PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi

PRESIDENCY SCHOOL OF DESIGN

Program Regulations and Curriculum

2023-2026

Program: B.Sc. Multimedia

Based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

(As amended up to the 26th Meeting of the Academic Council held on 25 July 2025.This document supersedes all previous guidelines)

PU/ AC26.26/SOD12/BSM/2023-26

Resolution No. 26 of the 26th Meeting of the Academic Council held on 25 July 2025, and ratified by the Board of Management in its 27th Meeting held on 28th July 2025

June-2025

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PART A – PROGRAM REGULATIONS

1. Vision & Mission of the University and the School / Department

1.1 Vision of the University

To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

1.2 Mission of the University

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

1.3 Vision of Presidency School of Design

To become a value-based, Innovation-driven School of Design, transforming students into visionary designers, who shape the world with creative and socially sustainable solutions.

1.4 Mission of Presidency School of Design

- Inspire and train students to be creative Thinkers and Designers.
- Empower students with design knowledge to address social, technical and economic challenges with innovative solutions.
- Sensitize students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances between Society and Academia for Research and its practical application.
- Instill Entrepreneurial and Leadership Skills to address social, environmental and community - needs.

2. Preamble to the Program Regulations and Curriculum

a) This is the subset of Academic Regulations and it is to be followed as a requirement for the award of **B.Sc-Multimedia** degree.
b) The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Social Project Based Learning, Industrial Training, and Internship to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.
c) In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations, 2025 of the University, the Academic Council hereby makes the following Regulations.

3. Short Title and Applicability

a. These Regulations shall be called the Bachelor of Science in Multimedia Degree Program Regulations and Curriculum.
b. These Regulations are subject to, and pursuant to the Academic Regulations.
c. These Regulations shall be applicable to the ongoing Bachelor of Science in Multimedia Degree Programs of the batch, and to all other Bachelor of Science in Multimedia Degree Programs which may be introduced in future.
d. These Regulations shall supersede all the earlier Bachelor of Science in Multimedia Degree Program Regulations and Curriculum, along with all the amendments thereto.
e. These Regulations shall come into force from the Academic Year.

4. Definitions

In these Regulations, unless the context otherwise requires:

a. "Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;
b. "Academic Council" means the Academic Council of the University;
c. "Academic Regulations" means the Academic Regulations, of the University;
d. "Academic Term" means a Semester or Summer Term;
e. "Act" means the Presidency University Act, 2013;
f. "AICTE" means All India Council for Technical Education;
g. "Basket" means a group of courses bundled together based on the nature/type of the course;
h. "BOE" means the Board of Examinations of the University;
i. "BOG" means the Board of Governors of the University;
j. "BOM" means the Board of Management of the University;
k. "BOS" means the Board of Studies of a particular Department/Program of Study of the University;

l. “CGPA” means Cumulative Grade Point Average as defined in the Academic Regulations;

m. “Clause” means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;

n. “COE” means the Controller of Examinations of the University;

o. “Course In Charge” means the teacher/faculty member responsible for developing and organising the delivery of the Course;

p. “Course Instructor” means the teacher/faculty member responsible for teaching and evaluation of a Course;

q. “Course” means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;

r. “Curriculum Structure” means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.

s. “DAC” means the Departmental Academic Committee of a concerned Department/Program of Study of the University;

t. “Dean” means the Dean / Director of the concerned School;

u. “Degree Program” includes all Degree Programs;

v. “Department” means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;

w. “Discipline” means specialization or branch of B.Sc. - Multimedia Degree Program;

x. “HOD” means the Head of the concerned Department;

y. “Specialization Incharge” means the person who is responsible for each specialization;

z. “L-T-P-C” means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;

aa. “MOOC” means Massive Open Online Courses;

bb. “MOU” means the Memorandum of Understanding;

cc. “NPTEL” means National Program on Technology Enhanced Learning;

dd. “Parent Department” means the department that offers the Degree Program that a student undergoes;

ee. “Program Head” means the administrative head of a particular Degree Program/s;

ff. “Program Regulations” means the Bachelor of Science - Multimedia Degree Program Regulations and Curriculum,

gg. “Program” means the Bachelor of Science - Multimedia (B.Sc.) Degree Program;

hh. “PSOD” means the Presidency School of Design;

ii. “Registrar” means the Registrar of the University;

jj. “School” means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;

kk. “Section” means the duly numbered Section, with Clauses included in that Section, of these Regulations;

ll. “SGPA” means the Semester Grade Point Average as defined in the Academic Regulations,

mm. “Statutes” means the Statutes of Presidency University;

nn. “Sub-Clause” means the duly numbered Sub-Clause of these Program Regulations;

oo. “Summer Term” means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;

pp. “SWAYAM” means Study Webs of Active Learning for Young Aspiring Minds.

qq. “UGC” means University Grant Commission;

rr. “University” means Presidency University, Bengaluru; and

ss. “Vice Chancellor” means the Vice Chancellor of the University.

5. Program Description

The Bachelor of Science in Multimedia Program Regulations and Curriculum 2023-2026 are subject to, and, pursuant to the Academic Regulations. These Program

Regulations shall be applicable to the ongoing Bachelor of Science in Multimedia (B.Sc. -Multimedia) Degree Program of offered by the Presidency School of Design (SOD).

5.1 These Program Regulations shall be applicable to other similar programs, which may be introduced in future.

5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations

6. Minimum and Maximum Duration

6.1 Bachelor of Bachelor of Science in Multimedia is a Three-Year, Full-Time Semester based program. The minimum duration of the B.Sc-Multimedia . Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA program is six (06) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause **Error! Reference source not found.** of Academic Regulations), shall be counted in the permissible maximum duration for completion of a Program.

6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies, where there is a prolonged hospitalization and/or treatment, as

certified through hospital/medical records, female students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.

6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree (refer Section 19. **Error! Reference source not found.** of Academic Regulations) in the prescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

After three years of successful completion of the program, the graduates shall be able to:

PEO 1: Become a professional in the areas of animation and multimedia.
PEO 2: Become a researcher in the area of creative design thinking and its related applications.
PEO 3: Become an Entrepreneur/Consultant/Multimedia Designer.

8 Programme Outcomes (PO) and Programme Specific Outcomes (PSO)

8.1 Programme Outcomes (PO)

PO 1 - Apply fundamental knowledge of elements and principles of design.

PO 2 - Practice multidisciplinary design approach working in teams/groups.

PO 3 - Design processes and systems in multimedia related fields using design thinking aspects.

PO 4 - Identify and solve design-related problems/challenges.

PO 5 - Evaluate the impact of design solutions at varying levels of systems and contexts.

PO 6 - Design a system, program, component, or process to meet desired needs within realistic constraints.

PO 7 - Recognize the need for and an ability to engage in design practices.

PO 8 - Identify contemporary design issues in multimedia-related areas.

PO 9 - Apply the design and management principles to execute multidisciplinary projects.

PO 10 - Apply the techniques, skills and modern design tools necessary for multimedia design practice.

PO 11 - Demonstrate professional and ethical responsibility in design functions.

PO 12 - Interpret and communicate design ideas effectively.

8.2 Programme Specific Outcomes (PSO)

On successful completion of the Program, the students shall be able to:

1. Identify, evaluate and apply techniques and tools of multimedia

2. Demonstrate ideation, conceptualization and production skills in multimedia design solutions

3. Apply creative skills to develop concepts, interfaces and interactive platforms and design programs in multimedia

9 Admission Criteria

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. The admission criteria to the B.Sc.- Multimedia Program is listed in the following Sub-Clauses:

a. An applicant who has successfully completed Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course with a minimum aggregate of 40% marks, from a recognized university of India or outside or from Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country for the purpose of issue of qualifying certificate on successful completion of the course, may apply for and be admitted into the Program.
b. Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.
c. Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.
d. Candidates must fulfil the medical standards required for admission as prescribed by the University.
e. If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.
f. The decision of the BOM regarding the admissions is final and binding.

10. Transfer of student(s) from another recognized University to the 2nd year

(3rd Semester) of the Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the B.Sc.- Multimedia Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the B.Sc.- Multimedia Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

10.1 The concerned student fulfils the criteria specified in Sub-Clauses 2.3.1, 2.3.2 and 2.3.3.

10.2 The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July 10 of the concerned year for admission to the 2nd Year (3rd Semester) B.Sc.- Multimedia Program commencing on August 1 on the year concerned.

10.3 The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.

10.4 The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the B.Sc.- Multimedia Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the B.Sc.- Multimedia Program of the University.

10.5 The Branch / Discipline allotted to the student concerned shall be the decision of the University and binding on the student.

11. Change of Program

A student admitted to a particular Program of the B.Sc.- Multimedia

Program will normally continue studying in that Program till the completionof the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program at the end of 1st semester of the degree to eligible students in accordance with the rules framed by the University from time to time.

11.1 Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be eligible for consideration of a change of program.

11.2 Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.

11.3 The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulationsand Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all otherrules pertaining to the changed Program existing at the time.

11.4 Change of program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of program offered.

11.5 The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:

11.5.1 The actual number of students in the first semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,

11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.

11.5.3 The process of change of program shall be completed on the first day of Registration for the 2nd Semester.

12 Specific Regulations regarding Assessment and Evaluation (including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories)

12.1 The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.

12.2 Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 12.5 of academic regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

12.3 Format of the End-Term examination shall be specified in the Course Plan.

12.4 Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)
- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (Clause **Error! Reference source not found.** of academic regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5 Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	**Evaluation Component**	**Weightage**
Lecture-based Course L component in the L-T-P-C Structure is predominant (more than 1) (Examples 2-0-0-2, 3-0-0-3, etc.) Except 1-0-0-1 which has a Jury Component	Continuous Assessments	50%
	End Term Examination	50%
Lab/Practice-based Course P component in the L-T-P-C Structure is predominant (Examples: 2-0-4-4, 1-0-4-3, 2-0-2-3, 0-0-4-2 Etc.)	Continuous Assessments	100%
Skill based Courses like Internship, Dissertation / Social Engagement and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P-C structure	Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.	

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L–T–P) [NTCC], but with assigned Credits (as defined in Clause **Error! Reference source not found.** of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6 Minimum Performance Criteria:

12.6.1 Theory only Course

a) A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:
b) A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.
c) The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2 Integrated/Lab/Practice/Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

12.6.3 A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause **Error! Reference source not found.**, 12.6.1 of Academic Regulations 2025) in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

12.7 Normally, for Practice/Skill based Courses, without a defined credit structure (L – T – P), but with assigned Credits, (as defined in Clause 5.2 of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment shall be prescribed in the concerned Course Handout. There shall be no component of End Term Final Examinations for such Courses.

In case any exception is required for a particular course, where the methods of assessment prescribed in the specific regulations mentioned above in Sub-Clauses 12.5, 12.6 and 12.7 are not suitable/ relevant for assessing the performance in the concerned Course, the DAC shall recommend the appropriate method of assessment for the approval by the BOS.

13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

13.1 The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer **Error! Reference source not found.** of academic regulations) and approved by the Dean - Academics.

13.2 Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.

13.3 Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds* (SWAYAM) and *National Program on Technology Enhanced Learning* (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of

Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:

13.3.1 A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause 13.3 (as per academic regulations) and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

13.3.2 SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause 13.3 shall be approved by the concerned Board of Studies and placed (as Annexures) in the concerned PRC.

13.3.3 Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.

13.3.4 Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.

13.3.5 A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause 13.3.2 above.

13.3.6 SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.

13.3.7 A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the HOD concerned, the Course(s) and equivalent Credits shall forwarded to the COE for processing of results of the concerned Academic Term.

13.3.8 The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table **Error! Reference source not found.** in the academic regulations.

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	**Course Duration**	**Credit Equivalence**
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

13.3.9 The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

13.3.10 The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

13.4 The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit

requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section (13.**Error! Reference source not found.**), shall not be included in the calculation of the CGPA.

14. Structure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements

The B.Sc.- Multimedia Program Structure totalling 120 credits. Table 7 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table 3: B.Sc. Multimedia 2023-2026: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets

Sl. No.	Baskets	Credit Contribution
1	Core Courses	32
2	Humanities, Social Sciences & Management Sciences (HS	7
3	Skill Enhancement Courses (SEC)	15
4	Design Studies (DS)	12
5	Professional Practice (PP) I and II	8
6	Personal and Professional Skills (PPS)	4
7	Discipline Electives Courses	33
8	Multidisciplinary Open Electives	9
	Total Credits	**120 (Minimum)**

15. Minimum Total Credit Requirements of Award of Degree

A minimum of 120 credits is required for the award of a B.Sc.- Multimedia degree.

16. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies

16.1 The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University.

16.2 A student shall be declared to be eligible for the award of the concerned Degree if she/he:

a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets;

b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations;

c. No dues to the University, Departments, Hostels, Library, and any other such Centers/ Departments of the University; and

d. No disciplinary action is pending against her/him.

17. Curriculum Structure – Basket Wise Course List (not Semester Wise)

List of Courses Tabled – aligned to the Program Structure

(Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

	Table 3.1: List of Core Courses (CC)					
S.no	Course Code	Course Name	L	T	P	C
1	BSM1003	Pre-Production	**2**	**0**	**4**	**3**
2	BSM2003	Photography	**2**	**0**	**4**	**4**
3	BSM1006	Production Pipeline	**3**	**0**	**0**	**3**
4	BSM2010	Video Technology and Production	**2**	**0**	**4**	**4**
5	BSM2002	Video Editing	**1**	**0**	**4**	**3**
6	BSM2006	Computer Graphics	**2**	**0**	**4**	**4**
7	BSM2009	Audio Technology and Production	**1**	**0**	**4**	**3**
8	BSM2036	Digital Compositing	**2**	**0**	**4**	**4**
9	BSM3003	Mini Project	-	-	-	4
	Total No. of Credits					**32**

	Table 3.2: List of Humanities, Social Sciences & Management Sciences (HS)					
S.No	Course Code	Course Name	L	T	P	C
1	PHY1009	Essentials of Physics	**2**	**0**	**0**	**2**
2	ENG1003	Communicative English	**2**	**0**	**0**	**2**
3	KAN1001/KAN2001	Kali Kannada/ Thili Kannada	**1**	**0**	**0**	**1**
4	ENG2005	Technical Written Communication	**2**	**0**	**0**	**2**
5	CHE1020	Environmental Studies and Sustainable Development	2	0	0	**0**
		Total No. of Credits				**7**

	Table 3.3: List of Skill Enhancement Courses (SEC)					
S.no	Course Code	Course Name	L	T	P	C
1	BSM1001	Multimedia Model	**3**	**0**	**0**	**3**
2	BSM1002	Visual Design & Language	**1**	**0**	**4**	**3**
3	BSM1005	Introduction to Character Sketching	**1**	**0**	**4**	**3**
4	BSM1011	Elements & Principles of Design	**2**	**0**	**4**	**4**
5	BSM1010	Observation & Ideation	1	0	2	**2**

	Total No. of Credits	**15**

Table 3.4: List of Design Studies (DS)

S.No	Course Code	Course Name	L	T	P	C
1	BSM1006	Production Pipeline	**3**	**0**	**0**	**3**
2	BSM2001	Introduction to 2D Animation	**1**	**0**	**4**	**3**
3	BSM2008	3D Modelling and Texturing	**0**	**0**	**4**	**2**
4	BSM2007	Introduction to 3D Animation	**3**	**0**	**0**	**3**
5	BSM3016	3D Rigging and Animation	**2**	**0**	**4**	**4**
	Total No. of Credits					**15**

Table 3.5: Professional Practice (PP) I and II

S.No	Course Code	Course Name	L	T	P	C
1	BSM3002	Summer Internship	**0**	**0**	**0**	**4**
2	BSM3001	Portfolio Development	0	0	0	**4**
	Total No. of Credits					**8**

Table 3.6: Personal and Professional Skills (PPS)

S.No	Course Code	Course Name	L	T	P	C
1	PPS1001	Introduction to soft skills	0	0	2	1
2	PPS1004	Soft Skills for designers	0	0	2	1
3	PPS2001	Reasoning and Employment	0	0	2	1
4	PPS3018	Preparedness for Interview	0	0	2	1
	Total No. of Credits					**4**

Table 3.7: List of Discipline Elective Courses

S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DESXXXX	Discipline Elective I	**3**	**0**	**0**	**3**	**3**
2	DESXXXX	Discipline Elective II	**1**	**0**	**4**	**3**	**5**
3	DESXXXX	Discipline Elective III	**3**	**0**	**0**	**3**	**3**
4	DESXXXX	Discipline Elective IV	**3**	**0**	**0**	**3**	**3**
5	DESXXXX	Discipline Elective V	2	0	4	4	**6**
6	DESXXXX	Discipline Elective VI	3	0	0	3	**3**
7	DESXXXX	Discipline Elective VII	2	0	4	4	**6**

8	DESXXXX	Discipline Elective VIII	2	0	0	2	**2**
9	DESXXXX	Discipline Elective IX	0	0	4	2	**4**
10	DESXXXX	Discipline Elective X	2	0	2	3	**4**
11	DESXXXX	Discipline Elective XI	**3**	**0**	**0**	**3**	**3**
Total No. of Credits						**33**	

Table 3.8: List of Open Elective Courses

S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	XXXXXXX	Open Elective - I	3	0	0	3	3
2	XXXXXXX	Open Elective - II	3	0	3	3	3
3	XXXXXXX	Open Elective - III	3	0	0	3	3
Total No. of Credits						**9**	

18. Practical / Skill based Courses – Professional Practice Courses (Internships / Thesis / Dissertation / Capstone Project Work / Portfolio / Mini project)

Practical / Skill based Courses like internship, project work, capstone project, research project / dissertation, and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, 2025, are simply assigned the number of Credits based on the quantum of work / effort required to fulfil the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip B.Sc. graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations, 2025). The same shall be prescribed in the Course Plan.

18.1 Internship/ Professional Practice

18.1.1. The Internship/Professional Practice Program shall be in conducted in accordance with the Internship Policy prescribed by the University from time to time.

18.1.2 The selection criteria (minimum CGPA, pass in all Courses as on date, and any other qualifying criteria) as applicable/ stipulated by the concerned Industry/ Company for award of the Internship to a student.

18.1.3 The number of Internship/Professional Practice available for the concerned Academic Term. Further, the available number of internships shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as applicable, specified by the Industry/ Company providing the Internship, as stated in Sub-Clause 18.1.2 above.

18.1.4. A student may opt for Internship/Professional Practice in an Industry/Company of her/his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her/his own. Provided further, that the Industry/ Company offering such Internship confirms to the University that the Internship program shall be conducted in accordance with the Program Regulations and Internship Policy of the University.

18.1.5. A student selected for an Internship in an Industry/ Company shall adhere to all the rules and guidelines prescribed in the Internship Policy of the University.

18.1.6. Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

18.1.7. Professional Practice –I

Professional Practice -I is a 4 Credit Course. This first level practice-based course is conducted after the 4th Semester of the B.Sc. Multimedia Program, during the summer break (usually June – July), in accordance with the guidelines mentioned above from 18.1.1 to 18.1.6.

A student may undergo an Internship Program for a period of 8 weeks depending on Specilazation in an Industry/ Company,

18.1.8 Professional Practice – II

Professional Practice - II is an intensive practice-based course with 6 Credits offered during the final (3rd) year of the B.Sc. Multimedia Program. Students may register for Professional Practice – II in the 6th Semester of the B.Sc. Multimedia Program, in accordance with the guidelines mentioned below from 18.2 to 18.4

18.2 Project Work

18.2.1 A student may do an extensive Project Work in an Industry/ Company/ Research Laboratory or the University Department(s), subject to the following conditions:

18.2.2 The Project Work shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

18.2.3 The student may do the Project Work in an Industry/ Company/ Research Laboratory of her/his choice subject to the above-mentioned condition (Sub-Clause 18.2.1). Provided further, the Industry/ Company/ Research Laboratory offering such project work confirms to the University that the Project Work will be conducted in accordance with the Program Regulations and requirements of the University.

