



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013
Itgalpura, Rajankunte, Yelahanka, Bengaluru – 560064



PRESIDENCY SCHOOL OF DESIGN

PROGRAM REGULATIONS AND CURRICULUM

2026-2029

Program: B.Sc. Multimedia

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

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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 2024-2027 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 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 B.Sc. Multimedia 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:

PEO1. Professional and Ethical Practice

Graduates will demonstrate ethical, collaborative, and sustainable professional practices in multimedia production, delivering high-quality visual communication solutions that address industry and societal needs.

PEO2. Creative and Technical Excellence

Graduates will create innovative, research-informed, and audience-centric

multimedia content by integrating creative storytelling, technical expertise, and contemporary practices in VFX, animation, editing, film production, and filmmaking.

PEO3. Future Readiness and Lifelong Learning

Graduates will adapt to emerging technologies, evolving media platforms, and future industry challenges through lifelong learning, entrepreneurship, leadership, and interdisciplinary collaboration in the global creative industries.

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

8.1 Programme Outcomes (PO)

PO1. Creative and Interdisciplinary Knowledge

Apply foundational and advanced knowledge of multimedia, visual communication, storytelling, aesthetics, design principles, digital media, and emerging creative practices to develop engaging and meaningful content across diverse platforms and audiences.

PO2. Research, Critical Thinking, and Content Development

Investigate, analyze, and interpret user, audience, cultural, and contextual needs through research, observation, and critical thinking. Develop well-informed multimedia content and communication solutions that are relevant, engaging, and purposeful.

PO3. Creativity, Storytelling, and Media Production

Demonstrate creativity and originality in developing visual narratives, interactive experiences, and multimedia content through experimentation, ideation, scripting, visualization, sequencing, and production processes.

PO4. Digital, Technical, and Production Skills

Demonstrate proficiency in contemporary digital tools, multimedia technologies, production workflows, and creative software relevant to content creation, visual communication, interactive media, and digital experiences across evolving platforms.

PO5. Communication and Visual Representation

Communicate ideas, narratives, emotions, and concepts effectively through visual, verbal, written, spatial, and digital forms. Demonstrate presentation, critique, documentation, and storytelling abilities while engaging with diverse audiences and artistic contexts.

PO6. Collaboration, Professional Practice, and Leadership

Work effectively as individuals and within collaborative, multidisciplinary, and multicultural environments by demonstrating teamwork, adaptability, professionalism, accountability, leadership, and responsible creative practice within media and communication industries.

PO7. Ethics, Society, and Cultural Sensitivity

Demonstrate ethical, socially responsible, and culturally aware media practices by respecting diversity, inclusivity, accessibility, empathy, intellectual property, and community contexts while creating meaningful and responsible communication outcomes.

PO8. Sustainability and Responsible Media Practice

Apply environmentally and socially responsible approaches in media production, digital practices, and communication processes while understanding the impact of media and technology on society, culture, and the environment.

PO9. Lifelong Learning and Future Readiness

Engage in continuous learning, experimentation, reflective practice, and skill development to remain adaptable and responsive to evolving technologies, creative industries, audience behaviors, and future media ecosystems.

8.2 Programme Specific Outcomes (PSO)

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

PSO1. Multimedia Content Creation and Storytelling

Demonstrate the ability to conceptualize, create, and deliver compelling multimedia content through visual storytelling, digital narratives, and creative communication strategies across multiple media platforms.

PSO2. Digital Media Production and Interaction Design

Apply contemporary digital tools, production workflows, and interactive design approaches to develop effective visual, audiovisual, and user-centered media experiences.

PSO3. Creative Collaboration and Professional Practice

Demonstrate professional competence in planning, executing, and managing multimedia projects through collaboration, critical thinking, communication, and responsible creative practices within multidisciplinary environments.

9. Admission Criteria (As per statutory body)

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 Specialization

A student admitted to a particular Specialization of the B.Sc Multimedia Program will normally continue studying in that Specialization till the completion of the program. However, the University reserves the right to provide the option for a change of Specialization, or not to provide the option for a change of Specialization, at the beginning of 3rd semester of the B.Sc Program to eligible students in accordance with the following rules and guidelines: framed by the University from time to time.

11.1 Only those students, who have passed all the Courses prescribed in the 1st Year of the B.Sc Program and had obtained a CGPA of not less than 6.00 at the end of the 2nd semester, shall be eligible for consideration for a change of Specialization.

11.2 A change in specialization, if permitted, will take effect from the beginning of the 3rd Semester of the B.Sc. program. Application for this change must be obtained within the first week after announcement of results. After this period, no requests for a change in specialization will be considered under any circumstances.

11.3 The student(s) provided with the change of specialization shall fully adhere to and comply with the Program Regulations of the concerned specialization of the B.Sc. Program, the Fee Policy pertaining to that specialization of the B.Sc. Program, and, all other rules pertaining to the changed specialization existing at the time.

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

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

11.5.1 The actual number of students in the third Semester in any particular specialization to which the transfer is to be made, should not exceed the intake fixed by the University for the concerned specialization; and,

11.5.2 The actual number of students in any specialization from which transfer is being sought does not fall below 75% of the total intake fixed by the University for the Concerned Specialization.

The process of change of specialization shall be completed within the first fifteen days of Registration for the 3rd Semester of the B.Sc Program.

11 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 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, 2025), 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:

13.3.9 Theory only Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

- a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.

- b. 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.

13.3.9 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.

- 13.3.9** 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., Error! Reference source not found.** of Academic Regulations 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 2025) 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 **Error! Reference source not found.** (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 **Error! Reference source not found.** (as per academic regulations) 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 **Error! Reference source not found.** 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 be 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.
- 13.3.9 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.
- 13.5 **Mandatory Non-Credit Course Completion Requirements:** All mandatory non-credit courses shall be satisfactorily completed by the student as part of the degree requirements. These courses will be evaluated and awarded letter

grades based on the following criteria:

- **S (Satisfactorily Completed):** Awarded when the student successfully completes all prescribed course requirements.
- **NC (Not Completed):** Awarded when the student fails to meet the prescribed course requirements.

A student receiving an **NC** grade must reappear for and complete the course in accordance with the guidelines prescribed by the University.

In the case of non-taught and non-credited mandatory courses—where students are advised to undertake learning through MOOC platforms—there shall be a clearly defined **Course Catalogue** and a corresponding **Course Plan**. The Course Plan shall outline the assessment components, which will form the basis for evaluation.

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

The B.Sc- Multimedia Program Structure (2026-2029) totaling 120 credits. Table 3 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: BFA 2026-2029: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets

Sl.No.	BASKETS	TYPE OF COURSES	Credits	Credits Basket wise
1	Common Basket	Humanities, Social Sciences & Management Sciences Courses (HSMC)	6	43
2		Open Elective (OE)	6	
3		Mandatory Courses (MAC)	0	
4		Personal and Professional Skills (PPS)	2	
5		Foundation Studies (FS)	29	
6	Specialisation Basket	Core Course (CC)	43	77
7		Track	18	
8		Professional Practice (PP)	16	
The mandatory minimum credits required for the award of the B.Des Degree is 120 Credits			120	120

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 Centres/ 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 Foundations Courses (FD)						
B.Sc Multimedia						
Course Code	Course Name	L	T	P	C	Contact Hour
DES1211	Storycrafting	2	0	2	3	4
BSM1202	Photography Basics	2	0	4	4	6
BSM1203	Pre-Production	2	0	4	4	6
BSM1204	Drawing and Illustration	2	0	4	4	6
DES1212	2D Design Fundamentals	2	0	2	3	4
BSM1205	2D Animation Basics	1	0	4	3	5
BSM2059	Advertising and Public Relation	2	0	2	3	4
BSM1015	Design Thinking and Communication	2	0	2	3	4

