-A

#### Unit 1: Introduction

- 1.1 Study of cultural perceptions across the world- Overview of Western and Eastern thought and culture.  
1.2 Detailed study about their fertility, art life, hierarchy, etc. And its visual manifestation.

#### Unit 2: Western art History

- 2.1 Introduction to Western thought. (Age of reason) Study about Rationalism, Humanism, dualist, Linear thinking and reasoning.  
2.2 Introduction to Medieval Art (Age of faith) Influences and exchanges: Celts, Normans and Germanic art, Christianity

#### Unit 3: Inter Relationship & History Arts

- 3.1 Study of inter relationship of arts – Renaissance (Science + Art), Baroque & Rococo.  
3.2 Study of their age of enlightenment/ Absolutism/ Magnificence.  
3.3 Art at Modernism, Industrial revolution and mechanization.  
3.4 Study of Art at Post Modernism period, Environmental art and installation art etc.

### PART-B

#### Unit 4: Indian

- 4.1 Study of Colonial Indian Art & its Swadeshi, Colonial influences & exchanges.  
4.2 Architecture (Indo-Saracenic) Hindu + Islamic and European.

#### Unit 5: Modernization

- 5.1 Detailed study of Post-Colonial Indian Art and its Indigenous Identity.  
5.2 Globalization.

#### Unit 6: 21st Century Sensibilities

- 6.1 Introduction to Global visual culture and changing sensibilities.  
6.2 Study shift from reality/ space to virtual reality/ space: Blogs, YouTube, gaming etc.

#### Text Books/ Reference Books:

1. Gombrich, E.H., 1985. The story of Art, UK: Phaidon Press



2. Janson, H.W. and Janson, Anthony F., 1995, 6th Edition. History of Art. NY: Thames and Hudson
3. Riley, Noel and Bayer Patricia, 2003. The Elements of Design: A Practical Encyclopedia of the Decorative Arts from the Renaissance to the Present. James Bennett Pty Ltd
4. Mackrell, Dr. Alice, 2005. Art and Fashion. 2nd Revised edition, Batsford
5. Woods, Tim, 1999. Beginning postmodernism. UK: Manchester University Press. ISBN: 0719052106
6. Fairs, Marcus, 2006. Twenty-first Century Design. Carlton Books.

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

**Assessment Tools:**

Assignment/Tutorials  
 Sessional tests  
 Surprise questions during lectures/Class Performance  
 Term end examination (THEORY)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 210.1	3	1	1	-	1	2	3	1	-	-	-	2	3	3	2
BDES 210.2	2	2	1	-	-	2	1	2	1	2	-	2	3	3	2
BDES 210.3	2	2	2	1	-	1	-	1	1	1	2	2	3	3	2
BDES 210.4	3	1	1	-	1	2	3	1	2	3	-	2	3	3	3
BDES 210.5	3	2	1	-	-	2	1	2	1	3	-	2	3	3	-
BDES 210.6	3	2	2	1	-	1	-	1	2	3	2	2	3	3	3



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 204A: HUMAN ANTHROPOLOGY AND ERGONOMICS

Periods / Week				Credits		Max Marks	200
L	T	P	S	1		Internal / Continuous Assessment	100
1	0	0	0				
Duration of Examination				3 hrs Practical Examination		End Semester Exam	100

**Pre-requisites: NONE**

**Course Type: Program Core**

### Course Outcomes

**The student will be able to:**

- BDES 204A.1 **understand** how humans physically interact with products
- BDES 204A.2 **demonstrate** how people are affected by their habits
- BDES 204A.3 **able** to predict mistakes people make while using machines
- BDES 204A.4 **analyze** how people get injured
- BDES 204A.5 **predict** how component or feature failure may injure users
- BDES 203A.6 **apply** human ergonomics to use in industrial & communication design space

### PART-A

#### Unit 1: Man Machine Interaction

1. Definition of Ergonomics and its application and overview,
2. Concept of Man Machine Environment System;

#### Unit 2: Biomechanics of human body

- 2.1 Overview of Human body and its sub systems
- 2.2 Understanding musculoskeletal system and its function in terms of manual activities,  
2.3 Understanding nervous system, human sensory organs and their limitations.
- 2.3 Basic Bio mechanics and its application in design.
- 2.4 Concept of Usability, Usability by Form, usability by feature, usability by function, usability by material.

#### Unit 3: Anthropometrics

- 3.1 Anthropometrics understanding and applications of anthropometry.
- 3.2 Posture, reach, grip and movement. Quantification of comfort levels; Access, Reach, Posture and movements.
- 3.3 Product Ergonomics: Object handling, Macro and Micro Reach, Object handling effort and posture.

### PART-B

#### Unit 4: Effort

- 4.1 Static and Dynamic effort
- 4.2 quantification of effort; Endurance, Strength, Physical environment and its impact on human performance.
- 4.2 Cognition, perception and performance, Task Analysis.

## Unit 5: Safety

- 5.1 Injury prevention, Safety, Vibration, Shock, Fatigue and occupational hazards.
- 5.2 Error Handling: Human Errors; Forgiveness.
- 5.3 Allowance for Errors; Component resilience; desirable use scenarios and user manual construction; safety against human error.
- 5.4 safety against feature malfunction; troubleshooting manual.

## Unit 6: Performance support and design intervention

- 6.1 Occupational safety and stress at workplace in view to reduce the potential fatigue, errors, discomforts and unsafe acts
- 6.2 Work station design, furniture support & vertical arm reach and design application possibility.
- 6.3 Humanizing design: Design and human compatibility, comfort and adaptability aspects.

### Text Books/ Reference Books:

1. R. S. Bridger, Introduction to Ergonomics, 2nd Edition, Taylor & Francis, 2003
2. J. Dul, and B. Weerdmeester, Ergonomics for beginners, a quick reference guide, Taylor & Francis, 1993
3. C. D. Wicknes, S. E. Gordon, and Y. Liu, An Introduction to Human Factors Engineering, Longman, New York, 1997
4. E. Grandjean, Fitting the task to the man, Taylor & Francis Ltd. 1980
5. P.W. Jordan and W.S. Green, Human Factors in Product Design: current practice and future trends, Taylor & Francis, London, 1999
6. Dr. Debkumar Chakraborty, Indian Anthropometric Dimensions For Ergonomic Design Practice, National Institute of Design, 1997 Mills.

**Instructions for paper setting:** Practical Examination & Viva-Voce

### Assessment Tools:

Progressive evaluation of lecture based assignments given in the form of drawings, portfolios and quiz.  
Sessional tests  
Practical examination  
Viva voce

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 204A.1	-	1	2	-	3	1	1	-	2	3	-	2	3	3	2
BDES 204A.2	-	2	-	-	3	-	-	1	3	3	-	3	3	3	2
BDES 204A.3	1	1	1	1	3	-	-	-	2	3	-	2	3	3	2
BDES 204A.4	3	-	3	-	2	-	-	1	1	2	1	1	3	3	3
BDES 204A.5	1	-	-	-	2	-	-	1	2	3	-	1	3	3	-
BDES 204A.6	2	1	-	2	3	-	-	-	3	3	1	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 211 - DIGITAL GRAPHICS - II

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type:** Program ELECTIVE

**Pre-requisites:** NONE

### Course Outcomes

The student will be able to:

**BDES AN 211.1 knowledge about** desktop publishing software

**BDES AN 211.2 understand** Indesign Basic tools

**BDES AN 211.3 know about** the leading page layout application

**BDES AN 211.4** create sophisticated original layouts for a variety of uses

**BDES AN 211.5 design** including brochures, newsletters, books, business cards, signs

**BDES AN 211.6 plan** for print and digital output and distribution.

### PART- A

**Unit 1:** Introducing the InDesign

Workspace and tools panel, Adding text, working with styles, working with graphics, Working with objects, Working with object styles,

**Unit 2: Document Preset**

Setting Up a Document and Working with Pages, Working with layers, Creating and modifying text frames, Creating and modifying graphics frames, Changing the shape of a frame.

**Unit 3: Text graphic tools**

Wrapping text around a graphic, Modifying the shape of frames, Transforming and aligning objects, Flowing text into an existing frame, Editing Text,

### PART- B

**Unit 4: Typography**

Working with Typography, Changing fonts and type styles, Working with Color, Working with gradients Working with Styles,

**Unit 5:** Importing and Modifying Graphics, Creating Tables, Working with Transparency, Printing and Exporting, Creating Adobe PDF Files with Form Fields.

**Unit 6: Design for print media**

Newspaper, Magazine, Brochure, Leaflet, Flyers, Invitation and greetings

**Text Books/ Reference Books:**

1. Adobe Creative Team, "Adobe InDesign CS6 Classroom in a Book", Adobe Press; 1 edition (25 May 2012).
2. Ann Fisher, "Adobe InDesign CS6 (Illustrated)", Course Technology Ptr (Sd); III edition (11 September 2012).
3. Bringhurst, B., Blatner, D., Kvern, O. M. (2014). Real World Adobe InDesign CC. United Kingdom: Peachpit.
4. Williams, R. (2011). The Non-Designer's InDesign Book. United Kingdom: Pearson Education.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

**Term end examination (PRACTICAL)****Distribution of Continuous Evaluation Table:**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statemen t	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO 2	PSO 3
BDES AN 211.1	1	1	1	1	1	1	2	1	2	2	2	2	3	3	2
BDES AN 211.2	1	1	2	1	1	1	2	3	2	2	2	2	3	3	2
BDES AN 211.3	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES AN 211.4	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES AN 211.5	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES AN 211.6	1	1	2	1	1	1	2	3	2	2	2	2	3	3	2



<b>MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES</b> (Deemed to be University under section 3 of the UGC Act 1956)					
<b>BDES-212: FURNITURE AND LAYOUT DESIGN</b>					
Periods/week				Credits	Max. Marks :200
L: 0	T: 0	P: 0	S: 2	2	CONTINUOUS EVALUATION : 100
Duration of Examination: 3 Hrs					END SEM.EXAM : 100
<b>Pre-requisites: None</b>					
<b>Course Type: Program Elective</b>					

### Course Outcomes

The student will be able to

BDES-212.1. list out the variety of furniture types as per function of the space.

BDES-212.2. demonstrate design solutions in formal proposals.

BDES-212.3. develop 2d layouts & multiple layout solutions.

BDES-212.4. distinguish between good qualities of material available locally and globally.

BDES-212.5. select sustainable practices for design solutions.

BDES-212.6. estimate the overall budget of their proposed solutions.

### PART-A

#### Unit 1: Furniture & its types

1.1 Role of furniture in interior design

1.2 Furniture categories – Residential, Hospitality, Office, outdoor spaces

#### Unit 2: Anthropometric & Ergonomics

2.1 Measuring drawing of a furniture – plan, elevation and drawings on full scale

#### Unit 3: Select appropriate furniture for specific client needs

3.1 Introduction and Instruction on use of equipment

3.2 Identify the scope of the work for client projects

3.3 Prepare decorating proposal packages for different room styles and budgets.

3.4 Relationship of furniture and layouts: -Profiles, requirements for programming, Block planning

3.5 Present decorating solutions using a variety of techniques such as: manual drafting, rendering, written concepts, product documentation and samples.

### PART-B

#### Unit 4: Arrange furniture based on space requirements

4.1 Conduct space exploration for multiple furniture layout solutions.

4.2 Estimate the size of furniture that can be accommodated in specific spaces.

4.3 Recommend how rooms can be divided into functional areas

4.4 Respect existing traffic patterns and utilize recommended clearances.

4.5 Create functional and aesthetically pleasing layouts.

4.6 Determine how the architectural lines of a space as well as the design elements and principles are utilized to achieve harmony.

#### Unit 5: Make qualified decisions regarding the selection of furniture and finishes.

5.1 Describe how suitability and style, proportion and scale, function, quality construction and cost factors into furniture purchasing.

5.2 Anticipate client questions about product use and be able to justify materials and pieces selected.

#### Unit 6: Demonstrate an understanding of global production of furniture and its role in sustainable furniture design.

6.1 Identify and describe good qualities in local and global furniture manufacturing.

6.2 Consider how sustainable practices can be incorporated into the core of decorating choices and recommendations.

**Text Books/ Reference Books:**

1. Karla J. Nielson and David A Taylor, 2002, Interiors an Introduction, 3rd edition, Publishers- Mcgraw- Hill College.
2. Maureen Mitton and Courtney Nystuen, 19 April 2016, Residential Interior Design – A guide to Planning Spaces,3rd edition, Wiley

**Software required/Weblinks: NONE**

Instructions for paper setting:

subject will be assessed through a practical examination.

**Assessment Tools:**

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS 0 1	PS 0 2
BDES-212.1	1	3	1	-	2	-	-	-	-	-	-	2	1	-
BDES-212.2	1	2	1	-	2	-	-	1	2	2	2	2	3	-
BDES-212.3	1	2	3	2	2	1	-	-	1	2	1	1	1	-
BDES-212.4	1	2	1	1	1	2	3	1	2	1	1	1	-	3
BDES-212.5	1	2	1	2	1	1	3	-	1	1	1	2	-	2
BDES-212.6	1	1	1	2	2	1	1	2	1	1	3	1	-	-

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 301A- FOUNDATION IN ANIMATION LANGUAGE AND DESIGN

Periods / Week				Credits		Max Marks	200
L	T	P	S	3		Internal / Continuous Assessment	100
0	1	2	1				
Duration of Examination				3 hrs Practical		End Semester Exam	100

**Course Type:** Program Core

**Pre-requisites:** NONE

### Course Outcomes

**The student will be able to:**

**BDES AN 301A.1** able to create visually effective drawings for animation with acquire knowledge of drawing techniques.

**BDES AN 301A.2** Study about human figure for character drawing.

**BDES AN 301A.3** implement the knowledge of gesture drawings.

**BDES AN 301A.4** Draw landscape with proper sketching sense, draw trees, plants, buildings, sky and to create the animation backgrounds.

**BDES AN 301A.5** understand different techniques and equipment's of animation drawing.

**BDES AN 301A.6** Demonstrate critical skills through specific class projects.

## PART-A

### Unit 1: Animation Design

Development of free hand drawing through different techniques, controlling on drawing, controlling on line and weight in drawing, drawings with mannequins, animators' tool and equipment's.

### Unit 2: Human Creativity:

Explanation to human figure drawing –Sketching of person figure. Figure sketching for animation. Simplifying heads, Caricature, caricatured head shapes. Short-pose Sketching, Dividing the Body into Units. To know and catch the signs of the human form, weight, balance, Rhythm and proportion.

### Unit 3: Gesture Drawing:

Visual and creative development, understanding line of action, making of gestures drawing. Gesture to Portray an Action or a Mood, Drawing Principles, Inbetweening, Talk To Your Audience - Through Drawing, the Emotional Gesture

## PART-B

### Unit 4: Study of Living World :

Drawing from Nature, Location drawing and learning to represent trees, plants, bushes, shrubs, insects, birds, and animals with attention to structure and morphology, proportion, volume, and behavior.

### **Unit 5: Memory Drawing**

Drawing from live action and memory drawing, Pose to pose sketching, rapid sketching and techniques. difference between walk and run, the sneak, the skip, the strut, the flight of birds.

### **Unit 6: Making Storyboard**

What is storyboard, usage of story board, drawing on storyboard, understand and draw movements of camera in story board.

### **Text Books/ Reference Books:**

1. Drawing for the Absolute and Utter Beginner, Watson- Guptill, 2018.
2. Sketching for Animation: Developing Ideas, Characters and Layouts in Your Sketchbook, Peter Parr, Fairchild Books, 2016.
3. The Complete Book of Drawing Techniques: A Complete Guide for the Artist, Peter Stanyer, Arcturus Publishing,2004.
4. Williams, R. (2001). The Animator's Survival Kit: A Working Manual of Methods, Principles, and Formulas for Computer, Stop-motion, Games and Classical Animators. Faber.
5. Preston Blair, "Cartooning: Animation 1 with Preston Blair: Learn to animate cartoons step by step (How to Draw & Paint)", Walter Foster Publishing (1 January 2003) Paperback.
6. Walt Stanchfield, "Gesture Drawing For Animation", Leo Brodie 1970 to 1990.

**Instructions for paper setting:** One topic can be chosen by a student, she/ he has to use the complete design process to do the creative work within 3 hrs.

### **Assessment Tools:**

Assignment:

- Gesture drawings
- design based on objects mood changing, quality of surface, solidity, drama, and impact.
- Drawing assignment on Nature, Location drawing, trees, plants, bushes, shrubs, insects, birds, and animals.
- drawings from Mannequin, Sketching of person figure
- drawing on storyboard, understand and draw movements of camera in story board.

Development stage presentation

test analysis to validate the project feasibility

Term end examination (**Practical**)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES AN 301A.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 301A.2	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 301A.3	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 301A.4	2	2	3	-	-	2	-	2	-	2	-	2	3	3	2
BDES AN 301A.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES AN 301A.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES-AN-303- CONCEPT OF WEB DESIGNING AND DEVELOPMENT

Periods / Week				Credits		Max Marks	200
L	T	P	S	3		Internal / Continuous Assessment	100
0	1	2	1				
Duration of Examination				3 hrs Practical		End Semester Exam	100

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

**BDES-AN-303.1 Know** about the basic functioning of WWW and websites

**BDES-AN-303.2 Learn** the concepts of web designing using Graphics software

**BDES-AN-303.3 Demonstrate** competence in using the authoring program Dreamweaver;

**BDES-AN-303.4 apply** basic instructional design principles in the development of web pages

**BDES-AN-303.5 Understanding** of the methods and techniques of developing a website.

**BDES-AN-303.6 Formulate** a working definition of interactive multimedia;

### PART A

#### UNIT I : Introduction to World Wide Web

Introduction to World Wide Web (www), Protocols and programs, secure connections, application and development tools, the web browser. Web site design principles, planning the site and navigation

#### UNIT II: Concepts of effective web design

Web related functions of Photoshop: Tools, Functions, Shortcut keys, Layers Images. Placing, Resizing, Resolution, Optimizing, Color (RGB) (CMYK), Web Safe Colors. Slicing the page, saving & naming.

#### UNIT III: Introduction to Dreamweaver

Opening Files in Dreamweaver, The Menu Bar, The Document Window, The Status Bar, The Document Toolbar, Coding Toolbar, Set up a New Site, Creating a Root Folder, Adding Text on a Page, Formatting Text, Paragraphs, Line Breaks, Fonts, Color, Formatting Paragraphs, Creating Lists, Insert Special Characters, Inserting Images, Align Images, Add Border to an Image, Crop an Image, Resizing Images, Create Image Placeholders.

### PART B

#### UNIT IV: Understand hyperlinking

Creating Links, Text Links, and Make an Image a Clickable Link, Make a Clickable Image that Enlarges When Clicked, Create an Email Link, Create Anchors and Jump Links, Create rollover images, banners

#### UNIT V: Working with Tables and Forms

Creating Tables, Setting Table Properties, Placing Images and Graphics into Tables, Adding a Background Color. Creating a Basic HTML Form, Validation, Create Hints for Text Fields, Add a Validated Text Field, Add a Text Area, Add Checkboxes, Adding Radio Buttons, Adding List Menus, Creating a Submit Button.

#### Unit VI: Adding Interactive Media and publishing

Using a Clear GIF Image as a Spacer, Embedding SWF Files into a Dreamweaver Document, Adding Audio and Video. Publishing your site.

**Text Books/ Reference Books:**

1. Web Technologies, Uttam K Roy, Oxford University Press
2. Web Applications : Concepts and Real World Design, Knuckles, Wiley-India
3. Photoshop CS6 Training Guide, English Paperback, By Satish Jain,BPB Publications),2015.
4. Joseph Lowery, "Adobe Dreamweaver Cs5 Bible", Wiley India Pvt Ltd (2010).

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do web designing within 3 hrs.

**Assessment Tools:**

- Assignments
- Development stage presentation
- Test analysis to validate the project feasibility

Term end examination (Practical)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
<b>BDES AN 303.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 303.2</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 303.3</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 303.4</b>	2	2	3	-	-	2	-	2	-	2	-	2	3	3	2
<b>BDES AN 303.5</b>	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES AN 303.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 307- INTRODUCTION TO 2D ANIMATION

Periods / Week				Credits		Max Marks	200
L	T	P	S	2		Internal / Continuous Assessment	100
0	0	4	0				
Duration of Examination				3 hrs Practical		End Semester Exam	100

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

**BDES AN 303.1 empowers** students with a greater understanding of the basic animation

**BDES AN 303.2 provides** a comprehensive authoring environment for creating digital animation.

**BDES AN 303.3 create** engaging applications that are rich with graphics and animations.

**BDES AN 303.4 create** content in Animate or import it from other Adobe applications, such as Photoshop and Illustrator.

**BDES AN 303.5 learn** to create Vector-Based Graphics using Animate.

**BDES AN 303.6 learn** about various symbols, action script, to do frame-to-frame animation and to export the movie.

### PART - A

#### Unit 1: Digital Animation- Adobe Animate (learning of software for 2D)

Starting Adobe Animate and opening a file, Understanding document types and, creating a new document, Getting to know the workspace, Working with the Library panel, Understanding the Timeline panel, Organizing layers in a timeline, Using the Properties panel, Using the Tools panel, Adding layer effects, Undoing steps in Animate, Previewing and exporting your movie, Modifying the content and Stage, Saving your movie.

#### Unit 2: Creating Graphics and Text

Understanding strokes and fills, creating shapes, making selections, editing shapes, using variable-width strokes, organizing your drawing, creating curves, using brushes, using gradient fills, using transparency to create depth, about symbols, creating symbols, managing symbol instances, applying filters for special effects, creating and editing text.

#### Unit 3: Animating Symbols with Motion Tweens

Animating position, changing the pacing and timing, animating transparency, animating filters, animating transformations, editing multiple frames, changing the path of the motion, swapping tween targets, creating nested animations, easing, frame-by-frame animation, animating 3d motion, exporting your final movie.

### PART - B

#### Unit 4: Different Tweening and Puppet Warping

Using classic tweens, graphic symbols for lip-syncing dialogue, adding motion tweens, what is puppet warping, using the asset warp tool, editing your rig, animating your rig, rigs with branching joints, warp options, propagating rig edits, single joints.

#### Unit 5: Animating Shapes and Using Masks

Creating a shape tween, changing the pace, adding more shape tweens, creating a looping animation, using shape hints, previewing animations with onion skinning, animating color, creating and using masks, animating the mask and masked layers, easing a shape tween.



## Unit 6: Creating Interactive Navigation

ActionScript and creating buttons, preparing the timeline, creating destination keyframes, navigating the actions panel, adding script interactivity with the actions panel wizard, creating the "shop now" button, playing animation at the destination, animated buttons.

### Text Books/ Reference Books:

- 1 Green, T., & Labrecque, J. (2017). Beginning Adobe Animate CC. Apress.
- 2 Ferguson, M., & Georgenes, C. (2017). How to cheat in Adobe Animate CC: The art of design and animation. CRC Press.
- 3 Brooks, S. (2016). Tradigital Animate CC: 12 Principles of Animation in Adobe Animate. CRC Press.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

### Assessment Tools:

- Assignments
- Development stage presentation
- Test analysis to validate the project feasibility
- Term end examination (Practical)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES AN 307.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 307.2	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 307.3	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 307.4	2	2	3	-	-	2	-	2	-	2	-	2	3	3	2
BDES AN 307.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES AN 307.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 308- HISTORY OF ANIMATION

Periods / Week				Credits		Max Marks	100
L	T	P	S	2		Internal / Continuous Assessment	50
2	0	0	0				
Duration of Examination				2 HRS THEORY EXAMINATION		End Semester Exam	50

**Course Type:** Program Core

**Pre-requisites:** NONE

### Course Outcomes

**The student will be able to:**

**BDES AN 308.1 Familiar** with influential animation artists of the past 100 years and their work

**BDES AN 308.2 Analyze** how each kind of animation has its own advantages and disadvantages that artists and animators had to overcome.

**BDES AN 308.3 Determine** the correlations and differences between various forms of animation and older forms of art (e.g., drawing and painting to hand-drawn animation).

**BDES AN 308.4 Understanding** of commercial animation industry as well as the independent animation artists community

**BDES AN 308.5 focus** on the cultural philosophy underlying some of the most critically significant animations in India.

**BDES AN 308.6 learn** from the history of the technical and narrative advancements of the animated cinema.

### PART-A

#### Unit 1: Before Walt Disney: 5 Pioneers of Early Animation

Animation Pioneers and Early Animation and Primitive Forms: J.S. Blackton, Emile Cohl, Ladislav Starewicz, Winsor McCay: The Cartoonist as Celebrity, Lotte Reiniger & Silhouette Animation, Iconic Cartoon Characters: Felix the Cat

#### Unit 2: Early ways of showing motion:

Hollywood Studio Animation I: Early Walt Disney, Early Experimental Animation, Hollywood Studio Animation II: Disney Feature Animation, Hollywood Studio Animation III: Fleischer Studios, Hollywood Studio Animation III: Warner Bros. Studios

#### Unit 3: A Persistence of Vision and The Illusion of Life :

Traditional animation techniques: Walk Cycles, Traditional animation process: Storyboards, Voice recording, Animatic stage, Design and timing, Layout, Animation, Backgrounds, Traditional ink-and-paint and camera, Digital ink and paint, Computers and digital video cameras. Examples of Traditional Animation Films: Snow White and the Seven Dwarfs (1937), Pinocchio (1940), Fantasia (1940).