18.2.4 Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

18.3.1 Capstone Project/Portfolio

A student may undergo a Capstone Project/Portfolio for a period of 12 weeks in an industry / company or academic / research institution in the 6th Semester as applicable, subject to the following conditions:

18.3.2 The Capstone Project shall be in conducted in accordance with the Capstone Project/Portfolio Policy prescribed by the University from time to time.

18.3.2.1 The selection criteria (minimum CGPA, pass in all Courses as on date, and any other qualifying criteria) as applicable / stipulated by the concerned Industry / Company or academic / research institution for award of the Capstone Project/Portfolio to a student;

18.3.2.2 The number of Capstone Project/ Portfolio available for the concerned Academic Term. Further, the available number of Capstone Project / Portfolio shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as applicable, specified by the Industry / Company or academic / research institution

providing the Capstone Project/ Portfolio, as stated in Sub-Clause 18.3.2 above.

18.3.2.3 A student may opt for Capstone Project/Portfolio in an Industry / Company or academic / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the I Capstone Project on her / his own. Provided further, that the Industry / Company or academic / research institution offering such Capstone Project/portfolio confirms to the University that the Capstone Project shall be conducted in accordance with the Program Regulations and Internship Policy of the University.

18.3.2.4 A student selected for a Capstone Project/ Portfolio in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Capstone Project Policy of the University.

18.3.2.5 Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

18.4 Research Project / Dissertation

A student may opt to do a Research Project / Dissertation for a period of 12 weeks in an Industry / Company or academic / research institution or the University Department(s) as an equivalence of Capstone Project, subject to the following conditions:

18.4.1 The Research Project / Dissertation shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

18.4.2 Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

The student may do the Research Project / Dissertation in an Industry / Company or academic / research institution of her / his choice subject to the above-mentioned condition (Sub-Clause 18.4.1). Provided further, that the Industry / Company or academic / research institution offering such

Research Project / Dissertation confirms to the University that the Research Project / Dissertation work will be conducted in accordance with the Program Regulations and requirements of the University.

19. List of Elective Courses under various Specialisations / Stream Basket

Table 3.9: Discipline Electives Courses/Specialization Tracks – Minimum of 33 credits is to be earned by the student in a particular track.

S. No	Course Code	Course Name	L	T	P	C
1	BSM 2020	UI/UX Design	1	0	4	3
2	BSM2012	E Content Development	0	0	4	2
3	BSM2013	Radio Production	0	0	4	2
4	BSM2090	Multimedia Databases	3	0	0	3
5	BSM2015	Social Media Marketing	1	0	4	3
6	BSM2016	Advertising and public relation	2	0	2	3
7	BSM 2055	Infographics	0	0	4	3
8	BSM2017	Interactive Multimedia applications	0	0	4	2
9	BSM2018	E- Publishing	2	0	2	3
10	BSM2019	Android Mobile Applications Development	1	0	4	3
11	BSM2056	Web Application Development	0	0	4	2
12	BSM3036	Studio Design and Management	2	0	0	2
13	BSM2091	Web Design and Development	1	0	4	3
14	BSM3035	Video Codes and Standards	3	0	0	3
15	BSM2065	3D Lighting and Rendering	2	0	2	3
16	BSM3039	AI for Multimedia	1	0	4	3
17	BSM2005	Desktop Publishing	0	0	4	2
18	BSM2010	Colour theory	3	0	0	3
19	BSM2011	3D Lighting and Camera Lab	0	0	4	2
20	BSM2024	Digital Cinematography	2	0	4	4
21	BSM2025	TV Program Production	1	0	4	3
22	BSM2026	Film Production	2	0	2	3
23	BSM3015	3D Video & Graphics	3	0	0	3
24	BSM2027	Television Systems	3	0	0	3
25	BSM2028	Principles of Journalism	3	0	0	3
26	BSM2029	Corporate Communications	3	0	0	3
27	BSM2030	Communication Theories and Models	3	0	0	3
28	BSM2031	Digital Colour Correction	2	0	2	3
29	BSM2032	Studio Management	3	0	0	3
30	DES1008	Materials, Media, Tools & Techniques	2	0	4	4
31	DES1014	Introduction to Design Ethnography	2	0	2	3
32	DES1015	Basics of Technical Drawing	2	0	2	3
33	BSM2004	History and pipeline of Animation	2	0	0	2

34	BSM3017	Game Development	1	0	4	3
35	BSM3018	Virtual Sculpting Lab	0	0	4	2
36	BSM3019	Character Animation	0	0	4	2
37	BSM3020	Advanced rigging	0	0	2	1
38	BSM3021	Production for animation	1	0	4	3
39	BSM3022	Augmented and Virtual Reality	2	0	2	3
40	BSM3023	Motion Capture	3	0	0	3
41	BSM3024	Advanced Animation	0	0	4	2
42	BSM3025	Anatomy Study	3	0	0	3
43	BSM1009	Design Thinking and Communication	2	0	2	3
44	BSM2014	Principles of Animation	1	0	4	3
45	BSM2056	Stop motion Animation	0	0	2	1
46	BSM2043	Game Mechanics and Dynamics	3	0	0	3
47	BSM2047	Assets for Game Production	0	0	4	2
48	BSM1006	Introduction to Immersive Technologies	1	0	4	3
49	BSM2040	360 Video Production	0	0	4	2
50	BSM2051	Game Testing and Analysis	3	0	0	3
51	BSM2052	Game Interface and Level Design	3	0	0	3
52	BSM3033	Concept Development and Creativity	3	0	0	3
53	BSM3015	Design Thinking and Communication	2	0	4	4
54	BSM3016	Video streaming and AR technologies	3	0	0	3
55	BSM2034	Media Management and Entrepreneurship	3	0	0	3
56	BSM2068	Game Ideation and Ethics	2	0	2	3
57	BSM3040	3D Game Art and Design	1	0	4	3

20. Open Electives

Open Electives are the courses offered by any Department/School of the University. The primary objective of offering Open Electives is to provide interdisciplinary/ transdisciplinary learning experiences. The outcome is a graduate with a fair exposure to disciplines beyond the chosen Branch in the B.Des Program.

Open Electives offered by any Department/School of the University are listed in the Course Structure under the Open Elective category and offered to students of any Department including the parent Department/School.

The Course details and method of evaluation shall be clearly prescribed in the concerned Course Handout.

20.1 List of Open Electives to be offered by the School / Department (Separately for ODD and EVEN Semesters.

Table 3.10 : Multidisciplinary Open Electives *– Minimum of 9 credits is to be earned by the student.

Sl. No.	Course Code	Course Name	L	T	P	C
Chemistry Basket						
1	CHE1003	Fundamentals of Sensors	3		0	3
2	CHE1004	Smart materials for IOT	3		0	3
3	CHE1005	Computational Chemistry	2		0	2
4	CHE1006	Introduction to Nano technology	3		0	3
5	CHE1007	Biodegradable electronics	2		0	2
6	CHE1008	Energy and Sustainability	2		0	2
7	CHE1009	3D printing with Polymers	2		0	2
8	CHE1010	Bioinformatics and Healthcare IT	2		0	2
9	CHE1011	Chemical and Petrochemical catalysts	3		0	3
10	CHE1012	Introduction to Composite materials	2		0	2
11	CHE1013	Chemistry for Engineers	3		0	3
12	CHE1014	Surface and Coatings technology	3		0	3
13	CHE1015	Waste to Fuels	2		0	2
14	CHE1016	Forensic Science	3		0	3
Civil Engineering Basket						
1	CIV1001	Disaster mitigation and management	3		0	3
2	CIV1002	Environment Science and Disaster Management	3		0	3
3	CIV2001	Sustainability Concepts in Engineering	3		0	3
4	CIV2002	Occupational Health and Safety	3		0	3
5	CIV2003	Sustainable Materials and Green Buildings	3		0	3
6	CIV2004	Integrated Project Management	3		0	3
7	CIV2005	Environmental Impact Assessment	3		0	3
8	CIV2006	Infrastructure Systems for Smart Cities	3		0	3
9	CIV2044	Geospatial Applications for Engineers	2		2	3

10	CIV2045	Environmental Meteorology	3		0	3
11	CIV3046	Project Problem Based Learning	3		0	3
12	CIV3059	Sustainability for Professional Practice	3		0	3
		Commerce Basket				
1	COM2001	Introduction to Human Resource Management	2		0	2
2	COM2002	Finance for non-finance	2		0	2
3	COM2003	Contemporary Management	2		0	2
4	COM2004	Introduction to Banking	2		0	2
5	COM2005	Introduction to Insurance	2		0	2
6	COM2006	Fundamentals of Management	2		0	2
7	COM2007	Basics of Accounting	3		0	3
Computer Science Basket						
1	CSE2002	Programming in Java	2		2	3
2	CSE2003	Social Network Analytics	3		0	3
3	CSE2004	Python Application Programming	2		2	3
4	CSE2005	Web design fundamentals	2		2	3
5	CSE3111	Artificial Intelligence: Search Methods For Problem Solving	3		0	3
6	CSE3112	Privacy And Security In Online Social Media	3		0	3
7	CSE3113	Computational Complexity	3		0	3
8	CSE3114	Deep Learning for Computer Vision	3		0	3
9	CSE3115	Learning Analytics Tools	3		0	3
Design Basket						
1	DES1001	Sketching and Painting	0	0	2	1
2	DES1002	Innovation and Creativity	2	0	0	2
3	DES1003	Serviceability of Fashion Products	1	0	2	2
4	DES1004	Choices in Virtual Fashion	1	0	2	2
5	DES1005	Fashion Lifestyle and Product Diversity	1	0	2	2
6	DES1006	Colour in Everyday Life	1	0	2	2

7	DES 1121	Introduction to UX Design	1	0	2	2
8	DES 1122	Introduction to Jewellery Making	1	0	2	2
9	DES 1123	Packaging Design	1	0	2	2
10	DES 1124	Spatial Stories	1	0	2	2
11	DES 1125	Polymer Clay	1	0	2	2
12	DES1135	Design Ethics and Sustainability	3	0	0	3
13	DES1146	Introduction to Design Thinking	1	0	0	1
14	DES2001	Design Thinking	3	0	0	3
15	DES 2080	Art of Design Language	3	0	0	3
16	DES 2081	Brand Building in Design	3	0	0	3
17	DES 2085	Web Design Techniques	3	0	0	3
18	DES 2089	3D for Designers	1	0	4	3
19	DES 2090	Creative Thinking for Professionals	3	0	0	3
20	DES 2091	Idea Formulation	3	0	0	3
21	DES2124	Shaping Thematic Environments	3	0	0	3
22	DES2125	Adaptive Reuse & Recycle	3	0	0	3
23	DES2138	Service Design	3	0	0	3
24	DES2139	AI for Design Innovation	3	0	0	3
25	DES2140	Project Management Essentials for Designers	3	0	0	3
26	DES2141	Digital Marketing Strategies for Designers	3	0	0	3
27	DES2142	3D & UI Design Tools (Blender/Figma)	3	0	0	3
28	DES2143	Design Communication Essentials	3	0	0	3
29	DES2144	Material Sourcing for Designers	3	0	0	3
30	DES2145	Designing for Healthcare	3	0	0	3
31	DES2146	Designing for XR (AR/VR)	3	0	0	3
32	DES2147	Coding Fundamentals: Python for Designers	3	0	0	3
33	DES2148	Design Forecasting	3	0	0	3
34	DES2149	Design Journalism	3	0	0	3
35	DES2150	Visual Presentations	2	0	2	3
36	DES2151	Visual Perception in Everyday Life	2	0	2	3
37	DES2152	Fashion Product Development	3	0	0	3

38	DES2153	Jewellery Design Essentials	2	0	2	3
39	DES2158	3D Aesthetics and Visualisation	1	0	4	3
40	DES2159	Intellectual Property Rights	3	0	0	3
41	DES2126	Introduction to Film Making	0	0	0	3
Electrical and Electronics Engineering Basket						
1	EEE1002	IoT based Smart Building Technology	3	0	0	3
2	EEE1003	Basic Circuit Analysis	3	0	0	3
3	EEE1004	Fundamentals of Industrial Automation	3	0	0	3
4	EEE1005	Electric Vehicles & Battery Technology	3	0	0	3
5	EEE1006	Smart Sensors for Engineering Applications	3	0	0	3
		Electronics and Communication Engineering Basket				
1	ECE1003	Fundamentals of Electronics	3	0	0	3
2	ECE1004	Microprocessor based systems	3	0	0	3
3	ECE1005	Journey of Communication Systems	3	0	0	3
4	ECE3089	Artificial Neural Networks	3	0	0	3
5	ECE3090	Digital System Design using VERILOG	3	0	0	3
6	ECE3091	Mathematical Physics	3	0	0	3
7	ECE3092	Photonic Integrated Circuits	3	0	0	3
8	ECE3093	Machine learning for Music Information Retrieval	3	0	0	3
9	ECE3094	Video Processing and Computer Vision	3	0	0	3
10	ECE3095	Blockchain and Cryptocurrency Technologies	3	0	0	3
11	ECE3096	Natural Language Processing	3	0	0	3
12	ECE3097	Smart Electronics in Agriculture	3	0	0	3
13	ECE3098	Environment Monitoring Systems	3	0	0	3

14	ECE3099	Modern Wireless Communication with 5G	3	0	0	3
15	ECE3100	Underwater Communication	3	0	0	3
16	ECE3101	Printed Circuit Board Design	3	0	0	3
17	ECE3102	Consumer Electronics	3	0	0	3
18	ECE3103	Product Design of Electronic Equipment	3	0	0	3
19	ECE3104	Vehicle to Vehicle Communication	3	0	0	3
20	ECE3105	Wavelets and Filter Banks	3	0	0	3
21	ECE3106	Introduction to Data Analytics	3	0	0	3
22	ECE3107	Machine Vision for Robotics	3	0	0	3
		English Basket				
1	ENG1008	Indian Literature	2	0	0	2
2	ENG1009	Reading Advertisement	3	0	0	3
3	ENG1010	Verbal Aptitude for Placement	2	0	2	3
4	ENG1011	English for Career Development	3	0	0	3
5	ENG1012	Gender and Society in India	2	0	0	2
6	ENG1013	Indian English Drama	3	0	0	3
7	ENG1014	Logic and Art of Negotiation	2	0	2	3
8	ENG1015	Professional CommunicationSkills for Engineers	1	0	0	1
9	FRL1002	Basic French	2	0	0	2
Fitness and Wellness Basket						
1	DSA2001	Spirituality for Health	2	0	0	2
2	DSA2002	Yoga for Health	2	0	0	2
3	DSA2003	Stress Management and Well Being	2	0	0	2
Kannada Basket						
1	KAN1003	Kannada Kaipidi	3	0	0	3
2	KAN2003	Pradharshana Kale	1	0	2	2
3	KAN2004	Sahithya Vimarshe	2	0	0	2
4	KAN2005	Anuvadha Kala Sahithya	3	0	0	3
5	KAN2006	Vichara Manthana	3	0	0	3
6	KAN2007	Katha Sahithya Sampada	3	0	0	3
7	KAN2008	Ranga Pradarshana Kala	3	0	0	3

Foreign Language Basket						
1	FRL1004	Introduction of French Language	2	0	0	2
2	FRL1005	Fundamentals of French	2	0	0	2
3	FRL1009	Mandarin Chinese for Beginners	3	0	0	3
4	FLR1002	Basic French	1	0	0	2
		Law Basket				
1	LAW1001	Introduction to Sociology	2	0	0	2
2	LAW2001	Indian Heritage and Culture	2	0	0	2
3	LAW2002	Introdcution to Law of Succession	2	0	0	2
4	LAW2003	Introduction to Company Law	2	0	0	2
5	LAW2004	Introduction to Contracts	2	0	0	2
6	LAW2005	Introduction to Copy Rights Law	2	0	0	2
7	LAW2006	Introduction to Criminal Law	2	0	0	2
8	LAW2007	Introduction to Insurance Law	2	0	0	2
9	LAW2008	Introduction to Labour Law	2	0	0	2
10	LAW2009	Introduction to Law of Marriages	2	0	0	2
11	LAW2010	Introduction to Patent Law	2	0	0	2
12	LAW2011	Introduction to Personal Income Tax	2	0	0	2
13	LAW2012	Introduction to Real Estate Law	2	0	0	2
14	LAW2013	Introduction to Trademark Law	2	0	0	2
15	LAW2014	Introduction to Competition Law	3	0	0	3
16	LAW2015	Cyber Law	3	0	0	3
17	LAW2016	Law on Sexual Harrassment	2	0	0	2
18	LAW2017	Media Laws and Ethics	2	0	0	2
		Mathematics Basket				
1	MAT2008	Mathematical Reasoning	3	0	0	3
2	MAT2014	Advanced Business Mathematics	3	0	0	3
3	MAT2041	Functions of Complex Variables	3	0	0	3

4	MAT2042	Probability and Random Processes	3	0	0	3
5	MAT2043	Elements of Number Theory	3	0	0	3
6	MAT2044	Mathematical Modelling and Applications	3	0	0	3
Mechanical Engineering Basket						
1	MEC1001	Fundamentals of Automobile Engineering	3	0	0	3
2	MEC1002	Introduction to Matlab and Simulink	3	0	0	3
3	MEC1003	Engineering Drawing	1	0	4	3
4	MEC2001	Renewable Energy Systems	3	0	0	3
5	MEC2002	Operations Research & Management	3	0	0	3
6	MEC2003	Supply Chain Management	3	0	0	3
7	MEC2004	Six Sigma for Professionals	3	0	0	3
8	MEC2005	Fundamentals of Aerospace Engineering	3	0	0	3
9	MEC2006	Safety Engineering	3	0	0	3
10	MEC2007	Additive Manufacturing	3	0	0	3
11	MEC3069	Engineering Optimisation	3	0	0	3
12	MEC3070	Electronics Waste Management	3	0	0	3
13	MEC3071	Hybrid Electric Vehicle Design	3	0	0	3
14	MEC3072	Thermal Management of Electronic Appliances	3	0	0	3
15	MEC3200	Sustainable Technologies and Practices	3	0	0	3
16	MEC3201	Industry 4.0	3	0	0	3
Petroleum Engineering Basket						
1	PET1005	Geology for Engineers	2	0	0	2
2	PET1006	Overview of Energy Industry	2	0	0	2
3	PET1007	Introduction to Energy Trading and Future Options	2	0	0	2
4	PET1008	Sustainable Energy Management	2	0	0	2
5	PET2026	Introduction to Computational Fluids Dynamics	3	0	0	3

6	PET2028	Polymer Science and Technology	3	0	0	3
7	PET2031	Overview of Material Science	3	0	0	3
8	PET2032	Petroleum Economics	3	0	0	3
		Physics Basket		0		
9	PHY1003	Mechanics and Physics of Materials	3	0	0	3
10	PHY1004	Astronomy	3	0	0	3
11	PHY1005	Game Physics	2	0	2	3
12	PHY1006	Statistical Mechanics	2	0	0	2
13	PHY1007	Physics of Nanomaterials	3	0	0	3
14	PHY1008	Adventures in nanoworld	2	0	0	2
15	PHY2001	Medical Physics	2	0	0	2
16	PHY2002	Sensor Physics	1	0	2	2
17	PHY2003	Computational Physics	1	0	2	2
18	PHY2004	Laser Physics	3	0	0	3
19	PHY2005	Science and Technology of Energy	3	0	0	3
20	PHY2009	Essentials of Physics	2	0	0	2
		Management Basket		0		
1	MGT1001	Introduction to Psychology	3	0	0	3
2	MGT1002	Business Intelligence	3	0	0	3
3	MGT1003	NGO Management	3	0	0	3
4	MGT1004	Essentials of Leadership	3	0	0	3
5	MGT1005	Cross Cultural Communication	3	0	0	3
6	MGT2001	Business Analytics	3	0	0	3
7	MGT2002	Organizational Behaviour	3	0	0	3
8	MGT2003	Competitive Intelligence	3	0	0	3
9	MGT2004	Development of Enterprises	3	0	0	3
10	MGT2005	Economics and Cost Estimation	3	0	0	3
11	MGT2006	Decision Making Under Uncertainty	3	0	0	3
12	MGT2007	Digital Entrepreneurship	3	0	0	3
13	MGT2008	Econometrics for Managers	3	0	0	3
14	MGT2009	Management Consulting	3	0	0	3
15	MGT2010	Managing People and Performance	3	0	0	3

16	MGT2011	Personal Finance	3	0	0	3
17	MGT2012	E Business for Management	3	0	0	3
18	MGT2013	Project Management	3	0	0	3
19	MGT2014	Project Finance	3	0	0	3
20	MGT2015	Engineering Economics	3	0	0	3
21	MGT2016	Business of Entertainment	3	0	0	3
22	MGT2017	Principles of Management	3	0	0	3
23	MGT2018	Professional and Business Ethics	3	0	0	3
24	MGT2019	Sales Techniques	3	0	0	3
25	MGT2020	Marketing for Engineers	3	0	0	3
26	MGT2021	Finance for Engineers	3	0	0	3
27	MGT2022	Customer Relationship Management	3	0	0	3
28	MGT2023	People Management	3	0	0	3
		Media Studies Specific OE Basket		0		
1	BCA2011	Web Design Development	1	0	4	3
2	MBA2017	Principles of Management	3	0	3	3
		Media Studies Basket		0		
1	BAJ3050	Corporate Filmmaking and Film Business	0	0	4	2
2	BAJ3051	Digital Photography	2	0	2	3
3	BAJ3055	Introduction to News Anchoring and News Management	0	0	2	1
Research URE Basket						
1	URE2001	University Research Experience	-	0	-	3
2	URE2002	University Research Experience	-	0	-	0

*Open Electives courses offered by other schools in a semester and as approved by the BOS will be added to the above list and will be made available for the students for Pre Registration.