BSM1206	History of Multimedia	1	1	0	2	2
Total No. of Credits					29	
Table 3.2 : List of Professional Practice Courses (PP)						
Course Code	Course Name	L	T	P	C	Contact Hour
SOD7001	Internship I	0	0	0	4	0
SOD7301	Capstone Project and Showcase	0	12	0	12	12
Total No. of Credits					16	
Table 3.3 : List of Mandatory Courses (MAC)						
Course Code	Course Name	L	T	P	C	Contact Hour
CIV7601	Universal Human Values	0	0	0	0	0
LAW7601	Indian Constitution	0	0	0	0	0
CHE7601	Environmental Studies	0	0	0	0	0
Total No. of Credits					0	
Table 3.4 : List of Open Elective Courses (OE)						
B.Sc Multimedia						
Course Code	Course Name	L	T	P	C	Contact Hour
XXXXXXX	Open Elective - I	3	0	0	3	3
XXXXXXX	Open Elective - II	3	0	0	3	3
Total No. of Credits					6	
Table 3.5 : List of Core Courses (CC)						
Course Code	Course Name	L	T	P	C	Contact Hour
BSM2507	Advanced Photography	1	0	4	3	5
BSM2020	UI/UX Design	1	0	4	3	5
BSM2060	3D Modelling and Texturing	1	0	4	3	5
BSM2501	Conceptual Development	2	0	4	4	6
BSM2075	Cinematography	1	0	4	3	5
BSM2076	Ethics and Law in Media	1	1	0	2	2
BSM1201	Immersive Technology Basics	1	0	4	3	5
BSM2502	3D Rigging for Multimedia	1	0	4	3	5
BSM2503	Computational Media Design	2	0	2	3	4
BSM2071	Digital Entrepreneurship	2	0	0	2	2
BSM2066	Digital Compositing	1	0	4	3	5
BSM2505	Digital Documentary Storytelling	2	0	4	4	6
BSM 3017	3D Game Art and Design	1	0	4	3	5
BSM2506	Media Journalling and Promotion	0	4	0	4	4
Total No. of Credits					43	
Table 3.6 : List of Personal and Professional Skills (PPS)						

Course Code	Course Name	L	T	P	C	Contact Hour
PPS1017	Personal Resilience Basics	0	0	2	1	2
PPS3025	Advanced Interview Skills	0	0	2	1	2
Total No. of Credits					2	
Table 3.7 : List of Personal and Professional Skills (PPS)						
ENG1031 / FRE1006 / GER1004 / ESP1001	Communication Essentials / Elementry French / Elementry German / Elementry Spanish	2	0	0	2	2
ENG2031/ FRE2001/ GER2001/ ESP2001	Strategic Communication/Functional French/ Functional German/Functional Spanish	2	0	0	2	2
SOD1202	Design and Society	0	2	0	2	2
Total No. of Credits					6	
Table 3.8 : List of Track Courses						
Track 1: Film Production						
Course Code	Course Name	L	T	P	C	Contact Hour
BSM3056	Television Production	1	0	4	3	5
BSM2064	3D Character Animation	1	0	4	3	5
BSM2026	Film Production	2	0	2	3	4
BSM2002	Video Editing	1	0	4	3	5
BSM3057	Sound Design	1	0	4	3	5
BSM2012	E Content Development	2	0	2	3	4
Total No. of Credits					18	
Track 2: Animation						
Course Code	Course Name	L	T	P	C	Contact Hour
BSM3025	Anatomy Study	1	0	4	3	5
BSM3058	Studio Management	1	0	4	3	5
BSM2056	Stop Motion Animation	2	0	2	3	4
BSM2065	3D Lighting and Rendering	1	0	4	3	5
BSM2072	Advanced Animation	1	0	4	3	5
BSM2069	Film Appreciation	2	0	2	3	4
Total No. of Credits					18	

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, 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 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 - Summer Internship

Professional Practice - Summer Internship is a 4 Credit Course. This practice-based course is conducted after the 4th Semester of the B.Sc. 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 Specialization in an Industry/ Company, or a University, School or Industry endorsed project (in reference to the Clause 18.3 below) for the duration as mentioned above.

Professional Practice - Portfolio Development

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

Professional Practice - On Job Training/Internship/In-House

Professional Practice - On Job Training/Internship/In-House Live Projects is an intensive practice based course with 6 Credits offered during the final (3rd) year of the B.Sc. Program. Students may register for Professional Practice in the 6th Semester of the B.Sc. Program, in accordance with the guidelines mentioned below from 18.2 to 18.4. A student may undergo an Internship Program for a period of 12 weeks Depending on Specialization in an Industry/ Company, or a University, School or Industry endorsed project (in reference to the Clause 18.3 below) for the duration as mentioned above.

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 4th Semester as applicable, subject to the following conditions:

18.3.2 The Capstone Project shall be 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 Track Electives specialization wise:

Table 3.8 : List of Track Courses						
Track 1: Film Production						
Course Code	Course Name	L	T	P	C	Contact Hour
BSM3056	Television Production	1	0	4	3	5
BSM2064	3D Character Animation	1	0	4	3	5
BSM2026	Film Production	2	0	2	3	4
BSM2002	Video Editing	1	0	4	3	5
BSM3057	Sound Design	1	0	4	3	5
BSM2012	E Content Development	2	0	2	3	4
Total No. of Credits					18	
Track 2: Animation						
Course Code	Course Name	L	T	P	C	Contact Hour
BSM3025	Anatomy Study	1	0	4	3	5
BSM3058	Studio Management	1	0	4	3	5
BSM2056	Stop Motion Animation	2	0	2	3	4
BSM2065	3D Lighting and Rendering	1	0	4	3	5
BSM2072	Advanced Animation	1	0	4	3	5
BSM2069	Film Appreciation	2	0	2	3	4
Total No. of Credits					18	

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.Sc. 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.

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

7	CIV2005	Environmental Impact Assessment	3	0	0	3
8	CIV2006	Infrastructure Systems for Smart Cities	3	0	0	3
9	CIV2044	Geospatial Applications for Engineers	2	0	2	3
10	CIV2045	Environmental Meteorology	3	0	0	3
11	CIV3046	Project Problem Based Learning	3	0	0	3
12	CIV3059	Sustainability for Professional Practice	3	0	0	3
Commerce Basket						
1	COM2001	Introduction to Human Resource Management	2	0	0	2
2	COM2002	Finance for Non Finance	2	0	0	2
3	COM2003	Contemporary Management	2	0	0	2
4	COM2004	Introduction to Banking	2	0	0	2
5	COM2005	Introduction to Insurance	2	0	0	2
6	COM2006	Fundamentals of Management	2	0	0	2
7	COM2007	Basics of Accounting	3	0	0	3
9	BBA1026	Social Media Marketing	3	0	0	3
Computer Science Basket						
1	CSE2002	Programming in Java	2	0	2	3
2	CSE2003	Social Network Analytics	3	0	0	3
3	CSE2004	Python Application Programming	2	0	2	3
4	CSE2005	Web design fundamentals	2	0	2	3
5	CSE3111	Artificial Intelligence : Search Methods For Problem Solving	3	0	0	3
6	CSE3112	Privacy And Security In Online Social Media	3	0	0	3
7	CSE3113	Computational Complexity	3	0	0	3
8	CSE3114	Deep Learning for Computer Vision	3	0	0	3
9	CSE3115	Learning Analytics Tools	3	0	0	3
Design Basket (not to be offered to SOD Students)						
1	DES2164	Comic Design	2	0	2	3
2	DES2165	AI Powered Designing Thinking	2	0	2	3
3	DES2166	Digital Branding and Advertising	2	0	2	3
4	DES2167	Documentary Film Making	2	0	2	3
5	DES1135	Design Ethics and Sustainability	3	0	0	3

6	DES2001	Design Thinking	3	0	0	3
7	DES2080	Art of Design Language	3	0	0	3
8	DES2081	Brand Building in Design	3	0	0	3
9	DES2085	Web Design Techniques	3	0	0	3
10	DES2090	Creative Thinking for Professionals	3	0	0	3
11	DES2091	Idea Formulation	3	0	0	3
12	DES2124	Shaping Thematic Environments	3	0	0	3
13	DES2125	Adaptive Reuse & Recycle	3	0	0	3
14	DES2138	Service Design	3	0	0	3
15	DES2139	AI for Design Innovation	3	0	0	3
16	DES2140	Project Management Essentials for Designers	3	0	0	3
17	DES2141	Digital Marketing Strategies for Designers	3	0	0	3
18	DES2142	3D & UI Design Tools (Blender/Figma)	3	0	0	3
19	DES2143	Design Communication Essentials	3	0	0	3
20	DES2144	Material Sourcing for Designers	3	0	0	3
21	DES2145	Designing for Healthcare	3	0	0	3
22	DES2146	Designing for XR (AR/VR)	3	0	0	3
23	DES2148	Design Forecasting	3	0	0	3
24	DES2149	Design Journalism	3	0	0	3
25	DES2152	Fashion Product Development	3	0	0	3
26	DES2159	Intellectual Property Rights	3	0	0	3
Electrical and Electronics Basket						
1	EEE1002	IoT based Smart Building	3	0	0	3
		Technology				
2	EEE1003	Basic Circuit Analysis	3	0	0	3
3	EEE1004	Fundamentals of Industrial	3	0	0	3
		Automation				
4	EEE1005	Electric Vehicles & Battery	3	0	0	3
		Technology				
5	EEE1006	Smart Sensors for Engineering	3	0	0	3
		Applications				
Electronics and Communication Basket						
1	ECE1003	Fundamentals of Electronics	3	0	0	3
2	ECE1004	Microprocessor based systems	3	0	0	3
3	ECE3089	Artificial Neural Networks	3	0	0	3
4	ECE3097	Smart Electronics in Agriculture	3	0	0	3
5	ECE3098	Environment Monitoring Systems	3	0	0	3