## PART-B

### Unit 4: Revolutionary Breakthroughs in Animation History:

World Animation I: Norman McLaren, World Animation II: Brothers Quay; Nick Park, Television Animation I: Hanna Barbera, Television Animation II: The Cartoon Network, The Rise and Fall of Cartoon Physics

### Unit 5: Evolution of Indian animation

The Story of Indian Animation, Remembering the Father of Indian Animation and the rise of the industry in India, Accomplishment of Indian Animation History, Animation and Advertisement, Downfall, the rise of anime in India again

### Unit 6: Technology that have Altered the Film Industry:

The lumière brothers, Méliès' moon, Colour, Sound, Television, Animation, The pixar era.

### Text Books/ Reference Books:

1. Cavalier, S., & Chomet, S. (2011). The world history of animation (Vol. 416). Berkeley, CA: University of California Press.
2. Lamotte, C. (2022). Discovering Animation Manuals: Their Place and Role in the History of Animation. *Animation*, 17(1), 127-143.
3. Bendazzi, G. (2015). *Animation: A World History: Volume I: Foundations-The Golden Age*. Routledge.
4. Williams, R. (2001). *The Animator's Survival Kit: A Working Manual of Methods, Principles, and Formulas for Computer, Stop-motion, Games and Classical Animators*. Faber.

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES AN 308.1	2	2	3	2	1	2	2	3	2	2	3	3	3	3	2
BDES AN 308.2	2	2	3	2	1	2	2	3	2	2	3	3	3	3	2
BDES AN 308.3	2	2	3	2	1	2	2	3	2	2	3	3	3	3	2
BDES AN 308.4	2	2	3	-	-	2	-	2	-	2	-	2	3	3	2
BDES AN 308.5	2	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES AN 308.6	2	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 309- ANIMATION TECHNIQUES

Periods / Week				Credits		Max Marks	100
L	T	P	S	2		Internal / Continuous Assessment	50
2	0	0	0				
Duration of Examination				2 HRS THEORY EXAMINATION		End Semester Exam	50

**Course Type:** Program Core

**Pre-requisites:** NONE

### Course Outcomes

**The student will be able to:**

**BDES AN 309.1 impart** strong knowledge about the fundamental principles of animation

**BDES AN 309.2 appreciation** for observational techniques & the art of planning.

**BDES AN 309.3 understand** the theory of traditional animation.

**BDES AN 309.4 understand** the basic emotions of human with the basic knowledge of acting.

**BDES AN 309.5 learn** simple or complex animation with the animation principles.

**BDES AN 309.6 analyze** acting, human behaviour, emotions and expression for creating life-like and impactful animation.

### PART-A

#### Unit 1: Principle of Animation

Understanding principles that translate sequential, images into action to make animation believable, understanding properties of matter, making use of the wave principle, delayed secondary, action, slow and fast action impact, speed, weight, tendency of weight to move in a certain way, recoil effects, squash and stretch related to weight, overlapping action, follow through Animating force acting on objects.

#### Unit 2: Principle of Timing

Principles of Timing: weight, construction, flexibility, object behaviour when force acts on them Gaining an insight into the invisible, concept of time in nature. Understanding the basic unit of time in animation, Emphasizing the difference between caricature, drama, humor, Timing governing acting and movement.

#### Unit 3: Method uses in Animation

Methods of doping, writing exposure sheets, bar sheets, planning accents, beats, scene timing, spacing of drawings, holds, easing in and out Animating to music.

### PART-B

#### Unit 4: Principles of Movement

Understanding the meaning of movement and movement in nature and what movement expresses. Awareness of how mood and feeling can be conveyed through movement and animate and inanimate object behavior.

#### Unit 5: Examining the laws of motion in the context of animation;

cause and effect, thrown objects, rotating, force, oscillating movement, friction, resistance Studying the tendency of weight to move in a particular manner, Simplification and exaggeration of movement.

## Unit 6: Animation Processes

Covers the entire process from script to screen in process for an animation film (short or feature), Overview of the Process: Preproduction, Production, Post Production. A comparison between live action film making & animation. The primary difference being that an animation film tends to be pegged down pretty accurately by the end of the pre-production process itself whereas for a live action film it is close to completion only at the end of editing which is a post-production process.

### Text Books/ Reference Books:

1. Frank Thomas and Ollie Johnston, "The Illusion Of Life", Disney Publications.
2. Richard Williams, "Animator's Survival Kit", Faber; Revised Edition (5 November 2009).
3. Elle Besen and Bryce Hallett, "Animation Unleashed: 100 Principles Every Animator, Comic Book Writer, Filmmaker, Video Artist, and Game Developer Should Know", Michael Wiese Productions; III edition (1 October 2008).
4. Walt Stanchfield and Don Hahn, "Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1: The Walt Stanchfield Lectures", Focal Press; illustrated edition edition (23 March 2009).
5. Don Hahn and Hans Bacher, "Dream Worlds: Production Design for Animation", Focal Press; 1 edition (23 November 2007).

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES AN 309.1	2	2	3	2	1	2	2	3	2	2	3	3	3	3	2
BDES AN 309.2	2	2	3	2	1	2	2	3	2	2	3	3	3	3	2
BDES AN 309.3	2	2	3	2	1	2	2	3	2	2	3	3	3	3	2
BDES AN 309.4	2	2	3	-	-	2	-	2	-	2	-	2	3	3	2
BDES AN 309.5	2	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES AN 309.6	2	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 301: DESIGN STUDIO TEXT AND IMAGE

Periods / Week				Credits		Max Marks	<b>400</b>
L	T	P	S	<b>7</b>		Internal / Continuous Assessment	<b>200</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>200</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 301.1 **Comprehend** the evolution of graphic design in various media.

BDES CD 301.2 **Apply** different technologies of communication media

BDES CD 301.3 **Analyze** aesthetic sensibility to observe & analyze various communication media.

BDES CD 301.4 **Compare** and appreciate various traditional art forms and craft

BDES CD 301.5 **Develop** the vocabulary required for interpreting and analyzing the human interface.

BDES CD 301.6 **Demonstrate and create** global visual graphic culture and their uses in day-to-day life.

### PART-A

#### Unit 1: Understanding of Print media, Electronic, Digital and Social Media

Understanding of Communication Media- Print media, Electronic, Digital and Social Media

- 1.1** Visualization of Print, Electronic, Digital and social media design and its application for various purposes- photography-layout design, color composition , image editing.

#### Unit 2: Magazine, newspaper design, report, brochure, flyers, poster and hoardings design

for print and e mediaDESIGN SOLUTIONS- in a form of Magazine, Newspaper, Annual Report, Brochure, Flyers, Posters, Hoardings, Billboards, Flex, Neon signs, Signage Design

- 2.1 Visualization to implementation - a complete design process for various design and for users**

Need identification, Market research, user research , empathy, brainstorming, ideation, design, testing , evaluation, iteration, design implementation of the solution.

#### Unit 3: Typography and its use for various purposes and its design.

- 3.1** Topography, typeface design, visual images- typography and its use for Branding, Communicating, Creating Hierarchy of Information, catching audience attention, creating Professionalism to the audience while depicting the Visual Voice of the products/ own Personality.

- 3.2** Universal Principles of Design-Rules, Techniques and Applications for varied designs.

### PART-B

#### Unit 4: Photograph and editing

- 4.1** Photograph- A Mass medium to capture moments in still and video. All about photography- an overview - its use, technology, Equipments- cameras, lenses etc.

Types of photography- black and white, colored, fashion, features, portrait, nature/ environment, animals, landscape and product/ table top

#### Unit 5: Story telling- with the help of different pictures.

- 5.1** A complete story board for making of any product advertisement/ branding for the purpose of information dissemination. (storyboarding visual, narratives, editing, sound effects)



## **Unit 6: Project on any one topic -Corporate Identity Design/ Branding and promotion/ Publication design**

- 6.1** Branding and Rebranding- Logo Design, logotype Design, complete Stationery Design
- 6.2** Poster, Billboards, Flyers, Brochures, Annual reports design-
- 6.3** Visual design for web and App design interface.
- 6.4** Information system design- infographics, maps.
- 6.5** Publication design

### **Text Books/ Reference Books:**

Kipphan, H. (2001). Handbook of print media: technologies and production methods. Springer Science & Business Media.

- 1- Kernan, A. B. (1987). Printing Technology, Letters, & Samuel Johnson. Princeton University Press.
- 2- McLean, R. (1980). The Thames and Hudson manual of typography. Thames & Hudson Ltd; Reprint edition
- 3- Craig, J. (1990). Basic Typography: a design manual. Watson-Guptill Publications.
- 4- [Airey D.](#) (2019) Identity Designed: The Definitive Guide to Visual Branding, Rockport Publishers,
- 5- [Miller D.](#) (2018) Building a Story Brand: Clarify Your Message So Customers Will Listen, Harper
- 6- Collins Kevin B. (2019) Brand Identity Essentials, (Revised and Expanded) Rockport Publishers

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

### **Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 301.1	3	3	3	3	1	2	3	-	3	2	-	3	3	3	2
BDES CD 301.2	3	2	3	-	1	2	3	1	1	2	-	2	3	3	2
BDES CD 301.3	3	2	3	2	1	2	2	3	2	2	-	2	3	3	2
BDES CD 301.4	3	2	3	2	-	2	-	3	3	2	-	3	3	3	3
BDES CD 301.5	3	2	3	3	-	-	-	-	-	3	3	3	3	3	-
BDES CD 301.6	3	2	3	3	1	2	3	3	2	2	3	3	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 302: PROJECT WAYS OF SEEING

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

- BDES CD 302.1      **Comprehend** the design knowledge  
BDES CD 302.2      **Apply** different concepts with validation  
BDES CD 302.3      **analyze** aesthetic sensibility to observe & analyze different art forms.  
BDES CD 302.4      **compare** the design with different stakeholders' perspective  
BDES CD 302.5      **Demonstrate** the design and its affordance  
BDES CD 302.6      **Create** research-based design, feasible with the environment and economy.

### PART-A

#### Unit 1: Epistemology of design- the knowledge, validity, application

- 1.1** Design knowledge of art and artifacts, its understanding, the scope of knowledge (i.e. sources), methods as representations, types of approaches and knowledge (i.e. fiction, memory, sensory, visual, etc), clarity of validation criteria, understanding its relationship to other types of knowledge.

#### Unit 2: Conceptual structures of design knowledge.

- 2.1** Design which is created on universal principles of design, aesthetics and golden ratios and other design rules and principles and laws.

#### Unit 3: Art, science and design from users/ stakeholders perspective

- 3.1** History of design, its evolution with time and technology.  
**3.2** Art, craft and its use in Design and the cultural impact on various stages

### PART-B

#### Unit 4: Ontology of the design- relationship of the objects with the users

- 4.1** **Products affordance- its relationship, experience, User's interactivity with the product.**

#### Unit 5: The interaction between the designs and the users and all the aspects of design

- 5.1** Design and users- Users journey, user experience, satisfaction and iterative design process on the basis of usability testing/ feedback/ surveys  
**5.1** Interactive product/ service and its success/ failure- based on affordance, design and various factors

#### Unit 6: The competitive Design- economical, environmental.

- 6.1** **Socially feasible, Satisfying product performance specifications.**  
**6.2** Environmentally acceptable/ feasible, and the product's market & future  
**6.3** **Flexible and capable of solving a wide range of product design problems.**  
**6.4** creation of options and implementation and testing of your ideas/ options with real users.

**Text Books/ Reference Books:**

1. [Shelley. C](#) (2018) Design and Society: Social Issues in Technological Design: 36 (Studies in Applied Philosophy, Epistemology and Rational Ethics), Springer
2. Chan [C.S](#) (2015) Style and Creativity in Design: 17 (Studies in Applied Philosophy, Epistemology and Rational Ethics), 2015th Edition, Springer

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 302.1	3	3	3	3	-	3	2	1	2	-	-	3	3	3	-
BDES CD 302.2	3	2	3	3	3	2	1	1	-	3	-	3	3	3	-
BDES CD 302.3	3	2	3	2	1	2	2	3	2	2	2	2	3	3	2
BDES CD 302.4	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD 302.5	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2
BDES CD 302.6	3	2	3	2	1	2	3	3	2	3	3	3	3	3	2



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 303: PROJECT SYMBOLS AND SYSTEMS

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

- BDES CD 303.1 **understand** the various visual symbols of the world- history of symbols and its meaning
- BDES CD 303.2 **identify** the symbols and its various applications
- BDES CD 303.3 **analyze** aesthetic aspects about symbols
- BDES CD 303.4 **compare** and appreciate various symbols of the world- UNIVERSAL SYMBOL
- BDES CD 303.5 **develop** the VISUAL vocabulary required for interpreting and analyzing.
- BDES CD 303.6 **learn** about various ASPECTS OF SEMIOTICS- THE LANGUAGE OF SYMBOLS

### PART-A

#### Unit 1: The History of symbols/ signs and images

- 1.1** Details about the symbols, semiotics, its history evolution, meaning and application in various fields, geography, defense, roads and safety, for society- medical and health and safety, security, restricted communication. films, advertisements, animated films.

#### Unit 2: Society and environment design- signage system design, symbols for assistive technology, safety and security

- 2.1** Accessing the available design, on net or from books- study, analysis and redesigning.

#### Unit 3: Studying cultural aspect of symbols and signs

- 3.1** learning various software- Adobe illustrator, Corel draw, Photoshop
- 3.2** creating vector graphics, (PDF,jpegs and png formats)

### PART-B

#### Unit 4: Selection of topic for creating set of symbols and signs

- 4.1** making a complete set of symbols for a focused user group and a topic

#### Unit 5: Generating vector images with different color options, style as different design options

- 5.1** Various symbolic representation of selected topic in consistent style and representation technique
- 5.2** Application of created symbols on various surfaces, platforms- digital. analogues

#### Unit 6: Project making of complete signage system, information system for various platforms

- 6.1** Creation of symbols keeping in mind the various platforms.
- 6.2** Size/Color style variations tested on different surfaces, platforms, in different surroundings
- 6.3** Making the symbols prototype (true to life) for testing it with real time users and the environment.
- 6.4** Fabrication of the prototype model and creating the scenario is the project submission and success.

**Text Books/ Reference Books:**

1. Bruce-Mitford, M. (2008). *Signs & symbols: An illustrated guide to their origins and meanings*. Dorling Kindersley Ltd.
2. Nozedar. A The Illustrated Signs & Symbols Sourcebook
3. Cooper. J.C, (1987) Illustrated Encyclopaedia of Traditional Symbols
4. Bruce. M Hodgson. N, Dennis .K, Lockley .N, Wilkinson. K Signs and Symbols

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 303.1	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
BDES CD 303.2	3	2	3	2	1	2	3	1	1	2	3	-	3	3	2
BDES CD 303.3	3	2	3	2	1	2	2	2	2	2	3	2	3	3	2
BDES CD 303.4	3	2	3	2	1	2	2	3	3	2	3	-	3	3	2
BDES CD 303.5	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2
BDES CD 303.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 304: RESEARCH DESIGN HISTORIES

Periods / Week	Credits		Max Marks	<b>200</b>
L   T   P   S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0   0   0   2</b>				
Duration of Examination	<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 304.1 **comprehend** the social practice, issues related to social cause

BDES CD 304.2 **analyzes** aspects of social practice, research and consumption

BDES CD 304.3 **compares** the existing products/ projects based on cultural issues.

BDES CD 304.4 **develop** the concept related to social practice, virtual and physical space design.

BDES CD 304.5 **learn** about various ASPECTS of social practice.

BDES CD 304.6 **create** projects on social practice- virtual and physical space.

### PART-A

#### Unit 1: Design – A social practice, for social cause

- 1.1 Design as a social practice from the perspective of USER CENTERED DESIGN, keeping the society and its problems, social issues to be addressed and to promote positive social impact. Design process – consist of a four stage process – research, sense making, prototyping and testing- each stage Incorporates different stages of process with methods and techniques to have creative responses; takes the shape in any form – meeting the global needs and standards and tackling accessibility issues if any. The designer and users are working together to achieve a solution. This unit will focus on social practice, Literature review on social practice, difference between social practice, social work and socially engaged art.
- 1.2 Basic components of social practice are process, engagement and co creation social impact and community building. This process is mainly focusing on user experience design and its steps.

#### Unit 2: Design for social and cultural shifts

- 2.1 This unit covers all about the understanding of the social and cultural shifts and understanding of Design for the social cause and the impact of our designed solution designing us. The mind which has Created the innovative design is actually designing back the thought process and our mind. How does culture impact our design and designs change our culture? Culture shift: Changing beliefs, behaviors, and outcomes- deconstructing and validation of the culture.

#### Unit 3: Ethics of consumption

- 3.1.1 Ethical vs unethical consumptions- fair unfair trade. The consumptions by users certain basic ethical standards are universal. This unit focuses on the lifestyle of the consumers and their consumptions and its impact on society and environment.

## **PART-B**

### **Unit 4: Physical and virtual space in Design**

**4.1** The limitations, positive aspects of virtual spaces in design are from web to blog to interactive sites to games and a total futuristic unreal world of space which impacts the human mind and its impact on users day to day life as part of our existence; and physical spaces in design don't interact yet exists with the amount of information it needs to provide. Its not mobile yet it pursue the users with different media where as the virtual spaces takes spaces in your mobile platforms and takes the shape.

### **Unit 5: Design thinking and its impact on design solutions**

**5.1** Design thinking as a service to innovation- the aspects of design more than services and product creation it can be applied to systems, procedures, protocols, and customer experiences. User centric design than engineering centric- A discipline that uses the designer's sensibility and methods to match people's needs - technologically feasible and a viable business strategy conversion into customer value and market opportunity." Design solutions based on user centric design and their needs, empathy, and their experience with the products. Creativity at Work Design Innovation Protocol- design thinkers and their protocol framework for design and the users insights on prototype testing and usability testing are the few criteria which defines the success of the projects.

### **Unit 6: The changing nature of production and labor**

- 6.1** Understanding of technology and its impact on labor, the human impact on work with the advent of technology and virtual trainers, labors, robots and the impact on employment and its impact on employment.
- 6.2** Narrative identity, researchers have paid a great deal of attention to (a) psychological adaptation and (b) development. Research into the relation between life stories and adaptation shows that narrators who find redemptive meanings in suffering and adversity, and who construct life stories that feature themes of personal agency and exploration, tend to enjoy higher levels of mental health, well-being, and maturity.

**Text Books/ Reference Books:**

- 1- Kelley, T., & Kelley, D. (2013). *Creative confidence: Unleashing the creative potential within us all*. Currency.
- 2- Tim, B., & Katz, B. (2009). *Change by design. How design thinking transforms organizations and inspires innovation*.
- 3- Lewis, T., & Potter, E. (2013). *Ethical consumption: A critical introduction*. Routledge.
- 4- Cross, N. (2011). *Design thinking: Understanding how designers think and work*. Berg.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 304.1	3	3	3	3	-	3	2	1	3	3	2	3	3	3	-
BDES CD 304.2	3	2	3	2	-	2	3	1	1	2	2	2	3	3	-
BDES CD 304.3	3	2	3	2	-	2	2	3	2	2	-	2	3	3	-
BDES CD 304.4	3	2	3	2	2	2	2	3	3	3	3	3	3	3	2
BDES CD 304.5	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2
BDES CD 304.6	3	2	3	2	1	2	3	2	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES-CD-306A DESIGN THINKING

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical Examination</b>		End Semester Exam	<b>100</b>

**Course Type:** Program ELECTIVE

**Pre-requisites:** NONE

### Course Outcomes

**The student will be able to:**

- BDES CD 306A.1 **understand** the steps to the entire design thinking process
- BDES CD 306A.2 **identify** the steps and the need of user research
- BDES CD 306A.3 **analyze** aspects of user research and journey.
- BDES CD 306A.4 **compare** the traditional ways of design process and methods and design thinking
- BDES CD 306A.5 **develop** the visual vocabulary required for interpreting and analyzing.
- BDES CD 306A.6 **learn** about various aspects of Design thinking for various media and platforms.

### PART-A

#### Unit 1: The steps of design thinking

Importance of user research, knowing all the stakeholders involved in it.

#### Unit 2: Empathy and users problem identification

The users are always will have problem, to identify the problem you need to empathize with the users. Empathy gives insight due to being the core of any solutions.

#### Unit 3: Design ideation- the steps involved in,

**3.1 Selection** of a topic, project and working towards the ideation after brainstorming on the creative Feasible ideas. Getting the insight for solutions after the research-based information, data Collection primary and secondary research.

#### Unit 3: Design Prototyping

**3.1** Every product in a design cycle needs to go through this stage.

**3.2** Creating a prototype and its steps

### PART-B

#### Unit 4: Selection of topic utilizing complete design thinking process.

**4.1** Creating a small assignment indulging the entire process.

#### Unit 5: Generating ideas and Designs

**5.1 Selection** of technology (software, platform, media) skills and knowledge to develop the designs.

**5.2** Application of created creative on various platforms- digital, analogues

#### Unit 6: Project/ Assignment/ problem with complete design thinking process for various platforms

**6.1** Creation of creative for various purposes and various platforms.

**6.2** The design will have options to be tested with the users as a design process.

**6.3** The testing is major part of design process before any iteration has been executed

**6.4** Implementation of the prototype model/design is the project submission and success.

**Text Books/ Reference Books:**

- 1.Kelley. T, David (2013) Creative Confidence: Unleashing the Creative Potential Within Us All
- 2.Tim Brown (2009)Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation
3. Peters T.,Littman J., Kelley T. (2001)The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination (PRACTICAL)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 306A.1	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2
BDES CD 306A.2	3	2	3	3	-	2	2	3	3	2	3	3	3	3	2
BDES CD 306A.3	3	-	3	3	3	2	2	3	3	2	3	3	3	3	2
BDES CD 306A.4	2	2	3	3	1	2	2	2	3	2	3	3	3	3	2
BDES CD 306A.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD 306A.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 306A - DIGITAL ART

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type:** Program ELECTIVE

**Pre-requisites:** NONE

### Course Outcomes

The student will be able to:

**BDES AN 306A.1 implement** knowledge of Raster (Bitmap) graphics by using adobe Photoshop software.

**BDES AN 306A.2 understand** the concept of creating textures, brushes, abstract and thematic designs.

**BDES AN 306A.3 explore** the aesthetical aspects of color.

**BDES AN 306A.4 Understand** the digital tools, hardware for digital painting.

**BDES AN 306A.5 knowledge** of Basic Pen Tool, Techniques, Bitmap Masking.

**BDES AN 306A.6 Develop** Photo bashing Techniques

## PART- A

### Unit 1: Digital Tools, Hardware for Digital Painting

Introduction of Unit, Image Format and Color Representations, Image and File Formats, Compressions, Properties of Bitmap Image, Resolutions for Print and Display, Digital color Representation.

### Unit 2: Overview of Digital Painting

Basic drawing skills and the traditional drawing concepts of basic composition, using shadow and highlight to create the illusion of volume, and how to use atmospheric and linear perspective to create the illusion space. Digital computer painting techniques with a focus on animation backgrounds and 3D textures and surfaces.

### Unit 3: Introduction to Raster Graphics Tools

**3.1** Introduction of Unit, Layers, Adjustment Tools, Smart layers, creating raster artworks, Image Manipulation, Color Grading, Blending Mode, Masking

## PART- B

### Unit 4: Introduction to Vector Graphics Tools

**4.1** Introduction of Unit, Vector brushes and colors, Paths and Shapes, Creating Vector Arts, Layers, Transparency, Grouping, Blending Modes, Managing Artwork, Single and Multipage Illustrations.

## Unit 5: Applications

5.1 Digital Painting, Images Restoration, Images manipulation and collages, Vector Art – Graphics and Illustrations.

## Unit 6: Develop Photo bashing Techniques

6.1 Blending Mode, Matte Painting, Vanishing Point, Liquify.

### Text Books/ Reference Books:

5. Lisa. D, Brad. D, (2012) Adobe Photoshop Cs6 Bible first edition: The Comprehensive, 1st edition: Wiley
6. Wucius. W (1993) Wong Principles of Form and Design, 1 edition: Wiley

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

### Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

### Term end examination (PRACTICAL)

#### Distribution of Continuous Evaluation Table:

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%



**Course Articulation Matrix**

Co statemen t	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO 2	PSO 3
BDES AN 306A.1	1	1	1	1	1	1	2	1	2	2	2	2	3	3	2
BDES AN 306A.2	1	1	2	1	1	1	2	3	2	2	2	2	3	3	2
BDES AN 306A.3	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES AN 306A.4	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES AN 306A.5	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES AN 306A.6	1	1	2	1	1	1	2	3	2	2	2	2	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES-ID-307– INTRODUCTION TO PHOTOGRAPHY

Periods / Week				Credits	Max Marks	200
L	T	P	S	2	Internal / Continuous Assessment	100
0	0	0	2			
Duration of Examination				3 hrs. Practical	End Semester Exam	100

### Course Type: PROGRAM ELECTIVE

#### Course Outcomes

The student will be able to:

**BDES ID 307.1:** Describe and demonstrate the camera to capture artistic imagery.

**BDES ID 307.2:** Relate and Apply techniques to create a unique photography style.

**BDES ID 307.3:** Articulate to analyze the photography through technical information

**BDES ID 307.4:** Use effective storytelling through photography.

**BDES ID 307.5:** apply lights and camera fundamentals and for films and photography.

**BDES ID 307.6:** acquire knowledge of outdoor photography.

### PART - A

**Unit 1: Photography Basics:** Photography as a mode of communication, What is photography? Introduction to Photography: Subject, Background and foreground relationships.