21. List of MOOC (NPTEL) Courses

21.1 NPTEL - Discipline Elective Courses for B.Sc. Multimedia

Sl. No.	Course ID	Course Name	Duration
1		Web-designing and multimedia Technology By Dr. B. Yogameena https://onlinecourses.swayam2.ac.in/ntr25_ed64/preview	12 Weeks

21.2 NPTEL - Open Elective Courses for B. Sc. Multimedia

Sl. No.	Course ID	Course Name	Duration
1	noc25-de12	Introduction to Graphic Design	8 Weeks
2	noc25-mg15	Business Statistics	12 Weeks
3	noc25-mg06	AI in Marketing	12 Weeks
4	noc25-mg31	International Business	12 Weeks
5	noc25-mg62	Supply Chain Digitization	12 Weeks
6	noc25-me70	Robotics: Basics and Selected Advanced Concepts	12 Weeks

22. Recommended Semester Wise Course Structure / Flow including the Programme / Discipline Elective Paths / Options

SEMESTER-WISE COURSE BREAK-UP

Sl. No.	Course Code	Course Name	L	T	P	C	Basket
Semester 1						**24**	
1	BSM1001	Multimedia Model	**3**	**0**	**0**	**3**	Skill Enhancement Courses (SEC)
2	BSM1002	Visual Design & Language	**1**	**0**	**4**	**3**	Skill Enhancement Courses (SEC)
3	BSM1003	Pre-Production	**2**	**0**	**4**	**3**	Core (Professional) Course (CC)
4	BSM1005	Introduction to Character Sketching	**1**	**0**	**4**	**3**	Skill Enhancement Courses (SEC)
5	BSM1006	Production Pipeline	**3**	**0**	**0**	**3**	Core (Professional) Course (CC)
6	BSM1011	Elements & Principles of Design	**2**	**0**	**4**	**4**	Skill Enhancement Courses (SEC)
7	PHY1009	Essentials of Physics	**2**	**0**	**0**	**2**	Humanities, Social Sciences & Management Sciences (HS)
8	ENG1003	Communicative English	**2**	**0**	**0**	**2**	Humanities, Social Sciences & Management Sciences (HS)
9	PPS1001	Introduction to soft skills	0	0	2	1	Personal and Professional Skills (PPS)
Semester 2						**23**	
1	BSM2001	Introduction to 2D Animation	**1**	**0**	**4**	**3**	Design Studies (DS)
2	BSM2003	Photography	**2**	**0**	**4**	**4**	Core (Professional) Course (CC)
3	BSMxxxx	Discipline Elective-I	**3**	**0**	**0**	**3**	Discipline Elective Courses
4	BSMxxxx	Discipline Elective-II	**1**	**0**	**4**	**3**	Discipline Elective Courses
5	BSMxxxx	Discipline Elective-III	**3**	**0**	**0**	**3**	Discipline Elective Courses
6	BSMxxxx	Discipline Elective-IV	**3**	**0**	**0**	**3**	Discipline Elective Courses
7	KAN1001/ Kan2001	Kali Kannada/ Thili Kannada	**1**	**0**	**0**	**1**	Humanities, Social Sciences & Management Sciences (HS)
8	ENG2005	Technical Written Communication	**2**	**0**	**0**	**2**	Humanities, Social Sciences & Management Sciences (HS)
9	CHE1020	Environmental Studies and Sustainable Development	2	0	0	**0**	Humanities, Social Sciences & Management Sciences (HS)
10	PPS1004	Soft Skills for designers	0	0	2	1	Personal and Professional Skills (PPS)

Semester 3						**20**	
1	BSM2008	3D Modelling and Texturing	0	0	4	2	Design Studies (DS)
2	BSM2010	Video Technology and Production	2	0	4	4	Core (Professional) Course (CC)
3	BSMxxxx	Discipline Elective-V	2	0	4	4	Discipline Elective Courses
4	BSMxxxx	Discipline Elective-VI	3	0	0	3	Discipline Elective Courses
5	PPS2001	Reasoning and Employment Skills	0	0	2	1	Personal and Professional Skills (PPS)
6	BSM1010	Observation & Ideation	1	0	2	2	Skill Enhancement Courses (SEC)
7	BSMxxxx	(Discipline Elective-VII)	2	0	4	4	Discipline Elective Courses
Semester 4						**16**	
1	BSMxxxx	Discipline Elective-VIII	2	0	0	2	Discipline Elective Courses
2	BSM2007	Introduction to 3D Animation	3	0	0	3	Design Studies (DS)
3	BSM3016	3D Rigging and Animation	2	0	4	4	Design Studies (DS)
4	BSM3002	Summer Internship	-	-	-	4	Professional Practice (PP) I and II
5	XXXXXXX	Open Elective - I	3	0	0	3	Multidisciplinary Open Electives
Semester 5						**20**	
1	BSM2002	Video Editing	1	0	4	3	Core (Professional) Course (CC)
2	BSM2006	Computer Graphics	2	0	4	4	Core (Professional) Course (CC)
3	BSM2009	Audio Technology and Production	1	0	4	3	Core (Professional) Course (CC)
4	BSMxxxx	Discipline Elective-IX	0	0	4	2	Discipline Elective Courses
5	BSM2034	Digital Compositing	2	0	4	4	Core (Professional) Course (CC)
6	XXXXXXX	Open Elective - II	3	0	0	3	Multidisciplinary Open Electives
7	PPS3018	Preparedness for Interview	0	0	2	1	Personal and Professional Skills (PPS)

Semester 6						**17**	
1	BSMxxxx	Discipline Elective-X	2	0	2	3	Discipline Elective Courses
2	XXXXXXX	Open Elective- III	3	0	0	3	Multidisciplinary Open Electives
3	BSM3001	Portfolio Development	-	-	-	4	Professional Practice (PP) I and II
4	BSMxxxx	Discipline Elective-XI	**3**	**0**	**0**	**3**	Discipline Elective Courses
6	BSM3003	Mini Project	-	-	-	4	Core (Professional) Course (CC)
		Grand Total				**120**	

23.Course Catalogues

Course Code: BSM1001	**Course Title: Multimedia Model** **Type of Course: 1] Program Core** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	Learn the basics and Fundamentals of Multimedia, introduce Multimedia components and Tools, understand how Multimedia can be incorporated Ability to use design thinking strategies in an iterative design process. Also, they can Enrich the skill level of graphic design through the topics. Ability to use design thinking strategies in an iterative design process					
Course Outcomes	1. Define what Multimedia is and how it works. 2. Analyze and interpret Multimedia data. 3. Discuss about different types of media format and their properties. 4. Justify the right way of manipulating multimedia systems.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Multimedia Model and attain Skill Development through Participative Learning techniques.					
Course Content:	Introduction, Primary and secondary devices, Networking Topologies Database, Software.					

Module 1	Multi Media Fundamentals	Assignment Comparative report Documentation	**10Hours**
Topics: Multimedia, Multimedia Objects, Multimedia in business and work, Multimedia hardware, Memory & Storage devices, Communication devices.			
Module 2	Multimedia Tools	Assignment Comparative report Documentation	**10 Hours**
Topics: Presentation tools, object generation which includes video sound; image capturing, Authoring tools, card and page-based authoring tools.analogue and Digital camera, About lenses-viewing and monitoring - ENG-EFP - Types of Films - various storage media - Types of lights - video lights - cine lights – reflectors - Digital Video Camera- Types Format-Major Components, Operation and Functions? Aperture Shutter. Focusing Methods. Focal Length. Depth of Field			
Module 3	Sound/Audio	Assignment Documentation	**10 Hours**
Topics: Perception of sound, hearing sensitivity, frequency range, sound- wave length, the speed of sound. Measuring the sound, musical sounds, noise signal, dynamic range, pitch, harmonics-equalization reverberation time, Sound isolation and room acoustics- treatments- studio layout –room dimensions. The Basic set-up of recording system; The production chain and responsibilities. Microphones types - phantom power, noise, choosing the right mike; Mixing console; Input devices; Output devices; Audio Publishing			
Module 4	Graphics /Image	Assignment Documentation	**15 Hours**
Topics: image file formats and how and where it is used, Principles of animation,2D and 3D animation, Morphing, Kinematics, tweening, Motion capture, character animation, modelling, special effects, compositing, Video Conferencing, Web Streaming, Video Streaming, Internet Telephony - Virtual Reality - Artificial intelligence.			
Text Books 1.Tay Vaughan, Multimedia: Making it Work (with CD), 9th Edition, McGraw Hill Education			
Reference Ranjan Parekh, Principles of Multimedia, 2nd Edition, McGraw Hill Education, 2013.			
Topics relevant to "SKILL DEVELOPMENT SKILLS": Multimedia Objects, Multimedia in business and work for developing "Skill Development" through Participative Learning Techniques. This is attained through motion capture assessment components mentioned in course handout.			
Catalogue prepared by	Mr. Prince Xavier Assistant Professor, Multimedia (SOD)		

Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM1002_ Visual Design and Language

Course Code: BSM1002	**Course Title: Visual Design & language** **Type of Course: 1] Program Core** **2] Integrated**	**L-T-P-C**	1	0	4	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	Ability to use design thinking strategies in an iterative design process. Also, they can Enrich the skill level of graphic design through the topics. Ability to use design thinking strategies in an iterative design process					
Course Outcomes	1. Seek design principles, design process, theory, history and contemporary design practice. **Practical Component:** 2. Gain proficiency in identified technical skills, understand the process of creating, analysing, and evaluating graphic design solutions. 3. Visualize and demonstrate an idea and express it through visual design 4. Demonstrate the knowledge of design & colors and apply them effectively to various assignments.					

Course Objective	The objective of the course is to familiarize the learners with the concepts of Visual Design and Language and attain **Skill Development** of student by using **Experiential Learning** techniques.		
Course Content:	Logo Design, Print Advertisement - Black & White, Color, Color Correction.		
Module 1	**Logo Design**	Assignment	**10 Hours**

Topics:

- Creating a paper work of different logos on the genre.
- Tracing the layout of the approved designs in digital format.
- Applying suitable color for the digital designs.
- Designing different logos on the genre.

Module 2	**Visiting Cards**	Assignments	**10 Hours**

Topics:

- Creating a paper work of different Visiting cards on the genre.
- Tracing and designing the approved layout of designs in digital format
- Creating paper work of letter head designs.
- Tracing the layout designs in digital format, designing and applying suitable colors.

Module 3	**Brochures (A4 Size, A4 2 Fold, A4 3 Fold)**	Assignments	**10 hours**

Topics:

- Creating a paper work of brochures on the genre.
- Tracing the layout of the approved designs in digital format.
- Applying suitable color for the digital designs.
- Designing approved brochures of varied sizes.

Module 4	**Print Advertisement - Black & White, Color**	Assignment	**15 hours**

Topics:

- Creating a paper work of advertisement flyers on the genre.
- Tracing the layout designs in digital format and applying suitable colors.
- Creating a paper work of poster advertisement on the genre.
- Tracing the layout designs in digital format and applying suitable colors
- Creating a paper work of package designs on the genre.
- Tracing the layout of the approved designs in digital format.
- Designing approved package designs with suitable colors and text.
- Create different montages on the topic Indian culture or eradication of poverty in the world.

List of Practical Tasks:

Projects

Level 1:

- Composite a photograph on a different background
- Designing a logo for a company
- Create a different logo of an existing company .

Level 2:

- Designing a poster using the edited photograph & The combination mark logo
- Designing Promotional Material for a Startup Manufacturing company
- Designing Advertising Material for a Shop
- Designing graphical contents for an E- Commerce company
- Creating Logo, Business card, Flyer, Letterhead, Id card, Newsletter, Brochure & Posters for a MNC

- Compiling the approved pictures or materials using the designing software.

Text Books

1Ellen Lupton "Graphic Design: The New Basics: Second Edition, Revised and Expanded" Princeton Architectural Press; Revised and updated edition (14 July 2015)

References

1. David Dabner "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition (28 July 2014)

Topics relevant to "SKILL DEVELOPMENT SKILLS":

Letter Head, Designing Brochures, Posters etc., for developing "Skill Development" through Participative Learning Techniques. This is attained through assignment components mentioned in course handout.

Catalogue prepared by	Mr. Prince Xavier Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS , held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: BSM1003	**Course Title: Preproduction** **Type of Course: 1] School Core** **2] Integrated**	**L-P-C**	1	4	3
Version No.	1.0				

Course Pre-requisites	**Nil**		
Anti-requisites	**NIL**		
Course Description	This course will impart skills on writing stories/ script and visualization for Animation Films. Introduces Script writing, Character visualization and story boarding.		
Course Outcomes	1.Provide skills in planning an animation film. **Practical Component** 2.Able to create Character Design, Story boards. 3.Learn the process of Animation.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Pre-Production and attain **Skill Development** of student by using **Experiential Learning** techniques.		
Course Content:	Screen Writing**,** Concept Art and Story Sketches, Story Board.		
Module 1	Screen Writing	Assignment Documentation	**6 Hours**
Topics: Anatomy of a Script, Script Elements and Scene Heading, Action, Characters. Dialogue - Parenthetical - Extension - Transition - Shots - Page Breaking, Finer Points, Dual Dialogue Reading Scripts from Popular Television Shows and Animation Films.			
Module 2	Concept Art and Story Sketches	Assignment Documentation	**7 Hours**
Topics: Research - Period - Historic / Scientific facts, Society Costumes Props, Food etc. Illustration, Anatomy, rendering your drawings, Techniques and styles, Inking – Graphic styles, Text – as image, Page Elements and Composition, Projecting figures in Deep space, Framing and Composition, Perspective and Camera.			
Module 3	Story Board	Assignment Documentation	**8 Hours**
Topics: Advantages of Storyboard in Animation, Anatomy of a Storyboard, Thumbnail Storyboard, Preparing Storyboards using Digital software. Advanced Storyboard Techniques, Various Camera Shots and Camera Moves and their meaning, Transitions, Aspects of the story board. SOUND EFFECTS MUSIC AND FOLEYS – Dialogue. Dialogue writing. Recording of dialogue, The spoken language Dialect and Accent. Voice acting/ modulation. Cast, Scratch Audio Track, Shooting the Storyboard, Slugging the Storyboard, Animatics.			
List of Practical Tasks: **Project**			

Level 1:

- Writing a script and narration (classroom presentation)
- comparative study and presentation of scripts of different geners
- character design with suitable pros with justification

Level 2:

- Storyborad,digital presentation with sfx and bgm

Text Books

1. The Animation Bible: A Practical Guide to the Art of Animating from Flipbooks to Flash [Paperback], Maureen Furniss
2. Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1: The Walt Stanchfield Lectures [Paperback], Walt Stanchfield

References

2. Facial Expressions: A Visual Reference for Artists, Mark Simon, Publisher: Watson-Guptill, ISBN-10: 0823016714, ISBN-13: 978-082301671
3. The Visual Display of Quantitative Information, 2nd edition by Edward R. Tufte (Hardcover - May 2001)

Topics relevant to "SKILL DEVELOPMENT SKILLS":

Script writing, Story board Sketching, Camera Shots and Angles for developing "Skill Development" through Participative Learning Techniques. This is attained through Creation of Storyboard assessment components mentioned in course handout.