6	ECE3102	Consumer Electronics	3	0	0	3
7	ECE3103	Product Design of Electronic Equipment	3	0	0	3
8	ECE3106	Introduction to Data Analytics	3	0	0	3
9	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 Communication Skills for Engineers	1	0	0	1
	ENG2021	Design Ideation and Storytelling				
DSA 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	KAN1001	Kali Kannada	1	0	0	1
2	KAN1003	Kannada Kaipidi	3	0	0	3
3	KAN2001	Thili Kannada	1	0	0	1
4	KAN2003	Pradharshana Kale	1	0	2	2
5	KAN2004	Sahithya Vimarshe	2	0	0	2
6	KAN2005	Anuvadha Kala Sahithya	3	0	0	3
7	KAN2006	Vichara Manthana	3	0	0	3
8	KAN2007	Katha Sahithya Sampada	3	0	0	3
9	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
Law Basket						
1	LAW1001	Introduction to Sociology	2	0	0	0

2	LAW2001	Indian Heritage and Culture	2	0	0	0
3	LAW2002	Introdcution to Law of Succession	2	0	0	0
4	LAW2003	Introduction to Company Law	2	0	0	0
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	2	0	0	2
		Tax				
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 Harassment	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	3	0	0	3
		Applications				
Mechanical Basket (not to be offered for Mechanical Department students)						
1	MEC1001	Fundamentals of Automobile	3	0	0	3
		Engineering				
2	MEC1002	Introduction to Matlab and	3	0	0	3
		Simulink				
3	MEC1003	Engineering Drawing	1	0	4	3
4	MEC2001	Renewable Energy Systems	3	0	0	3
5	MEC2002	Operations Research &	3	0	0	3
		Management				
6	MEC2003	Supply Chain Management	3	0	0	3
7	MEC2004	Six Sigma for Professionals	3	0	0	3

8	MEC2005	Fundamentals of Aerospace	3	0	0	3
		Engineering				
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	3	0	0	3
		Appliances				
15	MEC3200	Sustainable Technologies and	3	0	0	3
		Practices				
16	MEC3201	Industry 4.0	3	0	0	3
Petroleum Basket						

1	PET1011	Energy Industry Dynamics	3	0	0	3
2	PET1012	Energy Sustainability Practices	3	0	0	3
1	PHY1003	Mechanics and Physics of Materials	3	0	0	3
2	PHY1004	Astronomy	3	0	0	3
3	PHY1005	Game Physics	2	0	2	3
4	PHY1006	Statistical Mechanics	2	0	0	2
5	PHY1007	Physics of Nanomaterials	3	0	0	3
6	PHY1008	Adventures in nanoworld	2	0	0	2
7	PHY2001	Medical Physics	2	0	0	2
8	PHY2002	Sensor Physics	1	0	2	2
9	PHY2003	Computational Physics	1	0	2	2
10	PHY2004	Laser Physics	3	0	0	3
11	PHY2005	Science and Technology of Energy	3	0	0	3
12	PHY2009	Essentials of Physics	2	0	0	2
1	MGT2007	Digital Entrepreneurship	3	0	0	3
2	MGT2015	Engineering Economics	3	0	0	3
3	MGT2023	People Management	3	0	0	3
Management Basket- II						
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 Behavior	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	MGT2008	Econometrics for Managers	3	0	0	3
13	MGT2009	Management Consulting	3	0	0	3
14	MGT2010	Managing People and Performance	3	0	0	3
15	MGT2011	Personal Finance	3	0	0	3
16	MGT2012	E Business for Management	3	0	0	3
17	MGT2013	Project Management	3	0	0	3
18	MGT2014	Project Finance	3	0	0	3
19	MGT2016	Business of Entertainment	3	0	0	3

20	MGT2017	Principles of Management	3	0	0	3
21	MGT2018	Professional and Business Ethics	3	0	0	3
22	MGT2019	Sales Techniques	3	0	0	3
23	MGT2020	Marketing for Engineers	3	0	0	3
24	MGT2021	Finance for Engineers	3	0	0	3
25	MGT2022	Customer Relationship	3	0	0	3
		Management				
Media Studies Basket						
1	BAJ3050	Corporate Filmmaking and Film	0	0	4	2
		Business				
2	BAJ3051	Digital Photography	2	0	2	3
3	BAJ3055	Introduction to News Anchoring	0	0	2	1
		and News Management				

*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

22.1. Regulations Governing Specialized Tracks in the Bachelor of Design Program

The Bachelor of Science in Multimedia at Presidency School of Design is designed to provide advanced, industry- aligned training through a track-based system in the later semesters. Each of the specialized tracks,

Integrating business and academic perspectives, comprises 18 credits of coursework. To ensure academic excellence, resource efficiency, and programmatic sustainability, the following regulations govern the offering, enrollment, and administration of these tracks.

22.1.1 Minimum Enrolment Requirement

To support a dynamic and collaborative learning environment, each track requires a minimum enrollment of ten (10) students to be offered in any given semester for a particular discipline. This threshold is established based on the following principles:

- **Academic Engagement:** A cohort of at least ten students ensures diverse perspectives, robust peer critiques, and effective collaboration, which are essential for project-based learning in Bachelor of Design program in a particular discipline.
- **Resource Optimization:** The minimum enrolment allows for efficient use of faculty expertise, studio facilities, and technological resources, such as design software and lab equipment.
- **Discipline Sustainability:** A cohort of ten students supports the discipline's ability to deliver specialized coursework while maintaining operational viability.

22.1.2 Majority Track Selection for Insufficient Enrolment

Should any track fail to meet the minimum enrollment requirement of ten (10) students, the following procedure will be implemented to ensure continuity and quality of education:

- All students in the Bachelor of Design program for a particular discipline will be enrolled in the track with the highest number of registered students, as determined at the close

of the track selection period.

- The majority track will be identified based on enrolment data collected during the designated registration window, aligned with the School's academic calendar.
- This approach consolidates resources, cultivates cohort cohesion, and ensures that students receive a high-quality, focused curriculum within a viable track.

22.1.3 Tiebreaker Provision for Equal Enrolment

In the event that two or more tracks have an equal number of enrolled students, resulting in a tie that precludes a clear majority, the school administration will determine which track to offer. The decision will be guided by, but not limited to, the following considerations:

- **Resource Availability:** Assessment of faculty expertise, studio space, software licenses, and other track-specific requirements.
- **Discipline Alignment:** Prioritization of tracks that align with the strategic objectives of the Bachelor of Design discipline requirements, such as addressing emerging industry trends or institutional strengths.
- **Student and Industry Relevance:** Evaluation of the track's alignment with market demand for skills and its potential to enhance students' career outcomes. The school will communicate the decision to students in a timely manner through official channels, ensuring transparency while maintaining full authority over the outcome.
- **Students in the Bachelor of Design program** are required to select one track from the available tracks offered for a particular specialization. This single-track commitment ensures focused skill development and cohesive cohort learning. Students must indicate their track preference during the designated selection period, as outlined in the academic calendar, and are not permitted to enrol in multiple tracks simultaneously or choose subjects from a different tracks. In no case the subjects from multiple tracks can be clubbed to accrue a total credit of 18 credits under the track system. These 18 credits have to be accrued from the subjects of a single track only

offered by the specialization in B.Sc. Program.