**Unit 2 : Aspects of Photography:** Importance of light (natural, artificial and types of lights), Rule of Thirds, Lens- types of lenses and their functionalities, Studio equipment used in photography

**Unit 3 : Introduction to digital photography & technicalities:** How camera works; Exposure: shutter speed, aperture, ISO; arriving at proper exposure, depth of field, white balance, understanding histograms  
Photography techniques: soft focus, long exposure, short exposure, multiple exposures, time-lapse photography;

### PART B

**Unit 4 : Understanding lenses:** wide angle lenses, telephoto lenses, and macro lenses, image sensor: types of image sensors, size and aspect ratios, image formats, image. Perspectives in Photography: One point, two-point, bird eye view, worm eye view.

**Unit 5 : Genres in Photography:** Classifying the types of photography with different exercises. In terms of photographic ethics, all of these genres would allow significant retouching of images, as well as the wholesale creation or alteration and recreation of images.

**Unit 6: Understanding lights and lighting techniques:** Natural vs artificial lights, the characteristics of light, colour temperature, Direction of light, intensity of light, hard and soft lighting, direct light, diffused light, high key lighting, low key lighting, inverse square law, 3-point

### Books Recommended:

1. The beginner's photography guide by Chris Gatum
2. Digital photography for beginners by Angela Pierce.
3. Film direction Shot by shot, by Steve Katz
4. Peterson, B. F. (2004). Understanding Exposure: How to Shoot Great Photographs with a Film Or Digital Camera. United States: Amphoto Books.
5. Roth, E. (2005). Interior Photography: Lighting and Other Professional Techniques with Style. United States: Amphoto Books.
6. Ablan, D. (2007). Digital Photography for 3D Imaging and Animation. Germany: Wiley.
7. Piscopo, M. (2017). The Photographer's Guide to Marketing and Self-Promotion. United States: Allworth Press.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

### Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

### Term end examination (Practical)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
<b>BDES ID 307.1</b>	2	1	2	-	3	-	2	3	3	3	2	3	3	3	2
<b>BDES ID 307.2</b>	2	1	2	-	3	-	2	3	3	3	3	2	3	3	2
<b>BDES ID 307.3</b>	1	1	1	-	3	-	1	3	3	3	2	3	3	3	2
<b>BDES ID 307.4</b>	2	1	2	-	2	-	1	3	3	3	3	3	3	3	2
<b>BDES ID 307.5</b>	1	1	2	-	2	-	2	3	3	3	3	2	3	3	2
<b>BDES ID 307.6</b>	2	1	1	-	2	-	2	3	3	3	3	3	3	3	2



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 408 INTRODUCTION TO 3D MODELLING

Periods / Week				Credits	Max Marks	<b>200</b>
L	T	P	S	<b>4</b>	Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>			
Duration of Examination				<b>3 hrs Practical</b>	End Semester Exam	<b>100</b>

**Course Type: Program core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

**BDES AN 408.1 acquire** knowledge about 3ds software

**BDES AN 408.2 Introduction** to 3D designing

**BDES AN 408.3 discuss** the 3d Modeling process

**BDES AN 408.4 aesthetically** explore the design concepts using modeling tools.

**BDES AN 408.5 create** 3d model for movies and games.

**BDES AN 408.6 understand** the difference between low poly and high poly.

### PART – A

#### Unit 1 Introduction to 3D interface

**1.1** Difference between 2D and 3D, understanding 3D space, Discover the user interface of 3Ds Max software and various elements.

#### Unit 2 Modeling tools

**2.1** Tools and technique in modeling, Different types of geometry, Nature of different meshes, advantage and disadvantage of different geometry.

#### Unit 3 High Poly Modeling

**3.1** Polygon and nurvs modeling

**3.2** Hard surface modeling

**3.3** Create interior and exterior scene

**3.4** Props modeling and Low poly modeling for gaming.

### PART – B

#### Unit 4 Unwrapping Texturing

Un-wrapping UVs.

Understanding Material and Different types Shader

Understating texturing concept, texture mapping.

#### Unit 5 Fundamentals of lighting design,

Computer generated lighting, Basic lighting, point light. Direction light,

#### Unit 6 Fundamental of camera and Rendering

3D Camera techniques and Rendering techniques with different type of render engine

**Text book/Reference Books\*:**

1. Autodesk 3ds Max 2014 Bible By Kelly L. Murdock, Publisher: Wiley
2. Murdock, K. (2020). Kelly L. Murdock's Autodesk 3ds Max 2021 Complete Reference Guide. United States: SDC Publications.
3. Podwojewski, P., Herrera, F., Amin, J., Chandler, M. (2014). 3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting. United Kingdom: 3DTotal Publishing.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

**Term end examination (PRACTICAL)****Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statemen t	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO 2	PSO 3
BDES AN 408.1	3	1	3	3	1	1	3	3	3	3	2	3	3	3	2
BDES AN 408.2	3	1	3	2	1	1	2	3	3	3	3	2	3	3	2
BDES AN 408.3	3	2	3	2	2	1	3	3	3	3	3	3	3	3	2
BDES AN 408.4	3	2	3	3	1	3	3	3	3	3	2	3	3	3	2
BDES AN 408.5	3	2	3	3	1	2	3	3	3	2	2	3	3	3	2
BDES AN 408 .6	3	3	3	2	2	2	3	3	3	3	2	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 409- CHARACTER DESIGNING

Periods / Week				Credits		Max Marks	200
L	T	P	S	3		Internal / Continuous Assessment	100
0	1	2	1				
Duration of Examination				3 hrs Practical		End Semester Exam	100

**Course Type:** PROGRAM CORE

**Pre-requisites:** NONE

### Course Outcomes

**The students will be able to:**

**BDES AN 409.1 apply** their skills to understand the character design

**BDES AN 409.2 implement** the skills to composition drawing

**BDES AN 409.3 understand** faces and feature according to character's nature

**BDES AN 409.4 implement** the Character Designing based on model sheet,

**BDES AN 409.5 Study** of fantasy character to design a character.

**BDES AN 409.6 analyze** the Character Turnaround, Props and personality of a character.

### PART-A

**Unit 1:** Character Design & Development for 2D: Shape and Proportion, Head Heights, Model Sheets, Color Models.

**Unit 2:** Creating a Model Sheet: Turnaround Sheet, Expressions of character, different type of Poses of the same character, costumes and props of the character.

**Unit 3:** 2D Animation Production:

Exposure Sheet (Dope Sheets), Pencil Tests, Pose Tests, Clean-Up, Ink and Paint, Backgrounds. Voice Recording, Music Track Recording, Dialogue and Lip Sync.

### PART - B

**Unit 4:** Composition drawing based on live photography

**Unit 5:** Draw a same character in different personality and change objects into a character

**Unit 6:** Draw a Fantasy character from real life image

### Text Books/ Reference Books:

1. Frank Thomas and Ollie Jhonston, " The Illusion of Life", Disney Publications
2. Tony White," The Animator's Workbook".
3. Tony White, "Animation from Pencil to Pixels" Roy Disney, 2006



**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

**Term end examination (PRACTICAL)**

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2
BDES AN 409.1	3	2	3	2	1	2	3	3	3	3	2	3	3	3
BDES AN 409.2	3	2	3	2	1	2	3	3	3	3	3	2	3	3
BDES AN 409.3	3	2	3	2	1	2	3	3	3	3	2	3	3	3
BDES AN 409.4	3	2	3	2	1	2	3	3	3	3	3	2	3	3
BDES AN 409.5	3	2	3	2	1	2	3	3	3	3	3	2	3	3
BDES AN 409.6	3	2	3	2	1	2	3	3	3	3	3	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 410 – ANIMATION TECHNIQUE LAB

Periods / Week				Credits	Max Marks	200
L	T	P	S	3	Internal / Continuous Assessment	100
0	1	2	1			
Duration of Examination				3 hrs. Practical	End Semester Exam	100

**Course Type: PROGRAM CORE**

### Course Outcomes

The student will be able to:

**BDES AN 410.1: able** to learn various tools of digital 2d animation.

**BDES AN 410.2: able** to understand production pipeline to create 2d animation.

**BDES AN 410.3: analyze** special effects in animation

**BDES AN 410.4: bring** interest and awe in the scenes and backgrounds.

**BDES AN 410.5: apply** the tools to create 2D animation for films and videos.

**BDES AN 410.6: implement** advance principles of traditional animation in Adobe animate to create high quality animation for production.

## PART - A

### Unit 1: Advance Animation tools:

Custom Ease Graph, motion editor, masking, rigging tool, camera tool,

### Unit 2 : Animation application

working with sound, create a planet/ globe rotation animation with masking, create growing vine animation

### Unit 3 : Introduction to character animation

Create Animatrix, Walk cycle, Eye blink, Lip Sync basics, facial expression, body poses, create animation video on song,

## PART B

### Unit 4 : 2D Animation keys:

Frames, Keys, Inbetweens, and Timing. symbols

### Unit 5 : Advance Character Animation:

Mood Walk Cycles, Jump with anticipation, create character action sequence with facial expression, create a dialog delivery.

### Unit 6: Special Effects and Environment:

Create flowing water animation, camera animation, magic sequence with effects, water splash animation, bomb explosion animation, rocket/airplane animation.

**Books Recommended:**

1. Adobe Animate CC Classroom in a Book by Russell Chun
2. Learn Adobe Animate CC for Interactive Media by Labrecque Joseph
3. Foundation Flash Cartoon Animation by Jones Tim

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

**Term end examination (Practical)****Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO 2	PSO 3
BDES AN 410. 1	2	1	2	-	3	-	2	3	3	3	2	3	3	3	2
BDES AN 410. 2	2	1	2	-	3	-	2	3	3	3	3	2	3	3	2
BDES AN 410. 3	1	1	1	-	3	-	1	3	3	3	2	3	3	3	2
BDES AN 410. 4	2	1	2	-	2	-	1	3	3	3	3	3	3	3	2
BDES AN 410. 5	1	1	2	-	2	-	2	3	3	3	3	2	3	3	2
BDES AN 410. 6	2	1	1	-	2	-	2	3	3	3	3	3	3	3	2



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 411 – FILM STUDIES

Periods / Week				Credits	Max Marks	100
L	T	P	S	2	Internal / Continuous Assessment	50
2	0	0	0			
Duration of Examination				3 hrs THEORY	End Semester Exam	50

**Course Type: Practical CORE**

**The students will receive information that will enable them to:**

### Course Outcomes

- BDES AN 411.1** explore the essence of the cinema
- BDES AN 411.2** provides conceptual frameworks
- BDES AN 411.3** understanding film's relationship to reality
- BDES AN 411.4** gain the knowledge of film theory
- BDES AN 411.5** gain the knowledge of cinema studies
- BDES AN 411.6** knowledge of digital age cinema studies

### PART A

**Unit 1 Classical Hollywood Cinema-** The Eye & the Eye of Cinema, Classical Hollywood Cinema, Film Narrative Film Style, Terms for Film.

**Unit 2 Early Cinema: From Muybridge to The Great Train Robbery-** Photography into Moving Image: Muybridge and Early Image Toys, The Beginnings of Cinema: Reality, Artifice, & Spectacle: Edison, Lumière, Méliès

**Unit 3 Edison: Entertainment, Lumiere Brothers and The Cinematographe: Actualites, Melies: The "Magic" of Illusion, Narrative and Style Together: The Great Train Robbery.**

**Silent Film-** The Language of Film Develops, Narrative and Conventions: Genre, It and The Crowd, Music in the Silent Era.

### PART B

**Unit 4 Coming of Sound in Film in the 1930-40s-** Narrative and Acting in Sound Film, Genre Iconography, Life Cycle of a Genre, Including Television, The Studio System.

**Unit 5 Film Sound-** Diegetic and Non-Diegetic Sound, The Sound Mix, The Elements of a Score, Sound and Image Make Meaning.

**Unit 6 The Digital Era-** The Digital Revolution, From CGI to Whole Sets, Worlds, Digital Performers, Transmedia.

**Text book/References\***

1. Nicholas Proferes, "Film Directing Fundamentals", Transferred to Taylor & Francis as of 2012 (Third Edition)
2. Robert Edgar, John Marland, Steven Rawle, "The Language of Film", Second Edition, Fairchild Books
3. Steven Ascher, "The Filmmaker's Handbook Paperback", Penguin USA; Fourth edition (27 November 2012).
4. Steve Katz, "Film Directing Shot by Shot: Visualizing from Concept to Screen (Michael Wiese Productions) Paperback", Focal Press; 1 edition (31 July 1991).

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
ASSIGNMENT	20%
CLASS PERFORMANCE	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
BDES AN 411.1	2	1	2	-	3	-	2	3	3	3	2	3	3	3	2
BDES AN 411.2	2	1	2	-	3	-	2	3	3	3	3	2	3	3	2
BDES AN 411.3	1	1	1	-	3	-	1	3	3	3	2	3	3	3	2
BDES AN 411.4	2	1	2	-	2	-	1	3	3	3	3	3	3	3	2
BDES AN 411.5	1	1	2	-	2	-	2	3	3	3	3	2	3	3	2
BDES AN 411.6	2	1	1	-	2	-	2	3	3	3	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 412 – GAME DESIGN AND DOCUMENTATION

Periods / Week				Credits		Max Marks	100
L	T	P	S	2		Internal / Continuous Assessment	50
2	0	0	0				
Duration of Examination				2 hrs Theory		End Semester Exam	50

**Course Type: Program CORE**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 412.1 **understand** the concept of creating games.

BDES AN 412.2 **understand** the pipeline of game design.

BDES AN 412.3 **know** about game project layout.

BDES AN 412.4 **learn** for case study of different types of games.

BDES AN 412.5 **learn** design for games.

BDES AN 412.6 **analyze** and solve the problems of games.

### PART-A

**Unit 1:** Introduction to Game Design Documentation, Game Design Overview, Detailed Design Doc, Story Overview,

**Unit 2:** Technical Design Doc, Pipeline Overview, System Limitations, Art Bible , Concept Art Overview,

**Unit 3:** Game Budget, Project Schedule, Story Bible, Script, Walkthroughs

### PART-B

**Unit 4:** Study Game Design Documents: Case study of Game Design Documentation

**Unit 5:** Character Development, Storytelling, Creating the User Experience, Gameplay.

**Unit 6:** Core Mechanics, Game Balancing, General Principles of Level Design, Design Issues for Online Gaming.

**Text Books/ Reference Books:**

1. Ernest Adams, "Fundamentals of Game Design ", New Riders; 3rd edition 2014.
2. Ernest Adams and Andrew Rollings, "Fundamental of Game Design", Pearson; Prentice hall, Upper Saddle River, New Jersey(2010).
3. Steven L. Kent, "The Ultimate History of Video Games: from Pong to Pokemon and beyond...the story behind the craze that touched our lives and changed the world: from Pong ... touched our lives and changed the world", Three Rivers Press; 1 edition (16 June 2010).

: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES AN 412.1	3	3	3	2	-	2	2	3	2	2	3	3	3	3	2
BDES AN 412.2	3	2	3	2	-	2	2	3	3	2	-	2	3	3	2
BDES AN 412.3	3	2	3	3	3	2	2	3	3	2	3	3	3	3	2
BDES AN 412.4	2	2	3	2	1	2	2	2	3	2	3	3	3	3	2
BDES AN 412.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES AN 412.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2



<b>MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES</b> (Deemed to be University under section 3 of the UGC Act 1956)				
<b>BDES-ID-407: Revitalization of art &amp; craft</b>				
Periods/week		Credits		Max. Marks : 200
L: 0	T: 0	P: 0	S: 2	CONTINIOUS EVALUATION : 100
Duration of Examination: 3 Hrs			END SEM.EXAM : 100	
<b>Pre-requisites: None</b>				
<b>Course Type: Program elective</b>				

### Course Outcomes

The student will be able to

BDES-ID-407.1. recall basic concepts of Indian art and history.

BDES-ID-407.2. relate various styles of specific time periods.

BDES-ID-407.3. choose among the most suitable style according to client's needs.

BDES-ID-407.4. Analyze socio-economic reasons for design changes

BDES-ID-407.5. Apply and understand production and marketing strategies

BDES-ID-407.6. Develop strategies for the future craft bazaar

### PART-A

**Unit I:** An 'Overview of the Past', explains how craft skills developed over the centuries into highly specialised artistic forms, how it responded to economic and cultural changes up to the era prior to India's Independence.

1.1 Tries to interpret how craft in India became a specialised activity—so intricate and complex that it required entire communities to specialize in the production of a certain craft product.

**Unit II:** Describes the beauty and brilliance of Indian crafts and the wealth of raw material that attracted European traders to forge trading relations with India that eventually led to colonial rule. During the colonial period it was the European industrial revolution that threatened the handicrafts industry in India. It was this period that brought to focus the machine-versus-hand debate.

**Unit III:** Traditional Styles of different Indian cultures - their art, design & decorations of homes accessories across the states in India including Rajasthan, Gujarat, Andhra, Tamil Nadu, Madhya Pradesh etc.

### PART-B

**Unit IV:** Outlines Gandhiji's unique philosophy of swaraj, by which villages became self-sufficient by meeting all village needs through crafts and handmade products rather than becoming dependent on industry and machines.

#### Unit V: CRAFTS REVIVAL

- ❖ Handloom and Handicrafts Revival
- ❖ The Crafts Community Today
- ❖ Production and Marketing

#### Unit VI: STRATEGIES FOR THE FUTURE

- ❖ Crafts Bazaars
- ❖ Craft in the Age of Tourism
- ❖ Design and Development

**Text Books/ Reference Books:**

1. Dr. Leslie Pina, 2009, Furniture in History: 3000 B.C - 2000 A.D, 2nd edition, Pearson
2. Karla J. Nielson and David A Taylor, 2002, Interiors An Introduction, 3rd edition, Publishers-Mcgraw-Hill College.

**Software required/Weblinks:**

NONE

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (practical)

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS 0 1	PS 0 2
BDES-ID-407.1	3	1	1	1	2	-	-	-	-	2	-	2	-	-
BDES-ID-407.2	1	3	2	2	1	-	1	1	1	2	1	2	-	-
BDES-ID-407.3	2	2	1	2	3	-	1	1	2	2	2	1	-	3
BDES-ID-407.4	2	1	2	1	2	3	2	2	2	1	1	1	-	-
BDES-ID-407.5	2	1	2	1	3	1	-	2	2	2	2	1	2	-
BDES-ID-407.6	2	1	1	2	2	-	1	1	2	2	1	3	-	-

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 401: DESIGN STUDIO NARRATIVE FORMS AND TIME

Periods / Week				Credits		Max Marks	<b>400</b>
L	T	P	S	<b>7</b>		Internal / Continuous Assessment	<b>200</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>200</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

- BDES CD 401.1 **comprehend** the narrative forms needed for design
- BDES CD 401.2 **identify** the steps and the need of user research for story telling
- BDES CD 401.3 **analyze** aspects of storytelling and its benefits
- BDES CD 401.4 **compare** the traditional ways of storytelling and modern way of storytelling
- BDES CD 401.5 **develop** the VISUAL narrative principles required for interpreting and analyzing.
- BDES CD 401.6 **learn** about various ASPECTS of Storytelling and Design thinking.

### PART-A

#### Unit 1: History of Visual Storytelling – visual storytelling through ages

**1.1:**Importance of storytelling from prehistoric to modern day visual narrative.

#### Unit 2: Visual narratives and different media- design process, concepts,

Different genres of visual storytelling- news and information (photojournalism, photo essay, documentary film) entertainment (art, movies, television, books, and graphic novels).

#### Unit 3: Visualization of narratives- from different point of view

**3.1** Selecting a topic, project and working towards the ideation after brainstorming on the creative feasible ideas. These can be innovative, futuristic, realistic and imaginary.

#### Unit 4: Visual literacy and visualization

**4.1:**Visual literacy is the ability to analyze, ideate, evaluate, iterate, apply, or create conceptual visual representations. skills of visual representation to evaluate good or bad design, deconstruct it to redesign. to use them to create and communicate information, experience, entertainment, knowledge by new ways of depicting ideas.

**4.2** Creating an entire visual narratives project in the form of book, comics, animation clips.

### PART-B

#### Unit 5: Generating ideas and Designs using different platforms digital and analog medium- Selection of topic/ PROJECT utilizing complete VISUAL NARRATIVE PROCESS.

**5.1** Selection of technology (software, platform, media) skills and knowledge to develop the visual narratives.

**5.2** Application of created creatives on various platforms- digital. analogue into various media- comics, books, storyboards, graphic novels etc.

#### Unit 6: Project/ Assignment/ execution with complete design thinking process for various platforms as design output

**6.1** Creation of creatives for various purposes and various platforms.

**6.2** The design will have options to be tested for the feedback with the users.

**6.3** The testing can be online feedback/ offline feedback is an integral part of design process.

**6.4** The prototype model/ design is the project submission.

**Text Books/ Reference Books:**

1. Glaser, J. (2013). Career Building Through Using Digital Story Tools. The Rosen Publishing Group, Inc.
2. Kelley.T,Littman. J (2005) The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization
3. Gallo C.(2016)The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't
4. Millidge Gary Spencer (2009) Comic Book Design: The Essential Guide to Creating Great Comics and Graphic Novels

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination (PRACTICAL)

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 401.1	3	3	3	2	-	3	2	1	2	2	3	3	3	3	2
BDES CD 401.2	3	2	3	2	-	2	2	3	3	2	-	2	3	3	2
BDES CD 401.3	3	2	3	3	3	2	3	3	3	2	3	3	3	3	2
BDES CD 401.4	2	2	3	2	1	2	2	-	3	2	3	3	3	3	2
BDES CD 401.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD 401.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 402: PROJECT- CONTEXT OF VISUAL COMMUNICATION

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 402.1 **comprehend** the DESIGN CONCEPT- UNIVERSAL PRINCIPLES needed for design

BDES CD 402.2 **identify** the steps and the need of user research/ RESEARCH for VISUALIZATION

BDES CD 402.3 **analyze** aspects of VISUAL DESIGN

BDES CD 402.4 **compare** the traditional ways of VISUAL DESIGN and modern way of VISUAL DESIGN

BDES CD 402.5 **develop** the VISUAL DESIGNS based on the principles required for interpreting and analyzing.

BDES CD 402.6 **learn** about various ASPECTS of visual design.

### PART-A

#### Unit 1: History of Visual design – evolution of media with the advent of technology

**1.1** Importance of media, its use and its evolution in different eras and latest technology versus existing old style of communication

#### Unit 2: Universal principles of design

Considering all aspects of universal design principles.

#### Unit 3: Selecting a project (problem) from social issues- (for different media and platforms)

**3.1** Environment, global problems, psychological, sociological, physiological- considering color blind, children, visually impaired, hearing impaired, aged people. Selecting a topic, project and working towards the ideation after brainstorming on the creative feasible ideas. These can be innovative and real life problems.

#### Unit 3: Empathize, Research, brainstorm, ideate, design, prototype, test, iterate and implement.

**3.1** Plan the complete process with consideration of media, platforms, stakeholders, feasibility, users perspective, budget & need. Collecting data from interviews, online forms, primary and secondary research. analysis of data and finding solutions with options.

**3.2** Do the user research, map the user journey, create the task/ define the task, create personas and scenarios to test the interactivity with the product designed with real users.

### PART-B

#### Unit 4: Selection of topic/ PROJECT.

##### 4.1 Need identification of the problem- market and user research for need/ problem identification

Project plan considering Design methods, technology, process and execution of the final product.

#### Unit 5: Generating ideas and Designs using different platforms digital and analogue

**5.1** Selection of technology (software, platform, media) skills and knowledge to develop the designs.

**5.2** Application and checking suitability of creatives on various platforms- digital. analogue with various alternatives/ solutions

#### Unit 6: Project execution with complete design thinking process.

- 6.1 Creatives for sharing information, educating, entertaining, solving the problem in the best suitable way  
developing the prototype, test with real users and stakeholders
- 6.2 The feedback with the users is applied on design iterations.
- 6.3 The iteration can be tested again with the final outcome.
- 6.4 This prototype model/ design is the final submission with the presentation and report submission

**Text Books/ Reference Books:**

1. Wheeler. A (2017) Designing Brand Identity
2. Bringhurst .R (2013)The Elements of Typographic Style (v4)
3. Hyndman . S, (2016) Why Fonts Matter
4. Qvist-Sorensen, O., & Bastrup, L. (2019). *Visual collaboration: A powerful toolkit for improving meetings, projects, and processes.* John Wiley & Sons.
5. Kleon. A (2014) Show Your Work!

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Project  
 Development stage presentation  
 test analysis to validate the project feasibility  
 Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignments	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 402.1	3	3	3	2	-	2	2	3	2	2	3	3	3	3	2
BDES CD 402.2	3	2	3	2	-	2	2	3	3	2	-	2	3	3	2
BDES CD 402.3	3	2	3	3	3	2	2	3	3	2	-	3	3	3	2
BDES CD 402.4	2	2	3	2	-	2	2	2	3	2	3	3	3	3	2
BDES CD 402.5	3	2	3	2	-	2	3	3	-	2	-	-	3	3	2
BDES CD 402.6	3	2	3	2	1	2	3	3	2	2	3	1	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 403: PROJECT- TYPOGRAPHY IN CONTEXT

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 403.1 **comprehend** the typography, font design and its need for visual design

BDES CD 403.2 **identify** the steps and the need of creating fonts, typography and its structure, readability and legibility

BDES CD 403.3 **analyze** aspects of type design

BDES CD 403.4 **compare** the traditional ways of typeface design and digital typography- unicode fonts

BDES CD 403.5 **develop** the VISUAL DESIGNS based on the typography and font design.