Catalogue prepared by	Mr. Prince Xavier Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM1005 –Sketching

Course Code: BSM1005	**Course Title: Sketching** **Type of Course: 1] School Core** **2] Integrated**		**L-T-P-C**	1	0	4	3
Version No.	2.0						
Course Pre-requisites	**Nil**						
Anti-requisites	**NIL**						
Course Description	This Course will provide basic level of learning according to the individual progress in Sketching related to Multimedia. Understanding the usage of Basic Stationary items to develop the Skills of Different Shades using Pencils, Human Anatomy to develop the Characters. This course covers the techniques of using pencils to create art work and sketch different subjects. The use of different medium and tools to enhance shading, tones and texture.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Character Sketching and attain **Skill Development** of student by using **Experiential Learning** techniques.						
Course Outcomes	On successful Completion of this course students shall able to 1. Define the art of pencil drawing and sketching. **Practical Component** 2. Explore the dynamic feature of using pencils 3. Illustrate and present any Characters with dimensional value and realistic feel.						
Course Content:	Introduction & stages of production. Functionality & management application						
Module 1	Introduction	Assignment Documentation	**11 Hours**				
Topics: Scale of drawing, theory of linear perspective, setup a view, contour line drawing, tone and texture							
Module 2	Intuitive perspective	Assignment Documentation	**12 Hours**				
Topics: Dynamic views, concept sketching, narrative sketching, shooting boards							
Module 3	Character Sketching	Assignment Documentation	**9 Hours**				

Topics: Introduction to Human Anatomy, Facial Expressions, Gesture study of Human and Animals.			
Module 4	Big black-outs	Assignment Documentation	**12 Hours**
Topics: Digital black – outs, Photoshop painting.			
List of Practical Tasks: **Project 1:** Level 1: Lines, strokes & shapes with freehand Level 2: Form and shape **Project 2:** Level 1: Live sketching Level 2: Gesture drawing **Project 3:** Level 1: Perspective drawing Level 2: City Scape drawing **Project 4:** Level 1: Male & female anatomy Level 2: Facial Expressions			
Text Books o Freehand and Digital Drawing techniques for Artists & Designers - Jorge Paricio			
References 1. Freehand and Digital Drawing techniques for Artists & Designers Jorge Paricio 2. https://youtu.be/ewMksAbgdBI - Sketching Basics & Materials 3. https://youtu.be/-WR-FyUQc6I – Shade with Pencils 4. https://youtu.be/5W3Wj-a_7Vo - Drawing faces			
Topics relevant to "SKILL DEVELOPMENT SKILLS": Theory of Linear Perspective, Concept Sketching for developing "Skill Development" through Participative Learning Techniques. This is attained through Character Sketching Assessment components mentioned in course handout.			
Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)		

Recommended by the Board of Studies on	6th BOS, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd August 2022

BSM1006- Production Pipeline

Course Code: BSM1006	**Course Title: PRODUCTION PIPELINE** **Type of Course: 1] School Core** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will brief about the various stages involved in Animation production process from project concept to projection realization. Course introduces detailed planning, client interaction, Project pitching, team work. Introduces Administrative and managerial skills required in Animation studio					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Production Pipeline and attain **Skill Development** of student by using **Participative Learning** techniques.					
Course Outcomes	After completing the course students will be able to 1.Plan and pitch the animation project 2. Interact with Client on Different Multimedia production 3. Estimate the production cost and managing the studio					
Course Content:	• Define the Stages of Production • Analyze the Asset creation for Film and Game, The basic functionality of a pipeline, Software for a studio environment • Describe the Data management, Production management					
Module 1	Introduction	Assignment Documentation	**15 Hours**			
Topics:						

Stages of Production			
Module 2	Functionality	Assignment Documentation	**15 Hours**
Topics: Asset creation for Film and Game, The basic functionality of a pipeline, Software for a studio environment			
Module 3	Management application	Assignment Documentation	**15 Hours**
Topics: Data management, Production management			
Text Books 1. Renee Dunlop, ***Production Pipeline Fundamentals for Film and Games*** - Focal Press			
References 5. Renee Dunlop, ***Production Pipeline Fundamentals for Film and Games*** - Focal Press 6. Dream Worlds: Production Design for Animation by Hans Bacher and Don Hahn 7. Creating 2D Animation in a Small Studio (Gardner's Guide series) by Bill Davis			
Topics relevant to "SKILL DEVELOPMENT SKILLS": Stages of Production and Production Management for developing **"Skill Development"** through **Participative Learning** Techniques. This is attained through Asset creation for Film and Game assessment components mentioned in course handout.			
Catalogue prepared by	Mr. Prince Xavier Assistant Professor, Multimedia (SOD)		
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021		
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021		

BSM1011- Elements and Principles of Design

Course Code: BSM1011	**Course Title: Elements and Principles of Design** **Type of Course: 1] Program Core** **2] Integrated**	**L-T-P-C**	2	0	4	4
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	The objective of the course is to provide an understanding of the basics of visual design to the student. Introduce students to the standards, practices and techniques of cinematography Develop students' ability to manipulate cameras to achieve specific stylistic and dramatic effects. The course equips them to be able to analyze various types of forms, spaces , semantics and explore meta and complex patterns. The students will learn and understand the Elements and principles of Design principles including visual hierarchy. The students will be able to develop an interest towards the research and development of ore effective visual communication designs which in the long run will translate into their applications in the design industry.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Elements and Principles of design and attain **Skill Development** of student by using **Experiential Learning** techniques					
Course Outcomes	On successful Completion of this course students shall able to 4. Identify and define various terminologies associated with visual design. Practical Component 5. Compare and examine the different approaches towards visual design elements. 6. Design various complex and meta patterns.					
Course Content:	Design Thinking					

Module 1	Fundamentals of Design	Assignment Documentation	**20 Hours**
Topics: The Visual Design Basics Terminologies used in Visual Design Visual Elements Understanding Aesthetics Analysis of Aesthetics, Exploration of Meta-patterns Creations of Meta-patterns			
Module 2	Elements of Visual Design	Assignment Documentation	**20 Hours**
Topics: Visual Principles Analysis of Visual Concepts Tessellations and their variations Basic Shapes Shadows and Light The process of adding aesthetics to your design. Introduction to colors			
Module 3	Design Thinking	Assignment Documentation	**20 Hours**
Topics: Meaning and usage of colors Color Wheel Introduction to Typography Body texts, Fonts & Text sizes Composition and Framing Using Space, lines, shapes to Construct Symbols and their usage in the Scene Introduction to Perspectives One-point Perspective Two-point Perspective Different types of Angles. Mise-en-scene Creation of Entire Scene			
List of Practical Tasks: **Project 1:**			

Level 1: Design Thinking Principles

Level 2: Setting up the Observation process

Project 2:

Level 1: Create a Design using Basic elements

Level 2: Sketch in Different Perspectives of City Scape

Project 3:

Level 1: How to Tell a Story

Level 2: Create a set of Scenarios for the story

Project 4:

Level 1: Typography in design

Level 2: Create a Small poster for awareness program using design elements

Text Books

- Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Ltd.
- IdrisMootee, Design Thinking for Strategic Innovation,2013, John Wiley & Sons Inc

References

8. Brenda Laurel Design Research methods and perspectives MIT press 2003
9. Terwiesch, C. & Ulrich, K.T., 2009. Innovation Tournaments: creating and identifying Exceptional Opportunities, Harvard business press.
10. Ulrich &Eppinger, Product Design and Development, 3rd Edition, McGraw Hill, 2004

Topics relevant to "SKILL DEVELOPMENT SKILLS":

Typography, Composition, Framing of Subjects for developing **"Skill Development"** through **Experiential Learning** Techniques. This is attained through Elements of Design assessment components mentioned in course handout.

Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS , held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: BSM 2001	**Course Title: Introduction to 2D Animation** **Type of Course:1] Integrated**	**L- T-P- C**	1	4	3
Version No.	1.0				
Course Pre-requisites	BSM1005: Sketching				
Anti-requisites	**NIL**				
Course Description	This course provides insights into the fundamentals of animation. It also introduces concept observational practice in the creation of animation. The course also highlights the various animation principles and their applications.				
Course Outcome	On successful completion of the course the students shall be able to: 1. Reproduce the principles of animation. 2. Create of motion/scene using observational skills. **Practical Component:** 3. Create sketches by the visuals using practice				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to 2D Animation and attain **Skill Development** of student by using **Experiential Learning** techniques				
Course Content:	**<u>Task 01:</u>** Introduction to 2d animation **Level 1:** Presentation on basics of animation with help of illustration, photograph, video and text. **Level 2:** Present a detail study on 2d contemporary animation.				

	Level 3: Recreate a character from classical animation.
	<u>Task 02:</u> Study of Zoetrope: **Level 1:** Understand classical way of animation and create a zoetrope card in 2d animation. **Level 2:** Create a video clip of animal walk with technique mentioned above. **Level 3:** Create a video clip of human walking with technique mentioned above.
	<u>Task 03:</u> Continuation of Zoetrope: **Level 1:** Understand classical way of animation and create a zoetrope card in 2d animation. **Level 2:** Create a video clip of animal walk with technique mentioned above. **Level 3:** Create a video clip of human walking with technique mentioned above.
	<u>Task 04:</u> Study of Barrier grid animation: **Level 1:** Understand classical way of Barrier grid in 2d animation . **Level 2:** Create a video clip of animal walk with technique mentioned above. **Level 3:** Create a video clip of human walking with technique mentioned above.
	<u>Task 05:</u> Continuation of Barrier grid animation: **Level 1:** Understand classical way of Barrier grid in 2d animation . **Level 2:** Create a video clip of animal walk with technique mentioned above. **Level 3:** Create a video clip of human walking with technique mentioned above.
	<u>Task 06:</u> Clay animation: **Level 1:** Understand basics of clay animation. **Level 2:** Create a video clip of animal moment with technique mentioned above. **Level 3:** Create a video clip of human walking with technique mentioned above.

	Task 07: Continuation clay animation: **Level 1:** Understand basics of clay animation. **Level 2:** Create a video clip of animal moment with technique mentioned above. **Level 3:** Create a video clip of human walking with technique mentioned above.
	Task 08: Cut out animation: **Level 1:** Understand the technique of cut out animation. **Level 2:** Create a video clip of animal walking. **Level 3:** Create a video clip of human walking.
	Task 09: Continuation Cut out animation: **Level 1:** Understand the technique of cut out animation. **Level 2:** Create a video clip of animal walking. **Level 3:** Create a video clip of human walking.
	Task 10: Study of Motion in animation: **Level 1:** Understand walk cycle. **Level 2:** Create a video clip of animal walking. **Level 3:** Create a video clip of human walking.
	Task 11: Continuation of walk cycle in animation: **Level 1:** Understand walk cycle. **Level 2:** Create a video clip of animal walking. **Level 3:** Create a video clip of human walking.
	Task 12: Study of running cycle: **Level 1:** Understand how to animate running cycle in 2d animation. **Level 2:** Create a video clip of animal walking. **Level 3:** Create a video clip of human walking.

	Task 13: Continuation running cycle in animation: **Level 1:** Understand how to animate running cycle in 2d animation. **Level 2:** Create a video clip of animal walking. **Level 3:** Create a video clip of human walking.
	Task 14: Jumps in animation: **Level 1:** Understand how to animate Jumps motions in 2d animation. **Level 2:** Create a video clip with any motions mentioned above. **Level 3:** Create a video clip with all motions mentioned above.
	Task 15: Continuation of jump motion in animation: **Level 1:** Understand how to animate Jumps motions in 2d animation. **Level 2:** Create a video clip with any motions mentioned above. **Level 3:** Create a clip with all motions mentioned above.
	Task 16: Application of moment. **Level 1:** Create flexibility to a character in 2d animation. **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a clip with human along with level 2
	Task 17: Continuation flexibility. **Level 1:** Create flexibility to a character in 2d animation. **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2
	Task 18: Understating Weight shifting. **Level 1:** Create video clip to understand the principles of Anticipation in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.

	Task 19: Continuation of Weight shifting. **Level 1:** Create video clip to understand the principles of Anticipation in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 20: Understating Weight shifting. **Level 1:** Create video clip to understand the principles of Anticipation in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 21: Continuation Weight shifting. **Level 1:** Create video clip to understand the principles of Anticipation in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 22: Understating posing. **Level 1:** Create a video clip to understand the posing in 2D animation. **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 23: Continuation posing. **Level 1:** Create a video clip to understand the posing in 2D animation. **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 24: Study of motion picture. **Level 1:** Create video clip to understand Timing 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.

	Task 25: Continuation of timing in 2d animation. **Level 1:** Create video clip to understand Timing 2d animation **Level 2:** Create a clip with animal from the learning of level 1. **Level 3:** Create a clip with human along with level 2.
	Task 26: Study of sound flow in animation. **Level 1:** Create video clip to understand lip moment in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 27: Continuation of sound flow. **Level 1:** Create video clip to understand lip moment in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 28: Study of lip sync. **Level 1:** Create video clip to understand lip sync in 2d animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 29: Stopmotion animation. **Level 1:** Create video clip to using the technique of stop-motion animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.
	Task 30: Continuation Stopmotion animation. **Level 1:** Create video clip to using the technique of stop-motion animation **Level 2:** Create a video clip with animal from the learning of level 1. **Level 3:** Create a video clip with human along with level 2.

Text Book

- Richard Williams “The Animator's Survival Kit”: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators Paperback – Illustrated, September 25, 2012.

Reference

1. Preston Blair *"Cartoon Animation"* (Collector's Series) Paperback – January 1, 1994
2. *Frank Thomas and Ollie Johnston "The Illusion of Life:"* Disney Animation Hardcover – Illustrated, October 19, 1995.
3. Ebook: Computer Vision-Based Art Color in the **Animation** Film Performance Characteristics and **Techniques**.
4. Hannah Frank *"3 Pars Pro Toto"*: Character Animation and the Work of the Anonymous Artist https://www.jstor.org/stable/j.ctvr7fd7m.10
5. Video Tutorial: *"Make it easy animations"* https://www.2danimation101.com/index.html
6. Video Tutorial: *"Classical Animation"* https://darvideo.tv/classical-animation/
7. Video Tutorial: "*Basics of Animation"* https://www.youtube.com/watch?v=4AJdflwRvRo

Topics relevant to "SKILL DEVELOPMENT SKILLS":
Stop motion Animation, Clay Animation, Rough Sketches for developing **"Skill Development"** through **Experiential Learning** Techniques. This is attained through Study of Lip Sync assessment components mentioned in course handout.

Catalogue prepared by	Mr. Naveen Kumar. A Assistant professor, SOD
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: BSM2003	**Course Title: Photography** **Type of Course: 1] Program Core** **2] Integrated**	**L-T-P-C**	2	0	4	4

Version No.	1.0		
Course Pre-requisites	**Nil**		
Anti-requisites	**NIL**		
Course Description	This course will impart skills on the process of digital photography and its techniques. Learn how a camera works and develop advanced techniques. Demonstrate the ability to use photography as means of communication and creative expression.		
Course Outcomes	1. Apply the practical exposure to handle camera functions and lighting techniques **Practical Component** 2. Study the image making skills in indoor and outdoor conditions, 3. Explore the techniques and aesthetics in photography.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Photography and attain **Skill Development** of student by using **Experiential** Learning techniques.		
Course Content:	Basics of Photography**,** Photography Lighting and Lenses, Types of Photography.		
Module 1	Basics of Photography	Assignment Documentation	**15 Hours**
Topics: **Shutter speed,** High and low Shutter speed Images. **Aperture,** Deep Depth of field and Shallow depth of field images. **ISO,** High and low sensitive images, Golden Triangle (Exposure Triangle) Working of DSLR and Mirrorless Cameras.			
Module 2	Photography Lighting techniques and Lenses	Assignment Documentation	**15 Hours**
Topics: Natural Light, Artificial Light, Photography lenses, types of lenses, wide angle, normal, telephoto, macro, extensions. Lens properties: Photographic lens mechanism and structure, aperture, f numbers, depth of focus, depth of field.			
Module 3	Types of Photography	Assignment Documentation	**15 Hours**
Topics: Nature Photography, Product Photography, Portraiture, Fashion Photography, Sports and Action Photography Architecture Photography, Landscape Photography, Travel Photography, Wildlife Photography.			

List of Practical Tasks:

Project

Level 1:

- Understanding DSLR Anatomy and exposure techniques of a DSLR camera.
- comparative study and presentation of Different type of lenses used in Photography.

Level 2:

- Practicing different types of Photography in the Lab Sessions.
- Capturing Photographs on Each Genre and Submitting it by a proper Print.

Text Books

3. Understanding Digital Photography by Joseph A. Iippolito, Thomson Delmar Learning, 2003.USA
4. Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. By Catherine
5. The Digital Photography Handbook: An Illustrated Step-by-step Guide by Doug Harman

References

4. Photography for Everyone : The Cultural Lives of Cameras and Consumers in Early Twentieth-Century Japan https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=4&sid=930c9c96-c032-49dc-8911-dea24061220d%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=987073&db=nlebk
5. Photography Ingledew, John, Gullachsen, Lorentz https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=5&sid=930c9c96-c032-49dc-8911-dea24061220d%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d##AN=926169&db=nlebk
6. Photography and Landscape : Photography and Landscape https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=7&sid=930c9c96-c032-49dc-8911-dea24061220d%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1135701&db=nlebk

Topics relevant to "SKILL DEVELOPMENT SKILLS":

Types of Lighting, Working of DSLR, Anatomy of DSLR, Types of Lenses etc., for developing **"Skill Development"** through **Experiential** Learning Techniques. This is attained through assignment components mentioned in course handout.	
Catalogue prepared by	Mr. Melwin Samuel. R Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	BoS No: 4th , held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2016 – Advertising and Public Relation

Course Code: BSM2016	**Course Title: Advertising and Public Relation** **Type of Course: 1. Discipline Elective** **2.Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Visual Design (BSM 1003)**					
Anti-requisites	**NIL**					
Course Description	The course will dwell upon the role and scope of Public Relations (PR) in management, its various tools and emerging importance. It also looks into the evolution of PR and its expanded role in organizational and marketing communication. The course also introduces the concepts and principles of Advertising, role of Ad agency. This course will help in understanding the Fundamentals and functioning of Advertising and media.					
Course Outcomes	1. **Identify** the meaning, concept, and tools of Advertising and Public Relations. 2. **Discuss** the role and importance of advertising in society. 3. **Interpret** organizational workflow of Advertising Agency.					

Course Objective	This objective of the course is to familiarize the learners with the concepts of Advertising and Public Relation and attain **Employability Skills** by using **Participative Learning** techniques.		
Course Content:	Principles of Advertisements, Scripting for Tv and Radio Advertisements, Media Planning.		
Module 1	Classification and aspects of Advertisements	Assignment: Students will be asked to collect the various advertisement tools.	**15 Hours**
Topics: Advertising Definition, meaning and concept, Nature and Scope of Advertising in modern society, Classification of Advertising, Elements of Advertising, Organizational structure of an advertising agency, Types of advertising agencies Advertising appeals, SWOT Analysis, Target Audience, Feedback, PSA (Public Service Announcement).			
Module 2	Tools and Techniques	Assignment: Pamphlets, banners	**15 Hours**
Topics: Digital Advertising, Types of Radio and TV commercials, Script for Commercials, Concept Creation, Production Crew, Cost Analysis, Special Talents, Production Procedure, Schedule, Post Production, Audio, Musical.			
Module 3	Public Relations	Assignment	**15 Hours**
Topics: Meaning, Definition, and concept of Public Relation, Objective of Public Relation, Advertising campaigns, Advertising research, Media selection, Media planning strategies, history and Growth of PR in India.			

Text Books

1. Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley (2014), Advertising and Public Relations Research, Routledge

References

1. Ramli, F. A. A., Samat, M. F. (2020). Factors contributing the effectiveness in public relation practices. Advances in Business Research International Journal, 4(1), 27-34.
2. Brotojoyo, E., Purwantini, V. T. (2020). Analysis of Advertising, Sales Promotion, and Public Relation on Coffe Purchasing decisions in The Sragen Coffe Garage During the Covid-19 Pandemic. Journal of Indonesian Science Economic Research, 2(5), 1724.
3. Lee, H., Cho, C. H. (2020). Digital advertising: present and future prospects. International Journal of Advertising, 39(3), 332-341.
4. Guseva, O. V., Khatynova, L. T. (2019). How does image advertising work? (1), 160-163.
5. Mann, Evelyn P (2012), Advertising: Types, Trends, and Controversies.

Video Lectures

1. MOOC on Advertising and Public Relations https://www.youtube.com/watch?v=emXpYiFkoT8&t=10s
2. Introduction to Public Relations https://www.youtube.com/watch?v=SeSKikrDPas
3. Advertising, Sales Promotion, and Public Relations Part 1 https://www.youtube.com/watch?v=0C6Kkbq vXA
4. Advertising, Sales Promotion, and Public Relations Part 2

https://www.youtube.com/watch?v=sWPNsaRUtOE

- **Topics relevant to "SKILL DEVELOPMENT":**

  Classification of Advertising, Organizational Structure of Advertising Agency for **Skill Development** through **Participative Learning** techniques. This is attained through Elements of Advertising assessment component mentioned in course handout.

Catalogue prepared by	Mr. Melwin Samuel. R Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2020 – UI/UX Design

Course Code: BSM2020	**Course Title: UI UX Design** **Type of Course: 1] Discipline Elective** **2] Integrated**	**L-T-P-C**	1	0	4	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students to Work with a range of User interface and User Experience concepts also will Make the students to Become a successful UI &UX Designer. Introduce students to the standards, practices and techniques of UI & UX Design. Develop students' ability to create high quality UI & UX wireframes and Prototypes. This Module provides both skills-based training in the basic principles and practice of User Interface and User experience Design for machines and software's, such as mobile devices, Home Appliances, computers and other electronics devices. Students will be exposed to the particular demands and possibilities of working with user and task analysis, information Architecture, Wireframing, Prototyping, Usability Inspection and Usability Testing. Students will be encouraged to working with their own created Wireframes and Prototypes.					