22.1.4. Authority of the School Administration

- The school administration holds complete discretion over all aspects of the track system, including but not limited to:
- Determining whether a track meets the minimum enrolment requirement.
- Reassigning students to a majority or alternative track in accordance with these regulations.
- Modifying the structure, content, or credit requirements of tracks to reflect academic, operational, or industry needs.
- Adjusting these regulations to ensure the program's alignment with institutional goals and resource availability. Decisions made by the administration are final and are implemented to uphold the academic integrity and operational efficiency of the Communication Design program. The school may enact changes to track offerings or regulations at its discretion, with or without prior notice, to adapt to enrolment patterns, resource constraints, or programmatic priorities.

22.1.5. Implementation and Communication

Track offerings and related decisions will be communicated to students through official institutional channels, including the learning management system, email, or academic advising sessions, prior to the start of the semester. Students are responsible for staying informed about these communications and adhering to the track selection and enrollment processes outlined by the program. The school is committed to providing clear and timely information to support students' academic planning.

22.1.6. Flexibility for Program Evolution

To ensure the Bachelor of Science Multimedia program remains responsive to technological advancements, industry trends, and student needs, the school reserves the right to amend these regulations as necessary. Any modifications will be documented in the Program Regulation and Curriculum document and communicated to students promptly. This flexibility enables the program to maintain its commitment to delivering a relevant, high-quality education.

22.1.7. Student Participation and Program Expectations

By enrolling in the Bachelor of Science Multimedia Program, students agree to abide by these regulations and acknowledge the school's authority to manage the track system in a manner that ensures academic quality and institutional sustainability. Participation in the program reflects a commitment to engaging in the selected track's curriculum and contributing to a collaborative learning environment.

These regulations are crafted to balance academic rigor, operational efficiency, and student success while providing the institution with the flexibility to manage the track system effectively.

SEMESTER-WISE COURSE BREAK-UP

B.Sc : Semester-wise Course Grid 2026-29 Batch								
Multimedia 2026								
Sl.No	Course Code	Course Name	L	T	P	C	H	Basket
Semester 1								
1	CIV7601	Universal Human Values	0	0	0	0	0	MAC
2	ENG1031 / FRE1006 / GER1004 / ESP1001	Communication Essentials / Elementry French / Elementry German / Elementry Spanish	2	0	0	2	2	Humanities (HSMC)
3	DES1211	Storycrafting	2	0	2	3	4	Foundation Studies
4	BSM1202	Photography Basics	2	0	4	4	6	Foundation Studies
5	BSM1203	Pre-Production	2	0	4	4	6	Foundation Studies
6	BSM1204	Drawing and Illustration	2	0	4	4	6	Foundation Studies
7	DES1212	2D Design Fundamentals	2	0	2	3	4	Foundation Studies
						20	28	
Semester 2								
1	LAW7601	Indian Constitution	0	0	0	0	0	MAC
2	ENG2031/FRE2 001/GER2001/ ESP2001	Strategic Communication/Functional French/ Functional German/Functional Spanish	2	0	0	2	2	Humanities (HSMC)
3	PPS1017	Personal Resilience Basics	0	0	2	1	2	PPS
4	BSM1205	2D Animation Basics	1	0	4	3	5	Foundation

								Studies
5	BSM2059	Advertising and Public Relation	2	0	2	3	4	Foundation Studies
6	BSM1015	Design Thinking and Communication	2	0	2	3	4	Foundation Studies
7	BSM1206	History of Multimedia	1	1	0	2	2	Foundation Studies
8	BSM2507	Advanced Photography	1	0	4	3	5	Core Course
9	BSM2020	UI/UX Design	1	0	4	3	5	Core Course
						20	29	

Semester 3

1	BSM3056	Track I : Television Production	1	0	4	3	5	Track
	BSM3025	Track II: Anatomy Study						
2	BSM2060	3D Modelling and Texturing	1	0	4	3	5	Core Course
3	BSM2501	Conceptual Development	2	0	4	4	6	Core Course
4	BSM2075	Cinematography	1	0	4	3	5	Core Course
5	SOD1202	Design and Society	0	2	0	2	2	Humanities (HSMC)
6	BSM2076	Ethics and Law in Media	1	1	0	2	2	Core Course
7	BSM1201	Immersive Technology Basics	1	0	4	3	5	Core Course
						20	30	

Semester 4

1	CHE7601	Environmental Studies	0	0	0	0	0	MAC
2	XXXXXXX	Open Elective - I	3	0	0	3	3	Open Elective
3	BSM2064	Track I : 3D Character Animation	1	0	4	3	5	Track
	BSM3058	Track II: Studio Management						
4	BSM2026	Track I: Film Production	2	0	2	3	4	Track
	BSM2056	Track II: Stop Motion Animation						
5	BSM2002	Track I: Video Editing/	1	0	4	3	5	Track
	BSM2065	Track III: 3D Lighting and Rendering						
6	BSM2502	3D Rigging for Multimedia	1	0	4	3	5	Core Course
7	BSM2503	Computational Media Design	2	0	2	3	4	Core Course
8	BSM2071	Digital Entrepreneurship	2	0	0	2	2	Core Course
						20	28	

Semester 5

1	PPS3025	Advanced Interview Skills	0	0	2	1	2	PPS
2	XXXXXXX	Open Elective - II	1	0	4	3	5	Open Elective
3	SOD7001	Internship I	0	0	0	4	0	Professional Practice
4	BSM3057	Track I :Sound Design	1	0	4	3	5	Track
	BSM2072	Track II: Advanced Animation						
5	BSM2012	Track I : E-Content Development	2	0	2	3	4	Track
	BSM2069	Track II: Film Appreciation						
6	BSM2066	Digital Compositing	1	0	4	3	5	Core Course
7	BSM2505	Digital Documentary Storytelling	2	0	4	4	6	Core Course
8	BSM 3017	3D Game Art and Design	1	0	4	3	5	Core Course
						24	32	
Semester 6								
1	BSM2506	Media Journalling and Promotion	0	0	0	4	0	Core Course
2	SOD7301	Capstone Project and Showcase	0	0	0	12	0	Professional Practice
						16	16	
		3 Year Total				120	164	

23. Course Catalogues:

Course Code: SM1204	Course Title: Drawing and Illustration Type of Course: Integrated (Discipline Elective)	T-P-C				
Version No.	.0					
Course Pre-requisites	A					
Anti-requisites	IL					
Course Description	This course introduces students to the fundamentals of drawing and illustration as essential tools for visual communication in multimedia. It focuses on developing observational drawing skills, creative thinking, composition, perspective, proportion, light and shadow, and visual storytelling through studio-based practice. The course provides a strong foundation for advanced studies in graphic design, animation, digital illustration, game art, and other multimedia disciplines while fostering creativity, visual problem-solving, and artistic expression.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Drawing and Illustration of Design 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: Understand and apply the fundamental principles of drawing, visual composition, perspective, form, and illustration techniques in creative practices. BTL 3 Explore the expressive, cultural, and communicative potential of drawing and illustration across traditional and contemporary visual media. BTL 4 Develop original illustrations and visual narratives by integrating observational drawing, creative interpretation, and digital-assisted illustration methods effectively BTL 6
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Course Content

Module 1	Fundamentals of Drawing	Hands-on learning through design exercises, documentation, and visual composition activities.	Demonstration-based learning, participative studio practice, guided sketching sessions, and continuous faculty feedback.	30 Hours
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Topics:

Theory

- . Introduction to Drawing and Illustration: Importance, scope, and applications in multimedia.
- . Elements and Principles of Design
- . Drawing Materials, Tools, and Basic Freehand Drawing Techniques.

Practical

- . Freehand line drawing and line variation exercises.
- . Drawing geometric and organic forms with proportion.
- . Observational sketching of everyday objects using basic shading techniques.
- . Composition exercises using the elements and principles of art.

Module 2	Drawing Techniques and Perspective	Hands-on learning through perspective drawing, shading techniques, observational studies, and visual composition exercises.	Demonstration-based learning, participative studio practice, guided sketching sessions, and continuous faculty feedback.	30 Hours
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Topics:

Theory

- . Principles of Perspective Drawing: One-point and Two-point Perspective.
- . Light, Shadow, and Tonal Values in Drawing.
- . Principles of Proportion and Scale in Object Drawing.
- . Techniques of Still Life and Nature Study.