BDES CD 403.6 **learn** about various ASPECTS of Type design.

## PART-A

### Unit 1: History of typography and printing

**1.1** Importance of typography its use and its evolution with different eras and latest technology, digital typography and its use in various platforms and media

### Unit 2: Structure of Type design, rules, typography and calligraphy

Study of old master's typography work and manuscripts in Roman Script.

Aspects of typography principles in Indian scripts and Roman. the difference between roman and Indic

scripts, letterforms, its structure and its combination and variation with different font families

### Unit 3: Selecting a type design project from any script, language and platform Research, brainstorming, ideation, designing characters & test.

**3.1** Designing typographic composition, concrete creation of font using in a particular script.

**3.2** Size, style weight and best suitable different point and with expressive typography

**3.3** Different platforms and media for different purposes.

## PART-B

### Unit 4: Selection of language / script as a project.

**4.1** Need identification of the design problem- 3 defect in typography  
study the various fonts available - the need to create a special font with a special need; plan the project  
considering Design methods, technology, process and execution of the final product.

### Unit 5: STUDY OF TYPE DESIGN AND ITS PARTS/ Generating Type Designs creating DIGITALLY

**5.1** Selection of technology (software, platform, media- for print and digital, electronic)

**5.2** Calligraphy in Roman and Indic Script on paper Digital calligraphy, ornamental letter forms and its use  
in text. Designing of basic letterforms in your script



**Unit 6: Project execution with complete solution as a STUDY of font design.**

- 6.1** Font types, style, weight and size to be checked with various designs, platforms,
- 6.2** the readability of the fonts checked with real readers
- 6.3** The gaps, loopholes can be rectified and iterated with corrections on the basis of the feed back.
- 6.4** This final design is submitted with the presentation and report.

**Text Books/ Reference Books:**

1. Hyndman . S, (2016) Why Fonts Matter
2. Bringhurst .R (2013)The Elements of Typographic Style (v4)
3. Garfield .S (2011) Just My Type
4. Kleon. A (2014)Show Your Work!
5. Rand. P (2016) A Designer's Art

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

- Project
- Development stage presentation
- test analysis to validate the project feasibility
- Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

<b>Co statemen t</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>P O 5</b>	<b>P O 6</b>	<b>P O 7</b>	<b>P O 8</b>	<b>P O 9</b>	<b>P O 10</b>	<b>P O 11</b>	<b>P O 12</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
BDES CD 403.1	3	3	3	2	2	-	-	-	3	3	3	3	3	3	3
BDES CD 403.2	3	2	3	2	-	1	-	3	3	2	-	2	3	3	2
BDES CD 403.3	3	2	3	3	3	1	-	-	3	2	3	3	3	3	2
BDES CD 403.4	3	2	3	3	3	2	-	2	3	2	3	-	3	3	2
BDES CD 403.5	3	2	3	2	1	2	-	3	2	2	3	2	3	3	2
BDES CD 403.6	3	2	3	2	1	2	-	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 404: PROJECT-VISUALIZING EXPERIENCE

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 404.1 **comprehend** the visualization, brainstorming, ideation, need identification for visual design

BDES CD 404.2 **identify** the steps and the need of creating visual design - publication design, information graphics, branding, corporate identity, GUI, UX design for website and app.

BDES CD 404.3 **analyze** aspects of visual design, composition, colour scheme, typography, content, Interactivity, digital platform limitation, hierarchy of the information, culture/ tradition based design options.

BDES CD 404.4 **compare** the existing products/ design in the market

BDES CD 404.5 **develop** the VISUAL DESIGNS for different focused groups as the users, consumers, stakeholders with varied interest and needs- accessibility, social issue, psychological issues, scientific, environmental, global.

BDES CD 404.6 **learn** about various ASPECTS of visual design.

### PART-A

#### Unit 1: Visual communication - visualization and creativity

**1.1** Importance of creativity/ skills- software skills, hands **Visual communication - visualization and creativity** skills, knowledge about the global designs and its use and its evolution with different eras/ culture/ civilization and latest technology, digital context and its use in various platforms and media

#### Unit 2: Structure of Graphic design- information graphics and visualization

understanding the various ways to depict information- visualizing maps, charts , diagrams, timeline for representing information with the principles of design.

#### Unit 3: Selecting a design project for any problem

**3.1** Explorations in visualizing information. Design of information- with exploration of medium, budget, need, choice of the clients and users

#### Unit 3: Research, brainstorming, ideation, designing characters & test.

**3.1** Different methods, techniques with different media

**3.2** Exploration of the design execution on different media/ platforms- digital, print.

### PART-B

#### Unit 4: Selection of a project/problems- selection of a user group

##### 4.1 Need identification of the design problem.

Research and study the various solutions available- the need to create a project, its feasibility, its demand, market; plan the project considering Design methods, technology, process and execution of the final product.

#### Unit 5: Generating Designs creating on software - Adobe Indesign, photoshop, illustrator

**5.1** Selection of technology (software, platform, media- for print and digital, electronic)

**5.2** Design the complete infographics, in various shapes, sizes and contents.

**Unit 6: Project execution with complete solution as an Information system design.**

**6.1** Implementation with various design options on varied platforms.

**6.2** The feedback of the design with real users.

**6.3** The design can be iterated with corrections on the basis of the feedback by the client, users.

**6.4** This final design is submitted with the presentation and report.

**Text Books/ Reference Books:**

1. Tufte, Edward R; VisualExplanations-images and quantities, evidence and narrative.
2. HerdegWalter; Graphicdiagrams, The graphic press, Tufte, Switzerland.
3. Collectif (2020) A DICTIONARY OF COLOR COMBINATIONS VOL.2 (English and Japanese Edition)
4. Pollock. N (2020) Japanese Design Since 1945

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Presentation and report submission	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 404.1	3	3	3	2	3	2	2	3	2	2	3	3	3	3	2
BDES CD 404.2	3	2	3	2	-	2	2	3	3	2	-	2	3	3	2
BDES CD 404.3	3	2	3	3	3	2	2	3	3	2	3	3	3	3	2
BDES CD 404.4	3	2	3	-	-	2	1	1	3	2	3	3	3	3	2
BDES CD 404.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD 404.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 501: MINOR PROJECT – I (STOP MOTION ANIMATION)

Periods / Week	Credits	Max Marks	<b>400</b>
L T P S	<b>4</b>	Internal / Continuous Assessment	<b>200</b>
<b>0 0 2 3</b>			
Duration of Examination	<b>3 hrs Practical</b>	End Semester Exam	<b>200</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 501.1 **comprehend** the project and its process, technology, skills, techniques, knowledge, and management required.

BDES AN 501.2 **identify** animation principles and exploring various techniques

BDES AN 501.3 **analyze and focus** on principles that utilize key aspects of the required software.

BDES AN 501.4 **compare** the existing projects/stop motion animation clips/ videos - globally acclaimed

BDES AN 501.5 **produce** quality animations from your own understanding.

BDES AN 501.6 **learn** the production process of animation including writing a treatment, storyboarding, timing through animatics and final rendered animations.

### PART-A

#### Unit 1: Introduction to stop motion animation.

Its use in today's trend of animation. How stop motion animation came into use.

Types of stop motion animation. Latest trend in stop motion animation Cut-out animation (cardboard sets, houses, layouts designing).

#### Unit 2: Overview of Interface, writing a Treatment and Methods to implement them

Introduction to the techniques: Pixilation, Graphic animation, Go motion, Silhouette animation. Story vs Theme, Visual Techniques for Theme/Story: Creating a mood, Color, Texture, Composition

#### Unit 3: Basic Animation

Principles of Animation: Key-frames, In-betweens, Cycles, Morphing, Timing and Spacing Charts Squash and Stretch, Slow In, Slow Out, Squash and Stretch, Timing, Anticipation, Walk and Run, Overlapping Action, Attitude.

### PART-B

#### Unit 4: Review of techniques

Clay animation, stop motion shooting technique, animation set designing (table top), Clay character modeling table-top model lighting, technique of working in groups. Rotoscope Technique: Cycles, Locomotion

#### Unit 5: Demonstration and Bringing Shapes to Life

Flip Books using short gags and moral stories. Puppet animation using classical animation, Acrylic Color Landscape using layers. Creating a Character Ready for Animation, Staging, Solid Drawing, Appeal. Character Design-Puppet, Reference, Personality.

#### Unit 6: Animatic Sound for Animation

**Text Books/ Reference Books:**

1. Richard Williams, " The Animator's Survival Kit".
2. Susannah Shaw, "Stop Motion: Craft Skills for Model Animation 0002 Edition", Focal Press.
3. Ternan, M. (2013). Stop motion animation: how to make and share creative videos (Vol. 1, No. 1). Barron's.
4. Purves, B. (2010). Basics animation 04: Stop-motion (Vol. 4). Ava Publishing.

**Instructions for paper setting:** One topic can be chosen by a student he/she has to use the complete production process to do the creative work within 3 hrs.

**Assessment Tools:**

Project- Each student will create a stop motion animated film, 15-30 seconds in length. Material can be soft clay, paper, any non-living object, etc.

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
<b>BDES AN 501.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 501.2</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 501.3</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 501.4</b>	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
<b>BDES AN 501.5</b>	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES AN 501.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 502: 3D ANIMATION - I

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>			End Semester Exam	<b>100</b>
Duration of Examination				<b>3 hrs Practical</b>			

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 502.1 **acquire** knowledge about 3D software and **discuss** the 3D Modeling process

BDES AN 502.2 **about** different type of 3d modeling like polygon

BDES AN 502.3 **impart** the practical knowledge about Texturing & Shading, fundamentals of lighting and camera, learn about rendering

BDES AN 502.4 **learn** basic fundamentals of rigging and 3D animation

BDES AN 502.5 **understand** and use the difference animation principles for 3d animation, 3D animation for films and videos.

BDES AN 502.6 **understand** the difference constrains: parent, point, orient, scale, Aim, pole vector, motion path.

### PART-A

**Unit 1: Overview of 3D Modeling, Uses of 3D modeling in Industries.**

Introduction to 3D interface, Modeling tools, Polygon modeling, Basic Inorganic and organic modeling, Hard surface modeling, Create interior and exterior scene, Props modeling and Low poly modeling for gaming.

**Unit 2: Polygon Modeling:**

Understanding Polygon Geometry, Polygon Vertices, Polygon Edges, Polygon Faces, Working with Smooth Polygons, Using Smooth Mesh Polygons, Editing Polygon Components. –, Create the Shape for the Torso, Adding Components, Insert Edge Loops, Extruding Polygons, Edge Creasing, Mirror Cut.

**Unit 3: Texture Mapping and Shading Techniques:**

Un-wrapping UVs. Understanding Material and Different types Shader, Understating texturing concept, texture mapping. Fundamentals of lighting design, Computer generated lighting. Fundamental of Camera. Rendering techniques with different type of render engine, Basic lighting, point light. Direction light, Image based mapping for texture.

### PART-B

**Unit 4: Introduction to use of rigging and animation in films.**

Explain basic fundamentals of rigging and animation. Brief explain Joints/bones, hierarchy, and basic tools. Rigging Skeletons components, Building Skeleton, posing skeletons, IK handles, IK solvers, IK/FK blending. Setup joint chain, pose with forward or inverse kinematics. Blend FK and IK, Skeletons and IK nodes.

**Unit 5: General Animation:**

Powerful Key framing Tools, Key framing, First Cut, copy and paste of animated objects in the timeline, Animation play blast for rapid review of complex scenes,



**Text Books/ Reference Books:**

1. Dariush Derakhshani, "Introducing Autodesk Maya 2013 Guide", Wiley India Pvt Ltd (2012).
2. Maya Manual By: Lavender Daniel
3. Autodesk Maya 2018 basics guide by Kelly Murdoch
4. The Animator's Survival Kit by Richard Williams
5. The Illusion of Life: Disney Animation by Ollie Johnston & Frank Thomas
6. Acting for Animators by Ed Hooks

**Instructions for paper setting:** Students will create a 3D model (Inorganic/ organic) with proper texturing & shading. They will also rig and animate the model in 3hrs.

**Assessment Tools:**

Project  
Development stage presentation  
test analysis to validate the project feasibility  
Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
<b>BDES AN 502.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 502.2</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 502.3</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 502.4</b>	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
<b>BDES AN 502.5</b>	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES AN 502.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 503 : 2D ANIMATION LAB

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 503.1 **impart** the practical knowledge about the digital 2D animation and software like Adobe Animate.

BDES AN 503.2 **recognize, locate and navigate** through user interface, various panels and tools.

BDES AN 503.3 **understand, create, and edit** symbols and uses.

BDES AN 503.4 **learn** about filters and instances to understand perspective view.

BDES AN 503.5 **explore** the possibilities of interactive media through the software.

BDES AN 503.6 **create** social media animated posters with sound and learn to publish your design

### PART A

**Unit 1: Creating animation:**

Animation basics, creating motion, create key frames, Representations of animation in the Timeline, Frame rates, and Frame-by-frame animation. Onion skinning, Extend still images, Mask layers, Using Timeline effects, twinned animation, Special effects.

**Unit 2: Onion skinning**

Extend still images, Mask layers, Using Timeline effects, twinned animation, Special effects. Filter, Animation Filters, create preset filter libraries, Blend modes in Flash, working with text, working with sound, working with video.

**Unit 3: Motion presets:**

Getting Started with Motion Presets, modifying a Motion Tween, Stretching Tween Spans, Save Custom Presets & Create Layer Folders, Moving Tween Spans, Setting Static Frames, Building a Test Movie.

### PART B

**Unit 4: Creating A Motion Tween:**

Adding a Motion Tween, Setting Property Key frames for Scale & Rotation, creating a Motion Tween from a Shape, Easing Key frames, creating a Fade-in by Adjusting the Alpha, Making a Motion Preset.

**Unit 5: Animation techniques:**

Importing Slideshow Content, working in a Movie Clip Timeline, Animating the First Image in the Slideshow, Non-linear Animation, Swapping Objects, Using the Distribute to Layers Command, Adjust Timeline View Options & Animation Timing.

**Unit 6: Using sound & video and publishing your site:**

Adding a Sound File to the Timeline, Adding Sound to a Button, Encoding Video for Import into Flash, Set Import Options & Choose a Player Skin, flv Playback. Component & Component Inspector Flash Video for Action Script 2 & Older Players. Overview of Flash Publish Settings, Compression in Bitmaps & Sounds, Other Flash Publish Settings, Publishing Flash Movie.

**Text Books/ Reference Books:**

- Flash Professional Bible Published by Wiley Publishing (Robert R & Snow D.)
- Labrecque: Learn Adobe Ani CC Mul by Joseph Labrecque and Rob Schwartz
- Adobe Animate CC Classroom in a book (2018)
- Adobe Creative Team, "Adobe Flash CS6 Classroom in a Book", Pearson 2012.

**Instructions for paper setting:** Students will create basic digital 2D animation like Gif and loop animation for social media platform, cut out animation using sketches, morphing objects and digital graphic motion.

**Assessment Tools:**

Project  
 Development stage presentation  
 test analysis to validate the project feasibility  
 Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
<b>BDES AN 503.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 503.2</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 503.3</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 503.4</b>	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
<b>BDES AN 503.5</b>	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES AN 503.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 504: WRITING FOR ANIMATION

Periods / Week				Credits		Max Marks	<b>100</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>50</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>				
Duration of Examination				<b>2 hrs Theory</b>		End Semester Exam	<b>50</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 504.1 **Understand** the basic concepts and techniques of script writing for animation.

BDES AN 504.2 **make** students aware about the basic genres of writing and help them to blend it with animation.

BDES AN 504.3 **Comprehend**, analyze and produce original writing shots, scenes and sequences.

BDES AN 504.4 **Develop** a sense of storytelling, particularly through cinematic techniques.

BDES AN 504.5 **Develop** an appreciation of the goals and practices of writing for animated films

BDES AN 504.6 **able** to create their own scenarios and stories.

### PART A

**Unit 1: Introduction to storytelling.**

Difference in storytelling in different medium, Theatre-cinema-television, storytelling from behind the screen.

**Unit 2: Introduction to writing-development of story:**

subject, theme & plot, role of language in writing, fiction vs non- fiction.

**Unit 3: Experimenting with techniques for visual storytelling:**

structure, story building, writing for animation according to different genres.

### PART B

**Unit 4: Examining indigenous narratives:**

both contemporary, and traditional to gain an understanding of storytelling methods pertinent to our culture.

**Unit 5: An exposure to various animation techniques.**

Creating dramatic flow, planning, pacing, sequencing, organizing visual flow and continuity in storyboards, coordinating character, scene length, pace of action, Choreographing scene change and camera movement, Planning, examining, analyzing and, pacing character behavior,

**Unit 6: Creating an Animated Series. Writing a Presentation, Bible & Pilot.**

Basic overview, how to write a premise, developing your story beats, how to write an outline, how to write a script, writing description. writing dialog, how to write funny stuff, feature, internet & sample scripts,

**Text Books/ Reference Books:**

1. Christy Marx, « Writing for Animation, Comics, and Games », Focal Press (1 September 2005).
2. Jean Ann Wright, « Animation Writing and Development: From Script Development to Pitch (Focal Press Visual Effects and Animation) », Focal Press (17 February 2005).
3. Jeffrey Scott, « How to Write for Animation », Overlook Hardcover; 1 Edition (10 June 2002).
4. Frank Thomas and Ollie Johnston, « The Illusion of Life », Disney Publications.

5. Karen Sullivan, Kate Alexander, AubryMintz and Ellen Besen, « Ideas for the Animated Short: Finding and Building Stories », Focal Press; 2 edition (12 April 2013).

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03
BDES AN 504.1	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
BDES AN 504.2	3	1	2	2	3	2	3	-	2	2	-	3	3	3	2
BDES AN 504.3	3	3	2	3	2	-	-	-	1	3	-	3	3	3	2
BDES AN 504.4	3	3	2	3	2	-	-	-	2	2	-	3	3	3	3
BDES AN 504.5	3	3	3	3	3	-	-	-	-	-	-	2	3	3	-
BDES AN 504.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 505: ART OF CINEMATOGRAPHY

Periods / Week				Credits		Max Marks	<b>100</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>50</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>				
Duration of Examination				<b>2 hrs THEORY</b>		End Semester Exam	<b>50</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 505.1 **explore** the art of visual storytelling

BDES AN 505.2 **effectively** use the camera, lighting, and other tools to convey their message.

BDES AN 505.3 **examine** the art of photography and video,

BDES AN 505.4 **explore** how to create a mood in a scene with lighting techniques.

BDES AN 505.5 **use** over 100 examples of movies, videos, and music videos to illustrate how cinematographic techniques are applied and used in the professional world.

BDES AN 505.6 **benefit** from learning how to tell a story effectively with their camera, and how to communicate something to their audience with images.

### PART A

#### **Unit 1: Introduction to Cinematography and Visual Storytelling**

Concept of cinematography, Visual Storytelling, Photography, Exposure Times, Photography as Art, Images as Communication, The Power of the Image, Messages Hidden in Images, Communicating Your Message, The Frame, Aspect Ratio.

#### **Unit 2: Camera Placement**

Camera Distance Examining a Shot, Shot Types, Extreme Long Shot, Long Shot, Medium Long Shot, Medium Shot, Medium Close Up and Close Up, Extreme Close Up, Shot Size and Lenses, Over the Shoulder Shot, Two Shot, Camera Height, Eye Level Height, High Angle, Low Angle, The "Hero" Shot, Objective and Subjective Camera Work, Audience Viewpoint, First-Person Viewpoint, Third-Person, Restricted Viewpoint, Omniscient Viewpoint, Point-of-View Shot, Analyzing "Vertigo".

#### **Unit 3: Camera Movement**

When Was the Camera Moved First?, Camera Movement Types, Motivated Camera Movement, The, Panning Shot, The Tilt Shot, The Tracking Shot, The Circular Move, The Push-In Shot, The Pull-Out Shot,, The Crane Shot, The Handheld Shot, The Steadicam Shot, The Aerial Shot, Moving the Camera Successfully, Static Shots, Significant Camera Movement.

### PART B

#### **Unit 4: Lighting Tools**

What Can Light Do for Us?, Illumination, Depth and Shape, Texture, Mood, Telling a Story, Properties of Light, Angle, Color, Diffusion. Professional Lighting Tools, Safety, Arriflex, Light Meters, Improvised Lighting Tools.

#### **Unit 5: Creative Lighting**

Three-Point Lighting, The Key Light, The Fill Light, The Back Light, Effective Use of Three-Point Lighting, Practical Lighting Applications, Lighting Analysis, Lighting the Face, Visual Intensity, Contrast and Affinity, Contrast in Color, Evaluating Color Contrast, Storytelling with Lighting, How Does Light Help Tell a Story?.

## Unit 6: Continuity

The Edited Scene, Analysis, Structure in the Scene, Editing in the Scene, Editing and the Cinematographer, Maintaining Continuity, Types of Continuity, Continuity of Time: Present, Past, Future. Conditional Time, Continuity of Time, Continuity of Space, Content Continuity, Lighting Continuity, Flexibility, Directional Continuity, The 180 Line, Crossing the Line, Cutting The 20/30 Rules, The Content Cut, The Action Cut. The POV Cut, The Conceptual Cut, The Jump Cut.

### Text Books/ Reference Books:

1. Brown, B. (2016). Cinematography Theory and Practice: Imagemaking for Cinematographers & Directors. Routledge.
2. Fielding, R. (2013). The technique of special effects cinematography. Routledge.
3. Wheeler, P. (2012). Practical cinematography. Routledge.
4. Malkiewicz, K., & Mullen, M. D. (2009). Cinematography. Simon and Schuster.
5. Ablan, D. (2002). Digital cinematography & directing. New Riders.

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES AN 505.1	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
BDES AN 505.2	3	1	2	2	3	2	3	-	2	2	-	3	3	3	2
BDES AN 505.3	3	3	2	3	2	-	-	-	1	3	-	3	3	3	2
BDES AN 505.4	3	3	2	3	2	-	-	-	2	2	-	3	3	3	3
BDES AN 505.5	3	3	3	3	3	-	-	-	-	-	-	2	3	3	-
BDES AN 505.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 501: PROJECT-DESIGN PRACTICE

Periods / Week				Credits		Max Marks	400
L	T	P	S	9		Internal / Continuous Assessment	200
0	0	0	9				
Duration of Examination				3 hrs Practical		End Semester Exam	200

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 501.1 **comprehend** the PROJECT and its process, technology, skills, techniques, knowledge, and management required.

BDES CD 501.2 **identify** the steps and the need of conceptualizing an innovative approach or redesigning of a  
Design project-research, Branding and promotion, visual designs for various problems- signage system design, packaging design, product graphics, book, comics, magazine/ newspaper design, UX, UI design, website/ app design

BDES CD 501.3 **analyze** aspects of visual design- composition, colour symbolism, typography, content, interactivity, limitation with digital/ analogue platform, hierarchy of the information, culture/ tradition based designs options.

BDES CD 501.4 **compare** the existing products/ design-globally acclaimed

BDES CD 501.5 **develop** the VISUAL DESIGNS for different problems from accessibility, social issue, psychological issues, scientific, environmental, global.

BDES CD 501.6 **learn** about various ASPECTS of visual design.

## PART-A

### Unit 1: Visual communication - visualization and creativity

**1.1** Importance of creativity/ skills- software skills, hands skills, knowledge about the global designs and its use and its evolution with different eras/ culture/ civilization and latest technology, digital context and its use in various platforms and media

### Unit 2: Structure of Graphic design- information graphics and visualization

Understanding the various ways to depict information- visualizing maps, charts, diagrams, timeline for representing information with the principles of design.

### Unit 3: Selecting a design project for any problem

**3.1** Explorations in visualizing information. Design of information- with exploration of medium, budget, need, choice of the clients and users

### Unit 3: Research, brainstorming, ideation, designing characters & test.

**3.1** Different methods, techniques with different media

**3.2** Exploration of the design execution on different media/ platforms- digital, print.

## PART-B

### Unit 4: Selection of a project/problems- selection of a user group

#### 4.1 Need identification of the design problem.

Research and study the various solutions available- the need to create a project, its feasibility, its demand, market; plan the project considering Design methods, technology, process and execution of the final product.



**Unit 5: Generating Designs creating on software - Adobe Indesign, photoshop, illustrator**

**5.1** Selection of technology (software, platform, media- for print and digital, electronic)

**5.2** Design the complete infographics, in various shapes, sizes and contents.

**Unit 6: Project execution with complete solution as an Information system design.**

**6.1** Implementation with various design options on varied platforms.

**6.2** The feedback of the design with real users.

**6.3** The design can be iterated with corrections on the basis of the feedback by the client, users.

**6.4** This final design is submitted with the presentation and report.

**Text Books/ Reference Books:**

1. Tufte, Edward R; Visual Explanations-images and quantities, evidence and narrative.
2. Herdeg,Walter; Graphic diagrams, The graphic press, Tufte, Switzerland.Collectif (2020) A DICTIONARY OF COLOR COMBINATIONS VOL.2 (English and Japanese Edition)
3. Pollock. N (2020) Japanese Design Since 1945

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 501.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD 501.2	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD 501.3	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD 501.4	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
BDES CD 501.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD 501.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 502: RESEARCH THROUGH DESIGN

Periods / Week				Credits	Max Marks	400
L	T	P	S	4	Internal / Continuous Assessment	200
0	0	0	4			
Duration of Examination				3 hrs Practical	End Semester Exam	200

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

BDES CD 502.1 **Comprehend** the research in design and Practice

BDES CD 502.2 **identify** the steps involved in research in HCI design

BDES CD 502.3 **analyze** aspects of visual design- composition, colour symbolism, typography, content, interactivity, limitation with digital hierarchy of the information, culture/tradition based designs options.