<table>
<tr><td>Course Objective</td><td colspan="3">This Objective of the course is to familiarize the learners with the concepts of UI/UX Design and attain Employability Skills by using Experiential Learning techniques</td></tr>
<tr><td>Course Outcomes</td><td colspan="3">On successful Completion of this course students shall able to
7. Describe the Definition and Principles of User Interface (UI) and User experience (UX) Design in order to design with intention also they will learn the concepts of Human -Computer Interaction (HCI) and the Psychology behind user decision making.
<u>Practical Component</u>
8. Develop a deep understanding of entire “life cycle of design, the process, Purpose and Tools “.
9. Utilize the industry slandered tools and Specific Project Deliverables in UI and UX.</td></tr>
<tr><td>Course Content:</td><td colspan="3">Working with User Interface and User experience Software’s like Adobe XD and Figma.</td></tr>
<tr><td>Module 1</td><td>Introduction to UI &UX Design</td><td>Assignment Documentation</td><td>15 Hours</td></tr>
<tr><td colspan="4">Topics:
Color: color Harmonies -creating contrast with color, Typography &Fonts: Display Text (Such as Headings) versus Body Text, Legibility, Type Trends, typeface selection and pairing, Ideal Line Height, Column Width (Line Length), Hyphenation & Justification. Design elements and Principles, User Experience, Trends in UX, Mental Model, Elements used in User experience Design, Big Picture, 6 Stages of Design in UX, Heuristic Evaluation for UX Design- Introduction to User research- Design Thinking- Information Architecture.</td></tr>
<tr><td>Module 2</td><td>UI & UX Design Fundamentals</td><td>Assignment Documentation</td><td>14 Hours</td></tr>
<tr><td colspan="4">Topics:
UX Design Fundamentals: Knowing your User, structure and Conducting user interviews to better Identify the needs and current behavior of the user, Creating and Refining interview Questions for users, Engaging the user in design Process, Synthesis of User research, Creating Journey Maps and User flows.
UX Design Stages: Requirement gathering- Research of Various Techniques- Analysis- Creating Scenarios- Flow Diagrams.

UI Design Fundamentals: Menus, Tabs, Bottom Tab Bar, Buttons (including call to action or CTA), Accordion, Carousel, Breadcrumbs, Modals, Forms

Wireframing & Prototyping: practice sketching session for existing website or mobile applications, Sketch wire frames for websites and Applications, understand the different methods of Prototyping, Prototype including newly discovered user goals, business needs and improved Functionality. User Testing with reports.</td></tr>
</table>

Module 3	Understanding Adobe XD and Figma Software's	Assignment Documentation	**16 Hours**

Topics:

Create Visual Design & Clickable Prototypes for website, Mobile Applications and Touch Screen panels. Introduction to Adobe XD and Figma software, Layout and Interfaces in Adobe XD and Figma. Role of a UI &UX Designer.

List of Practical Tasks:

Project 1:

Level 1: Beginner level

1. create an Interactive Blog of your choice
2. Create a website of your choice
3. create a Mobile Application of your choice
4. Create an Interactive Touch screen Display Panel for any Business Organization.

Project 2:

Level 2: Advanced level

1. Create an Interactive Touch screen Display Panel for any Business Organization with at least 3 Unique and Creative Idea.
2. Create a website of your choice with at least 3 Unique and Creative Idea.
3. Create a Mobile Application of your choice with at least 3 Unique and Creative Idea.

Text Books

- Don Norman, The Design of Everyday things,2013, ISBN no **978-0465050659.**
- Joel Marsh, UX For Beginners: A Crash course in 100 short lessons, 2016,Oreilly publications.

References

11. https://www.eleken.co/blog-posts/ui-ux-books
12. https://www.youtube.com/watch?v=c9Wg6Cb_YlU - Wireframe, Mockups and Design in Figma Software.

13. https://www.youtube.com/watch?v=kbZejnPXyLM&list=PLttcEXjN1UcHu4tCUSNhhuQ4riGARGeap – Figma UI &UX Essentials 14. https://www.youtube.com/watch?v=f2K1jmjj5pM&list=PLttcEXjN1UcHbhOF4J99QKUiOqt9ETgnb – Adobe XD Essential Guide for UI &UX.
Topics relevant to "EMPLOYABILITY SKILLS": **UI Design Fundamentals**: Menus, Tabs, Bottom Tab Bar, Buttons (including call to action or CTA), Accordion, Carousel, Breadcrumbs, Modals, Forms for developing **Employability Skills** through **Experiential Learning** techniques. This is attained through Creating Journey Maps and User flows assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
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BSM2032 – Studio Management

Course Code: BSM2032	**Course Title: Studio Management** **Type of Course: 1] Discipline Elective** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	Studio Management equips students with sound technical skills to create digital video and audio content. Students are trained on the latest technology tools to produce, distribute and monetize media properties across digital multimedia industries. Introduce Students gain an understanding of Studio Production by the analysis of films created through various visual reference and also shooting procedures inside Studio. This course dwells upon the various aspects of Multimedia studio design. It covers the aspects of architectural layout including studio design principles. The course emphasizes					

	the elements of studio setup. The course also focuses on various equipment needed to build a multimedia studio. Finally, it covers various types of software required to handle pre-production, production and post-production activities.		
Course Objective	This Objective of the course is to familiarize the learners with the concepts of Studio Management and attain Employability Skills by using Participative Learning techniques		
Course Outcomes	On successful Completion of this course students shall able to 10. **Define** the Various type of Studios 11. **Explain** various elements of the architectural layout of multimedia studio **12. Demonstrate** the use of various types of equipment available in multimedia studio		
Course Content:			
Module 1	TYPES OF STUDIOS	Assignment Documentation	**15 Hours**
Topics: Radio studio - Television studio - Film studio - Multimedia studio - Specification of Multimedia Studio			
Module 2	MULTIMEDIA STUDIO SET-UP	Assignment Documentation	**14 Hours**
Topics: Functional organization - Stage/Set - Studio - Control room - Engineering support Production Control Room - Audio Studio Control Room - Editing Set Up - Media props - Costume and wardrobes			
Module 3	EQUIPMENT FOR MULTIMEDIA STUDIO	Assignment Documentation	**16 Hours**
Topics: Microphones: USB Mics- Condenser mics- Dynamic mics- Drum mics- Mic Accessories - Headphones: Open back- closed back- semi-open back- ear buds- amps - Mixers: Analog mixers- digital mixers- summing mixers - Recording systems: Audio interfaces- Video cameras: DSLR- Mirrorless- Point and shoot- 360-degree - Studio monitors: Passive- Active- Amplifiers- Surround sound and multi-speakers - Multimedia PC workstations: High-end processors- capture and TV tuner cards- Graphics card- Internal storage.			
Text Books ○ Newell, P. (2017). Recording Studio Design. Netherlands: Taylor & Francis. ○ Lorene M. Wales (2017). The Complete guide to film and digital production: The people and the process, Taylor & Francis Ltd			

○ Millerson, G. (2013). Lighting for TV and Film. United Kingdom: Taylor & Francis	
References 15. How We Built Our FILM STUDIO From Scratch: https://youtu.be/kjKmMItx6ck 16. An inside look at our film production studio: https://youtu.be/AX_MN4O5BKA \ 17. Build the Ultimate Film Studio: https://youtu.be/5vbJCdteRw4 18. Camera Handling- single camera, Multi-camera: https://youtu.be/K94ICcgGD_w	
Topics relevant to "SKILL DEVELOPMENT": Audio Studio, Video production Studio, Microphones, Recording systems usage for Employability Skills through **Participative Learning** techniques. This is attained through Multimedia studio assessment component mentioned in course handout.	
Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
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BSM3025 – Anatomy Study

Course Code: **BSM 3025**	**Course Title: Anatomy Study** **Type of Course: 1] Discipline Elective** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	To learn the Human Anatomy. To understand the proportions. To understand Expressions & Locomotion					

Course Outcomes	1. Describe the Human anatomy for animation. 2. Develop poses and turnarounds in Sketching. 3.Define the skeleton used in sketching a Character		
Course Content:	Understanding the human anatomy, proportions for artists, 2D & 3D		
Course Objective	The Objective of the course is to familiarize the learners with the Anatomy Study and attain **Employability Skills** by using **Participative Learning** techniques		
Module 1	Surface Anatomy	Assignment Documentation	**15 Hours**
Topics: Bones, Muscles, Surface Anatomy			
Module 2	Understanding the proportions	Assignment Comparative report Documentation	**15 Hours**
Topics: Proportion, Equilibrium & Locomotion			
Module 3	Differences	Assignment Documentation	**15 Hours**
Topics: Distinctiifaction of age, sex, and race Expressions			
Text Books: atlas-of-human-anatomy-for-the-artist-1982			
Reference: o Don Norman, The Design of Everyday things,2013, ISBN no **978-0465050659.** o Joel Marsh, UX For Beginners: A Crash course in 100 short lessons, 2016,Oreilly publications.			
Topics relevant to "SKILL DEVELOPMENT": Bones, Muscles, Surface Anatomy for **Employability Skills** through **Participative Learning** techniques. This is attained through Surface anatomy assessment component mentioned in course handout.			
Catalogue prepared by	Mr. Prince Xavier Assistant Professor, Multimedia (SOD)		
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021		
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021		

Course Code: BSM2008	**Course Title: 3D Modelling and Texturing** **Type of Course: 1] Program Core** **2] Practical**	**L-T-P-C**	0	0	4	2
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students to Gain Knowledge in Various types of Three-Dimensional Modelling and Texturing. Introduce students to the 3D Software Interface, Methods, standards and techniques of 3D Modelling Develop students' ability to create His /Her own 3D Models Help them to Apply Texture of their choice. This Module provides both skills-based training in the basic principles and practice of 3D Modeling as well as the opportunity to study the techniques and aesthetics of Texturing. Students will be exposed to the particular demands and possibilities of working with different Modelling and Texturing Software's. and will be asked to produce their own creative Models.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of 3D Modelling and Texturing and attain **Skill Development** of student by using **Experiential Learning** techniques.					

Course Outcomes	On successful Completion of this course students shall able to **Practical Component:** 13. **Apply** the Various Tools and Techniques of Modeling software Maya. 14. **Develop** the skill to produce various Object and Characteristic model and Texture. 15. **Utilize** the developed skill to create industry slandered Models and able to Texture and Render.		
Course Content:	Working with Maya 2022 Software for Modelling and Texturing		
Module 1	Introduction to the Visual Media	Assignment Documentation	**20 Hours**
Topics: Introduction To Visual Communication, A Brief History of Animation, Animation Production Pipeline.			
Module 2	Object and Character modelling	Assignment Documentation	**20 Hours**
Topics: Introduction to Maya Interface-Camera Controls, Channel Box, Hypergraph Outliner, Transformations and Camera- Channel Box Transform, Duplicate/ Delete, Object Pivot, Grouping Parenting. Nurbs Modeling- Nurbs overview, Components, Creating / Editing Curves, Revolve, Loft, Extrude, Construction History. Polygon Modeling- Polygon Components, Extrude/Smooth, Delete /Add Faces, Split Faces, Loops, Merge Vertices, Combine/ Separate.			
Module 3	Lighting, Texturing and Rendering	Assignment Documentation	**20 Hours**
Topics: Light Types, Spotlight Manipulation, Light Attributes, Depth Map Shadows, Three-point Lighting, Volume Lights.			

UV Preparation- UV Texture Editor, Planar Mapping, Cylindrical Mapping, Automatic Mapping, UV Shell Overview, Sewing Splitting.

Texturing- Hyper shade Overview, Create / Assign Material, Material Attribute, Procedural Textures, Using Bitmaps, UV Tiling, 3D Textures.

Rendering -Render settings, Alpha Channels, File Formats, Batch Rendering, Raytracing, Mental Ray.

List of Practical Tasks:

Project 1:

Level 1: Model a cereal box and do texture

Level 2: Create a sofa and do Three-point lighting

Project 2:

Level 1: Model any Object of your choice

Level 2: Model a Game properties of your choice

Project 3:

Level 1: Model a Projector (Hard surface Modelling)

Level 2: Model a work space environment (Include Chair, Table, Lamp, Books etc.)

Project 4:

Level 1: Model a Classroom and Texture

Level 2: Model an Outdoor Cafeteria and Texture

Level3: Model a New Product of Your Choice (Should be new Idea/ Concept)

Text Books

- RICHARD WILLIAMS, ANIMATORS SURVIVAL KIT, Paperback Ed., Faber & Faber
- Jason Patnode, Character Modeling with Maya and ZBrush: Professional polygonal modeling techniques 1st Edition, Taylor & Francis
- Kelly L. Murdock, Autodesk Maya 2020 Basics Guide, Sdc Publications

References

19. https://www.youtube.com/watch?v=LJLo6MafPVM – Introduction to Maya
20. https://www.youtube.com/watch?v=M0xCX0mIdZE&list=PLNMbUJoqGpSSbYftIQYr-tMXSyGui2UNF – Character Modelling
21. https://www.youtube.com/watch?v=eBEitxaRYQs&list=PL8G4GiXpgTvK_Hz55q_big94BMO2pCI65 - Maya Polygonal Modelling

Topics relevant to "SKILL DEVELOPMENT":

Camera Controls in maya, UV texture editor, Polygon Modelling for developing "Skill Development" through Experiential Learning Techniques. This is attained through assessment components mentioned in course handout.	
Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	6th BOS, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd August 2022

BSM2010 – Video Technology and Production

Course Code: BSM2010	Course Title: VIDEO TECHNOLOGY AND PRODUCTION Type of Course: 1] Program Core 2]Laboratory Integrated	L-T-P-C	2	0	4	4
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	To learn the basics and Fundamentals of video technology To introduce tools and techniques involved in video production.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Video Technology and Production and attain **Skil**l **Development** of student by using **Experiential Learning** techniques.					
Course Outcomes	On successful completion of this course students will be able to: 1. Plan and create video projects incorporating audio elements. 2. learn the basics and Fundamentals of video technology **Practical Component:**					

	3. Apply the techniques learnt in capturing and transferring of audio-visual outputs on external devices. Practical Component: 4. Interpret the process of studio production in Television.		
Course Content:			
Module 1	Introduction to video	Assignment Comparative report Documentation	10 Hours
Topics: Video: definition, working principle, video & film, sound – hardware & equipment, - frame rate, resolution, aspect ratio, compression & format, connections – digital video, benefits of digital video – digital video cameras, types & workflow, Digital video terminologies – digital video technologies			
Module 2	The art of video production	Assignment Comparative report Documentation	20 Hours
Topics: Basic rules of composition - Basic shots angles: Close up, Mid shot, Long shot, Big close up, Mid-long shot, Extreme long shot, Point of view (POV) shot, Over-the-shoulder (OTS) shot, Reverse angle. high, angle and low angle shot, top angle shot. Camera movements			
Module 3	Stages of production	Assignment Documentation	20 Hours
Topics: Pre-production- production – post-production - Introduction to the concept of the Imaginary line; matching of action, the direction of the movement, and look – scope in digital video technology: video photographer, instructional video designer, production technician, editing technician, sound technician, special effects technician, special effects technician & others.			
Module 4	Sound/Audio	Assignment Documentation	10 Hours
Topics: Perception of sound, hearing sensitivity, frequency range, sound-wave length, and the speed of sound. Measuring the sound, musical sounds, noise signal, dynamic range, pitch, harmonics-equalization/reverberation time, Sound isolation, and room acoustics- treatments- studio layout –room dimensions. The Basic set-up of the recording system; The production chain and responsibilities. Microphones types -phantom power, noise, choosing the right mike; Mixing console; Input devices; Output devices; Audio Publishing			
Text Books 1.Tay Vaughan, Multimedia: Making it Work (with CD), 9th Edition, McGraw Hill Education			
Reference Ranjan Parekh, Principles of Multimedia, 2nd Edition, McGraw Hill Education, 2013.			
Topics relevant to "SKILL DEVELOPMENT ": Basic Shot angles, Basic Composition, Microphones, for developing **"Skill Development"** through **Experiential Learning** Techniques. This is attained through assessment components mentioned in course handout.			

Catalogue prepared by	Dr. Saranya Balan Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BoS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2024 – Digital Cinematography

Course Code: BSM2024	**Course Title: Digital Cinematography** **Type of Course: 1] Discipline Elective** **2] Laboratory Integrated**	**L-T-P-C**	2	0	4	4
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students to Work with a range of Digital Cinema Cameras to capture appropriately exposed, focused and color balanced images. Introduce students to the standards, practices and techniques of cinematography Develop students' ability to manipulate cameras to achieve specific stylistic and dramatic effects. This Module provides both skills-based training in the basic principles and practice of Film/video production from concept development using High Definition (HD) cameras as well as the opportunity to study the techniques and aesthetics of cinematography. Students will be exposed to the particular demands and possibilities of working with High-Definition cameras and editing workflows, and will be asked to shoot scenes according to specified aesthetic and dramatic criteria. Students will be encouraged to work from their own scripts as developed by them.					

<table>
<tr><td>Course Objective</td><td colspan="3">This Objective of the course is to familiarize the learners with the concepts of Digital Cinematography and attain Skill Development by using Experiential Learning techniques</td></tr>
<tr><td>Course Outcomes</td><td colspan="3">On successful Completion of this course students shall able to
16. Understand the implications of shooting in different camera with Proper Composition.
Practical Component:
17. Develop pre-production documentation such as storyboards, mood boards, shot lists and location surveys to facilitate a successful production
18. Utilize the functions of various manual control settings on the Video cameras in order to take control of the visual field in front of the camera</td></tr>
<tr><td>Course Content:</td><td colspan="3">Working with Video Cameras.
Framing and Shot composition with Proper meaning.</td></tr>
<tr><td>Module 1</td><td>Introduction to the Digital Camera</td><td>Assignment Documentation</td><td>30 Hours</td></tr>
<tr><td colspan="4">Topics:
The basic principles of Photography and the camera. Formats for recording. Lenses, their types and use. Focus and depth of field. Optical techniques</td></tr>
<tr><td>Module 2</td><td>The Visual Production Process</td><td>Assignment Documentation</td><td>30 Hours</td></tr>
<tr><td colspan="4">Topics:
pre-production, production and post production. Roles and responsibilities: producer, director,
screenwriter, camera operator, lighting operator, Location Scouting
The pre-production process – planning & preparation.
Concept development, production design, scripting,</td></tr>
<tr><td>Module 3</td><td>Composition Techniques</td><td>Assignment Documentation</td><td>30 Hours</td></tr>
<tr><td colspan="4">Topics:
The shot, Framing, Mise-en-scene, Camera angles, Camera Movements, Equipment’s used for Production,
Aspect Ratio</td></tr>
<tr><td colspan="4"></td></tr>
</table>

List of Practical Tasks:

Project 1:

Level 1: Working of Cameras

Level 2: Camera Settings

Project 2:

Level 1: Pre-Production Process

Level 2: Location Scouting

Project 3:

Level 1: Camera Equipment's used for Shooting in Film and Television

Level 2: Difference between Indoor and Outdoor Shooting

Project 4:

Level 1: Camera Framing (Mise-en-Scene)

Level 2: Camera Shots and Angles.

Text Books

- Blain Brown 2011, Cinematography: Theory and Practice, Paperback Ed., Focal Press
- Jennifer Van Sijll 2005, Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know, Michael Wiese Productions

References

22. Citizen Kane (Orson Wells, USA, 1941)
23. https://youtu.be/Ow7w7FUAkdk - Basics of Cinematography
24. https://youtu.be/mXR571pR4Og – Camera Movements
25. https://youtu.be/nKM3jkEOpuE - Framing and Composition Techniques.