Practical

- . One-point and two-point perspective drawing exercises.
- . Shading and tonal rendering using pencil techniques.
- . Still life drawing with appropriate light and shadow.
- . Observational drawing of natural and man-made objects using perspective and proportion.

Module 3	Illustration and Visual Storytelling	Hands-on learning through illustration projects, character and object drawing, visual storytelling, and	Hands-on learning through illustration projects, character and object drawing, visual storytelling, and creative	30 Hours
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		creative composition exercises.	composition exercises.	
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Topics:

Theory

- Introduction to Illustration and Its Applications.
- Basics of Visual Storytelling and Storyboarding.
- Character and Object Illustration.
- Principles of Creative Composition and Color in Illustration.

Practical

- Character sketching and expression drawing.
- Object and environment illustration.
- Create a simple visual story or comic strip (4–6 panels).
- Design a poster or illustration based on a given theme.

List of Practical Tasks:

Practical 1 – Fundamentals of Freehand Drawing

Level 1: Students practice freehand drawing using lines, shapes, forms, and basic shading techniques through observation-based exercises.

Level 2: Students create accurate freehand sketches of everyday objects demonstrating proportion, balance, and tonal variation.

Practical 2 – Perspective and Object Drawing

Level 1: Students develop one-point and two-point perspective drawings of simple objects and indoor/outdoor scenes.

Level 2: Students create detailed perspective compositions applying proportion, depth, and realistic spatial representation.

Practical 3 – Light, Shadow and Texture Rendering

Level 1: Students practice pencil shading techniques to represent light, shadow, and different surface textures.

Level 2: Students produce realistic still-life drawings demonstrating tonal values, texture, and depth.

Practical 4 – Character and Object Illustration

Level 1: Students create simple character and object illustrations using basic drawing techniques and creative concepts.

Level 2: Students develop expressive character illustrations with appropriate poses, expressions, and visual details.

Practical 5 – Visual Storytelling and Illustration Project

Level 1: Students create a simple visual story through sequential illustrations or a short comic strip based on a given theme.

Level 2: Students develop a complete illustration project demonstrating creative storytelling, composition, and effective visual communication.

Targeted Application & Tools that can be used:

Graphite pencils (HB–8B), charcoal, ink pens
 Colour pencils, watercolours, poster colours, acrylic colours
 Oil pastels, markers
 Sketchbook, drawing sheets (A3/A4), drawing board
 Erasers, sharpeners, rulers, masking tape
 Reference objects for observational drawing

Text Books :NA**Reference Book**

Ching, F. D. K. (n.d.). Design drawing. Wiley.
 Norman, D. (n.d.). The design of everyday things. Basic Books.
 Sanoff, H. (n.d.). Visual research methods in design. Routledge.
 McDonough, W., & Braungart, M. (n.d.). Cradle to cradle: Remaking the way we make

YouTube Link:

<https://youtu.be/YqQx75OPRa0?si=gpnCyNKXXyzGGGxG> Fundamental
https://youtu.be/hf7_jLlGik?si=GQ2rnuvGlfacmFAM Illustration
<https://youtu.be/9jLtj3RkFw4?si=ux4oNfBsip50R0BU> Perspective drawing
<https://youtu.be/tcvp2zcScn8?si=PsIReLoPE5LDVb7m> Light, Shadow and Texture Rendering
<https://youtu.be/YcsD-MVtBxQ?si=eBG-CWBaTeleVv1t> Character and Object Illustration
https://youtu.be/tyb6r0sekXU?si=_pzYsf-WQwalwD_t Tell Better Tales with Composition

Topics relevant to “Skill Development” **Fundamentals of Drawing , Drawing Techniques and Perspective Illustration and Visual Storytelling** Techniques through Experiential Learning Techniques.

Catalogue prepared by	Name: Sanskar Verma Designation: Asst. Professor School of Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: BSM1202	Course Title: Photography Basics Type of Course: Program Core	L- T- P- C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	This introductory photography course provides essential skills for beginners, covering camera basics, exposure fundamentals, composition techniques, and lighting principles. Students will learn to capture compelling images through hands-on practice and interactive lessons. Emphasis is placed on understanding camera functions,					

	achieving proper exposure, and developing an eye for effective composition, preparing participants to confidently explore the art and technicalities of photography.				
Course Objective	The objective of the course is to SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.				
Course Outcomes	On successful completion of the course, the students shall be able to:) Understand and operate camera settings effectively.) Apply correct exposure in various lighting conditions.) Implement light to enhance mood and clarity in photos.				
Course Content:	This course covers essential photography skills, including camera functions, exposure techniques, composition principles, and lighting fundamentals.				
Module 1	Camera Basics and Exposure Fundamentals	Visual documentation	Case studies, classroom discussions and presentations		15 Periods
Topics:) Camera types and functionalities.) Understanding exposure: aperture, shutter speed, and ISO.) Techniques for achieving proper exposure in different lighting conditions.) Practical exercises: Hands-on sessions to practice camera settings and exposure control.					
Module 2	Composition Techniques and Visual Design	Visual documentation	Case studies, classroom discussions and presentations		15 periods
Topics:) Composition rules and guidelines: rule of thirds, leading lines, framing, etc.) Understanding visual balance and harmony in photography.) Creative approaches to framing and perspective.) Practical application: Hands-on exercises to apply composition techniques in photography projects.					
Module 3	Lighting Principles and Advanced Techniques	Visual documentation	Case studies, classroom discussions and presentations		15 periods
Topics:) Types of natural and artificial light sources and their effects.) Techniques for using light modifiers and reflectors.) Strategies for indoor and outdoor lighting setups.) Advanced shooting techniques: low light photography, backlighting, etc.					
List of Projects:) Capture a series of images demonstrating correct exposure techniques learned in class.) Present a collection of photographs demonstrating the effective use of composition techniques.) Design and execute a photo shoot focusing on controlled lighting techniques.) Create a thematic portfolio showcasing mastery of camera skills, composition, and lighting principles.					
Targeted Applications & Tools that can be used:					

-) **Digital Single-Lens Reflex (DSLR) Cameras:** Learn camera basics, exposure controls, and manual settings to capture high-quality images.
-) **Smartphone Photography:** Explore the capabilities of smartphone cameras for everyday photography, emphasizing composition and lighting techniques applicable to mobile devices.
-) **Photo Editing Software:** Introduce basic photo editing tools like Adobe Lightroom or Adobe Photoshop to enhance and refine captured images post-production.
-) **Online Portfolios and Social Media Platforms:** Utilize platforms like Instagram or Behance to share and receive feedback on photographic work, fostering community engagement and portfolio development.

Reference Book

"Understanding Exposure" by Bryan Peterson - A comprehensive guide to mastering the concepts of exposure, essential for capturing well-exposed photographs.

"The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman - Focuses on composition techniques and visual design principles to enhance photographic storytelling.

"Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks" by David Taylor - A structured course covering all aspects of digital photography from camera basics to advanced techniques.

"Read This If You Want to Take Great Photographs" by Henry Carroll - Provides practical tips and insights into creating impactful photographs, suitable for beginners.

"The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum - Explores the artistic and creative aspects of photography, encouraging personal expression and style development.

References

Videos:

- **Tony & Chelsea Northrup**

Channel: [Tony & Chelsea Northrup](#)

Comprehensive tutorials, gear reviews, and photography tips suitable for all skill levels.

- **Peter McKinnon**

Channel: [Peter McKinnon](#)

Creative photography techniques, cinematic editing tutorials, and inspirational vlogs.

- **Mango Street**

Channel: [Mango Street](#)

Photography and filmmaking tips, creative editing tutorials, and behind-the-scenes videos.

• **DigitalRev TV**

Channel: [DigitalRev TV](#)

Camera gear reviews, photography challenges, and entertaining photography-related content.

• **The Art of Photography (Ted Forbes)**

Channel: [The Art of Photography](#)

Photography philosophy, historical insights, and in-depth discussions on photography as an art form.