BDES CD 502.4 **compare** the existing products/ design-globally acclaimed

BDES CD 502.5 **develop** the VISUAL DESIGNS for different problems from accessibility, social issue, psychological issues, scientific, environmental, global

BDES CD 502.6 **learn** about various ASPECTS of visual design- as GUI, aesthetically alleviating cognitive load

### PART-A

#### Unit 1: Global approach - Its need for user experience design

Importance of research through design while using skills, knowledge about the global designs and its use and its evolution with different eras/ culture/ civilization and latest technology, digital context and its use in various platforms and media " possibility of design on the basis of design practice -artistically/creatively making objects, interventions, processes to gain knowledge"

#### Unit 2: Historical tradition of three main design paradigms (i.e., applied arts, engineering, and human-centered paradigms

2.1 Understanding the various ways to depict information-representing information

2.2 design research - study "design" and to communicate that knowledge, to communicate the findings.

#### Unit 3: Paradigm shifts in other fields like global media studies, social informatics, and technical communication.

**3.1** Explorations in visualizing information. Design of information- with exploration of medium, budget, need, choice of the clients and users- the ultimate aim to design a solution based on research

#### Unit 4: Cultural differences to global design .

**4.1** Cultural differences in this book refer to the differences that emerge from various categorical identifications such as ethnicity, race, age, class, religion, gender, sexuality, and ability and manifests as ways of life. The research on impact on design solutions based on the se parameters and factors.

## PART-B

### Unit 5: How should we design with, across, and for cultural differences

The culturally localized user experience (CLUE) approach is thus developed into the approach of culturally localized user engagement and empowerment (CLU EE), simplified as the CLUE<sup>2</sup> (CLUE-squared) approach. Examples of race construction and social media design cases are provided to enrich the discussion.

#### Generating Designs creating on software - Adobe In design, Photoshop, Illustrator, XD

**5.1** Selection of research topic for technology and medium (software, platform, media- for print and digital, electronic)

**5.2** Design the complete project in UX, UI or Advertising design, product or services or app or website design.

### Unit 6: Project execution with complete solution as based on design research and report.

**6.1** Implementation with various design options on varied platforms.

**6.2** The feedback of the design with real users/ usability testing.

**6.3** The design can be iterated with corrections on the basis of the feedback by the client, users.

**6.4** This final design is submitted with the presentation and report with findings based on research.

Text Books/ Reference Books:

#### Tufte, Edward R; Visual Explanations-images and quantities, evidence and narrative.

1- Herdeg, Walter; Graphic diagrams, The graphic press, Tufte, Switzerland.

2- Collectif (2020) A DICTIONARY OF COLOR COMBINATIONS VOL.2 (English and Japanese Edition)

3- Pollock. N (2020) Japanese Design Since 1945

Kelly, A. E., Lesh, R. A., & Baek, J. Y. (Eds.). (2014). *Handbook of design research methods in education: Innovations in science, technology, engineering, and mathematics learning and teaching*. Routledge.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

#### Assessment Tools:

Project

Development stage presentation

test analysis to validate the project feasibility

Term end examination (PRACTICAL)

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 502.1	3	1	1	1	3	-	-	1	2	1	1	2	3	3	2
BDES CD 502.2	1	2	1	2	3	-	1	-	2	1	-	2	3	3	2
BDES CD 502.3	1	1	-	-	3	2	1	-	2	-	-	3	3	3	2
BDES CD 502.4	1	2	1	2	3	-	1	-	2	1	-	2	3	3	2
BDES CD 502.5	2	1	1	-	3	-	1	-	3	3	1	2	3	3	2
BDES CD 502.6	3	2	2	2	3	1	2	1	2	1	2	1	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 503: SOCIAL MEDIA CULTURE

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>				
Duration of Examination				<b>2hrs Theory Paper</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

#### The student will be able to:

BDES CD 503.1 **comprehend** the social media and culture in today's context-updating the technology based information according to current scenario.

BDES CD 503.2 **identify** the steps and the need of conceptualizing an innovative approach or redesigning of a Design project-research, visual designs for various platforms and social media-  
UX, UI design, website/ app design for social media design

BDES CD 503.3 **analyze** aspects of social visual design- composition, colour symbolism, typography, content, Interactivity, limitation with digital platform, hierarchy of the information, culture/ traditionbased designs options.

BDES CD 503.4 **compare** the existing latest design-globally acclaimed/ universally accepted- its IA, GUI, UI, UX

BDES CD 503.5 **develop** the understanding for VISUAL DESIGNS for different social media considering accessibility, social issue, psychological, behavioral issues, scientific, environmental, global and cultural.

BDES CD 503.6 **learn** about various ASPECTS of Social visual design.

### PART-A

**Unit 1: Social media and culture in today's context**-an overview of technology based information according to current scenario, with **visualization and creativity for various platforms and media.**

**1.1** Importance of creativity/ skills- software skills, hands skills, knowledge about the global designs and its use and its evolution with different culture and latest technology, digital context and its use in various platforms and media

**Unit 2: Structure of Social media design- GUI, UX, UI information graphics and visualization of the complete layout of various social media**

**2.1** Understanding the various ways to depict/ share/ design the information- visualizing various social media platforms, Information architecture, Hierarchy of information with market and user research

### **Unit 3: SELECTION OF NEW**

**3.1** Explorations in visualizing social media –Globally with various fields and problems and networks. Design of information- with exploration of medium- user research, budget, need, choice of the clients and users

### **Unit 4: Research, brainstorming, ideation, designing & test.**

**3.1** Different methods, techniques and design ideas for different social media/ platforms

**3.2** Exploration of the design execution.

## **PART-B**

### **Unit 4: Neomillennial user experience design strategies**

#### **4.1 Need identification/ research of the design problem for the millennial.**

Research and study the various solutions available- the need to create a project, its feasibility, its demand, market; plan the project considering Design methods, technology, process and execution of the final product.

### **Unit 5: Design principles and Guidelines for social media**

**5.1** Design principle for social media-

**5.2** Color theory, color coding, layout and complete Social media- website/ app with responsive designs with various grids.

### **Unit 6: Social Media design and its impact on society**

**6.1** The design thinking and its process , methodology for the design .

**6.2** The content- visual and text and the ratio of the information and interactivity.

**6.3** the complete journey of a user on a social media design.

### **Text Books/ Reference Books:**

- 1- Baird, D. E., & Fisher, M. (2005). Neomillennial user experience design strategies: Utilizing social networking media to support "always on" learning styles. *Journal of educational technology systems*, 34(1), 5-32.
- 2- Hansen, D., Shneiderman, B., & Smith, M. A. (2010). *Analyzing social media networks with NodeXL: Insights from a connected world*. Morgan Kaufmann.
- 3- Rennie, F., & Morrison, T. (2013). *E-learning and social networking handbook: Resources for higher education*. Routledge.
- 4- Herdeg, Walter; *Graphic diagrams*, The graphic press, Tufte, Switzerland.
- 5- Collectif (2020) *A DICTIONARY OF COLOR COMBINATIONS VOL.2* (English and Japanese Edition)

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

### **Assessment Tools:**

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 503.1	3	1	1	1	3	-	-	3	3	2	3	3	3	3	2
BDES CD 503.2	1	2	1	2	3	-	1	3	3	2	3	3	3	3	2
BDES CD 503.3	1	1	-	-	3	2	1	3	3	2	3	3	3	3	2
BDES CD 503.4	1	2	1	2	3	-	1	2	3	2	3	2	3	3	2
BDES CD 503.5	2	1	1	-	3	-	1	3	2	2	3	2	3	3	2
BDES CD 503.6	3	2	2	2	3	1	2	3	2	2	3	3	3	3	2



**MANAV RACHNA INTERNATIONAL INSTITUTE OF  
RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

**BDES CD 504 : GRAPHICS FOR WEB DESIGNING**

Periods / Week	Credits		Max Marks	<b>200</b>
L	T	P	S	Internal / Continuous Assessment
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	
Duration of Examination		<b>3 hrs Practical</b>		End Semester Exam
				<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES CD 504.1 **define** the design problem for web site/ web banner/ e mailer etc

BDES CD 504.2 **apply** suitable design solution in context to lay outing/ selection of typography, colour/ interactivity

BDES CD 504.3 **express** ideas/concept for web site, web banner etc using software like Flash/ Dream waver/ HTML etc.

BDES CD 504.4 **recognize** different types/ size of web banner

BDES CD 504.5 **analysis** the effectiveness of a website in context to its design

BDES CD 504.6 **produce** website graphics like GIFs, Banners, interactive informative ads.

**PART A**

**Unit 1: Image Fundamentals:**

Digital image, pixels, Resolution, Raster/ Vector images, Bitmap graphics, creating new image files, editing operations, working on images, various file formats: Bitmap, PSD, JPEG, PNG, TIFF, and GIF.

**Unit 2: Understanding Vector & Raster Images for webpages**

Adding Images, Aligning the image, using Images as a link, Using Background images. Web related functions of Photoshop: Tools, Functions, Shortcut keys, Layers Images. Placing, Resizing, Resolution, Optimizing, Color (RGB) (CMYK), Web Safe Colors. Slicing the page, saving & naming.

**Unit 3: Introduction to Dreamweaver**

Dreamweaver Interface Basics, Type of Views, Standard Tool Bar, Layout Tool Bar, Text Tags, Forms in Dreamweaver, Template Design in Dreamweaver, Importing a website design and publish your website.

**PART B**

**Unit 4: Graphics for web using Flash (Animate)**

Introduction to Vector Animation, Introduction to Adobe Flash, Tools in Adobe Flash, Shape Tween and Motion Tween, Frame Animation, Various Flash Effects, Creating Flash Banners, Creating Flash Intro's, Creating Flash Website, Basics of Action Scripting.

**Unit 5: Concept of Multimedia:**

Picture/Graphics, Audio and Video format. Optimizing images for Web Publications: Choosing right graphic Format, Controlling Dither, Image Slicing (Creating, Editing and Saving Slices)

**Unit 6: Practice and Exploration**

Simple webpage template design, How to create banner design, Advertising Design for website, How to Create Animation (GIF) in Photoshop. Designing Web Banners and Web Buttons for websites with the help of software.

**Text Books/ Reference Books:**

1. Designing with Web Standards by Jeffrey Zeldman
2. Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition by Steve Krug
3. Web Applications : Concepts and Real World Design, Knuckles, Wiley-India
4. Harder, J. (2022). Introduction and Pre-Photoshop Tools. In Accurate Layer Selections Using Photoshop's Selection Tools (pp. 1-27). Apress, Berkeley, CA.
5. Balanon, V. G. (2022). Ris Magazine Brand Book, Website Redesign, and Social Media Expansion.
6. Maivald, J. (2020). Adobe Dreamweaver Classroom in a Book (2020 Release). Adobe Press.

**Instructions for paper setting:** One topic can be chosen by a student, he/she has to use the design process to do the website development work within 3 hrs using any Vector/ Raster for graphics in webpages and use of image-editing software and Dreamweaver to link all pages together.

**Assessment Tools:**

- Project
- Development stage presentation
- test analysis to validate the project feasibility
- Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03
<b>BDES CD 504.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES CD 504.2</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES CD 504.3</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES CD 504.4</b>	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
<b>BDES CD 504.5</b>	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES CD 504.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 505: WEB DESIGNING (HTML)

Periods / Week	Credits		Max Marks	<b>200</b>
L	T	P	S	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	
		<b>2</b>	Internal / Continuous Assessment	
Duration of Examination	<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES CD 505.1 **understand** various tags under HTML.

BDES CD 505.2 **write** HTML programs.

BDES CD 505.3 **develop** HTML pages and websites.

BDES CD 505.4 **Understand** Style Sheets & Graphics in HTML

BDES CD 505.5 **know** basic and advanced text formatting.

BDES CD 505.6 **Design** a complete website-Working with Forms and Controls.

### PART A

#### **Unit 1: Introduction to HTML**

HTML and the World Wide Web, HTML elements, basic structure elements of HTML, creating HTML pages, HTML tags, colour and fonts, formatting the body section, creating links.

#### **Unit 2: Commands in HTML**

Titles and Footers, Text Formatting (Paragraph and Line Breaks), Text Styles (Bold, Italics and Underline), Heading Styles and Other Text Effects (Centering and Spacing), Lists (Ordered, Unordered, Definition), Adding Graphics to HTML document (Img, Border attribute, Align and ALT attribute). Links: External Document reference, Internal Document Reference and Images as Hyperlinks.

#### **Unit 3: HTML Form & Table Design**

Presenting information in tables, Understanding the use of frames, frame set documents, targetedlinks, non-frame elements, inline frames. Building interactivity with forms, form elements and attributes, using form control elements, processing forms.

### PART B

#### **Unit 4: Adding graphics with image elements**

Using image as links, image maps, image files. Adding sound and video formats, other multimedia formats, adding multimedia to web pages.

#### **Unit 5: Style Sheets & Graphics in HTML:**

Understanding styles, Style rules, creating styles for tags, creating classes & applying style. Formatting text & paragraphs in HTML: Introduction to Font family, Style sheets,

#### **Unit 6: Displaying graphics Page Layout & Navigation in HTML:**

Navigational Aids, Layouts, Tables & Forms, Incorporating Sound & Video

#### **Text Books/ Reference Books:**

1. The Complete Reference HTML and XHTML 4/e Thomas A. Powell – TMH
2. HTML beginners guide – by Wendy Willard – TMH
3. HTML black book by Steven Holzner – Dream-tech press
4. Server Database and Application Development by Prof. DepaliR.Dhainje

5. Jose A. Ramalho, "Learn Advanced HTML with DHTML", BPB Publications.

**Instructions for paper setting:** One topic can be chosen by a student to design Web pages with following features:

- HTML Basic Tags (html/head/title/body/B/I/U/BR/HR)
- Anchor/Image insertion/Linking
- Tables/Frames/Forms

**Assessment Tools:**

Project  
 Development stage presentation  
 test analysis to validate the project feasibility  
 Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statemen t	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES CD 505.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES CD 505.2</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES CD 505.3</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES CD 505.4</b>	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
<b>BDES CD 505.5</b>	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES CD 505.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 506 : MOTION GRAPHICS - II

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 506.1 **Understand** the Fundamental of Motion Graphics.

BDES AN 506.2 **use** new media such as mobile, search and social networking.

BDES AN 506.3 **use** digital marketing for multiple goals within a larger marketing and/or media strategy.

BDES AN 506.4 **Understand** the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media.

BDES AN 506.5 **Demonstrate** the process Project Rendering.

BDES AN 506.6 **develop, evaluate, and execute** a comprehensive digital marketing strategy and plan

### PART A

**Unit 1: Introduction to Motion Graphics:**

Briefing about compositing and its basic fundamentals. A round-up of broadcast design concepts, looking at specific examples of teasers, promos, typography, openers and pack shots. Introduction to Motion graphics and Principles of Motion Graphics. Workflow for creating motion graphics.

**Unit 2: Introduction to Adobe After Effects:**

Basics of GUI and related terminologies, Managing and setting up workspace. Different file formats. Using project panel, Footage, Composition, Timeline, Effects and Presets. Importing and Organizing footages and files, Using Ram preview for playback.

**Unit 3: Compositions and Layers:**

Creating, saving and back up of projects. Broadcasting fundamentals, Pixel aspect ratios, frame rates and various terminologies behind broadcasting. Trimming, Splitting and concept of in and Out points. layer stacks, modes and switches. Shape layers and solid layers. Mask and transparent layers. Pre-composing, nesting, and Pre-rendering.

### PART B

**Unit 4: Layer effects:**

Using color depth and HDR colors. Color correction and color adjustment. Color Management, color profiles and Broadcast safe colors. Using layer markers, composition markers and XMP metadata. Using 3D layers and co-ordinate system in Adobe After Effects. Light Layer, Null Layer and Adjustment Layer.

**Unit 5: Animation and Dynamics:**

Animation basics in after effects. Introduction to graph editor. Applying, selecting, editing, moving, copying and deleting key frames. Animating objects with Motion paths, motion blur and smoothing animation. Adding randomness to key values.

**Unit 6: Audio and Transitions and Rendering:**

Fundamentals of Audio. Technical terminologies related to Audio and Sound. Using Audio files, Synchronizing and editing audio, Controlling Pitch and Temp, Adding effects like Echo, Reverb etc. Separating Bass and Treble and Audio equalizing. Fundamentals of rendering and exporting, Using Render Queue. Using proxies. Exporting still images and sequences. Learning output formats, codec, compression ratios and other terminologies related to rendering. Converting footages from NTSC to Pal. Using Pull down.

**Text Books/ Reference Books:**

1. Christiansen, Mark.(2013). After Effects CC Visual Effects and compositing. Adobe Press.
2. Gyncild, Brie and Fridsma, Lisa. (2018)"Adobe After Effects CC in a Classroom". Adobe Press.
3. Meyer, Chris and Meyer, Trish. (2009). Adobe After Effects Apprentice. Focal Press.
4. Shaw, Austin. (2015). "Design for Motion: Fundamentals and Techniques of motion Design".  
Routledge
5. Williams, Richards.(2009). Animator's Survival Kit. Colarado: Faber.

**Instructions for paper setting:** Using the animation methods, student will develop a 30 second HD animated piece which incorporates at least three distinct forms of motion graphic. Student will make an HD kinetic typography animation of no more than 30 seconds and no less than 15. The source text can be anything you wish, but student can choose a text with which they resonance.

Using all the effects learned; prepare a 30 second HD motion graphic/ special effect as per choice.

**Assessment Tools:**

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES AN 506.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 506.2</b>	3	-	3	2	-	2	2	3	3	2	3	3	3	-	2
<b>BDES AN 506.3</b>	3	2	3	2	1	2	2	3	3	2	3	-	3	3	2
<b>BDES AN 506.4</b>	2	2	3	3	1	2	-	2	3	2	3	2	3	3	2
<b>BDES AN 506.5</b>	3	2	-	2	1	2	3	3	2	2	3	2	3	3	2
<b>BDES AN 506.6</b>	3	2	3	2	1	2	3	3	2	2	3	3	3	3	-

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 507 : DIGITAL ART - II

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 507.1 **learn** an efficient workflow for editing with Corel Draw

BDES AN 507.2 **study** basics of vector graphics in Corel Draw.

BDES AN 507.3 **apply** basic elements and shape commands

BDES AN 507.4 **understand** software generated graphics Color codes

BDES AN 507.5 **apply** printing techniques in their artworks and image effects in processing.

BDES AN 507.6 **learn** to organize the project files in the software.

### PART A

#### **Unit 1: Corel Draw Interface**

Creating a New Document, Working With Templates, Layout, Import, Export, Tools, pick tool, Smudge Brush, Roughen Brush, Free Transform Tool, crop tool, Hand Tool, text tool, freehand tool, rectangular tool, Interactive tool, Eyedropper tool, outline tool, Fill tool, interactive Fill tool, Selecting fill and outline color.

#### **Unit 2: Lines, shapes, and outlines& Objects, symbols, and layers**

Working with lines, outlines, and brushstrokes, Drawing shapes, Shaping objects, Working with objects, Inserting and editing QR codes, Working with layers, Working with symbols, Linking and embedding objects, Managing projects.

#### **Unit 3: Working with Interactive tools**

Working With Lines, Interactive Tools, Blending tool, Contouring the Object, Distorting Objects, Envelope tool, Extruding of the Object, Drop Shadow, Applying Transparency Effect, Lens Effect, Working with Bitmaps, Converting Objects to Bitmap, Arranging Object, Transforming Object, Align & Distribute Object, Ordering Object, Locking & Unlocking Object, Shaping Object.

### PART B

#### **Unit 4: Color, fills, and transparencies & Text**

Working with Text & Line, Formatting Text, Formatting Paragraph, Changing Shape of the Text, Working with color Filling objects, Changing the transparency of objects, Managing and sharing fills and transparencies, Using color management, Adding and manipulating text, Formatting text, Working with text in different languages, Managing fonts, Using writing tools.

#### **Unit 5: Working with pages and layout tools, printing& File format**

Specifying the page layout, Choosing a page background, Adding, duplicating, renaming, and deleting pages, Inserting page numbers, Using the rulers, Printing basics, Preparing files for print service providers, Importing and exporting files, Supported file formats.

#### **Unit 6: Corel Draw Layout**

Page Setup, Page Background, Changing the language, Changing start-up settings, Understanding vector graphics and bitmaps, Starting and opening drawings, Scanning images, Working with multiple drawings Undoing, redoing, and repeating actions, Zooming, panning, and scrolling.

**Text Books/ Reference Books:**

1. CorelDraw Training - Back to the Basics and Beyond
2. Jain, S., & Geetha, M. (2018). Corel Draw training guide. BPB Publications.
3. Ursache, M., & Dan, D. (2015). Creating Interactive Animations For Shaping Knitting Lessons.
4. Bouton, G. D. (2011). CorelDRAW X5 the official guide. Tata McGraw-Hill Education.

**Instructions for paper setting:** Any one topic can be chosen by student for completing the digital art work in context of print media like: Title Page of a Magazine/Book, multiple designs for a Flex by using different Tools, Business Cards and Envelops displaying full address of the company by inserting graphical symbol/ logos of company. News Letter Layouts for any activities of your college/ university. Invitation Cards for cultural meet held in your college, Design Logos of your college, University & Government organization. Design Book of minimum 5 Pages on any Topic. Activities of your college in a collage, News cutting of your activities on a 10 X 8 size flex.

**Assessment Tools:**

- Project
- Development stage presentation
- test analysis to validate the project feasibility
- Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
<b>BDES AN 507.1</b>	1	2	3	2	1	2	2	3	3	2	-	3	3	3	2
<b>BDES AN 507.2</b>	3	2	3	2	1	2	2	3	3	2	3	-	3	3	2
<b>BDES AN 507.3</b>	3	2	3	2	1	2	-	3	3	2	3	3	3	-	2
<b>BDES AN 507.4</b>	2	2	3	3	1	2	2	2	3	-	3	2	3	3	2
<b>BDES AN 507.5</b>	3	2	3	2	1	2	-	3	2	2	3	2	3	3	2
<b>BDES AN 507.6</b>	3	2	-	-	1	2	3	-	2	2	3	3	-	3	2



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 601: MINOR PROJECT – II (GAME DESIGNING)

Periods / Week	Credits		Max Marks	<b>400</b>
L   T   P   S	<b>4</b>		Internal / Continuous Assessment	<b>200</b>
<b>0   0   2   2</b>				
Duration of Examination	<b>3 hrs Practical</b>		End Semester Exam	<b>200</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 601.1 **develop** the knowledge about Game Design Concepts.

BDES AN 601.2 **develop** process from a concept to a final playable game,

BDES AN 601.3 **Identify** about video games, their various forms

BDES AN 601.4 **create** small playable segments of a game.

BDES AN 601.5 **create** a 2D or 3D game in a setting that is simplified and simulated.

BDES AN 601.6 **exposed** to game creation and the available career paths within it.

### PART A

**Unit 1: Introduction to Gaming:**

The definitions of "Game". History, current affairs, popular titles of today, etc. Different Genres of gaming. Different platforms where games exist and how they differ.

**Unit 2: Gaming Roles:**

Different roles that exist in Game Development. Some on Programming for games. A general overview of what fields exist inside programming for games and how, they differ.

**Unit 3: Different theories of Game Designing:**

An introduction to different theories of fun and flow (Extremely elementary to inform them there is a lot to understand in game development).

### PART B

**Unit 4: Creating the User Experience**

The Major Genres, Understanding Your Player, Understanding Your Machine, Making Money from Your Game. Game Concepts, Game Worlds, Creative and Expressive Play. Character Development, Storytelling, Gameplay.

**Unit 5: Level Design and Various approaches:**

A description of different ways studios makes levels and real-life examples of level design from Theme parks: a roller-coaster ride and a Disneyland "Haunted Mansion" to illustrate a level.

**Unit 6: Game Level designing in build Box:**

A case study of a popular game which practically showcase all the concepts of game design and elements that constitutes a game.

**Text Books/ Reference Books:**

1. Level Up! The Guide to Great Video Game Design, Scott Rogers John Wiley & Sons; 2nd edition, 2014.
2. The Art of Game Design: A Book of Lenses, Jesse Schell, A K Peters/CRC Press, 2 edition, 2014.
3. Ernest Adams, "Fundamentals of Game Design ", New Riders; 3rd edition 2014.

**Instructions for paper setting:** One topic can be chosen in their field of study and refer to all the materials accessible via various mediums. They have to prepare a game with the help of existing game references.