Topics relevant to "EMPLOYABILITY SKILLS":

The shot, Framing, Mise-en-scene, Camera angles, Camera Movements, Equipment's used for Production for developing **Skill Development** through **Experiential Learning** techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	6th BOS, held on 26th July 2022
Date of Approval by	18th Academic Council Meeting held on 03rd August 2022

the Academic Council	

BSM2014 – Principles of Animation

Course Code: BSM2014	Course Title: PRINCIPLES OF ANIMATION Type of Course: 1] DISCIPLINE ELECTIVE 2] Theory	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	This course caters to teaching principles and applying the same for the animation. This can be used for creating short series as well as complete animation.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Principles of Animation and attain **Skill Development** by using Experiential **Learning** techniques.					
Course Outcomes	After the successful completion of the course, the student will be able to: 1. Describe the logic behind principles involved in animation 2. Analyse the different types of media format and their properties. 3. Apply the principles during the production of animated series					

<table>
<tr><td colspan="4">Course Content:</td></tr>
<tr><td>Module 1</td><td>Introduction</td><td>Assignment Documentation</td><td>25 hours</td></tr>
<tr><td colspan="4">Topics:

Introduction to Animation: Definition, history of motion picture, Fundamentals of animation - hand-drawn animation - significance of animation, advantages & disadvantages, types of animation - computer animation & CGI, animation techniques, principles of animation, animation software.</td></tr>
<tr><td>Module 2</td><td>Advanced Animation</td><td>Assignment Documentation</td><td>25 hours</td></tr>
<tr><td colspan="4">Topics:
Construction of the head, stretch and squash on head, skeleton foundation, body building, line of action, character sketching: hands, facial expressions, body movements: two legged, four legged, walk, run, skip – the basic bouncing ball action, overlapping action, dialogues</td></tr>
<tr><td>Module 3</td><td>Application of principles of animation in production</td><td>Assignment Documentation</td><td>25 hours</td></tr>
<tr><td colspan="4">Topics:
Application of principles of animation in production: Education sector – entertainment industry – advertisement industry – marketing – scientific visualization – arts – gaming industry – simulations - Applying traditional animation principles for creating learning objects, The Basic Theory and Production Process of Digital Animation, 2D & 3D animation software.</td></tr>
<tr><td colspan="4">Text Books
Brooks, S. (2016). Tradigital Animate CC: 12 Principles of Animation in Adobe Animate. CRC Press.</td></tr>
<tr><td colspan="4">References
26. Brooks, S. Tradigital Animate CC: 12 Principles of Animation in Adobe Animate (Hardback).
27. Thomas, F., Johnston, O., & Thomas, F. (1995). The illusion of life: Disney animation (p. 28). New York: Hyperion.
28. Garcia, A. L. (2012). Principles of animation physics. In ACM SIGGRAPH 2012 Courses (pp. 1-20). Fundamentals of animation</td></tr>
<tr><td colspan="4">Topics relevant to “SKILL DEVELOPMENT”:
Principles of Animation, Scientific Visualization, Simulations for Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course handout.</td></tr>
<tr><td>Catalogue prepared by</td><td colspan="3">Dr. Saranya Balan
Assistant Professor, Multimedia (SOD)</td></tr>
</table>

Recommended by the Board of Studies on	6th BOS, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 03rd August 2022

BSM1010 – Observation and Ideation

Course Code: DES1010	Course Title: Observation & Ideation Type of Course: 1] Program Core 2] Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	To increase the Observation Skills of the Students and increase the logical thinking behind each observation This course will help students to develop keen observation skills in different levels of the given situation. Adaptation and conversion of those to ideas and documenting them for further research. This course is designed to be very observant not only the physical attributes but also the inner of the given object or situation and the idea behind its existence.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Observation and Ideation and attain **Skill Development** of student by using **Experiential Learning** techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: 1. Relate the given design structure with its initial idea. **Practical Component:** 2. Recognize the need of the given design structure in the society and its usage to its full potential. 3. Apply the cultural background from where the design structure initially originated.					
Course Content:						
Module 1	Identification of Design	Observation report	Illustrations/ photographs Visual Journal		10 Hours	

Topics:

1. Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.
2. Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.
3. Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming,

Module 2	Reproduction of Design and its features	Documentation	Info-graphical development Visual Journal	15 Hours

Topics:

1. Introduction to Design Thinking and Its Stages.
2. Introduction to Modes and Stages of Ideations
3. Conceptualising design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society

Module 3	Analysis of the Design Production	Assignment Documentation	Visual Journal Development of Documentation of the individual design	20 Hours

Topics:

1. Character required for the design Ideation
2. Using the technique of empathy mapping for Design Thinking
3. Hierarchy Needs and table of Design thinking and Design Creation
4. Development of ideation for a given Design structure

5List of Practical Tasks:

Project No. 1: Recognition and Observation

Level 1: Recognizing the Characters of the Design and Documenting the same through Phrases and Words and Photographs

Level 2: Identification of the Characteristics and copying through Sketching the same with Perspective

Level 3: Transcending the Design to other styles of Sketches, experimenting with different colour medium

Project No. 2:

Level 1: Exploring the stages in a given Design Structure

Level 2: Exploded View of the given Design or an object

Level 3: Improvisation on the design for personalization.

Project No. 3:

Level 1: Analyzing the design Structure through its character Study.

Level 2: Applying the Empathy mapping for the design where ever needed and improvising the idea.

Level 3: Development of new Parameters to create Improvised designs and exploring the designs.

Text Books

1. Steal Like an Artist – Austin Kleon, February 2012.
2. The Birth and Death of Ideas Hardcover – Import, 11 May 2004 by Douglas Graham (Author), Thomas T. Bachmann (Author)

References

1. FIRE: How Fast, Inexpensive, Restrained, and Elegant Methods Ignite Innovation Hardcover – April 29, 2014.
2. https://www.youtube.com/watch?v=scvb05qEN0s Design Observations

Topics relevant to "SKILL DEVELOPMENT":

Character required for the design Ideation, Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming for **Skill Development** through **Experiential Learning** techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by Dr. Saranya Balan
Asst. Professor
Multimedia, School of Design

Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM1009 – Design Thinking and Communication

<table>
<tr><td>Course Code:
BSM1009</td><td colspan="3">Course Title: Design Thinking and Communication

Type of Course: 1] Discipline Elective
2] Integrated</td><td>L-T-P-C</td><td>2</td><td>0</td><td>4</td><td>4</td></tr>
<tr><td>Version No.</td><td colspan="8">1.0</td></tr>
<tr><td>Course Pre-requisites</td><td colspan="8">Nil</td></tr>
<tr><td>Anti-requisites</td><td colspan="8">NIL</td></tr>
<tr><td>Course Description</td><td colspan="8">This course will offer Students into the fundamentals of this creative approach by immersing students in the doing of design thinking.
Learn how to empathize with the needs and motivations of the end users, come up with a large number of ideas for solving a problem, and start to prototype a new offering.
Design thinking is a method of applying creativity to come up with novel solutions to tough problems. It's the process of immersing oneself in a problem space, thinking creatively around pain points and opportunity areas, then iteratively prototyping totally new solutions. Focused on listening, user empathy, whole-brain thinking, collaboration, and experimentation, design thinking can be applied within any team and in any field; from architecture and design to healthcare and product development. Everything from the Swiffer to the Apple Watch has been a result of design thinking, and the techniques and tools can also be applied to problems in the nonprofit and public sectors.</td></tr>
<tr><td>Course Objective</td><td colspan="8">This Objective of the course is to familiarize the learners with the concepts of Design Thinking and Communication and attain <u>Skill Development</u> of student by using <u>Experiential Learning</u> techniques.</td></tr>
<tr><td>Course Outcomes</td><td colspan="8">On successful Completion of this course students shall able to
19. Define the concepts of design thinking approaches.
Practical Component:
20. Develop the students as a good designer by imparting creativity and problem -solving ability.
21. Practice design thinking skills in the development of innovative prototypes.</td></tr>
<tr><td>Course Content:</td><td colspan="8">Working with Video Cameras.
Framing and Shot composition with Proper meaning.</td></tr>
<tr><td>Module 1</td><td>INTRODUCTION TO DESIGN</td><td>Assignment Documentation</td><td colspan="6">30 Hours</td></tr>
<tr><td colspan="9">Topics:
1. Visual Elements & Design Principles</td></tr>
</table>

- Color, line, space, texture, form
- Unity, harmony, balance, hierarchy,
- scale/proportions, dominance/
- emphasis, similarity & contrast
- Title and Typography

2. Gestalt Principles Implementation
Proximity, Similarity, Closure, Good continuation, Common fate, Good form

3. Layout and Compositions

- Content Compositions
- Grids/Wireframing

4. The power of icon & symbols

Module 2	THE POWER OF VISUAL STORYTELLING	Assignment Documentation	**30 Hours**

Topics:

1) Creative Approaches

- Building design resource team
- Brainstorming
- Formats and Storytelling
- Researching data

2) Visualization Information Methods

- Visual metaphors
- Visualizing Information
- Design Thinking

Module 3	INTERACTION DESIGN IMPLEMENTATION	Assignment Documentation	**30 Hours**

Topics:

1. Screencasting & Researching

- Problem solving
- Planning
- Workflow

2. Importing media

Text, Graphics, Animation, Audio,

Video

3. Interactive media (Media Framework)

- Compositing
- Navigation techniques
- Animation & Video elements

List of Practical Tasks:

Project 1:

Level 1: Design Thinking Principles

Level 2: Setting up the Observation process

Project 2:

Level 1: Create a Design using Basic elements

Level 2: Sketch in Different Perspectives of City Scape

Project 3:

Level 1: How to Tell a Story

Level 2: Create a set of Scenarios for the story

Project 4:

Level 1: Typography in design

Level 2: Create a Small poster for awareness program using design elements

Text Books

- Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Ltd.
- IdrisMootee, Design Thinking for Strategic Innovation,2013, John Wiley & Sons Inc

References

29. Brenda Laurel Design Research methods and perspectives MIT press 2003
30. Terwiesch, C. & Ulrich, K.T., 2009. Innovation Tournaments: creating and identifying Exceptional Opportunities, Harvard business press.
31. Ulrich &Eppinger, Product Design and Development, 3rd Edition, McGraw Hill, 2004
32. Stuart Pugh, Total Design: Integrated Methods for Successful Product Engineering, BjarkiHallgrimsson, Prototyping and model making for product design, 2012, Laurence King Publishing Ltd
33. Kevin Henry, Drawing for Product designers, 2012, Laurence King Publishing Ltd
34. https://youtu.be/_r0VX-aU_T8
35. https://youtu.be/gHGN6hs2gZY

36. https://youtu.be/_WI3B54m6SU
Topics relevant to "EMPLOYABILITY SKILLS": Visual Elements & Design Principles, Visual Elements & Design Principles, Text, Graphics, Animation, Audio, Video for developing Skill Development through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: BSM2004	**Course Title: History and Pipeline of Animation**	**L-T-P-C**	2	0	0	2

	Type of Course: 1] Discipline Elective **2] Theory**				
Version No.	1.0				
Course Pre-requisites	**Nil**				
Anti-requisites	**NIL**				
Course Description	An overview of the history and theory of animation including the origin of animation forms, Hollywood Studio animation, a sample of World Animation and contemporary animation. Introduce Students gain an understanding of animation by the identification, evaluation, explication and analysis of animated films created through various media (drawing, computer graphics, Claymation, etc.). Activities are organized within a combination lecture/screening/discussion framework that is intended to provide students a general understanding of the field. Students will be required to complete two research papers during the quarter. Students will also be required to attend two outside screenings that will provide context for topics introduced in class.				
Course Outcomes	On successful Completion of this course students shall able to 22. **Define** an overview of the evolution of animation, and how animation came into existence **23. Describe** the materials used and the techniques employed to make a wide variety of animated movies **24. Interpret** the process of animation techniques developed with various equipment and how the process was performed.				
Course Objective:	The objective of the course is to familiarize the learners with the concepts of History and Pipeline of Animation and attain **Skill Development** of a Student by using **Participative Learning** techniques.				
Course Content:					
Module 1	EARLY ANIMATION	Assignment Documentation	**10 Hours**		
Topics: It begins with an introduction to film history, basic cinematic terms and concepts, early animation and primitive forms, the beginnings of animation and special effects in film. It also provides a discussion on experimental animation and abstract cinema, Animation before film: The magic lantern, Thaumatrope, Phenakistoscope, Zoetrope, Flip book and Praxinoscope.					
Module 2	EARLY STUDIOS AND ANIMATION PIONEERS	Assignment Documentation	**10 Hours**		
Topics: provides an overview of the evolution of animation pioneers such as Walt Disney- Max Fleischer- Tex Avery- Warner bros and Loony Tunes etc.,					

Module 3	ANIMATION TECHNIQUES	Assignment Documentation	**10 Hours**

Topics:

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

Text Books

- Stephen cavalier 9 Sep 2011 "The world history of animation hardcover" Disney animation , Disney editions 1,.
- Frank Thomas 1995 "the illusion of life", Disney animation (Disney editions deluxe)

References

37. "Cartoon Animation", Preston Blair, Walter T. Foster, Apple Press, Limited, Eighth Edition, ISBN 1560100842
38. https://youtu.be/mbpLpxi9rJY - A Brief History of Animation
39. https://youtu.be/pdeCMWwMSRY - History of Cel Animation
40. https://youtu.be/6HTW2klr2T8 - Making a Cel Animation

Topics relevant to "Employability Skills":

The magic lantern, Thaumatrope, Phenakistoscope, Different animation techniques and understanding of Different Animation studios like Walt Disney- Max Fleischer- Tex Avery- Warner bros for developing **Skill Development** through **Participative Learning** Techniques. This is attained through assessment components mentioned in course handout.

Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BoS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2007 – Introduction to 3D Animation

Course Code: BSM2007	**Course Title: Introduction to 3D Animation** **Type of Course: 1] Program Core** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students to Gain Knowledge in Various types of Three-Dimensional Animation Techniques. Introduce students to the 3D Software Interface, Methods, standards and techniques of 3D Animation Develop students' ability to create His /Her own 3D Animations and Help them to Apply the Animation Knowledge for their creative Productions. This Module provides both skills-based training in the basic principles and practice of 3D Animation as well as the opportunity to study the techniques and aesthetics of Human and Animal Anatomy. Students will be exposed to the particular demands and possibilities of working with different Animation Software's. and will be asked to produce their own creative Animations.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to 3D Animation and attain **Skill Development** of student by using **Participative Learning** techniques.					
Course Outcomes	On successful Completion of this course students shall able to 25. **Define** the interface of 3D Animation Software Maya in depth for Creating and Animating their own Models. 26. **Develop** production documentation such as script writing, Storyboarding and Character Sketching, Property Sketching, Background and Foreground sketching is to facilitate a successful production 27. **Utilize** the functions of various Menus, Sub menus and Interfaces associated with Animation Software.					
Course Content:	Working with Maya 2022 Software for 3D Animation.					
Module 1	Introduction to Animation principles	Assignment Documentation	**15 Hours**			

Topics: 12 principles of animation-Planning for Animation-shooting reference animation videos-Maya Animation Interface and Keys -Graph Editor-History of Animation-Early animation devices -Different types of Animations -Difference between 2D And 3D Animation-Pose to pose Animations-Keyframe Animations -Contribution of Disney in Animation.			
Module 2	3D Character Animation and Timing Techniques	Assignment Documentation	**14 Hours**
Topics: Principles of Character Motion- Effective Poses -Human walk cycle Key Pose Study-Human Jump key pose study- Action with two Human characters – Animal (Two legged and Four Legged) walk, Run, Jump Key pose study -Blocking Concept-Spline Control-Motion Capture Techniques -Types of Motion Capture -Applications of Motion Capture- Animating the Face, Lip Sync Animation-Animating Fluids and Gases.			
Module 3	Advanced Animation Techniques	Assignment Documentation	**16 Hours**
Topics: Introduction to skeletons, rigging it with IK Handles, Binding the skin to the skeleton, Rigid Body collision, Motion Blur, The Graph editor, animating with a Motion path, Placing Lights and Camera for Animation. Walk cycle, run cycle and Jump cycle. Fight scene with two characters			
List of Practical Tasks: **Project 1:** Level 1: Create a walk cycle animation with Human skeleton Level 2: create a run cycle animation with Human Skeleton **Project 2:** Level 1: Create a walk and Jump Scene with at least two characters Level 2: Create a Fight Scene with at least two characters			
Text Books o RICHARD WILLIAMS, ANIMATORS SURVIVAL KIT, Paperback Ed., Faber & Faber o Jason Patnode, Character Modeling with Maya and ZBrush: Professional polygonal modeling techniques 1st Edition, Taylor & Francis o Kelly L. Murdock, Autodesk Maya 2020 Basics Guide, Sdc Publications			

References 41. https://www.youtube.com/watch?v=LJLo6MafPVM – Introduction to Maya 42. https://www.youtube.com/watch?v=U9Ml95_4pUM – Character Animation https://www.youtube.com/watch?v=eBEitxaRYQs&list=PL8G4GiXpgTvK_Hz55q_big94BMO2pCI65 - Maya Polygonal Modelling
Topics relevant to SKILL DEVELOPMENT: 12 principles of animation, pose to pose Animations-Keyframe Animations and Advanced Rigging for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM3016 – 3D Rigging and Animation

Course Code: BSM3016	**Course Title: 3D Rigging and Animation** **Type of Course: 1] Program Core** **2]Integrated**	**L-T-P-C**	2	0	4	4
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students to Gain Knowledge in Various types of Three-Dimensional Rigging and Animation Techniques. Introduce students to the 3D Software Interface, Methods, standards and techniques of 3D Rigging and Animation Develop students' ability to Rig His /Her own 3D Models and Help them to Apply the Animation Knowledge for their creative Productions.					

	This Module provides both skills-based training in the basic principles and practice of 3D Rigging and Animation. Students will be exposed to the particular demands and possibilities of working with different Animation Software's. and will be asked to produce their own creative Rigged Character's and Animations.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of 3D Rigging and Animation and attain **Skill Development** of student by using **Experiential Learning** techniques.		
Course Outcomes	On successful Completion of this course students shall able to 28. **Define** the interface of 3D Animation Software Maya in depth for Creating good quality Rigged character and animating their own Models. 29. **Develop** creative Rigged Models and Animations **Practical Component:** 30. **Utilize** the functions of various Menus, Sub menus and Interfaces associated with Animation Software to Rigg and Animate the Modelled Character. 31. **Create** his /her own Animation and Rigged Characters.		
Course Content:	Working with Maya 2022 Software for 3D Animation.		
Module 1	Introduction to 3D Modeling	Assignment Documentation	**15 Hours**
Topics: Three-Dimensional workflow overview, wireframes model and pixel based rendering, The Graph editor, The Hyper shade, UV Editor, Polygon Versus curved line Modeling, Translate Rotate and scale, Low poly modeling, Polygon Modeling in maya, Dynamics and Cloth, Basic Modeling Techniques -extrude, Bevel-Import character reference-Image Adjustments -Image freeze-Split edge-Extrude edge -Adjust eye sphere-Lip basic -Smooth proxy-Nose basic-Nose segment insert-Fill area nose-Fill area chick-Fill area Jaw-Working on Head-Back neck Edge extrude-Working on Lips-Working on Nose-Working on Basic ear-Working on Legs			
Module 2	3D Character Rigging	Assignment Documentation	**14 Hours**
CC			
Module 3	Advanced Rigging and Animation Techniques	Assignment Documentation	**16 Hours**
Topics: Introduction to skeletons, rigging it with IK Handles, Binding the skin to the skeleton, Rigid Body collision, Motion Blur, The Graph editor, Planning the spine rig, stretching along a spline IK Curve, Adding Spine controls and Enabling compression, setting up world relative controls, rigging the shoulder, creating the arm, Planning the legs and Feet, creating the advanced Leg, Hand Rigging techniques, animating with a			

Motion path, Placing Lights and Camera for Animation. Walk cycle, run cycle and Jump cycle. Fight scene with two characters as advanced level-Rigging pivot control-IK Vs FK-Bones quick rig Skeleton-Bones quick rig Skeleton-Bones Hand -Bones Joint Orientation-Bones Rotate Order-Bones recreate Limbs-Bones Pole Vectors-Bones Hand Control-Bones Reverse Foot Rig-Bones Foot Roll SDK-Bones Independent Toe-Bones Organize and scale-Bones Head, Hand, Shoulder.