Topics relevant to “SKILL DEVELOPMENT”: Embroidery – techniques, lace and Tulle – techniques, and featherwork - techniques for SKILL DEVELOPMENT through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Melwin Samuel, Asst. Professor, Multimedia
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Course Code: ES1211	Course Title: Storycrafting Type of Course: Integrated (Discipline Elective)	T-P-C		0	4	3
Version No.	.0					
Course Pre-requisites	A					
Anti-requisites	IL					
Course Description	This course equips students to get introduced to the world of stories and storytelling, across mediums, formats, place, time and tellers. Deep diving into how, why and by whom stories are created, disseminated and transformed will be explored as a foundational skill to formulate and challenge dominant narratives.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Storytelling for Creative Practice 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: . Understand: Describe storytelling practices across visual, oral, written, performative, and spatial mediums. (BTL 2) . Apply: Use storytelling techniques to explore narratives across tangible and intangible formats. (BTL 3) . Analyze: Examine the social, cultural, and political dimensions of storytelling across different formats and time periods. (BTL 4)					

Course Content

Module 1	Exposure to Stories & Storytelling	Experiencing different formats first-hand Sharing –	Assignment Demonstration and Participative learning.	5 Hours
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		discussions - documentation	Documentation	
Topics: Formats of storytelling, Anatomies of stories, Relationship between Content, Form & Narratives Histories & Politics Authorship in storytelling				
Module 2	Contextual Inquiry	Assignment Documentation	Observation, Discussion & Visual Journal	25 Hours
Topics: Dissection of a story / narrative Semiotics & Cultural backdrop Connection between History & Politics that influence stories & storytelling. Production Dissemination & Distribution (across time; historical to speculative) Audience variance and reading into the audience Archiving				
Module 3	Design Development & Sharing	Assignments presentation	Observation & discussion & Visual Journal	25 Hours
Topics: Ideation and brainstorming Structure, Form & Content Production plan Dissemination plan Real time engagement with story in the format of choice				
List of Practical Tasks: Exposure to different stories and storytelling formats. Contextual inquiry through narrative analysis and interpretation. Story development through ideation and creative exploration. Story sharing and presentation for a defined audience.				
Targeted Application & Tools that can be used: . Understanding the fundamentals of storytelling and its role across creative disciplines for world-building and communication. . Learning different formats of storytelling, including traditional and contemporary narrative approaches. . Developing skills to create compelling narratives for sharing ideas, audience engagement, and strategic communication. . Tools used in storytelling may include storyboarding techniques, visual mapping, narrative frameworks, digital media tools, presentation tools, and AI-assisted creative platforms				
Topics relevant to “Skill Development” of Exposure to Stories & Storytelling, Contextual Inquiry, Design Development & Sharing through Experiential Learning techniques.				
Text Books (Need to Update as per Library) : NA				
References . Barthes, R. (1972). Mythologies. Hill and Wang.				

. McCloud, S. (1993). Understanding comics: The invisible art. HarperCollins. . Chatman, S. (1978). Story and discourse: Narrative structure in fiction and film. Cornell University Press. . Kress, G., & van Leeuwen, T. (2006). Reading images: The grammar of visual design. Routledge.	
Catalogue prepared by	Name: Tulip S. Designation: Asst. Professor Communication Design, School of Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: SM1003	Course Title: Preproduction			1			3
	Type of Course: 1] School Core 2] Integrated		T-P-C				
Version No.	.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. <u>Practical Component</u> 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 <u>Skill Development</u> of student by using <u>Experiential Learning</u> 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	Assignment Documentation	7 Hours				

	Sketches		
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	Storyboard	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 genres character design with suitable pros with justification Level 2: Storyboard, digital presentation with sfx and bgm			
Text Books . The Animation Bible: A Practical Guide to the Art of Animating from Flipbooks to Flash [Paperback], Maureen Furniss . Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1: The Walt Stanchfield Lectures [Paperback], Walt Stanchfield			
References . Facial Expressions: A Visual Reference for Artists, Mark Simon, Publisher: Watson-Guption, ISBN-10: 0823016714, ISBN-13: 978-082301671 . 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	1 st BOS, held on 10th August 2021		
Date of Approval by the Academic Council	6 th Academic Council Meeting held on 23rd October 2021		

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Course Code: ES1212	Course Title: 2D Design Fundamentals Type of Course: Integrated (Discipline Elective)	T-P-C	0	2	3
Version No.	.0				
Course Pre-requisites	A				
Anti-requisites	NIL				

Course Description	This course introduces foundational skills in two-dimensional visual communication through drawing and design, with emphasis on the Elements and Principles of Design . It focuses on observational drawing, composition, tessellations, collage, and basic printmaking techniques, enabling students to develop visual understanding, creativity, and the ability to translate ideas into effective visual outcomes.
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 the course the students shall be able to: • Understand: Describe the elements and principles of 2D design through the study of visual compositions and design examples. (BTL 2) • Apply: Use principles such as balance, contrast, rhythm, hierarchy, proportion, and unity to develop two-dimensional compositions. (BTL 3) • Evaluate: Critique 2D compositions based on visual organization, conceptual clarity, and aesthetic effectiveness. (BTL 5)

Course Content

Module 1	Elements of Design (2D Basics)	Hands-on exploration of basic design elements through sketching, observation, experimentation, and foundational composition exercises.	Demonstration-based learning, participative exercises, and sketching assignments focusing on basic design elements.	5 Hours
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Topics:

Study of line, shape, form, texture, space, and color
Line variations and expressive qualities
Exploration of shapes (geometric and organic)
Texture (visual and tactile)
Understanding positive and negative space
Basic color application exercises

Module 2	Principles of Design	Hands-on learning through design exercises, documentation, and visual composition activities.	Demonstration, participative learning, sketching materials, and digital tools.	15 Hours
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Topics:

Documentation of different phases of design process.
Narrative design or sequencing of the presentation as a story
Layout organization and visual hierarchy
Editing, proofreading, and refinement of content
Research documentation and referencing conventions
Creative experimentation in documentation methods
Digital tools for documentation.

Module 3	Simple Image-Making	Collage-based exercises	Assignment	15 Hours
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	Techniques (Collage)	exploring composition, layering, and visual storytelling.	demonstration and Participative Learning. Documentation	
Topics: Introduction to collage as a visual medium Material exploration (paper, magazine, textures) Layering and composition in collage Concept-based collage making Creative experimentation with mixed materials				
Module 4	Basic Printmaking Techniques	Hands-on printmaking exercises exploring basic printing methods, image transfer, and surface experimentation.	Assignment demonstration and Participative Learning. Documentation	15 Hours
Topics: Introduction to printmaking Stamping and monoprint techniques Basic block printing concepts Pattern, repetition, and tessellation Exploration of textures and surfaces through print				
List of Practical Tasks: Exercises on elements of design (line, shape, texture, color). Composition studies using principles of design. Collage-based image-making. Basic printmaking experiments (stamping/monoprint)				
Targeted Application & Tools that can be used: Pencil, charcoal, ink (line & texture studies) Watercolor, poster color, acrylic (color exploration) Paper cutting, collage materials (shape & space) Clay, cardboard (form & 3D work) Texture tools (sponges, fabric, found objects) Sketchbook (observation & element practice)				
Topics relevant to “Skill Development” –Elements of Design, Principles of Design, Simple Image-Making Techniques (Collage), Basic Printmaking Techniques through Experiential Learning Techniques.				
Text Books (Need to Update as per Library)				

References

- Ching, F. D. K. (n.d.). Design drawing. Wiley.
- Hannah, G. G. (n.d.). Elements of design: Rowena Reed Kostellow and the structure of visual relationships. Princeton Architectural Press.
- Norman, D. (n.d.). The design of everyday things. Basic Books.
- Sanoff, H. (n.d.). Visual research methods in design. Routledge.
- McDonough, W., & Braungart, M. (n.d.). Cradle to cradle: Remaking the way we make

Catalogue prepared by	Name: Sanskar Verma Designation: Asst. Professor School of Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: BSM 2001	Course Title: Introduction to 2D Animation Type of Course:1] Integrated	L- 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: Reproduce the principles of animation. Create of motion/scene using observational skills. Practical Component: 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:	Task 01: 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.
	Task 02: 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.
	Task 03: 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.
	Task 04: 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.
	Task 05: 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.