- Angry Birds- 2D Game
- Candy Crush – 3D Puzzle Game
- Temple Run- Stereoscopic Game
- Need For Speed- 3D Game
- Counter Strike- 3D Game
- Mario- Video Game
- Tetris- Video Game

### Assessment Tools:

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03
BDES AN 601.1	3	2	-	2	1	2	2	-	3	-	3	3	3	3	2
BDES AN 601.2	3	2	3	2	-	2	2	3	3	2	3	3	3	3	2
BDES AN 601.3	3	-	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 601.4	2	2	3	3	1	2	-	-	3	2	3	2	3	3	2
BDES AN 601.5	3	2	-	2	1	2	3	3	2	2	3	2	3	3	2
B BDES AN 601.6	3	2	3	2	1	2	3	3	2	2	3	-	3	3	-

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 602 : EDITING & COMPOSITING LAB

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>			End Semester Exam	<b>100</b>
Duration of Examination				<b>3 hrs Practical</b>			

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 602.1 **understand** the basics of Film Editing and aesthetics.

BDES AN 602.2 **comprehend** various types of Editing and Compositing.

BDES AN 602.3 **understand** the tools and technique of Editing software - Adobe Premiere Pro.

BDES AN 602.4 **Describe** key concepts, technical and creative aspects of the role of an editor.

BDES AN 602.5 **know** post-production process and its various stages.

BDES AN 602.6 **develop** the knowledge and skills necessary to create and edit movies necessary in an educational setting.

### PART A

#### **Unit 1: Editing Basics**

Early days of Editing - Historical need of Editing, The birth of invisible technique, Understanding the role of an editor in the cinema workflow & evolution of editing in cinema, Mechanism of Editing, Time code & Control track, lineup.

#### **Unit 2: Principle of Editing**

Action, sequence, Cross cut, Parallel cut. Linear - A/B Roll edit And Non-Linear Editing, 3 point editing, L cut, J cut. Match cut, Smash cut, Invisible cut, Jump cut, Adding and selection of music and sound.

#### **Unit 3: Effective Picture Making**

The Art And Techniques of Editing – Composition. Transition and Effects - Cut, Fade, Dissolve, Wipe, Color Balance, Color Correction etc. Order of Shots – Shaping the Rhythm, the functioning of timing and pacing in Editing. Montage - Introduction to Russian school of montage and beyond its adaptation of contemporary Film Editing, Titles – Graphics, plates, text, logo, Animated titles.

### PART B

#### **Unit 4: Adobe Premiere - Features And Application**

Creating project, Customizing workspace. Import setting, Sequence setting, Scratch disk setting. Interface - Digitize And Organize Source Footage, Edit sync and non-sync material, Editing dialog & working with audio, Timeline Editing, Adding Video Effects & Transitions.

#### **Unit 5: Tools and Export Setting**

Selection, Track Select tool, Ripple Edit tool, Rolling Edit tool Rate Stretch tool Razor tool Slip tool Slide tool Pen tool Hand tool Zoom tool. Export pre – sets, Custom pre set, Frame rate, frame size, Pixel aspect ratio, Bit rate and audio format, work area selection and entire timeline.

#### **Unit 6: Practical**

Organizing Video footage, Three point editing, Split edit, Working with multi layers, Key framing Image, Time remapping, Effects, Applying Transitions, compositing, Titling, Sound editing, Dubbing and Syncing, Edited and Create a Trailer for a Movie.

#### **Text Books/ Reference Books:**

1. Browne, Steven E.(2002). Video Editing- A Post Production Primer. Focal Press
2. Bowen, Christopher J.(2009) Grammar of the edit. Focal Press.
3. Belavadi, Vasuki.(2013)Video Production, India: Oxford university Press. Millerson, Gerald. (2009)

4. Owens , Jim.(2012) Video Production Handbook. Kilmington: Focal Press.

**Instructions for paper setting:** One topic can be chosen by student to create a short clip (1 – 5 minutes) by applying all the film direction and editing techniques. They can create and combine their own video's, any voice, music & effects and video shots with reference tracks.

**Assessment Tools:**

- Project
- Development stage presentation
- test analysis to validate the project feasibility
- Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES AN 602.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 602.2</b>	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
<b>BDES AN 602.3</b>	3	2	3	2	1	2	2	3	-	1	3	3	1	3	2
<b>BDES AN 602.4</b>	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
<b>BDES AN 602.5</b>	3	2	3	-	1	2	3	3	2	2	3	2	3	2	2
<b>BDES AN 602.6</b>	3	2	3	2	1	2	-	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 603 : 3D ANIMATION - II

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>0</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 603.1 **learn** high poly and nurb modelling, texturing, and lighting.

BDES AN 603.2 **understand** different styles and treatment of content in 3d model creation.

BDES AN 603.3 **apply** the fundamentals of lighting, shaders, map with mental ray

BDES AN 603.4 **apply** Reflection and Refractions lighting in 3D software

BDES AN 603.5 **analyze** the 3d animation like Body Mechanics, Acting, Facial expression and Emotions.

BDES AN 603.6 **use** the difference animation principles for 3d animation, 3D animation for films and videos

### PART A

#### **Unit 1: Introduction to Nurbs Modeling**

Nurbs Modeling in Maya, Understanding Nurbs, Understanding Curves, Understanding Nurbs Surfaces, Surface Seams, Employing Image Planes, Creating Image Planes, Reference Plane Display Layers, Modeling Nurbs Surfaces, Lofting Surfaces, Intersecting Surfaces, Trim Surfaces, Working with Trim Edges, Extrude Surfaces: Distance Extrude.

#### **Unit 2: Combining Meshes and Extruding Surfaces:**

Using Bevel Plus and Bevel Edges, Creating the Curves, Polygon Modeling with Paint Effects, Convert NURBS Surfaces to Polygons, NURBS Extrusions Boolean Operations, Advanced Polygon Editing Tools, Append a Polygon, Split a Polygon, Spin a Polygon Edge, Bridge Polygons. Profile Extrude, Lofting across Multiple Curves, project Curves on the Surface, Revolve, Using the Bend Deformer.

#### **Unit 3: Lighting with mental ray:**

Shadow-Casting Lights, Shadow Preview, Depth Map Shadows, mental ray Shadow Map Overrides, Ray Trace Shadows, Indirect Lighting: Global Illumination, Global Illumination Tuning Global Illumination, Working with Photon Maps, Color Bleeding, Caustics, and Caustic Light Setup.

### PART B

#### **Unit 4: Indirect Illumination:**

Final Gathering, Light-Emitting Objects, Final Gathering Maps, Using Lights with Final, Gathering, Image-Based Lighting, Physical Sun and Sky, Editing the Sky Settings, mental ray Area Lights, Light Shaders, Physical Light Shader.

#### **Unit 5: Animating Facial Expressions**

Using Blend Shapes, Creating Blend Shapes, Painting Blend Shape Weights, Adding Targets, Creating a Custom Mouth Control Slider, Connecting the Slider to the Blend Shape, Animating Blend Shapes Sequentially, Animating Object Components with Clusters, Adding Cluster Objects, Painting Cluster Weights, Applying Cluster Components, Constraining Clusters

### Unit 6: Character Walk:

Adding personality to the walk. Pose to Pose: Acting for clarity of emotion. Character Animation, Preparing to Animate. The Animation Process, Pose-to-Pose blocking, Establishing Timings, Refining Animation. Non-Linear Animation, Creating Poses, Creating Clips, Modifying, blending and Sharing Clips, Animating with Maya's new Body IK Setup.

### Text Books/ Reference Books:

1. Autodesk Maya 2018 Basics Guide By Murdoch Kelly, Publisher: SDC Publications
2. 3D Modelling and Animation By: Michael G. Publisher : Igi Publishing
3. The Animator's Survival Kit by Richard Williams
4. The Illusion of Life: Disney Animation by Ollie Johnston & Frank Thomas
5. Acting for Animators by Ed Hooks

**Instructions for paper setting:** student will Create a 30 second animation based on applied all principle animation.

- Adding life to characters using expressions.
- animate a character to depict a perfect normal human walk and run
- character animation with perfect gestures, role of expression, emotion in acting,
- Adding Postures, Gestures & key poses of animation object.

### Assessment Tools:

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES AN 603.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 603.2</b>	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
<b>BDES AN 603.3</b>	3	2	3	2	1	2	2	3	-	1	3	3	1	3	2
<b>BDES AN 603.4</b>	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
<b>BDES AN 603.5</b>	3	2	3	-	1	2	3	3	2	2	3	2	3	2	2

<b>BDES AN 603.6</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
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## **MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

### **BDES AN 604 : STORYBOARDING TECHNIQUES**

Periods / Week	Credits		Max Marks	<b>100</b>
L   T   P   S	<b>2</b>		Internal / Continuous Assessment	<b>50</b>
<b>2   0   0   0</b>			End Semester Exam	<b>50</b>
Duration of Examination	<b>2 hrs Theory</b>			

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 604.1 **Understand** of the Concept and basics of Storyboarding.

BDES AN 604.2 **Understand** the Fundamentals of shots and angles in context of Storyboarding.

BDES AN 604.3 **create** the mechanics of storyboarding like sketching, motion and lighting

BDES AN 604.4 **demonstrate** how to construct storyboards as a brief form of storytelling

BDES AN 604.5 **develop** the knowledge of camera angles and terminology conducive to storyboard

BDES AN 604.6 **Apply** Storyboarding for motion graphics, Special effects and Commercials.

#### **PART A**

##### **Unit 1: Introduction to Storyboarding**

Origins of Storyboards – Brief history of storyboarding Importance of Storyboarding – Script detailing, Visual map, Focusing on detail and to refine the story line. Basics Concept of Storyboarding – Steps, Boxes, Arrows, Scenes or screen. Comics - Storytellers, Presenting viewers with a place, Time and purpose. Storyboards - Models, showing how a future interaction narrative or design flows.

##### **Unit 2: Fundamentals of Shots & Continuity**

Terminology of Shots – Shot size - ECU, BCU, CU, MCU, MS, MLS, LS and ELS. Camera Angles and Movements – Normal, Top angle, Low angle, Pan, Tilt, Zoom, Character Movement, Usage and need of Track and trolley, Crane, Jimmy Jib, Poll Cam, Canted/Dutch angle and Drone Shot. Basic Rules of continuity, 180° Degree rule, Screen direction, Cutaways & Cut-ins. Static versus dynamic composition – Lead room and rule of third, Contrast and texture. Focus, Depth of field and Light Sources.

##### **Unit 3: Storyboarding Techniques**

Concept - What the story is about. Basic Elements of Sketching- Drawing the components of the storyboard - Drawing shortcuts and sketching rules for Storyboarding. Indicating motion in the Storyboard – through arrows, symbolic representation and camera angle & shot size. Increased reality - through visual perspective and lighting. The factor of timing – Screen time, Frame required camera, Light Action and Sound.

#### **PART B**

##### **Unit 4: Sketch out Storytelling:**

Storyboarding: Thumbnails, Perspective Drawing, and drawing from a Script, Story to Shortlist to Storyboards, Midterm and Digital Storyboards, Animatic Basics, Environmental Design: Background and Set Design, Placing Cameras, Overhead Views. Visual narratives, Elements of storytelling, Focal points, Mood, Portraying Ideas, Cropping and Framing

##### **Unit 5: Introduction to camera angles and Overview of Perspective and observation**

Close Up, Mid Shot, Extreme Long Shot (Establishing Shot), Long Shot, Extreme Close- Up, Shoulder Shot. One Point Perspective, Two Point Perspective, Multiple Point Perspective.

## Unit 6: Storyboarding for TV commercials and Animatics

Full length animation movie, Limited animation, Live Action Movie and the difference between them. Animatics and its importance. Role of lighting and composition in effective storyboarding.

### Text Books/ Reference Books:

1. Victor Perard, Anatomy and Drawing, 2012
2. McDaniel, Richard, The Drawing Book: Materials and Techniques for Today's Artists, 1995 Dynamic Figure Drawing, Burne Hogarth 5. Perspective Drawing Handbook By Joseph D'Amelio
3. Sergio Paez and Anson Jew, "Professional Storyboarding: Rules of Thumb", Focal Press (6 February 2013).
4. Fionnuala Halligan, "The Art of Movie Storyboards: Visualising the Action of the World's Greatest Films", Ilex (7 October 2013).
5. Giuseppe Cristiano, "The Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising", Michael Wiese Productions (13 January 2012).
6. Jennifer Van Sijll, "Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know", Michael Wiese Productions (31 August 2005).

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES AN 604.1</b>	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
<b>BDES AN 604.2</b>	3	1	2	2	3	2	3	-	2	2	-	3	3	3	2
<b>BDES AN 604.3</b>	3	3	2	3	2	3	2	1	1	3	-	3	3	3	2
<b>BDES AN 604.4</b>	3	3	2	3	2	-	-	-	2	2	-	3	3	3	3
<b>BDES AN 604.5</b>	3	3	3	3	3	-	-	-	-	-	-	2	3	3	-
<b>BDES AN 604.6</b>	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3





# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 605 : FILM DIRECTION STUDIES

Periods / Week				Credits		Max Marks	<b>100</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>50</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>				
Duration of Examination				<b>2 hrs Theory</b>		End Semester Exam	<b>50</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 605.1 **appreciate** the need for direction in Animation films.

BDES AN 605.2 **understand** the role played by a director.

BDES AN 605.3 **realize** the qualities required for a director.

BDES AN 605.4 **understand** the process of visualization.

BDES AN 605.5 **learn** how to manage Creative through and Creative process.

BDES AN 605.6 **Apply** knowledge and understanding of the production process in Animation movies.

### PART A

**Unit 1: Introduction to Direction**

Introduction to director, Terminologies used for directing a movie- casting, dialogues. Voice recording, hook ups, research, editing, guiding the whole production process.

**Unit 2: Role of the director in making an Animation film.**

Role of Casting Director, Role of Art Director and Set Designer and their crew, Action and Dance Director, Music and sound Director. Animators, VFX supervisors, creative director.

**Unit 3: Responsibilities of the director**

Pacing and planning of the whole story. Duration of a particular scene. Division of the storyboard. Planning out layouts and props. The mood of a particular scene. Deciding on the link ups according to the scene plan and script.

### PART B

**Unit 4: Director's take on script articulation and screenplay.**

Text analysis and articulation of ideas. Techniques of set composition, blocking and movement. Time management, staging, rehearsal schedules, scene work.

**Unit 5: Creative process and requirements**

The basic unit of time in animation- the dope sheet. Timing on the bar sheet (dope sheet, x- sheet), and terms involved. Exposure charts, developing characters, designing layouts.

**Unit 6: Production Process**

Blending all the theoretical concepts into a practical solution for the problem at hand. Being the CEO at the set. Bringing out the ideas into implementation from the creative crew. Qualities of a leader.

**Text Books/ Reference Books:**

1. Film direction Shot by shot, by Steve Katz
2. Edgar, Robert., Marland. John. & Rawle, Steven (2015) The Language of Film. Bloomsbury Publication.
3. Hayward, Susan (2012) Cinema Studies. New York: Routledge.
4. Irving. K. David (2010) Fundamentals of Film Directing. McFarland & Company.

5. Viswamohan, Aysha Iqbal. & John, Vimal mohan (2017) Behind the scenes. New Delhi, SAGE Publication.

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES AN 605.1	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
BDES AN 605.2	3	1	2	2	3	2	3	-	2	2	-	3	3	3	2
BDES AN 605.3	3	3	2	3	2	3	2	3	1	3	-	3	3	3	2
BDES AN 605.4	3	2	2	3	2	-	3	-	2	2	-	3	3	3	3
BDES AN 605.5	3	3	3	3	3	-	-	2	-	3	-	2	3	3	-
BDES AN 605.6	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 601: SOCIAL RESPONSIVE DESIGN

Periods / Week				Credits		Max Marks	600
L	T	P	S	9		Internal / Continuous Assessment	300
0	0	12					
Duration of Examination					3Hrs practical	End Semester Exam	300

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

#### The student will be able to:

- BDES 601.1 **comprehend** social and cultural dimensions of design the Social media and its responsive design in today's context-.
- BDES 601.2 **identify** the steps and the need of conceptualizing an innovative approach or redesigning of a Socially Design project-research, visual designs for various responsive design-UX, UI design, website/ app design for Social media design
- BDES 601.3 **analyze** aspects of social Responsive visual design- composition, colour symbolism, typography, content, Grid, layout, Interactivity, limitation with digital platform, hierarchy of the information, culture/ tradition based designs options.
- BDES 601.4 **compare** the existing latest design-globally acclaimed/ universally accepted- its Information Architecture, GUI, UI, UX
- BDES 601.5 **develop** the understanding for Responsive DESIGNS for different platforms and areas -social media, E commerce, E learning, Products and Services App Development, Web Site Design considering accessibility, social issue, psychological , behavioral issues, scientific, environmental, global and cultural.
- BDES 601.6 **learn** about various ASPECTS of Social visual design.

### PART-A

**Unit 1: Socially responsive Design** -an overview of technology based information a according to current scenario, with **visualization and creativity for various platforms and media for various products in context of society**

- 1.2** Importance of creativity/ skills- software skills, hands skills, knowledge about the global designs and its use with different e media and latest technology, digital context

**Unit 2: Structure of Social Responsive design- innovation methodologies GUI, UX, UI information graphics and visualization of the complete layout of various socially responsive Design**

Understanding the various ways to depict/ share/ design the information- visualizing various social media platforms, Information architecture, Hierarchy of information with market and user research

#### Unit 3: SELECTION OF NEW

- 3.1** Explorations in visualizing social media –Globally with various fields and problems and networks. Design of information- with exploration of medium- user research, budget, need, choice of the clients and users

#### Unit 4: Research, brainstorming, ideation, designing & test.

- 3.1** Different methods, techniques and design ideas for different social media/ platforms
- 3.2** Exploration of the design execution.

## PART-B

### Unit 4: Socially Responsive- user experience design

#### 4.1 Need identification of the design problem- social and global

Research and study the various solutions available- the need to create a project, its feasibility, its demand, market; plan the project considering Design methods, technology, process and execution of the final product.

### Unit 5: Design principles and Guidelines for socially responsive design

5.1 Design principle for social media-

5.2 Color theory, color coding, layout and complete Social media- website/ app with responsive designs with various grids.

### Unit 6: Social design and its impact on society

6.1 The design thinking and its process , methodology for the design .

6.2 The content- visual and text and the ratio of the information and interactivity.

6.3 The complete journey of a user on a social design in a form of prototype and report.

Typical project work- consisting team and project management, client briefings, empathy research, user testing and product sourcing and specification. Developed iterative Design projects, assesment through a series of formal presentations to the client and peer group.

### Text Books/ Reference Books:

- 1- Tseklevs, E., Cooper, R., & Spencer, J. (Eds.). (2021). *Design for Global Challenges and Goals*. Routledge.
- 2- Rennie, F., & Morrison, T. (2013). *E-learning and social networking handbook: Resources for higher education*. Routledge.
- 3- Herdeg, Walter; *Graphic diagrams*, The graphic press, Tufte, Switzerland.
- 4- Collectif (2020) *A DICTIONARY OF COLOR COMBINATIONS VOL.2* (English and Japanese Edition)

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

### Assessment Tools:

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 601.1	3	1	1	1	3	-	-	3	3	2	3	3	3	3	2
BDES 601.2	1	2	1	2	3	-	1	3	3	2	3	3	3	3	2
BDES 601.3	1	1	-	-	3	2	1	3	3	2	3	3	3	3	2
BDES 601.4	1	2	1	2	3	-	1	2	3	2	3	2	3	3	2
BDES 601.5	2	1	1	-	3	-	1	3	2	2	3	2	3	3	2
BDES 601.6	2	1	1	-	3	-	1	3	2	2	3	2	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES 602: VISUAL COMMUNICATION AND EMERGENT PRACTICES

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>6</b>		Internal / Continuous Assessment	<b>100</b>
	<b>0</b>	<b>0</b>	<b>6</b>				
Duration of Examination				<b>3 hrs practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

**The student will be able to:**

- BDES 602.1 **comprehend** social and cultural dimensions of design the Social media and its responsive design in today's context-.
- BDES 602.2 **identify** the steps and the need of conceptualizing an innovative approach or redesigning of a Socially Design project-research, visual designs for various responsive design-UX, UI design, website/ app design for Social media design
- BDES 602.3 **analyze** aspects of social Responsive visual design- composition, colour symbolism, typography, content, Grid, layout, Interactivity, limitation with digital platform, hierarchy of the information, culture/ tradition based designs options.
- BDES 602.4 **compare** the existing latest design-globally acclaimed/ universally accepted- its Information Architecture, GUI, UI, UX
- BDES 602.5 **develop** the understanding for Responsive DESIGNS for different platforms and areas - social media, E commerce, E learning, Products and Services App Development, Web Site Design considering accessibility, social issue, psychological , behavioral issues, scientific, environmental, global and cultural.
- BDES 602.6 **learn** about various ASPECTS of Social visual design.

### PART-A

#### Unit 1: Evolution of media and its application in practice with the technology

- 1.1**An overview of technology based information a according to current scenario, with visualization and creativity for various platforms and media for various products in context of society, products, services.
- 1.2** Importance of creativity/ skills- software skills, hands skills, knowledge about the global designs and its use with different e media and latest technology on different platforms, digital context in various fields- education, marketing, branding and promotion, e commerce, e media

#### Unit 2: Selecting a project (problem) from GLOBAL issues- for different media, platforms -

innovation methodologies GUI, UX, UI information graphics and visualization of the complete project  
Design Hierarchy of information with market and user research

#### Unit 3: Selection of innovation and design

- 3.1** Explorations in visualizing media –Globally with various fields and problems and networks. Design of information- with exploration of medium- user research, budget, need, choice of the clients and users and existing design, new design
- 3.2** **Research, brainstorming, ideation, designing & test.**  
Different methods, techniques and design ideas for different media/ platforms

**3.3** Exploration of the design execution.

**PART-B**

**Unit 4: HCI a domain – Grafic user interface design, User experience design**

**4.1 Need identification of the design problem- social and global**

Research and study the various solutions available- the need to create a project, its feasibility, its demand, market; plan the project considering Design methods, technology, process and execution of the final product. Environment, global problems, psychological, sociological, physiological- Selecting a topic, project and working towards the ideation after brainstorming on the creative feasible ideas.

**Unit 5: Design principles and Guidelines- for the selected media and design**

**5.1** Design principle for various media/ platforms

**5.2** Color theory, color coding, layout and complete Social media- website/ app with responsive designs with various grids. Empathize, Research, brainstorming, ideation, designing prototype, test, iterate, implement.

**Unit 6: Visual design and its impact on society for decision making, education and entertainment**

**6.1** The design thinking and its process , methodology for the design .

**6.2** The content- visual and text and the ratio of the information and interactivity.

**6.3** the complete journey of a user on a social design in a form of prototype and report.

Developed interative Design projects, assesement through a series of formal presentations to the client and peer group.

1. Wheeler. A (2017) Designing Brand Identity
2. Bringhurst .R (2013)The Elements of Typographic Style (v4)
3. Hyndman . S, (2016) Why Fonts Matter
4. Qvist-Sorensen, O., & Baastrup, L. (2019). *Visual collaboration: A powerful toolkit for improving meetings, projects, and processes*. John Wiley & Sons.
5. Kleon. A (2014) Show Your Work!

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

**Assessment Tools:**

Project  
Development stage presentation  
test analysis to validate the project feasibility  
Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%



Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES 602.1	3	1	1	1	3	-	-	3	3	2	3	3	3	3	2
BDES 602.2	1	2	1	2	3	-	1	3	3	2	3	3	3	3	2
BDES 602.3	1	1	-	-	3	2	1	3	3	2	3	3	3	3	2
BDES 602.4	1	2	1	2	3	-	1	2	3	2	3	2	3	3	2
BDES 602.5	2	1	1	-	3	-	1	3	2	2	3	2	3	3	2
BDES 602.6	2	1	1	-	3	-	1	3	2	2	3	2	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 603 - INNOVATION IN PACKAGING DESIGN

Periods / Week				Credits	Max Marks	200
L	T	P	S	3	Internal / Continuous Assessment	100
0	0	0	3			
Duration of Examination				3 hrs Practical Examination	End Semester Exam	100

**Pre-requisites: None**

**Course Type: Program Elective**

### Course Outcomes

The student will able

BDES CD 603.1. **To understand** the relationship between packaging design & the user.

BDES CD 603.2. **To discuss** and determine the priorities and expectations of the target group of the product.

BDES CD 603.3. **To demonstrate** understanding of a creative form which reflects the corporate identity and

attracts attention between similars.

BDES CD 603.4. **To analyze** and use the right kind of material while thinking about the relationship between packaging & material.

BDES CD 603.5. **To evaluate**, undertake & use the right type of printing technique which suits his/her design.

BDES CD 603.6. **To generate** three dimensional models of the design.

### PART-A

#### Unit 1: Introduction to Packaging Design

- 1.1 History and the developments within the Packaging Industry.
- 1.2 Evolution of packaging design domain- types of material and its use in packaging

#### Unit 2: The Creative Process- sustainable design solutions,

- 2.1 Packaging design process
- 2.2 Application of packaging design process with respect to specific products.

#### Unit 3: Design for Packaging, Tags & Labels

- 3.1 Technical areas of packaging and label design.
- 3.2 Production areas of packaging and label design.

### PART-B

#### Unit 4: Packaging Design testing.

- 4.1 Design for Visibility
- 4.2 Communication Effectiveness.
- 4.3 Production Persuasion.