Targeted Application & Tools that can be used:

- Autodesk Maya 2022
- Adobe Creative suite.

Text Books

- Cheryl Cabrera, An Essential Introduction to Maya Character Rigging, Focal Press 2008
- Jason Patnode, Character Modeling with Maya and ZBrush: Professional polygonal modeling techniques 1st Edition, Taylor & Francis
- Kelly L. Murdock, Autodesk Maya 2020 Basics Guide, Sdc Publications

References

43. https://www.youtube.com/watch?v=LJLo6MafPVM – Introduction to Maya
44. https://www.youtube.com/watch?v=U9Ml95_4pUM – Character Animation

https://www.youtube.com/watch?v=eBEitxaRYQs&list=PL8G4GiXpgTvK_Hz55q_big94BMO2pCI65 - Maya Polygonal Modelling

Topics relevant to SKILL DEVELOPMENT: Skeleton setup for a Biped Character-setting up work area, working with Joints, Child Parent Connection-Child Parent Connection Multiple-Constrain parent, rigging it with IK Handles, Binding the skin to the skeleton, Rigid Body collision for **Skill Development** through **Experiential Learning** Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: BSM3002	**Course Title: Summer Internship** **Type of Course: NTCC**	**L-T-P- C**	0	0	0	4
Version No.	**1.0**					
Course Pre-requisites	**Knowledge and Skills related to all the courses studied in previous semesters.**					
Anti-requisites	**NIL**					
Course Description	Students observe art, craft, technics and Culture in action, develop an awareness of the method of design explorations, and often get an opportunity to see, study, manipulate and apply design principles in value additions. Students learn about the implementation of the principles of design they have learnt in class, when they observe multidisciplinary teams of experts from different streams of design, economics, and management deal with techno-economic problems at the micro and macro levels. Finally, it enables them to develop and refine their language, communication and inter-personal skills, both by its very nature, and by the various evaluation components, such as seminar, group discussion, project report preparation, etc. The broad-based core education, strong in design principles rich in heuristics, experiential learning and design thinking tools provide the foundation necessary for the student to understand appropriately the nature of real-life problems. The students have options to pursue this course as either Project Work and Dissertation at the university, or Project Work in an Industry/ Company/ Research Laboratory, or Internship Program in an Industry/Company.					
Course Objectives	The objective of the course is to familiarize the learners with the concepts of Tasks based learning and attain Employability Skills through Experiential Learning techniques.					
Course Outcomes	On successful completion of this course the students shall be able to: 1. Identify the design problems related to local, regional, national or global needs. 2. Apply appropriate techniques or modern design tools for solving the potential problem 3. Design the tasks as per the standards and specifications. 4. Interpret the events and results for meaningful conclusions. 5. Appraise project findings and communicate effectively through scholarly publications.					
Catalogue preparedby	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)					
Recommended bythe Board of Studies on	4th BOS, held on 10th August 2021					

Date of Approval bythe Academic Council	16th Academic Council Meeting held on 23rd October 2021

DES2081 – Brand Building in Design

Course Code: **DES2081**	**Course Title: Brand Building in Design** **Type of Course: 1] Open Elective** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students to Gain Basic Knowledge in Integrated Brand Building Strategy in design. Introduce students to the Difference between Branding and Marketing. Develop students' ability to create or Design His /Her own Brand Strategy This Module provides both skills-based training in the basic principles and practice of Branding. Students will be exposed to the particular demands and possibilities of working with Integrated Branding Methods like Brand Strategy creation, Brand Building advertisement production and will be asked to produce their own creative Brand Strategies					
Course Objective	This Objective of the Course is to familiarize the learners with the concepts of Brand Building in Design and attain **Entrepreneurial Skills** by using **Participative Learning** techniques.					
Course Outcomes	On successful Completion of this course students shall able to 32. **Define** an overview of the Key terms related to Brand Building in design implementation 33. **Identify** various types of Brand Building Styles and Integrated Branding Concepts. 34. **Interpret** the process of Brand Building Design techniques developed for various websites and Applications and how the process was performed.					

Course Content:	Brand Strategy Design		
Module 1	Introduction to Branding	Assignment Documentation	**5 Hours**
Topics: Introduction To Product vs Brand- what is Branding-Defining a Brand-Brand Core (Purpose, Vision, Values)- Brand Positioning (Audience, Market, Goals)- Brand Persona (Personality, Voice, Tagline)			
Module 2	Brand Strategy Design	Assignment Documentation	**10 Hours**
Topics: How Branding Help to Business Growth - Target market- Brand Positioning- Brand image Building -Brand Identity creation- Brand personality – Brand Vision- Inside Branding-Outside Branding - Brand Strategy Creation- Different Mediums for Branding-Branding Vs Marketing- Understand the Social Psychology of Brands- Emotion and Brands- The symbolic Meaning of Brands.			
Module 3	Brand Strategist Roles and Responsibilities	Assignment Documentation	**5 Hours**
Topics: Analyzing Consumer Behavior to define Company Positioning- creating and Checking for Brand Marketing Deliverables- Communicating with Creative Team – Conduct Competitive research to Identify strength and weakness - Design promotional campaigns for new products / services			
List of Practical Tasks: **Project 1:** Level 1: Identify a Company / Product /Service, Create a Logo and Tagline. Level 2: Create a Brand Building Advertisement (Print) for a Company / Product /Service of your choice **Project 2:** Level 1: Create a Brand Building Advertisement (Video) for a Company / Product /Service of your choice Level 2: Create a Brand Promotional Marketing Plan (indoor and Outdoor) for a Company / Product /Service of your choice Level 3: Create a Two-Year Brand Strategy Design plan for a Company / Product /Service of your choice			

Text Books

- Douglas Davis, Creative Strategy and the business of Design, Adams Media -Simon and Schuster-2016.
- Donald Miller, Building a Story Brand - HarperCollins Leadership 2017

References

45. https://www.youtube.com/watch?v=tzrBzZBWtM0 – DESIGN STRATEGY: Solving Business Challenges Through Design
46. https://www.youtube.com/watch?v=On2K52lcM3c – Branding Like a Boss (10 Best Brand Strategy Examples)
47. https://www.youtube.com/watch?v=D3Tu3w67Adc - How to Create a Brand Strategy [Proven 14-Step Framework]

Topics relevant to "Employability Skills": Introduction to Product vs Brand**,** Brand Positioning, How Branding Help to Business Growth planning for developing **Entrepreneurial Skills** through Participative Learning Techniques This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	7th BOS, held on 12th February 2023
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th February 2023

BSM2002 – Video Editing

Course Code: BSM2002	**Course Title: Video Editing** **Type of Course: 1] Program Core** **2] Integrated**	**L-T-P-C**	1	0	4	3
Version No.	1.0					

Course Pre-requisites	**Nil**		
Anti-requisites	**NIL**		
Course Description	This course will offer Students into the fundamentals of this creative approach by immersing students in the doing of Video Editing. Learn how to Edit Different Video Content using linear and nonlinear techniques with the help of software such as Final cut pro, Adobe Premier pro. Video Editing is a creative method aims to equip the students to become creative and skilled Editing professionals. All stages of the course emphasize step by step learning, giving a solid foundation in Video editing. Students Develop their skills through classroom lectures, extensive hands-on exercise on nonlinear editing software, workshops led by Industry Experts and tailored Exercises.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Video Editing and attain **Employability Skills** of student by using **Experiential Learning** techniques.		
Course Outcomes	On successful Completion of this course students shall able to 35. Define the concepts of Video Editing and different types of Video Editing. **Practical Component** 36. Apply the relationship between linear and nonlinear editing 37. Develop the role of Video editor in Film industry		
Course Content:	Working with nonlinear Video Editing Software's. Framing and Shot composition with Proper meaning.		
Module 1	INTRODUCTION TO VIDEO EDITING	Assignment Documentation	**15 Hours**
Topics: History of video /Film Editing: The silent period, The early sound Film, Experiments in Editing, - The tools of Digital Video -digital video Hardware – movement in digital video – Digital Audio Editing - capturing a Digital Video – Composition of Digital Video – Timeline Editing – Color Correction -linear and nonlinear Editing techniques -Exporting a Video -Editing for the Genre: Action -Dialogue-comedy-documentary- Planning ,Script writing, Storyboarding for an Video -			
Module 2	PRINCIPLES OF VIDEO EDITING	Assignment Documentation	**14 Hours**
Topics: The picture Edit and Continuity – The Picture edit and Pace – The sound edits and clarity- The sound edits and Creative Sound- innovations of sound- non linear Editing and Digital Technology-Cinematography, Lighting and Sound for Video -Graphics and Compositing			

Module 3	VIDEO EDITING SOFTWARES	Assignment Documentation	16 Hours

Topics:

Basic Editing Preparation: creating Log and Organize Footage, Gather Assets , Basic Layout of the Video project, montage Theory , pacing ,Match Cuts , setting mood Through editing – Edit Psychology- subtitles -slow motion -Advanced color correction.

Adobe Premiere Pro: Organize and Import Footages -use of Timeline -Exporting Options- Title Creation- Audio Track-color correction- Transitions – Visual effects.

Adobe After Effects: creating standalone Videos -Animations -Special effects -animated titles.

Adobe Audition: Sample Rate – working with Channels – restore and Mastering Audio- Noise Removal and Audio Mixing -Voice Over adding – Music and Sound effects – Multi track editing -

List of Practical Tasks:

Project 1: Introduction to Script

Level 1: Develop a story board from an idea / Concept

Level 2: create a Two Column Script for Your Idea / Concept

Project 2: Experience Different Cuts

Level 1: Understand different types of Cuts in Video Editing

Level 2: Create a Montage Video.

Project 3: Building a Scene

Level 1: Experience Shot to shot Transition

Level 2: Create a Scene with Continuity, Matching, and Overlapping.

Project 4: Final project

Level 1: Submit the completed Edited Video as per the Approved Script

Text Books

- WALLACE JACKSON, Digital Video Editing Fundamentals, Apress Publishing 2016
- KEN DANCYGER, The Technique of Film and Video Editing History, Theory, Practice- Focal Press 2007.

References

48. AARON GOOLD, The Video Editing Handbook for Beginners ,2021 , Publisher John Goold.

49. MICHAEL FRIERSON Film &Video Editing Theory: How Editing Creates meaning , A Focal Press Book , published by Routledge 2018.
50. https://www.youtube.com/watch?v=y7Ci_H9bYEk
51. https://www.youtube.com/watch?v=ge-MmahCcWg
52. https://www.youtube.com/watch?v=mkrBVukhZvM
53. https://www.youtube.com/watch?v=KvzOtu-pgf4
54. https://www.youtube.com/watch?v=8BfyROcym2I&list=PLgc0GNip2uYWepaE7eU8Pu37n6pePnK16

Topics relevant to SKILL DEVELOPMENT: History of video /Film Editing, Experiments in Editing, Digital Audio Editing , nonlinear Editing and Digital Technology for **Employability Skills** through **Experiential Learning** Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	BoS No: 4th, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2006 – Computer Graphics

Course Code: BSM2006	**Course Title: Computer Graphics** **Type of Course: 1] Program Core** **2] Integrated**	**L-T-P-C**	2	0	4	4
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students into the fundamentals of this creative approach by immersing students in the doing of computer Graphics Learn how to Edit Different computer Graphics using linear and nonlinear techniques with the help of software such as photoshop and InDesign Software's computer Graphics is a creative method aims to equip the students to become creative and skilled Editing professionals. All stages of the course emphasize step by step learning, giving a solid foundation in pixel editing. Students Develop their skills through classroom lectures, extensive hands-on exercise on nonlinear editing software, workshops led by Industry Experts and tailored Exercises.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Computer Graphics and attain **Skill Development** of student by using **Experiential Learning** techniques.					
Course Outcomes	On successful Completion of this course students shall able to 38. **Understand** the concepts of computer Graphics and different types of graphics Editing. 39. **Develop** the students as a good Graphics Editor by imparting creativity and problem -solving ability. 40. **Practice** Graphic Editing skills in the development of innovative Short Films as well as Documentary Film Production					
Course Content:	Working with nonlinear Graphic Editing Software's. Framing and Shot composition with Proper meaning.					
Module 1	INTRODUCTION TO COMPUTER GRAPHICS	Assignment Documentation	**15 Hours**			

Topics: Colors and Images, Image Representation, Ray Tracing, Rasterization, polygon Mesh, Parametric Surfaces, Constructive Solid Geometry, Geometric Transformation, Turning Vertices into Pixels, Lighting and Shading, Light Source types, shading Techniques, Texturing, Shadows, Image Based Imposters			
Module 2	ADVANCED GRAPHICS TECHNIQUES	Assignment Documentation	**14 Hours**
Topics: Image Processing, Ambient Occlusion, particle systems, Global Illuminations, Scan Conversion, Transformation, Projections, Curves			
Module 3	GRAPHIC SOFTWARES	Assignment Documentation	**16 Hours**
Topics: Photoshop Introduction to Photoshop versions- Features & Tools - Drawing, Painting, designing – Photo Manipulation - Cropping, Editing, Retouching, Special Effects –Manipulation - Image ready, Tweening – Adobe Lightroom. Illustrator Art board – Tools, Menu and Panels - Basic Shapes, Objects and Symbols - Digital Art and Illustration – Photo Tracing. InDesign Introduction - Document Setting, Page Layout & Page Making, Working with Objects, Types, Lines, Colour Palette & Effects.			
List of Practical Tasks: **Project 1:** Create a Movie Poster with photoshop **Project 2:** create a brochure in Illustrator **Project 3:** Design a book in InDesign **Project 4:** create a packaging design in Photoshop			
Text Books o Introduction to computer Graphics -A Practical Learning Approach, Fabio Ganovelli, Massimiliano corsini ,Sumanta pattanaik, marco di Benedetto. o Computer Graphics, Neeta Nain, 2014 Vikas Publishing House. o Lisa DanaeDayley, Adobe Photoshop CS6 bible, Wiley.			

References
55. Adobe Creative Team, Adobe Indesign CC Classroom in a Book, Adobe 56. Ted alspach, Adobe illustrator CS 5 Bible, Willey 57. https://www.youtube.com/watch?v=vLSphLtKQ0o&list=PLplnkTzzqsZTfYh4UbhLGpI5kGd5oW_Hh 58. https://www.youtube.com/watch?v=zUWrd99rLmk&list=PL-Xzhg55p_hTNbjkruQdmFbxWKPr7SzUW 59. https://www.youtube.com/watch?v=lezQQ0d1pxc&list=PLWPirh4EWFpHukXICQrDcmjZUa2WlLMAb
Topics relevant to SKILL DEVELOPMENT: Colors and Images, Image Representation, Ray Tracing ,different image processing techniques ,different graphics software's like photoshop ,Illustrator ,InDesign for **Skill Development through Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2009 – Audio Technology and Production

Course Code: BSM2009	**Course Title: Audio Technology and Production** **Type of Course: 1] Program Core** **2] Laboratory Integrated**	**L-T-P-C**	1	0	4	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students into the fundamentals of the Audio Technology and different stages involved in Audio Production. Learn how to Record, Edit and Mix Audio with the help of Software's like Adobe Audition and Pro Tools					

	Audio Technology and Production is a creative method aims to equip the students to become creative and skilled Audio professionals. All stages of the course emphasize step by step learning, giving a solid foundation in Audio Mixing and Mastering. Students Develop their skills through classroom lectures, extensive hands-on exercise on nonlinear Audio editing software, workshops led by Industry Experts and tailored Exercises.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Audio Technology and Production and attain **Skill Development** of student by using **Experiential Learning** techniques.		
Course Outcomes	On successful Completion of this course students shall able to 41. **Define** the concepts of Audio Editing and different types of Mixing and Mastering Techniques. **Practical Component** 42. **Develop** Critical Listening Skills as well as students will gain knowledge of signal flow and basic audio technology including Mixers, Recorders, Microphones. The learner develops interviewing and field recording skills with practice of the art of storytelling using Sound. 43. **Practice** Audio Production skills in the development of innovative Short Films as well as Documentary Film Production.		
Course Content:	Working with nonlinear Video Editing Software's. Framing and Shot composition with Proper meaning.		
Module 1	INTRODUCTION TO SOUND THEORY	Assignment Documentation	**15 Hours**
Topics: Sound Theory: What is Sound? Nature and characteristics of a Sound Wave, Amplitude, Frequency, Velocity, Wave length, Phase, Harmonic content- perception of sound, Sound recording Frequency and Human Hearing Audio System – Cables and Connections, Routing System, Acoustic setup, Equipment's: Monitors, Mixers, Slaves, Microphones,			
Module 2	SOUND RECORDING TOOLS AND TECHNIQUES	Assignment Documentation	**14 Hours**
Topics: Recording tools and techniques: Working with multiple tracks, Mixing Hierarchies, Mixing Tests/Final, Sampling, effects Processing, Pitch and Frequency, Types of Dynamics: Notated dynamics, Ambient dynamics, Registral dynamics, Textural dynamics, Timbral dynamics- Live Recording: Live Recording Vs. Studio Recording, Equipment's for live recording, features of Live recording, The Browser, Live Sets, Arrangement and Session, Audio and MIDI, Audio Clips and Samples, Saving and Exporting			

Module 3	SOUND STUDIO MANAGEMNET and POST PRODUCTION.	Assignment Documentation	**16 Hours**

Topics:

Sound Engineering: Studio Management: Equipment Management- Role of Sound Engineering in Media Industry, Exploring live recording document in outdoor. Foley creation, outdoor production equipment.

Audio Post Production Overview -Production Dialogue Editing, sound effects -Basic Digital Audio Workstation (DAW) for Audio Post Production- Noise Reduction -the Moves /Clothing Track- The Footsteps/ Steps Track- The props/Specifics Track – Mixing the Music

List of Practical Tasks:

Project 1: Produce a Radio Advertisement

Project 2: Produce a Public Service Advertisement for Radio

Project 3: Produce a Radio Jingle

Project 4: Record a Multiple Audio Track for a Video File (Duration: minimum of 3 minutes)

Project 5: Record an Experimental Audio Track (Duration: minimum of 2 minutes)

Text Books

- Timothy A.Dittmar, Audio Engineering 101 A Beginner's Guide to Music Production,2012 ,Published by Elsevier Focal Press.
- Hilary Wyatt and Tim Amyes , Audio Post Production for Television and Film- An Introduction to Technology and Techniques 2005 ,Focal Press

References

60. Mark Cross, Audio Post Production for Film and Telivision,2013,Berklee Press
61. Jonathan Wyner, Audio Mastering Essential Practices, Berklee Press
62. https://www.youtube.com/watch?v=qonbJHkxH8w
63. https://www.youtube.com/watch?v=iUttXgBDKRI
64. https://www.youtube.com/watch?v=nmnR7uDBPsk

https://www.youtube.com/watch?v=N-goa27BSJs

Topics relevant to SKILL DEVELOPMENT: Sound Theory , Nature and characteristics of a Sound Wave ,sound Recording tools and techniques for **Skill Development through Experiential Learning Techniques** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
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BSM2011 – 3D Lighting and Camera Lab

Course Code: BSM2011	**Course Title: 3D Lighting and Camera** **Type of Course: 1] Discipline elective** **2] Integrated**	**L-T-P-C**	0	0	4	2
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students into the fundamentals of this creative approach by immersing students in the doing of Video Editing. Learn how to Edit Different Video Content using linear and nonlinear techniques with the help of software such as Final cut pro, Adobe Premier pro. Video Editing is a creative method aims to equip the students to become creative and skilled Editing professionals. All stages of the course emphasize step by step learning, giving a solid foundation in Video editing. Students Develop their skills through classroom lectures, extensive hands-on exercise on nonlinear editing software, workshops led by Industry Experts and tailored Exercises.					
Course Objective	This Objective of the Course is to familiarize the learners with the concepts of 3D Lighting and Camera Lab and attain **Skill Development** by using **Experiential Learning** techniques					

<table>
<tr><td>Course Outcomes</td><td colspan="3">On successful Completion of this course students shall able to

Practical Component:

44. Understand the concepts of Video Editing and different types of Video Editing.
45. Develop the students as a good Video Editor by imparting creativity and problem -solving ability.
46. Practice Video Editing skills in the development of innovative Short Films as well as Documentary Film Production</td></tr>
<tr><td>Course Content:</td><td colspan="3">Working with nonlinear Video Editing Software’s.