Task 06: 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 Preston Blair “Cartoon Animation” (Collector's Series) Paperback – January 1, 1994 Frank Thomas and Ollie Johnston “The Illusion of Life:” Disney Animation Hardcover – Illustrated, October 19, 1995. Ebook: Computer Vision-Based Art Color in the Animation Film Performance Characteristics and Techniques. Hannah Frank “3 Pars Pro Toto”: Character Animation and the Work of the Anonymous Artist https://www.jstor.org/stable/j.ctvr7fd7m.10 Video Tutorial: “Make it easy animations” https://www.2danimation101.com/index.html Video Tutorial: “Classical Animation” https://darvideo.tv/classical-animation/ 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	4 th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: SM2003	Course Title: Photography			2		4
	Type of Course: 1] Program Core 2] Integrated		-P-C			
Version No.	.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	- Apply the practical exposure to handle camera functions and lighting techniques Practical Component - Study the image making skills in indoor and outdoor conditions, - 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

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

References

- 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=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=987073&db=nlebk>
- Photography Ingledew, John, Gullachsen, Lorentz
<https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=5&sid=930c9c96-c032-49dc-8911-dea24061220d%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=926169&db=nlebk>
- Photography and Landscape : Photography and Landscape
<https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=7&sid=930c9c96-c032-49dc-8911-dea24061220d%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%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	oS No: 4th , held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

Course Code: SM2016	Course Title: Advertising and Public Relation		P-C	3	0	3
	Type of Course: 1. Discipline Elective 2.Theory					
Version No.	.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	- Identify the meaning, concept, and tools of Advertising and Public Relations. - Discuss the role and importance of advertising in society. - 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 Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley (2014), Advertising and Public Relations Research, Routledge						
References - 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. - 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.

. Lee, H., Cho, C. H. (2020). Digital advertising: present and future prospects. International Journal of Advertising, 39(3), 332-341.

. Guseva, O. V., Khatynova, L. T. (2019). How does image advertising work? (1), 160-163.

. Mann, Evelyn P (2012), Advertising: Types, Trends, and Controversies.

Video Lectures

. MOOC on Advertising and Public Relations <https://www.youtube.com/watch?v=emXpYiFkoT8&t=10s>

. Introduction to Public Relations <https://www.youtube.com/watch?v=SeSKikrDPas>

. Advertising, Sales Promotion, and Public Relations Part 1 <https://www.youtube.com/watch?v=0C6Kkbq vXA>

. 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	th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM2020 – UI/UX Design

Course Code: SM2020	Course Title: UI UX Design		1	4	3
	Type of Course: 1] Discipline Elective 2] Integrated	L-P-C			
Version No.	.0				
Course Pre-requisites	Nil				
Anti-requisites	IL				
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.				

Course Objective	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.		
Course Outcomes	On successful Completion of this course students shall able to 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. Practical Component Develop a deep understanding of entire “life cycle of design, the process, Purpose and Tools “. Utilize the industry slandered tools and Specific Project Deliverables in UI and UX.		
Course Content:	Working with User Interface and User experience Software’s like Adobe XD and Figma.		
Module 1	Introduction to UI &UX Design	Assignment Documentation	15 Hours
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.			
Module 2	UI & UX Design Fundamentals	Assignment Documentation	14 Hours
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.			
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**

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

Project 2:**Level 2: Advanced level**

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

ext 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, O'Reilly publications.

References

- <https://www.eleken.co/blog-posts/ui-ux-books>
- https://www.youtube.com/watch?v=c9Wg6Cb_YIU - Wireframe, Mockups and Design in Figma Software.
- <https://www.youtube.com/watch?v=kbZejnPXyLM&list=PLttcEXjN1UcHu4tCUSNhhUQ4riGARGeap> – Figma UI & UX Essentials
- <https://www.youtube.com/watch?v=f2K1jmjj5pM&list=PLttcEXjN1UcHbHOF4J99QKUioQt9ETgmb> – 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	th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM2032 – Studio Management

Course Code: SM2032	Course Title: Studio Management		3	0	3
	Type of Course: 1] Discipline Elective 2] Theory	L-P-C			
Version No.	.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 • Define the Various type of Studios • Explain various elements of the architectural layout of multimedia studio • Demonstrate the use of various types of equipment available in multimedia studio		
Course Content:			
Module 1	YPES OF STUDIOS	ssignment ocumentation	15 Hours
Topics: Radio studio - Television studio - Film studio - Multimedia studio - Specification of Multimedia Studio			
Module 2	MULTIMEDIA STUDIO SET- UP	ssignment ocumentation	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	ssignment 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

- How We Built Our FILM STUDIO From Scratch: <https://youtu.be/kjKmMltx6ck>
- An inside look at our film production studio: https://youtu.be/AX_MN4O5BKA \
- Build the Ultimate Film Studio: <https://youtu.be/5vbJCdteRw4>
- 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	th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

Course Code: SM 3025	Course Title: Anatomy Study Type of Course: 1] Discipline Elective 2] Theory	P-C	3		3
Version No.	.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: Distinction of age, sex, and race Expressions			
Text Books: atlas-of-human-anatomy-for-the-artist-1982			
Reference: - 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, O'Reilly 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	16 th BOS, held on 10 th August 2021		
Date of Approval by the Academic Council	16 th Academic Council Meeting held on 23 rd October 2021		

Course Code: SM2008	Course Title: 3D Modelling and Texturing		0		2
	Type of Course: 1] Program Core 2] Practical	P-C			
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: - Apply the Various Tools and Techniques of Modeling software Maya. - Develop the skill to produce various Object and Characteristic model and Texture. - 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	10 Hours
Topics: Introduction To Visual Communication, A Brief History of Animation, Animation Production Pipeline.			
Module 2	Object and Character modelling	Assignment Documentation	10 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	10 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

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

References

1. <https://www.youtube.com/watch?v=LJLo6MafPVM> – Introduction to Maya
2. <https://www.youtube.com/watch?v=M0xCX0mldZE&list=PLNMBUJoqGpSSbYftIQYr-tMXSyGui2UNF> – Character Modelling
3. 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	th BoS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

Course Code: SM2010	Course Title: VIDEO TECHNOLOGY AND PRODUCTION		P-C			
	Type of Course: 1] Program Core 2]Laboratory Integrated					
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 Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of this course students will be able to: - Plan and create video projects incorporating audio elements. - learn the basics and Fundamentals of video technology Practical Component: - Apply the techniques learnt in capturing and transferring of audio-visual outputs on external devices. Practical Component: - 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	10 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	10 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), 9 th Edition, McGraw Hill Education			
Reference Ranjan Parekh, Principles of Multimedia, 2 nd 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	6 th BoS, held on 10th August 2021		
Date of Approval by the Academic Council	6 th Academic Council Meeting held on 23rd October 2021		

BSM2024 – Digital Cinematography

Course Code: BSM2024	Course Title: Digital Cinematography		2		4
	Type of Course: 1] Discipline Elective 2] Laboratory Integrated	-P-C			
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.		
Course Objective	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		
Course Outcomes	On successful Completion of this course students shall able to 0. Apply the implications of shooting in different camera with Proper Composition. Practical Component: 1. Develop pre-production documentation such as storyboards, mood boards, shot lists and location surveys to facilitate a successful production 2. 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		
Course Content:	Working with Video Cameras. Framing and Shot composition with Proper meaning.		
Module 1	Introduction to the Digital Camera	Assignment Documentation	20 Hours
Topics: The basic principles of Photography and the camera. Formats for recording. Lenses, their types and use. Focus and depth of field. Optical techniques			
Module 2	The Visual Production Process	Assignment Documentation	20 Hours
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,			
Module 3	Composition Techniques	Assignment Documentation	20 Hours
Topics: The shot, Framing, Mise-en-scene, Camera angles, Camera Movements, Equipment's used for Production, Aspect Ratio			
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 1. Blain Brown 2011, Cinematography: Theory and Practice, Paperback Ed., Focal Press 2. Jennifer Van Sijll 2005, Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know, Michael Wiese Productions	
References 2. Citizen Kane (Orson Wells, USA, 1941) 3. https://youtu.be/Ow7w7FUakdk - Basics of Cinematography 4. https://youtu.be/mXR571pR4Og – Camera Movements 5. 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	10 th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM2014 – Principles of Animation

Course Code: BSM2014	Course Title: PRINCIPLES OF ANIMATION				
	Type of Course: 1] DISCIPLINE ELECTIVE 2] Theory	P-C			
Version No.	1.0				
Course Pre-requisites	IL				
Anti-requisites	IL				
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 Participative Learning techniques.				