#### Unit 5: Packaging, Tags & Label Detective

- 5.1 Packaging Styles
- 5.2 Label Design Styles

#### Unit 6: Packaging Design Project

- 6.1 Design Brief
- 6.2 Design Process

### 6.3 Packaging Design Outcome.

#### **Text Books/ Reference Books:**

1. Julius Wiedemann, (2019), The Package Design Book, 1st edition, Taschen GmbH, USA.
2. Steven DuPuis, John Silva, (2011), Package Design Workbook: The Art and Science of Successful Packaging, Reissue Edition, Rockport Publishers, India.
3. Paul Jackson, (2012), Structural Packaging: Design your own Boxes, Illustrated Edition, Laurence King Publishing; UK.
4. Andrew H Dent & Leslie Sherr, (2015), Material Innovation: Packaging Design, 1st Edition, Thames and Hudson, India.
5. Marianne R. Klimchuk & Sandra A. Krasovec, (2006), Packaging Design: Successful Product Branding from Concept to Shelf, 1st Edition, John Wiley & Sons, USA.

#### **Software required/Weblinks:**

**Instructions for paper setting:**The subject will be assessed through a design evaluation and Viva Voce.

#### **Assessment Tools:**

Portfolio Submissions

Sessional tests

Design Evaluation & Viva Voce

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

CO Statement (BDES 603)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
BDES 603.1	3	1	1	1	-	2	1	1	1	1	-	3	1	1	1
BDES 603.2	2	3	1	3	1	2	2	1	1	2	2	1	1	2	1
BDES 603.3	2	2	2	1	1	-	-	1	2	1	-	3	1	2	1
BDES 603 4	3	2	3	2	2	1	3	2	1	1	1	2	2	-	1
BDES 603.5	2	2	3	2	2	1	2	1	2	2	1	2	3	-	2
BDES 603 6	2	1	2	2	3	-	2	1	-	1	-	2	3	-	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES** (Deemed to be University under section 3 of the UGC Act 1956)

**BDES-CD- 604 - CORPORATE IDENTITY**

Periods / Week				Credits	Max Marks	200
L	T	P	S	3	Internal / Continuous Assessment	100
1	0	0	2			
Duration of Examination				3 hrs practical	End Semester Exam	100

**Course Type: Program ELECTIVE**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

- BDES 604.1 **understand** the steps to the entire corporate identity design
- BDES 604.2 **identify** the steps and the need of user research, market research
- BDES 604.3 **analyze** aspects of universal principles of design.
- BDES 604.4 **compare** the traditional ways of corporate identity design and its evolution
- BDES 604.5 **develop** the visual vocabulary required for interpreting and analyzing.
- BDES 604.6 **learn** about various aspects of corporate identity design.

**PART-A**

**Unit 1: The steps of corporate identity**

- 1.1 Importance client briefing, existing designs, competitors designs , knowing all the stakeholders.

**Unit 2: legibility and readability of fonts, types of fonts and customized logotype**

The users will always have problem, selection and liking is subjective.  
Customized logotype and its creation

**Unit 3: Design ideation- the steps involved in the ideation process of corporate identity**

- 3.1 Selecting a topic, project and working towards the ideation after brainstorming on the creative feasible ideas. Getting the insight for solutions after the research based information, data collection, primary and secondary research.

**PART-B**

**Unit 4: Selection of topic utilizing complete design thinking process.**

- 4.1 Creating a small assignment indulging the entire process the complete cycle of ideation , design options, iteration, testing with users/ clients. Complete stationary design.

**Unit 5: Generating ideas and Design options**

- 5.1 Selection of technology (software, platform, media) skills and knowledge to develop the designs.
- 5.2 Application of created creative on various platforms- digital and analog.

**Unit 6: Design Prototyping -Project/ Assignment/ problem with complete design thinking process for various platforms**

- 6.1 Creation of creative for various purposes and various platforms.
- 6.2 The design will have options to be tested with the users as a design process.
- 6.3 The testing is major part of design process before any iteration has been executed
- 6.4 implementation of the prototype model/ design is the project submission and presentation

### **Text Books/ Reference Books:**

Carter, D. E. (2001). *The big book of corporate identity design*. HBI.

- 1- Bartholmé, R. H., & Melewar, T. C. (2011). Remodelling the corporate visual identity construct: A reference to the sensory and auditory dimension. *Corporate Communications: An International Journal*.
- 2- Kelley. T, David (2013) Creative Confidence: Unleashing the Creative Potential Within Us All
- 3- Tim Brown (2009)Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation
- 4- Peters T., Littman J., Kelley T. (2001)The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 6 hrs.

#### **Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (Practical)

### Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD604.1	3	3	3	2	-	2	2	3	2	2	3	3	3	3	2
BDES CD 604.2	3	2	3	2	-	2	2	3	3	2	-	2	3	3	2
BDES CD 604.3	3	2	3	3	3	2	2	3	3	2	3	3	3	3	2
BDES CD 604.4	2	2	3	2	1	2	2	2	3	2	3	3	3	3	2
BDES CD 604.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD 604.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 606 : FUNDAMENTAL OF AUDIO AND VIDEO LAB

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Elective**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 606.1 **Know** about editing basics, tools and broadcast system.

BDES AN 602.2 **work** with footages in an editing software.

BDES AN 606.3 **know** about audio and video transitions and effects.

BDES AN 606.4 **Identify** the various styles and content treatments used in audio and video production and editing.

BDES AN 606.5 **Analyze** the films and videos and the significance of the codec and output format for broadcasting.

BDES AN 606.6 **Apply** understanding of audio and video editing to the creation of films and videos.

### **PART A**

#### **Unit 1: Introducing Digital Video and Digital Audio**

Characteristics of video- Interlacing and progressive scanning, Digital video-sampling, Quantization, Luminance and Chrominance, Colour Models, Colour Depth. Understanding Digital Data, Digital Audio, The Sound Card Basic composition and Anatomy of a sound card, functions and features of sound card.

#### **Unit 2: Adding footage, stills and Animation**

Import Still Pictures, Import Animation, The Organizer Application, Apply Keyword Tags to Clips, Organize Clips into Albums, Keyword Tags, Smart Tags and Albums, Manage Your Catalogs, Choose Your Editing Style, Gather Clips, Pictures, and Animation, Show the Project View, Review and Rough-Trim Your Clips.

#### **Unit 3: Transition and Effects**

Assemble Your Movie in the Sceneline, Final-Trim Clips, Choose a Stock Transition, Apply a Transition, Edit Transitions in the Timeline, and Edit Transitions in the Tasks Panel, Audio Transitions, Transitions and Slideshows, Types of Transitions, Choose an Effect, Color-Correct an Image, Apply an Audio Effect, Edit Effects in the Timeline, Apply an Effect Preset, Timeline Special Effects, Adventures in Transparency, Learn Key Framing, Use Keyframes to Create Your Own Effect, Edit Keyframes in the Main Timeline, Control Change Between Keyframes.

### **PART B**

#### **Unit 4: Style and Treatment**

Animate Clips on the Screen, Use a Title Template, Create a Still Opening Title, Format Title Text, Mix Artwork and Titles, Design Sound from the Start, Build a Soundtrack, Adjust Volume and Balance, Add Audio Effects, Add a Music Track, Mix the Audio Track.

#### **Unit 5: Video Compression and Audio Formats**

Rational for compression, Compression Basics-Redundancy, Lossy and Lossless compression, CODECs, Video compression standards- MPEG1, MPEG2, MPEG4. Digital and Analogue practical assignments and practice, Mastering -Introduction to mastering - Mastering setups – Monitoring

#### **Unit 6: Audio and Video Editing tool**



Introduction to Editing Tool, The Main Screen, The Data Window and its Basics, Standard and Transport Toolbar, Common Edit Operations, Status Format, Editing Formats, Recording, Applying processing functions, Operations available under File, Edit, Process, Effects and Tools menu.

**Text Books/ Reference Books:**

1. The Technique of Film and Video Editing: History, Theory, and Practice, 6th Edition, Ken Dancyger, Routledge Publishers, 2018.
2. Michael K. Hughes, "Digital Filmmaking for Beginners A Practical Guide to Video Production", Tab Electronics (1 June 2012).
3. Jerron Smith and AGI Creative Team, "Premiere Pro CS6 Digital Classroom", John Wiley & Sons; Pap/Dvdr edition (19 December 2012).
4. Editing Digital Video (Digital Video and Audio Series) by Robert Goodman, Patrick McGrath
5. Multimedia – Sound & Video by: Jose Lozano, Pub: Prentice Hal

**Instructions for paper setting:** One topic can be chosen by the student, using the application of video and audio editing software to create the following: one short video footage by using basic functions of the software, editing a video by using a time in frames, mixing of 2 or more videos, Monitoring the sound, background, video editing by adding Voiceover or design a sound track for a short film.

**Assessment Tools:**

- Project
- Development stage presentation
- test analysis to validate the project feasibility
- Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES AN 606.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 606.2</b>	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
<b>BDES AN 606.3</b>	3	2	3	2	1	2	2	3	-	1	3	3	1	3	2
<b>BDES AN 606.4</b>	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
<b>BDES AN 606.5</b>	3	2	3	-	1	2	3	3	2	2	3	2	3	2	2
<b>BDES AN 606.6</b>	3	2	3	2	1	2	-	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 607 : GAME DESIGN LAB

Periods / Week	Credits		Max Marks	<b>200</b>
L	T	P	S	<b>2</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	
Duration of Examination		<b>3 hrs Practical</b>	Internal / Continuous Assessment	<b>100</b>
			End Semester Exam	<b>100</b>

**Course Type: Program Elective**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 607.1 **Learn** the elements of game mechanics.

BDES AN 607.2 **Know** about game testing.

BDES AN 607.3 **Know** about the entire game designing process from the concept to final playable game.

BDES AN 607.4 **understand** the concept of creating games.

BDES AN 607.5 **understand** the pipeline of game design

BDES AN 607.6 **analyze** and solve the problems of games.

### PART A

**Unit 1: Introduction to Game Design**

Documentation, Game Design Overview, Detailed Design Doc, Story Overview,

**Unit 2: Game Pipeline Overview**

Technical Design Doc, System Limitations, Art Bible , Concept Art Overview,

**Unit 3: Gaming Roles**

Game Budget, Project Schedule, Story Bible, Script, Walkthroughs

### PART B

**Unit 4: Different Theories of game designing**

Study Game Design Documents: Case study of Game Design Documentation,

**Unit 5: Example study**

Create Low poly assets for game using existing reference

**Unit 6: Game level building**

Core Mechanics, Game Balancing, General Principles of Level Design, Design Issues for Online Gaming.

**Text Books/ Reference Books:**

1. Unity Game Development Cookbook, Paris Buttfield, O'Reilly,2019
2. Ernest Adams, "Fundamentals of Game Design ", New Riders; 3rd edition 2014.
3. Level Up! The Guide to Great Video Game Design, Scott Rogers John Wiley & Sons; 2nd edition, 2014.
4. The Art of Game Design: A Book of Lenses, Jesse Schell, A K Peters/CRC Press, 2 edition, 2014.
5. Creating 3D Game Art for the iPhone with Unity: Featuring modo and Blender pipelines, Wes McDermott, Routledge, 1 edition, 2010

**Instructions for paper setting:** one topic will be given to Student to apply the fundamental of game design and documentation, they will create:

- Gaming background by adding background.
- Theme based character visualization design.
- Designing realistic, Semi Realistic cartoons.
- Designing the gaming props, weapons and accessories according to the theme.
- Game theme and creating game map according to scene.
- Layout designing, Creating illustrations for levels.
- Creating architecture stuff based on the theme of the game.
- Compiling the scene of the game

**Assessment Tools:**

Project  
 Development stage presentation  
 test analysis to validate the project feasibility  
 Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
<b>BDES AN 607.1</b>	1	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 607.2</b>	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
<b>BDES AN 607.3</b>	1	2	3	2	1	2	2	3	-	3	3	2	1	3	-
<b>BDES AN 607.4</b>	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
<b>BDES AN 607.5</b>	1	2	3	-	1	2	3	3	2	2	3	2	3	2	-
<b>BDES AN 607.6</b>	3	2	3	2	1	2	-	3	2	2	3	3	3	-	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 701: INDUSTRY INTERNSHIP

Practical training	Credits		Max Marks	<b>900</b>
			Marks by Company/ studio office giving training	
(16 Weeks)	<b>18</b>		Internal / Continuous Assessment	<b>450</b>
Duration of Examination	<b>Practical Examination &amp; Viva Voce</b>		End Semester Exam	<b>450</b>

**Pre-requisites: None**

**Course Type: Program Core**

### Course Outcomes

#### The student will be able to:

BDES AN 701.1 **work** as part of a team, creating high-end animated films, ads, short clip, 2D/ 3D games, CGI environment, visual effects.

BDES AN 701.2 **understand** the part of pre-production, production and post-production.

BDES AN 701.3 **explore** hands-on visual development and animation

BDES AN 701.4 **intersect** with other forms of media in the industry.

BDES AN 701.5 **Build** Portfolios, Show-reel and Resume.

BDES AN 701.6 **handle** situations at work/office which encourage creative problem solving.

### PART-A

#### Unit 1: Professional Training Manual:

- 1.1** The total marks shall be suitably apportioned to assess on regular basis the monthly reports, Studio/office/company work and work done outside Studio/office/company hours in a log book.
- 1.2** Students are required to send / submit monthly reports of work done by them in the Studio/office/company in which they are working according to prescribed schedule. These reports shall be assessed / marked regularly by the Practical Training Coordinator.
- 1.3** On the conclusion of training, the work done by the student shall be examined and evaluated through a viva – voce to be conducted jointly by the Director / Principal / HOD / Practical Training Coordinator (PTC) and one External Examiner, who will be appointed by the University.

### PART-B

#### Unit 2: Work to be done by the student:

- 2.1** Students are required to perform distinct sorts of work in Animation, Game, and VFX studio-based projects during training. Students must generate a comprehensive project with research and a report on any topic, a comprehensive project assigned by the company in order to maximize the training duration.
- 2.2** Monthly reports, office work and work done outside office hours.

#### a- **Work to be done during office hours :**

The work to be done during office hours will include:

- Recognize the workspace and tools to create animation, game & VFX for the project
- Compare the existing and market trends.

- Apply the techniques to create on different platforms, in different media.
- Analyze the complete production process with various methodologies with user research and market research.
- Design the complete project- development of the Concept, Research, Identification of the Key Movement, Location, Duration, Writing script and Screenplay and Story-boarding.
- Developed the skills of working with software and Develop for the Professional Work.
- **Category:**
- Animation clip/ movie sequence
- Game development
- Computer generated VFX

**b. Work to be done during extra - office hours :**

The work to be done during extra - office hours will include:

- Prepare a study report on the project handled, Analysis incorporating projects, observations etc.

**Text Books/ Reference Books:** Nil

**Instructions for paper setting:** Practical Show Reel & Viva Voce

**Assessment Tools:**

Weekly Reports

Concept Development and Research

Manual Sketches of Design, shots, scripts and storyboard

Final Output

Show Reel/ Portfolio

Term end examination – Practical Examination & Viva -Voica

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Performance	10%
Attendance	10%

**Course Articulation Matrix**

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
BDES AN 701.1	2	3	2	2	2	2	2	2	2	2	2	1	2	3
BDES AN 701.2	3	2	2	3	2	3	3	3	3	2	3	3	3	3
BDES AN 701.3	3	1	3	1	3	3	2	3	3	3	3	3	3	3
BDES AN 701.4	2	3	2	3	2	3	3	3	3	2	2	3	3	3
BDES AN 701.5	2	2	2	2	2	3	2	2	2	2	2	3	2	3
BDES AN 701.6	3	2	3	2	3	3	3	3	3	3	3	3	3	3

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## B DES CD 701: INDUSTRY EXPERIENCE

Practical training	Credits		Max Marks	<b>900</b>
			Marks by Company/ studio office giving training	
(16 Weeks)	<b>21</b>		Internal / Continuous Assessment	<b>450</b>
Duration of Examination	<b>Practical Examination &amp; Viva Voce</b>		End Semester Exam	<b>450</b>

**Pre-requisites: None**

**Course Type: Program Core**

### Course Outcomes

The student will be able to

B DES CD–701.1. Recall skill / KNOWLEDGE/ PRACTICE ACQUIRED that helps to adapt to fit special requirements.

B DES CD –701.2. Explain an orientation that would include the process of development of conceptual ideas, presentation skills, involvement in office discussions, client meetings, development of the concepts into working drawings, Project tendering procedure, project supervision during execution and coordination with the agencies involved in the COMPLETE process.

B DES–CD 701.3. Apply the professional aspects of VISUAL DESIGN STUDIO/company and the multiple issues in conception, preparation and execution of project of India and Abroad.

B DES–CD 701.4. Analyze the evolution of any COMMUNICATION DESIGN Project from ideation, design, prototype, iteration, testing to execution.

B DES–CD 701.5. Assess his/her skill, knowledge and expertise in the domain of visual Design/UX, UI, Project

B DES–CD 701.6. Formulate and theorize the Principles into Practices.

### PART-A

#### Unit 1: Professional Training Manual:

1.1 The total marks shall be suitably apportioned to assess on regular basis the monthly reports, Studio/office/company work and work done outside Studio/office/company hours in a log book.

1.2 Students are required to send / submit monthly reports of work done by them in the Studio/office/company in which they are working according to prescribed schedule. These reports shall be assessed / marked regularly by the Practical Training Coordinator.

1.3 On the conclusion of training, the work done by the student shall be examined and evaluated through a viva – voce to be conducted jointly by the Director / Principal / HOD / Practical Training Coordinator (PTC) and one External Examiner, who will be appointed by the University.

## PART-B

### Unit 2: Work to be done by the student:

- 2.1 During Training, students are required to do distinct types of work in Visual, UX, UI design. Students should produce a complete project with research and report on any topic, a complete project given by the company with optimum utilization of the period of training. Monthly reports, office work and work done outside office hours.

#### The work to be done during office hours will include:

- Recognize the workspace and tools to create designs for the project
- Compare the existing and market trends.
- Apply the techniques to create on different platforms, in different media.
- Analyze the complete design thinking process with various methodologies with user research and market research.
- Design the complete project/ product- website, app, e- and paper magazine design, newspaper design etc..
- Developed the skills of working with software.
- **Category:**
- UX, UI Design
- APP design-, web design
- Design for print media, out door media, digital media

#### Work to be done during extra - office hours :

The work to be done during extra - office hours will include:  
Prepare a study report on the project handled, Analysis incorporating projects, observations etc.

**Text Books/ Reference Books:** Nil

**Instructions for paper setting:** Practical Portfolio & Viva Voce

#### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during Performance in the industry by the industry expert

Term end examination

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

CO Statement (AR-801)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
B DES CD 701.1	2	3	2	2	2	2	2	2	2	2	2	1	2	3
B DES CD 701.2	3	2	2	3	2	3	3	3	3	2	3	3	3	3
B DES CD 701.3	3	1	3	1	3	3	2	3	3	3	3	3	3	3
B DES CD 701.4	2	3	2	3	2	3	3	3	3	2	2	3	3	3
B DES CD 701.5	2	2	2	2	2	3	2	2	2	2	2	3	2	3
B DES CD 701.6	3	2	3	2	3	3	3	3	3	3	3	3	3	3



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 801: DISSERTATION: MAJOR PROJECT

Periods / Week				Credits		Max Marks	<b>400</b>
L	T	P	S	<b>5</b>		Internal / Continuous Assessment	<b>200</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>200</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 801.1 **make** a Project Show reel so that the student can be easily assimilated the industry

BDES AN 801.2 **choose** the area of Specialization keeping in view interest.

BDES AN 801.3 **Create** a team for better results from the available resources and inculcate team building capabilities to the students.

BDES AN 801.4 **give** a simulating Live Project like Experience

BDES AN 801.5 **apply** strategy from concept to Delivery

BDES AN 801.6 **analyze**, synthesize, and utilize design processes

### PART A

**Unit 1: In this Project work, students will have to produce one Fiction Film of minimum 10 minutes of duration in the category of the following:**

**A.** Short Animation Movie (2-D /3-D/Motion Graphics Project).

**B.** Special Effects (VFX/ Any Experimental Technique of Animation).

Students Will Work on a "Student Show Reel" in the form of Short Film, which will be the Final Creative outcome of the programme.

### PART B

**Unit 2: Production Pipeline of Film Making:**

It includes all three development stages in the Film Production process: Pre – Production, Production and Post Production.

**Pre Production** - Will include development of the Concept, Research, Identification of the Key Movement, Location, Duration, Storytelling, Scriptwriting for Animation, Screenplay and Story-boarding (Plan out the Plot).

**Production** - Process will include Character Design & Development for 2D/3D: Shape and Proportion, Head Heights, Model Sheets, Color Models. Concept and Environment Design. Creating the Animatics of all the scenes and shot keeping Light Conduction in mind in accordance to the Shooting Script of the Film.

**The Post Production** - Process will include editing of the Film, Adding visual effects, Creating folly sounds, Voice-over, Re-dubbing and adding background music to the Film, Finally preview presentation and submission of Films in Broadcast quality.

**Text Books/ Reference Books: NIL**

### Instructions for paper setting:

#### Assessment Tools:

Project-

#### Submission Dead line –

1. **Pre-Production** - Before Sessional I
2. **Production** - Before Sessional II
3. **Post Production** – Mid Semester
4. **Final Submission** - 1 week before final practical.  
Term end presentation with submission of report.

#### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

#### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES AN 801.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 801.2	2	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES AN 801.3	3	2	3	2	1	2	2	3	1	1	3	3	1	3	2
BDES AN 801.4	2	2	3	3	1	2	2	2	1	3	3	2	3	3	2
BDES AN 801.5	3	2	3	2	1	2	3	3	2	2	3	2	3	2	2
BDES AN 801.6	3	2	3	2	1	2	1	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 802 : COMPOSITING AND VFX LAB

Periods / Week				Credits		Max Marks	<b>300</b>
L	T	P	S	<b>4</b>		Internal / Continuous Assessment	<b>150</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>150</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 802.1 **study** about different types of digital compositing, node based tool for compositing.

BDES AN 802.2 **understand** the physical, dynamic simulation like water, fire smoke etc.

BDES AN 802.3 **analyze** the importance of cognitive in visual effects, compositing and motion graphics in films and videos.

BDES AN 802.4 **acquire** the knowledge of different types of camera tracking for adding some other contents in raw footage, to adding CGI elements in live action footage.

BDES AN 802.5 **create** Film Techniques - add/remove film grain, rope removal.

BDES AN 802.6 **acquire** the knowledge of removing background by using Rotoscopy and RotoPaint for create matte painting.

### PART A

**Unit 1: Introduction to Compositing and Visual Effects, and motion graphics**

Use of VFX and Compositing and motion graphics, Types of Compositing (layer based and node based), History of visual effects.

**Unit 2: Exploring Dynamics**

understanding the use fluid dynamic, particles dynamics & Deformers in Autodesk Maya.

**Unit 3: Introduction to the Digital Compositing Software (Adobe after effects) layer based**

User Interface Basics and importing images into Compositing Software - Playing back Videos and changing project settings.

### PART B

**Unit 4: Compositing and visual effects –**

Learn how to integrate 3D animation and live motion video, and composite multiple video sources to create fantastic visual effects. Camera Tracking - 2d and 3d tracking using different type of tracking software. Film Techniques - add/remove film grain, rope removal, set extension, rig removal.

**Unit 5: Stereo Scoping –**

Basic layer based compositing, Colour Correction, Adjustment layers, Multi-layer compositing. learn to convert 2d to 3d tricks using much software.

**Unit 6: Rotoscoping, Use of Rotoscoping, RotoPaint**

Environment Creation - use of matte painting using industries top digital environment creation software to bring your imagination to reality.

**Text Books/ Reference Books:**

1. The Visual Effects Arsenal: VFX Solutions for the independent Filmmaker by Bill Byrne
2. The Art and Science of Digital Compositing, Second Edition: Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series In Computer Graphics) by Ron Brinkman
3. The Visual Effects Producer: Understanding the Art and Business of VFX by Charles Finance
4. After effects for designer by Chris Jackson

**Instructions for paper setting:** One topic will be chosen by the student to create high end visual effects content like dynamic simulation, CGI effects and camera tracking in the live -action footage including Create particles effects, fireworks effects, rain effects, snowfall, Create bomb blast effect, Create shock waves, Create ocean, Create dust effects, Create hair and fur, Add CGI elements in live , footage, Track live action footage and tracking date to 3D software

**Assessment Tools:**

- Project
- Development stage presentation
- test analysis to validate the project feasibility
- Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03
<b>BDES AN 802.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 802.2</b>	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
<b>BDES AN 802.3</b>	3	2	3	2	1	2	2	3	-	1	3	3	1	3	2
<b>BDES AN 802.4</b>	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
<b>BDES AN 802.5</b>	3	2	3	-	1	2	3	3	2	2	3	2	3	2	2
<b>BDES AN 802.6</b>	3	2	3	2	1	2	-	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 803 : ADVANCE 3D ANIMATION

Periods / Week				Credits		Max Marks	<b>200</b>
L	T	P	S	<b>4</b>		Internal / Continuous Assessment	<b>100</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>			End Semester Exam	<b>100</b>
Duration of Examination				<b>3 hrs Practical</b>			

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 803.1 **Understand** the fundamentals of strong 3D design.

BDES AN 803.2 **Gain** basic concepts and understanding of tools related to ZBrush.

BDES AN 803.3 **use** these tools to build complex objects then learn the basic 3-D rendering tools

BDES AN 803.4 **Use** the techniques including: surface channels, procedural textures, image mapping, light types and settings, camera settings.