Framing and Shot composition with Proper meaning.</td></tr>
<tr><td>Module 1</td><td>IMPORTANCE OF LIGHT AND LIGHTING</td><td>Assignment Documentation</td><td>15 Hours</td></tr>
<tr><td colspan="4">Topics:
Information Communicated by Light, Scientific concept, Goals of Lighting , The History of Lighting, one point lighting, Two point lighting, Three point Lighting , Loop Lighting, Split Lighting, Butterfly Lighting, Broad and short Lighting, High and low Key Lighting.</td></tr>
<tr><td>Module 2</td><td>ADVANCED LIGHTING</td><td>Assignment Documentation</td><td>14 Hours</td></tr>
<tr><td colspan="4">Topics:
Types of Lights, Shadows and Occlusion, Lighting Environments and Architecture. Lighting Creatures, Characters and Animation. Cameras and Exposure, Composition and Staging. The art and science of color.</td></tr>
<tr><td>Module 3</td><td>SHADERS,TEXTURES AND RENDERING</td><td>Assignment Documentation</td><td>16 Hours</td></tr>
<tr><td colspan="4">Topics:

Shaders, texture mappings -types. Rendering Pass and Compositing</td></tr>
<tr><td colspan="4">Text Books
o Introduction to computer Graphics -A Practical Learning Approach, Fabio Ganovelli, Massimiliano corsini ,Sumanta pattanaik, marco di Benedetto.
o Computer Graphics, Neeta Nain, 2014 Vikas Publishing House.
o Lisa DanaeDayley, Adobe Photoshop CS6 bible, Wiley.</td></tr>
</table>

References

65. Adobe Creative Team, Adobe Indesign CC Classroom in a Book, Adobe
66. Ted alspach, Adobe illustrator CS 5 Bible, Willey
67. https://www.youtube.com/watch?v=vLSphLtKQ0o&list=PLplnkTzzqsZTfYh4UbhLGpI5kGd5oW_Hh
68. https://www.youtube.com/watch?v=zUWrd99rLmk&list=PL-Xzhg55p_hTNbjkruQdmFbxWKPr7SzUW
69. https://www.youtube.com/watch?v=lezQQ0d1pxc&list=PLWPirh4EWFpHukXlCQrDcmjZUa2WlLMAb

Topics relevant to " SKILLDEVELOPMENT" : Information Communicated by Light, Scientific concept, Types of Lights, Shadows and Occlusion, Lighting Environments and Architecture for developing **SKILL DEVELOPMENT** through **Experiential Learning Techniques.** This is attained through assignment components mentioned in course handout.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

BSM2034 – Digital Compositing

Course Code: BSM2034	**Course Title: Digital Compositing** **Type of Course: 1] Program Core** **2] Integrated**	**L-T-P-C**	2	0	4	4
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					

Course Description	This course will offer Students into the fundamental Theory of Digital Compositing and take the students through the fundamental concepts of VFX Compositing in NUKE Software while successful completion of this course students can able to composite footages that would be considered a junior composite Artist level. Learn how to composite Different Video Content and help the students to understand NUKE Software Interface in depth. The learner will get hands on experience in Moton Tracking, Green screen removal, Set Extension Roto and Roto Paint. Digital Composition is a creative method aims to equip the students to become creative and skilled Composition professionals. All stages of the course emphasize step by step learning, giving a solid foundation in Digital Video Composition. Students Develop their skills through classroom lectures, extensive hands-on exercise on nonlinear Compositing software, workshops led by Industry Experts and tailored Exercises.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Digital Compositing and attain **Skill Development** of student by using **Experiential Learning** techniques.		
Course Outcomes	On successful Completion of this course students shall able to 47. **Define** the concepts of Digital Compositing Techniques. **Practical Component:** 48. **Develop** the students as a good Digital Video Compositor by performing Chroma keying and composite Live action footage merged with CG rendered footages with 2D and 3D Camera Tracking with Set extension. 49. **Practice** Digital Compositing skills to become composite Artist in Nuke.		
Course Content:	Working with Composition and Visual effect Software's like Nuke, Aftereffects		
Module 1	Introduction To Digital Compositing	Assignment Documentation	**20 Hours**
Topics: Judging colour, Brightness and contrast – Light and Shadow – the Camera – Focus ,Depth of Field ,Lenses ,motion Blur – Perspectives – image generation , Pixels ,Components and Channels, Floating Point ,High Dynamic Range Imagery(HDRI) – Image Input Devices – Digital Image File Formats -Compression Methods- Basic Image Manipulation- colour Manipulations , RGB Multiply, Gamma Correction , Channel Swapping – HSV Manipulations – Spatial Filters – Geometric Transformations , panning ,Rotation, Scale, 3D transforms , Warping -			
Module 2	Basic Image Compositing	Assignment Documentation	**20 Hours**
Topics: Multisource Operations ,Add, Subtract, Mix – The Matte Image – The Integrated Matte Channel- Masking – Compositing with pre multiplied Images – Colour correcting and combining Pre multiplied Images – Luminosity and the Image Matte Relationship – Rotoscoping – Procedural Matte Extraction- Matte Manipulations – Time and Temporal Manipulations – Image Tracking and Stabilization – Tracking Multiple			

points -stabilizing a plate – Camera Tracking -Curve Editor – Working with Proxy Images – Aspect Ratio – File format – Video Format -3D Compositing -			
Module 3	Digital Compositing Software -Tools and Features	Assignment Documentation	**20 Hours**
Topics: Nuke software basics- Nuke Software, color corrections -Filters -Geometric Transformation and Warps – Image Combination – Field Control – Matte Generation – Timing and Animation – Image generation – Tracking - Working with channels -working with nodes- 2D Tracking – Roto paint – Keying – Compositing High Resolution Stereo Images – Camera Tracking – Camera Projection -			
List of Practical Tasks: **Project 1:** Compositing Basics **Project 2:** Screen Replacement **Project 3:** Level 1: Green screen Removal **Project 4: Final project** Level 1: Keying Techniques and 3D Compositing			
Text Books o RON BRINKMANN, The Art and Science of Digital Compositing,2008, Publisher Elsevier Science. o RON GANBAR,NUKE 101 Professional Compositing and Visual Effects-2014, Publisher Pearson Education.			
References 70. STEVE WRIGHT, DIGITAL COMPOSITING FOR FILM AND VIDEO,2010,Publisher Routledge. 71. LEE LANIER, DIGITAL COMPOSITNG WITH NUKE,2012, Publisher Routledge 72. JON GRESS, DIGITAL VISUAL EFFECTS AND COMPOSITING,2015 Publisher – New Riders 73. MICHAEL FRIERSON Film &Video Editing Theory: How Editing Creates meaning, A Focal Press Book , published by Routledge 2018. 74. https://www.youtube.com/watch?v=pTGjCnX0adA 75. https://www.youtube.com/watch?v=qIqn57zYHNo 76. https://www.youtube.com/@FoundryTeam 77. https://www.youtube.com/watch?v=KnDrt54w1k8&list=PLjXL3F-uQNlQi3z9VGOVuPz_TwDXMzor3			

78. https://www.youtube.com/watch?v=VMO-18TQR18&list=PLQJImk0hXcoWJLPc0tvNO4IMZ2Bil8E9c
79. https://www.youtube.com/watch?v=u6UkJRuN6j0&list=PLBSv4d-cVGxPWPnDm9EXZINy-IlbCQC_Y

Topics relevant to SKILL DEVELOPMENT: Different Digital compositing techniques, Basic Image and Color Manipulation, Image compression, Rotoscoping and camera tracking for **Skill Development** through **Experiential Learning** Techniques This is attained through assessment component mentioned in course handout.

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Recommended by the Board of Studies on	4th BOS, held on 10th August 2021
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BSM2026 – Film Production

Course Code: BSM2026	**Course Title: Film Production** **Type of Course: 1] Discipline Elective** **2] Laboratory Integrated**	**L-T-P-C**	1	0	4	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students into the fundamentals of Film Production. The learner will develop good understanding in all Film production stages including preproduction, production, and Postproduction also they will be capable of Writing Script, Storyboard, Video and Audio editing. Principles of Journalism are Integrated Theory and Practical subject. All stages of the course emphasize step by step learning, giving a solid foundation in Film Production. Students Develop their skills through classroom lectures, workshops led by Industry Experts and tailored Exercises.					

<table>
<tr><td>Course Objective</td><td colspan="3">This objective of the Course is to familiarize the learners with the concepts of Film Production and attain Skill Development by using Experiential Learning techniques</td></tr>
<tr><td>Course Outcomes</td><td colspan="3">On successful Completion of this course students shall be able to
50. Define the concepts of various Stages involved in Film Production
Practical Component:
51. Develop Critical analyzing Film Production concept with Principles and theories associated with it. The learner develops Video and Audio Editing skills, Camera Handling skills to help the Production.
52. Practice Different Film Production skills in the development of innovative Short film as well as Documentary Film Production.</td></tr>
<tr><td>Course Content:</td><td colspan="3">Different Types of script writing and story boarding techniques and different Film Production Stages.
Study of diverse types of shots, camera movements, audio, and video editing skills.</td></tr>
<tr><td>Module 1</td><td>INTRODUCTION TO FILM MAKING</td><td>Assignment Documentation</td><td>15 Hours</td></tr>
<tr><td colspan="4">Topics:
History of Films, Types of Films, Process of Film Making. Overview of the film crew, Collaborating and working with team. Introduction to stages of film production. Introduction to film script; treatment, Screenplay-format and layout, Narrative structures, Protagonists and antagonists, Adoption, Genre, Loglines. Story boards</td></tr>
<tr><td>Module 2</td><td>FILM PRODUCTION PLANNING</td><td>Assignment Documentation</td><td>14 Hours</td></tr>
<tr><td colspan="4">Topics:
Production Planning; Proposals, Budgeting, Scheduling, finding locations, Equipment, Role of production crew, Working with actors. Shot sizes; meaning and motivation, Camera movements- methods and meaning, Master shots, cutaways, inserts, reaction shots, Parallel action, Shooting scripts. Picture composition and framing, working with lighting, color, lenses. Audio field production, microphones, music, sound effects, Shooting with knowledge of editing. Researching, Mini interviews, Essential resources. Pre-production, Production and Postproduction stages.</td></tr>
<tr><td>Module 3</td><td>VARIOUS DEPARTMENTS IN FILM PRODUCTION</td><td>Assignment Documentation</td><td>16 Hours</td></tr>
<tr><td colspan="4">Topics:
Direction Department, cinematography and Photography Department, Sound / Audio Department, Editing and Art Direction Department, Acting, Makeup and Costume, Visual effects,</td></tr>
</table>

Text Books

- Jane Barnwell, The Fundamentals of Film Making, AVA book publishing, SA, 2019
- Nicholas Proferes, Film Directing Fundamentals: See Your Film Before Shooting, Focal press, 2012
- A. Goswami, Thin Film Fundamentals, New age international publishers, 1996
- Steven Ascher, The Film Makers Hand Book,2012 penguin USA Publishing

References

80. Amy Villarejo, Film Studies: The Basics, Routledge, 2013
81. Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGrawHill, 2012
82. Steve Katz , Film Directing shot by shot, 1991 Focal Press
83. https://www.youtube.com/watch?v=TARsoxST0tQ&list=PL2vrmieg9tO1GiWpW_-iRaRMLiP-glmnk
84. https://www.youtube.com/watch?v=Nz5zQt5QO3Y

Topics relevant to "EMPLOYABILITY SKILLS":

History of Film, Types of Film, Film making Process, Production Planning, Camera Movement, Composition and Framing for developing **Skill Development** through **Participative Learning** Techniques This is attained through assessment components mentioned in course handout.

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Course Code: BSM3001	**Course Title: Portfolio Development** **Type of Course: NTCC**	**L-T-P- C**	0	0	0	4
Version No.	**1.0**					
Course Pre-requisites	**Knowledge and Skills related to all the courses studied in previous semesters.**					
Anti-requisites	**NIL**					

Course Description	Students observe art, craft, technics and Culture in action, develop an awareness of the method of design explorations, and often get an opportunity to see, study, manipulate and apply design principles in value additions. Students learn about the implementation of the principles of design they have learnt in class, when they observe multidisciplinary teams of experts from different streams of design, economics, and management deal with techno-economic problems at the micro and macro levels. Finally, it enables them to develop and refine their language, communication and inter-personal skills, both by its very nature, and by the various evaluation components, such as seminar, group discussion, project report preparation, etc. The broad-based core education, strong in design principles rich in heuristics, experiential learning and design thinking tools provide the foundation necessary for the student to understand appropriately the nature of real-life problems. The students have options to pursue this course as either Project Work and Dissertation at the university, or Project Work in an Industry/ Company/ Research Laboratory, or Internship Program in an Industry/Company.
Course Objectives	The objective of the course is to familiarize the learners with the concepts of Tasks based learning and attain Employability Skills through Experiential Learning techniques.
Course Outcomes	On successful completion of this course the students shall be able to: 6. Identify the design problems related to local, regional, national or global needs. 7. Apply appropriate techniques or modern design tools for solving the potential problem 8. Design the tasks as per the standards and specifications. 9. Interpret the events and results for meaningful conclusions. 10. Appraise project findings and communicate effectively through scholarly publications.

Catalogue preparedby	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
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BSM2028 – Principles of Journalism

Course Code: BSM2028	**Course Title: Principles of Journalism** **Type of Course: 1] Discipline Elective** **2] Theory**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	**Nil**					
Anti-requisites	**NIL**					
Course Description	This course will offer Students into the fundamentals of the Journalism and different Theories involved in Journalism. Learn how to analyze the history and Principles of Journalism also the learner will develop the Concept of Research, Pitch, and Interview as Real Journalist also helps in writing articles for newspaper and Magazines. Principles of Journalism is a complete classroom-based theory subject. All stages of the course emphasize step by step learning, giving a solid foundation in Principles of Journalism. Students Develop their skills through classroom lectures, workshops led by Industry Experts and tailored Exercises.					
Course Objective	This Objective of the course is to familiarize the learners with the concepts of Principles of Journalism and attain **Skill Development** by using **Participative Learning** techniques.					
Course Outcomes	On successful Completion of this course students shall be able to 53. **Define** the concepts of different principles and Theories in volved in Journalism. 54. **Develop** Critical analysis of different Journalism concepts with Principles and theories associated with it. The learner develops writing Article writing skills for Newspaper and Magazines. 55. **Practice Different** Journalism skills in the development of innovative Newspaper Production also in Magazine and other Print and Mass media.					
Course Content:	Different Theories involved in Journalism and Principles associated with Journalism. Study of diverse types of Newspaper and Magazines					
Module 1	INTRODUCTION TO JOURNALISM	Assignment Documentation	**15 Hours**			
Topics: Journalism: Nature, Scope Functions. Introduction to Print Media. Principles of journalism. Kinds of journalism. Community Journalism, Development Journalism, Tabloid Journalism. Raja ram Mohan Roy, James Silk Buckingham, M K Ghandhi, S Sadanand and B G Horniman.						
Module 2	MAJOR PRESS THEORY	Assignment Documentation	**14 Hours**			
Topics: Press in India: A short Review of the Evolution of Indian Press. with reference to JA Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Ghandhi, S Sadanand, B G Horniman. Four Major theories of Press. Fred Siebert, Theodore Peterson and Wilbur, Schramm. Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Development Media, and Democratic Participant Theory. Freedom of Press and basic principles.						

Module 3	JOURNALISM AS PROFESSION	Assignment Documentation	**16 Hours**

Topics:

Press and Government. Press and Society relation. Press code of ethics. Understanding Public. Press and Social Service. News paper Organization structure. Press and Other Mass Media Connections. Press as Agency of Communication. Press and Democracy.

List of Practical Tasks:

Presentation / Seminar 1: Evolution of Press in India

Presentation / Seminar 2: Major Press Theories.

Presentation / Seminar 3: Press and Society.

Presentation / Seminar 4: Role of Press as Agency of Communication.

Text Books

- TONY HARCUP, Journalism Principles and Practice ,2nd edition 2009, SAGE Publishing.
- VIR BALA AGGARWAL AND V S GUPTA, Handbook Of Journalism and Mass Communication,2001 -Concept Publishing Company.

References

85. SHKUNTHALA RAO, VIPUL MUDGAL, Journalism, Democracy and Civil Society In India. 2017, Taylor and Francis Publishing.
86. SEEMA HASAN, Mass communication Principles and Concepts ,2020, CBS Publishers and Distributors.
87. CASPER SALATHIEL YOST, The Principles of Journalism, 2007, D Appleton publishing
88. https://www.youtube.com/watch?v=8AonEzq9CDg
89. https://www.youtube.com/watch?v=pHGfwZdvjMk
90. https://www.youtube.com/watch?v=Qv4uCYVwmJA&list=PL6_Ne0N4kenOn4xaDsnN5N39hQYhHlu_s

Topics relevant to "SKILL Development": Introduction to Print Media, Kinds of journalism, Community Journalism, Development Journalism, press in India and Press and Government For developing **SKILL DEVELOPMENT** through **Participative Learning** Techniques. This is attained through assessment components mentioned in course handout.

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the Academic Council	

Course Code: BSM3022	**Course Title: Mini Project** **Type of Course: NTCC**	**L-T-P- C**	0	0	0	4
Version No.	**1.0**					
Course Pre-requisites	**Knowledge and Skills related to all the courses studied in previous semesters.**					
Anti-requisites	**NIL**					
Course Description	Students observe art, craft, technics and Culture in action, develop an awareness of the method of design explorations, and often get an opportunity to see, study, manipulate and apply design principles in value additions. Students learn about the implementation of the principles of design they have learnt in class, when they observe multidisciplinary teams of experts from different streams of design, economics, and management deal with techno-economic problems at the micro and macro levels. Finally, it enables them to develop and refine their language, communication and inter-personal skills, both by its very nature, and by the various evaluation components, such as seminar, group discussion, project report preparation, etc. The broad-based core education, strong in design principles rich in heuristics, experiential learning and design thinking tools provide the foundation necessary for the student to understand appropriately the nature of real-life problems. The students have options to pursue this course as either Project Work and Dissertation at the university, or Project Work in an Industry/ Company/ Research Laboratory, or Internship Program in an Industry/Company.					
Course Objectives	The objective of the course is to familiarize the learners with the concepts of Tasks based learning and attain Employability Skills through Experiential Learning techniques.					
Course Outcomes	On successful completion of this course the students shall be able to: 11. Identify the design problems related to local, regional, national or global needs. 12. Apply appropriate techniques or modern design tools for solving the potential problem 13. Design the tasks as per the standards and specifications. 14. Interpret the events and results for meaningful conclusions. 15. Appraise project findings and communicate effectively through scholarly publications.					
Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)					
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