BDES AN 803.5 **represent** all key parts of CG development with Maya with the goal of providing a solid foundation from which to explore and extend.

BDES AN 803.6 **provide** advanced Modelling, advanced rigging and intro to MEL scripting, advanced lighting, dynamic particles and cloth simulations, as well as a variety of rendering options, including ray-tracing.

### PART A

#### **Unit 1: Advance Character Modelling**

will take you through each step of Modelling a character from head to toe while employing correct topology. Starting with photographs of a human male/female model, every step from the first polygon to the final tweak.

#### **Unit 2: Introduction to ZBrush Modelling**

Saving Custom Materials, Using ZSpheres, Exporting a Model from Maya, Exporting a Model from ZBrush to Maya, Rebuilding Bad Topology, Using HD Geometry, Using Smart Resym.

#### **Unit 3: Advance Texturing:**

intricate shader networks and advanced UV tools, Learn to paint, apply procedural maps, create custom connections and color utilities in 3d using Autodesk Maya in combination with Adobe Photoshop.

### PART B

#### **Unit 4: Advance Rigging:**

covers skeleton creation and advanced character rigging processes. Starting with an overview of animation methods and skeleton setups supported by descriptive video of how to use Maya's tools for advanced rigging. Topics include FK/IK advance controls, set driven key, morphs and more.

#### **Unit 5: Dynamic Simulation**

3D FX focuses on advancing students knowledge of Maya Effects tools; dynamic simulation, rigid body, fluids, particle, hair and fur, create dynamic effects in commercials, movies, simulations, and TV.

#### **Unit 6: Advance 3D**

Gesture: Clearly expressing emotion and attitude with a 3D character. Introduction to biped movement, Gesture Assignment. Body Dynamics: Understanding the mechanics of natural movement, and effect of forces and weight. Push a heavy object up an incline Assignment.

**Text Books/ Reference Books:**

1. Maya Manual By: Lavender Daniel
2. Autodesk Maya 2018 basics guide by Kelly Murdoch
3. The Complete Digital Animation Course: The Principles, Practice and Techniques of Successful Digital Animation, Andy Wyatt, Thames & Hudson, 2010.
4. The Animator's Survival Kit by Richard Williams
5. The Illusion of Life: Disney Animation by Ollie Johnston & Frank Thomas
6. Acting for Animators by Ed Hooks

**Instructions for paper setting:** One topic will be chosen by the student to create a Biped Character setup, Quadruped Character setup, bind and Skinning, Mechanical Rigging, animating the keyframes and render the walk-through with lighting effect.

**Assessment Tools:**

Project  
 Development stage presentation  
 test analysis to validate the project feasibility  
 Term end presentation with submission of report

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Course Articulation Matrix**

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES AN 803.1</b>	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
<b>BDES AN 803.2</b>	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
<b>BDES AN 803.3</b>	3	2	3	2	1	2	2	3	-	1	3	3	1	3	2
<b>BDES AN 803.4</b>	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
<b>BDES AN 803.5</b>	3	2	3	-	1	2	3	3	2	2	3	2	3	2	2
<b>BDES AN 803.6</b>	3	2	3	2	1	2	-	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES AN 804 : UNDERSTANDING THE PRODUCTION PROCESS

Periods / Week				Credits		Max Marks	<b>100</b>
L	T	P	S	<b>1</b>		Internal / Continuous Assessment	<b>50</b>
<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>				
Duration of Examination				<b>2 hrs Theory</b>		End Semester Exam	<b>50</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

BDES AN 804.1 **Study** the Expressiveness Artistic Expression and Extremely hands to automate

BDES AN 804.2 **Study** the Realism -Hard To do by hand and Easier To automate, but we lose control

BDES AN 804.3 **Learn** visual form use materials, tools

BDES AN 804.4 **Recognize** and evaluate critical and aesthetic issues within computer graphics and the mixed media.

BDES AN 804.5 **Apply** aesthetic judgments and critical thinking skills to art and graphics related issues.

BDES AN 804.6 **process** from a variety of media (printmaking, painting, sculpting, ceramic, photography).

### PART A

#### **Unit 1: Preproduction**

Overview of the Process Preproduction, Production, Post Production ,Story to script, Whether adapted or original, taking the story from a verbal or spatial medium like a book or graphic novel to a form suitable for making a film. What makes a good story? Plot & Character: Action Plots & Mind Plots.

#### **Unit 2: Analysis of different types of plots Archetypes v/s stereotypes –**

understanding of archetypes and a brief introduction to the mono myth (hero's journey).Why Animation? (instead of live action) Animation as a story telling (narrative) medium Animation as an artistic medium Visual Concepts, Character exploration & storyboards Animatics Character design & Model sheets, Layouts & scene Planning

#### **Unit 3: Production**

Animation Acting - Animation is not about moving images but moving people traditional 2D animation

Line tests - Key frames & timing (breakdowns & in between) also brief introduction to thumb nailing (for quick exploration of alternative methods of animating a scene)study comparisons between different rhythms of animation executing straight ahead and inbetweened planned animation, limited animation full animation drawing key frames, breakdowns, in between, animation cycles Cleanups

### PART B

#### **Unit 4: Post Production**

Voice, Music & effects, understanding the dynamics of sound design and use of sound as a key component of animation designing a sound track for animation including music, dialogue, voice overs, lip synch and fx recording and mixing multiple tracks Post processing sound Compositing & editing Work in Progress.

#### **Unit 5: Development of a film from Animatic to edit with different scenes at different stages.**

Coming together of the various elements of the scene. final Mixing of sound & final edit understanding the dynamics of camera moves and magnifications experimenting with camera techniques and working directly under camera using registration fields, table moves and peg movements screening & feedback Pitching a Project, financing, Production & distribution

## Unit 6: Visual Form

exploring the look and feel for animation through concept art Planning character design, layout design, illustration style, composition, staging, backgrounds A study of indigenous design and painting, both contemporary and traditional to understand and analyze a variety of styles and visual language

### Text Books/ Reference Books:

1. Shamus Culhane, Animation from script to screen, st.Martin's Griffin Press, Ny, 1990
2. Richard William, the Animators survival Kit, Faber and faber, New york, London, 2002
3. Kit Laybourne, the Animation Book, Crown trade Paperbacks, Ny, 1998
4. Tony White, the Animator's Workbook- step by step technique of drawn Animation, Watson-Guptill Pulications, 1988

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of equal marks.

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

### Course Articulation Matrix

Co stateme nt	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>BDES 804.1</b>	3	-	2	2	3	2	-	-	3	2	1	3	3	3	2
<b>BDES 804.2</b>	3	1	2	2	3	2	3	-	2	2	3	3	3	3	2
<b>BDES 804.3</b>	3	3	2	3	2	-		1	1	3	-	3	3	2	2
<b>BDES 804.4</b>	3	3	2	3	2	-	3	1	2	2	1	3	3	3	3
<b>BDES 804.5</b>	3	3	3	3	3	1	3	3	3	3	2	2	3	3	-
<b>BDES 804.6</b>	1	1	1	1	2	3	3	3	3	3	3	2	3	3	3



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 801: CRITICAL PRACTICE- PROJECT

Periods / Week				Credits		Max Marks	<b>450</b>
L	T	P	S	<b>18</b>		Internal / Continuous Assessment	<b>450</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>18</b>				
Duration of Examination				<b>6 hrs Practical</b>		End Semester Exam	<b>450</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

**Course Outcomes**

**The student will be able to:**

- BDES CD 801.1 **comprehend** the PROJECT and its process, technology, skills, techniques, knowledge, and Management required for self-directed design project
- BDES CD 801.2 **identify** the steps and the need of conceptualizing an innovative approach or redesigning of a Design project-research visual designs for various problems, platforms through critical practice and scholarly research
- BDES CD 801.3 **analyze** aspects of Communication and visual design/ UX, UI design- limitation with digital/ analog platform, hierarchy of the information on the basis of demographics, ethnography, and culture tradition based designs options.
- BDES CD 801.4 **compare** the existing products/ design-globally acclaimed
- BDES CD 801.5 **develop** an original visual language for different problems from accessibility, social issue, psychological issues, scientific, environmental, global. An iterative design process.
- BDES CD 801.6 **learn** about various Visual , UX, UI, design, communication design solutions through qualitative and practice-led research

### PART-A

**Unit 1: Project Visual communication - visualization Innovation and creativity**

- 1.1** Importance of digital analog context and its use in various platforms and media about the global designs and its use and its evolution with different technology- for self-directed design project

**Unit 2: Structure of Graphic design- information graphics and visualization through critical practice and scholarly research**

Understanding the various ways to depict information- visualizing maps, charts , digarms, timeline for representing information with the principles of design.

**Unit 3: Selecting a design project for any problem- User research based- people centric design**

- 3.1** Explorations invisualizing information. Design of information- on the bases of user research

**Unit 4: Research, brainstorming, ideation, designing characters & test.**

- 4.1** Research through design- Different methods, techniques with different media
- 4.2** Exploration of the design execution on different media/ platforms- digital, print.

## PART-B

### Unit 5: Selection of a project/problems- self initiated project

#### 5.1 Need identification through market research, design research – research in design and research through design

Research and study the various solutions available- research in design and research through design for innovation and research and creativity

### Unit 6: Generating Designs creating with software and technology

6.1 Selection of technology (software, platform, media- for print and digital, electronic)

6.2 Design the complete solutions.

### Unit 7: Project execution with complete system design. Qualitative and practice-led Research based design practice

7.1 Implementation with various design options on varied platforms.

7.2 The feedback of the design with real users with usability testing and experimentation.

7.3 The design can be iterated with corrections on the basis of the findings with research.

7.4 This final design is submitted with the presentation and report.

#### Text Books/ Reference Books:

- 1- Barnard, M. (2001). *Approaches to understanding visual culture* (Vol. 1). New York: Palgrave.
- 2- Tufte, Edward R; *Visual Explanations-images and quantities, evidence and narrative.*
- 3- Herdeg, Walter; *Graphic diagrams, The graphic press, Tufte, Switzerland.*
- 4- Kress, G., & Van Leeuwen, T. (2020). *Reading images: The grammar of visual design.* Routledge.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 6 hrs.

#### Assessment Tools:

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 801.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD801.2	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD801.3	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD801.4	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
BDES CD801.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD801.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 802: CRITICAL PRACTICE- Experimentation

Periods / Week				Credits		Max Marks	<b>50</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>50</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>				
Duration of Examination				<b>3 hrs Practical</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

#### The student will be able to:

BDES CD 802.1 **comprehend** the innovative/unconventional PROJECT with the help of research

BDES CD 802.2 **identify** the steps and the need of conceptualizing an innovative approach or redesigning of a Design project-research visual critical experimentation

BDES CD 802.3 **analyze** aspects of Communication and visual design/ UX, UI design, AR, VR, XR- with futuristic approach

BDES CD 802.4 **compare** the existing products/ design-globally acclaimed- through innovation and research led design practice

BDES CD 802.5 **develop** an original visual language with iterative design process.

BDES CD 802.6 **learn** about various design solutions through qualitative and experiment-led research

## PART-A

### Unit 1: Project Visual communication, Visual Design for AR VR XR and experiments with – Visualization Innovation and creativity

**1.1** Futuristic innovative ideas in various platforms and media about the futuristic global designs and its use and its evolution with different technology- for self-directed design project

### Unit 2: visualization through critical practice experimentation and research

Understanding the various ways to depict information, communicate with users in an innovative way.

### Unit 3: Selecting a design project – experiment research based- GLOBAL / universal approach

**3.1** Explorations in visualizing information. Design of information- on the bases of user research, market research, scientific research

### Unit 4: Research, brainstorming, ideation, designing & Usability testing- a complete Design thinking process.

**4.1** Innovations Research through design- Different methods, techniques with different media

**4.2** Exploration of the design execution on different media/ platforms- digital, print with latest technology and technique.

## PART-B

### Unit 5: Selection of a project/problems- self initiated project

**5.1** Need identification through market research, design research – research in design and

research through design- through experimentation with support of scientific research, qualitative research. Research and study the various solutions available- research in design and research through design for innovation and research and creativity

**Unit 6: Generating Designs with innovation and research and experimentation**

- 6.1 Selection of technology (software, platform, media- for print and digital, electronic, (a futuristic medium)
- 6.2 Design the complete solutions with prototype model/ design output.

**Unit 7: Project execution with complete experimental practice-led Research based design solution**

- 7.1 Data collection and analysis with various design options on varied platforms.
- 7.2 The feedback of the design with real users testing and experimentation.
- 7.3 The design can be iterated with corrections on the basis of the findings with research.
- 7.4 This final design is submitted with the presentation and report.

**Text Books/ Reference Books:**

- 1- Barnard, M. (2001). *Approaches to understanding visual culture* (Vol. 1). New York: Palgrave.
- 2- Tufte, Edward R; *Visual Explanations-images and quantities, evidence and narrative*.
- 3- Herdeg, Walter; *Graphic diagrams, The graphic press, Tufte, Switzerland*.
- 4- Kress, G., & Van Leeuwen, T. (2020). *Reading images: The grammar of visual design*. Routledge.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 6 hrs.

**Assessment Tools:**

Project  
Development stage presentation  
test analysis to validate the project feasibility  
Term end presentation with submission of report

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 802.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD802.2	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD802.3	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD802.4	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
BDES CD802.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD802.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BDES CD 803: CRITICAL PRACTICE- THEORIZATION

Periods / Week				Credits		Max Marks	<b>50</b>
L	T	P	S	<b>3</b>		Internal / Continuous Assessment	<b>50</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>				
Duration of Examination				<b>3 hrs Theory</b>		End Semester Exam	<b>100</b>

**Course Type: Program Core**

**Pre-requisites: NONE**

### Course Outcomes

#### The student will be able to:

- BDES CD 803.1 **comprehend** the exploration of a range of theoretical contexts includes visual communication design and image-making as a critical practice- (Skill based and Research based)
- BDES CD 803.2 **identify** theoretical understanding of how visual, formal and material elements create arguments.
- BDES CD 803.3 **analyze** apply historical and theoretical knowledge to their own work,
- BDES CD 803.4 **compare** analyze, synthesize and draw out insights from both selected literature and Examples of design and demonstrate capacity for critical reading.
- BDES CD 803.5 **develop** an original visual language with iterative design process.
- BDES CD 803.6 **learn** to apply an advanced understanding of academic conventions as conferences, seminars through the use of an appropriate style communication through oral and textual while identifying and referencing and correct citations of literary sources.

### PART-A

#### Unit 1: Thesis/ Paper/ article writing - theorization on Innovation and creativity supported by research led design innovation and solutions

- 1.1** Reading comprehending and writing the innovative ideas for various platforms and media about the futuristic global designs and its use and its evolution with different technology- on the historical research

#### Unit 2: Literary work through critical practice experimentation and research

- 2.1** Thesis writing is developed by attending weekly seminars, discussions and writing workshops. These activities lead to selection of seminar topics and apply key ideas and approaches to relevant research projects.

#### Unit 3: Selecting a topic of research/ dissertation – with GLOBAL / universal approach

- 3.1** Explorations in writing about visualizing information. Writing on Design of information and information on design- on the bases of user research, market research, scientific research

**Unit 3: Research, theoretical framing, collaborative research tasks, weekly task briefing, discussions on readings**

**3.1** Innovations Research through design- Different methods, techniques with different media

**3.2** Exploration of the design execution on different media/ platforms- digital, print with latest technology and technique. Informal presentations will provide students with opportunities to present their work and reflect on the development of their knowledge and understanding.

**PART-B**

**Unit 4: Selection of a project/problems- self initiated project**

**4.1.** Research and study the various solutions available- research in design and research through design for innovation and research and creativity

**Unit 5: writing with original content- avoiding plagiarism**

**5.1** Selection of words technical, non-technical using appropriate language for technical, scientific, literary  
Writing

**Unit 6: Research based design solution- thesis writing**

**6.1** literature review and analysis.

**6.2** finding the gap and writing the hypothesis

**6.4** This final design is submitted with the presentation and report.

**Text Books/ Reference Books:**

- 1- Barnard, M. (2001). *Approaches to understanding visual culture* (Vol. 1). New York: Palgrave.
- 2- Tufte, Edward R; *Visual Explanations-images and quantities, evidence and narrative.*
- 3- Herdeg, Walter; *Graphic diagrams, The graphic press, Tufte, Switzerland.*
- 4- Kress, G., & Van Leeuwen, T. (2020). *Reading images: The grammar of visual design.* Routledge.

**Instructions for paper setting:** One topic can be chosen by a student he has to use the complete design process to do the creative work within 6 hrs.

**Assessment Tools:**

Project

Development stage presentation

test analysis to validate the project feasibility

Term end presentation with submission of report



### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES CD 803.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD803.2	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD803.3	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES CD803.4	2	2	3	3	1	2	2	2	3	2	3	2	3	3	2
BDES CD803.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES CD803.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

## Appendix A: List of courses having relevance to the Local/Regional, National and Global Development needs.

Sno.	Course Code	Course Name	Regional	National	Global
<b>1</b>	<b>B.Design – 1<sup>st</sup> semester</b>				
	BDES-101A	FUNDAMENTAL OF DESIGN - I		√	√
	BDES-105A	INTRODUCTION TO DESIGN		√	√
	BDES-102A	FREEHAND DESIGN DRAWING - I	√	√	√
	BDES-108	ART AND DESIGN APPRECIATION - I	√	√	√
	BDES-109	COLOR THEORY	√	√	√
<b>1.1</b>	<b>Electives Offered</b>				
	BDES-110	BASIC DRAFTING SKILLS			√
	BDES-111	DIGITAL GRAPHICS - I			√
<b>2</b>	<b>B.Design – 2nd semester</b>				
	BDES-201A	FUNDAMENTAL OF DESIGN - II		√	√
	BDES-202A	RENDERING AND ILLUSTRATION		√	√
	BDES-208	GEOMETRICAL CONSTRUCTION		√	√
	BDES-209	DIGITAL IMAGE EDITING		√	√
	BDES-210	ART AND DESIGN APPRECIATION - II	√	√	√
	BDES-204A	HUMAN ANTHROPOLOGY AND ERGONOMICS	√		
<b>2.1</b>	<b>Electives Offered</b>				
	BDES-211	DIGITAL GRAPHICS - II			√
	BDES-212	FURNITURE AND LAYOUT DESIGN			√
<b>3</b>	<b>Animation And VFX – 3<sup>rd</sup> SEMESTER</b>				
	BDES-AN- 301	FOUNDATION IN ANIMATION LANGUAGE AND DESIGN		√	√
	BDES-AN-303	CONCEPT OF WEB DESIGNING AND DEVELOPMENT	√	√	√
	BDES-AN-307	INTRODUCTION TO 2D ANIMATION		√	√
	BDES-AN-308	HISTORY OF ANIMATION	√		
	BDES-AN-309	ANIMATION TECHNIQUES	√	√	√
	<b>Communication Design- 3<sup>rd</sup> SEMESTER</b>				
	BDES-CD-301	DESIGN STUDIO TEXT AND IMAGES	√	√	√
	BDES-CD-302	PROJECT- WAYS OF SEEING	√	√	√
	BDES-CD-303	PROJECT- SYMBOLS AND SYSTEMS	√	√	√
	BDES-CD-304	RESEARCH. DESGIN HISTORIES	√	√	√
<b>3.1</b>	<b>Electives Offered</b>				
	BDES-CD-306A	DESIGN THINKING		√	√
	BDES-AN-306A	DIGITAL ART		√	√
	BDES-ID-307	INTRODUCTION TO PHOTOGRAPHY	√	√	√
<b>4</b>	<b>Animation And VFX – 4<sup>TH</sup> SEMESTER</b>				
	BDES-AN-408	INTRODUCTION TO 3D MODELLING		√	√
	BDES-AN-409	CHARACTER DESIGNING		√	√

	BDES-AN-410	ANIMATION TECHNIQUE LAB		√	√
	BDES-AN-411	FILM STUDIES	√	√	√
	BDES-AN-412	GAME DESIGN AND DOCUMENTATION		√	√
<b>Communication Design – 4<sup>TH</sup> SEMESTER</b>					
	B DES-CD-401	DESIGN STUDIO-NARRATIVES, FORMS AND TIME			√
	B DES-CD-402	PROJECT-CONTEXTS OF VISUAL COMMUNICATION			√
	B DES-CD-403	PROJECT- TYPOGRAPHY IN CONTEXT			√
	B DES-CD-404	PROJECT-VISUALISING EXPERIENCE			√
4.1	Electives Offered				
	BDES-CD-406A	BRANDING AND PROMOTION		√	√
	BDES-AN-406A	MOTION GRAPHICS - I		√	√
	BDES-ID-407	REVITALIZATION OF ART & CRAFT			
<b>5 Animation And VFX – 5<sup>TH</sup> SEMESTER</b>					
	BDES-AN- 501	MINOR PROJECT - I (STOP MOTION ANIMATION)			√
	BDES-AN- 502	3D ANIMATION - I		√	
	BDES-AN- 503	2D ANIMATION LAB		√	√
	BDES-AN- 504	2D ANIMATION LAB (Theory)		√	√
	BDES-AN- 505	ART OF CINEMATOGRAPHY	√	√	√
<b>8 Communication Design – 5<sup>TH</sup> SEMESTER</b>					
	B DES-CD-501	PROJECT DESIGN PRACTICE	√	√	√
	B DES-CD-502	PROJECT- RESAERCH THROUGH DESIGN	√	√	√
	B DES-CD-503	SOCIAL MEDIA CULTURE	√	√	√
5.1	Electives Offered 8				
	B DES-CD-504	GRAPHICS FOR WEB DESIGN	√	√	√
	B DES-CD-505	WEB DESIGNING (HTML)	√	√	√
	BDES-AN-506	MOTION GRAPHICS - II	√	√	√
	BDES-AN-507	DIGITAL ARTS - II	√	√	√
	BDES-ID-506	3DS MAX	√	√	√
<b>6 Animation And VFX – 6<sup>TH</sup> SEMESTER</b>					
	BDES-AN- 601	MINOR PROJECT- II (GAME DESIGNING)	√	√	√
	BDES-AN- 602	EDITING & COMPOSITING LAB	√	√	√
	BDES-AN- 603	3D ANIMATION - II	√	√	√
	BDES-AN- 604	STORYBOARDING TECHNIQUES	√	√	√
	BDES-AN- 605	FILM DIRECTION STUDIES	√	√	√
<b>Communication Design – 6<sup>TH</sup> SEMESTER</b>					
	B DES-CD-601	SOCIAL RESPONSIVE DESIGN		√	√
	B DES-CD-602	VISUAL COMMUNICATION AND EMERGENT PRACTICES		√	√
6.1	Electives Offered From Communication Design To Animation And VFX				

	B DES-CD-603	INNOVATION IN PACAKGING DESIGN	√	√	√
	B DES-CD-604	CORPORATE IDENTITY	√	√	√
	BDES-AN- 606	FUNDAMENTAL OF AUDIO AND VIDEO EDITING LAB		√	√
	BDES-AN- 607	GAME DESIGN LAB		√	√
	BDES-ID-606	LIVE PROJECT PRESENTATION		√	√
<b>7</b>	<b>Communication Design And Animation And VFX – 7<sup>TH</sup> SEMESTER</b>				
	BDES-AN- 701	INDUSTRY INTERNSHIP	√	√	√
	B DES-CD-702	INDUSTRY INTERNSHIP	√	√	√
<b>8</b>	<b>Animation And VFX – 8<sup>TH</sup> SEMESTER</b>				
	BDES-AN- 801	DISSERTATION : MAJOR PROJECT		√	√
	BDES-AN- 802	COMPOSITING AND VFX LAB		√	√
	BDES-AN- 803	ADVANCE 3D ANIMATION		√	√
	BDES-AN- 804	UNDERSTANDING THE PRODUCTION PROCESS		√	√
<b>8</b>	<b>Communication Design – 8<sup>TH</sup> SEMESTER</b>				
	BDES-CD- 801	CRITICAL PRACTICE- PROJECT	√	√	√
	BDES-CD- 802	CRITICAL PRACTICE- EXPERIMENTATION	√	√	√
	BDES-CD-803	CRITICAL PRACTICE- THEORISATION	√	√	√

## Appendix B: List of courses having focus on Employability, Entrepreneurship and Skill Development

Course code	Course Name*	Employability	Entrepreneurship	Skill development
BDES-AN-801	DISSERTATION : MAJOR PROJECT	√	√	√
BDES-AN-802	COMPOSITING AND VFX LAB	√	√	√
BDES-AN-803	ADVANCE 3D ANIMATION	√	√	√
BDES-AN-804	UNDESRTANDING THE PRODUCTION PROCESS		√	√
BDES-CD-801	CRITICAL PRACTICE- PROJECT	√	√	√
BDES-CD-802	CRITICAL PRACTICE- EXPERIMENTATION	√	√	√
BDES-CD-803	CRITICAL PRACTICE- THEORISATION	√		√

**Appendix C: Courses focusing on Professional ethics, Environment and sustainability, Gender Equality and Human values**

<b>Course Code</b>	<b>Course</b>	<b>Environment and Sustainability</b>	<b>Professional Ethics</b>	<b>Human Values</b>	<b>Gender Equality</b>
CH-202B	Environmental Studies CH 202B	√			

Curriculum and scheme of Examination Booklet of B. Design – Interior Design/ Animation & VFX / Communication Design programme containing 202 pages.

**Attested**