Course Outcomes	After the successful completion of the course, the student will be able to: - Describe the logic behind principles involved in animation - Discuss about different types of media format and their properties. - Apply the principles during the production of animated series		
Course Content:			
Module 1	Introduction	Assignment documentation	hours
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.			
Module 2	Advanced Animation	Assignment documentation	0 hours
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			
Module 3	Application of principles of animation in production	Assignment documentation	0 hours
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.			
Text Books Brooks, S. (2016). <i>Tradigital Animate CC: 12 Principles of Animation in Adobe Animate</i> . CRC Press.			
References 6. Brooks, S. Tradigital Animate CC: 12 Principles of Animation in Adobe Animate (Hardback). 7. Thomas, F., Johnston, O., & Thomas, F. (1995). <i>The illusion of life: Disney animation</i> (p. 28). New York: Hyperion. 8. Garcia, A. L. (2012). Principles of animation physics. In <i>ACM SIGGRAPH 2012 Courses</i> (pp. 1-20). Fundamentals of animation			
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.			
Catalogue prepared by	Dr. Saranya Balan Assistant Professor, Multimedia (SOD)		
Recommended by the Board of Studies on	1 st BOS, held on 10th August 2021		

Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021
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Course Code: DES1010	Course Title: Observation & Ideation			P-C				
	Type of Course: 1] Program Core 2] Integrated							
Version No.	0							
Course Pre-requisites	IL							
Anti-requisites	IL							
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. <u>Relate</u> the given design structure with its initial idea. Practical Component: 2. <u>Recognize</u> the need of the given design structure in the society and its usage to its full potential. 3. <u>Apply</u> 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 <u>Sketching</u> , <u>Prototyping</u> , <u>Brainstorming</u> ,								
Module 2	<u>Reproduction of Design and its features</u>	<u>Documentation</u>	<u>3D-graphical development</u> <u>Visual Journal</u>	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	10 Hours
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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](#)

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

BSM1011 – Design Thinking and Communication

Course Code: SM1009	Course Title: Design Thinking and Communication		2		4
	Type of Course: 1] Discipline Elective 2] Integrated	-P-C			
Version No.	.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 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.				
Course Objective	This Objective of the course is to familiarize the learners with the concepts of Design Thinking and Communication and attain Skill Development of student by using Experiential Learning techniques.				
Course Outcomes	On successful Completion of this course students shall able to 3. Define the concepts of design thinking approaches. Practical Component: 4. Develop the students as a good designer by imparting creativity and problem - solving ability. 5. Practice design thinking skills in the development of innovative prototypes.				

Course Content:	Working with Video Cameras. Framing and Shot composition with Proper meaning.		
Module 1	INTRODUCTION TO DESIGN	Assignment Documentation	20 Hours
Topics: - Visual Elements & Design Principles - Color, line, space, texture, form - Unity, harmony, balance, hierarchy, scale/proportions, dominance/emphasis, similarity & contrast - Title and Typography - Gestalt Principles Implementation - Proximity, Similarity, Closure, Good continuation, Common fate, Good form - Layout and Compositions - Content Compositions - Grids/Wireframing - The power of icon & symbols			
Module 2	THE POWER OF VISUAL STORYTELLING	Assignment Documentation	20 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	20 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

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

References

9. Brenda Laurel Design Research methods and perspectives MIT press 2003
0. Terwiesch, C. & Ulrich, K.T., 2009. Innovation Tournaments: creating and identifying Exceptional Opportunities, Harvard business press.
1. Ulrich & Eppinger, Product Design and Development, 3rd Edition, McGraw Hill, 2004
2. Stuart Pugh, Total Design: Integrated Methods for Successful Product Engineering, Bjarki Hallgrímsson, Prototyping and model making for product design, 2012, Laurence King Publishing Ltd
3. Kevin Henry, Drawing for Product designers, 2012, Laurence King Publishing Ltd
4. https://youtu.be/r0VX-aU_T8
5. <https://youtu.be/gHGN6hs2gZY>
6. <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	10 th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

Course Code: SM2004	Course Title: History and Pipeline of Animation		2		2
	Type of Course: 1] Discipline Elective 2] Theory	-P-C			
Version No.	.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 6. Define an overview of the evolution of animation, and how animation came into existence 7. Describe the materials used and the techniques employed to make a wide variety of animated movies 8. 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: 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 5. Stephen cavalier 9 Sep 2011 "The world history of animation hardcover" Disney animation , Disney editions 1., 6. Frank Thomas 1995 "the illusion of life", Disney animation (Disney editions deluxe)			

References	
7. "Cartoon Animation", Preston Blair, Walter T. Foster, Apple Press, Limited, Eighth Edition, ISBN 1560100842	
8. https://youtu.be/mbpLpxi9rJY - A Brief History of Animation	
9. https://youtu.be/pdeCMWwMSRY - History of Cel Animation	
10. 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	th BoS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

Course Code: SM2007	Course Title: Introduction to 3D Animation		3		3
	Type of Course: 1] Program Core 2] Theory	P-C			
Version No.	.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 9. Define the interface of 3D Animation Software Maya in depth for Creating and Animating their own Models. 10. Develop production documentation such as script writing, Storyboarding and Character Sketching, Property Sketching, Background and Foreground sketching is to facilitate a successful production 11. 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	2D 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 7. RICHARD WILLIAMS, ANIMATORS SURVIVAL KIT, Paperback Ed., Faber & Faber			

8. Jason Patnode, Character Modeling with Maya and ZBrush: Professional polygonal modeling techniques 1st Edition, Taylor & Francis
9. Kelly L. Murdock, Autodesk Maya 2020 Basics Guide, Sdc Publications

References

1. <https://www.youtube.com/watch?v=LJLo6MafPVM> – Introduction to Maya
2. https://www.youtube.com/watch?v=U9MI95_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	th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM3016 – 3D Rigging and Animation

Course Code: SM3016	Course Title: 3D Rigging and Animation		2		4
	Type of Course: 1] Program Core 2] Integrated	-P-C			
Version No.	.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 Define the interface of 3D Animation Software Maya in depth for Creating good quality Rigged character and animating their own Models. Develop creative Rigged Models and Animations Practical Component: Utilize the functions of various Menus, Sub menus and Interfaces associated with Animation Software to Rigg and Animate the Modelled Character. 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	2D Character Rigging	Assignment Documentation	14 Hours
Topics: Skeleton setup for a Biped Character-setting up work area, working with Joints, Kinematics, Forward Kinematics Attribute control, cleaning up the scene file for animation, cleaning up the scene file for animation, preparing the scene file for skinning-Introduction to Rigging-Child Parent Connection-Child Parent Connection Multiple-Constrain parent-Point constrain-Orient and scale constrain-Aim constrain -Motion path-Creating joints-Insert remove hierarchy-Mirror orient joints-Basic Joint Structure Dino-Intro Rigging Human Anatomy- Creating joints and legs-Create spine and Hand Joints-Create Index Joints-Middle and Create Ring Joints-Thumb Joints-Sporting joints-Creating IK and FK Bones-Create I and R Arm Joints-Creating Neck -Head Joints, controller of Bones -Heel Tab Toe controller-Attributes Inner Outer Roll Controller -Create Foot Controller			
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.			

ext 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

- <https://www.youtube.com/watch?v=LJLo6MafPVM> – Introduction to Maya
- https://www.youtube.com/watch?v=U9MI95_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	th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

Course Code: BSM3002	Course Title: Summer Internship Type of Course: NTCC	L-P- C	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, techniques 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: Identify the design problems related to local, regional, national or global needs. Apply appropriate techniques or modern design tools for solving the potential problem Design the tasks as per the standards and specifications. Interpret the events and results for meaningful conclusions. Appraise project findings and communicate effectively through scholarly publications.
Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4 th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code:	Course Title: Brand Building in Design		3		3
Course Title:	Type of Course: 1] Open Elective 2] Theory	P-C			
ES2081					
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 6. Define an overview of the Key terms related to Brand Building in design implementation 7. Identify various types of Brand Building Styles and Integrated Branding Concepts. 8. 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 1. Douglas Davis, Creative Strategy and the business of Design, Adams Media -Simon and Schuster-2016. 2. Donald Miller, Building a Story Brand - HarperCollins Leadership 2017			
References 5. https://www.youtube.com/watch?v=tzrBzZBWtM0 – DESIGN STRATEGY: Solving Business Challenges Through Design 6. https://www.youtube.com/watch?v=On2K52lcM3c – Branding Like a Boss (10 Best Brand Strategy Examples) 7. 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	7 th BOS, held on 12 th February 2023		
Date of Approval	10 th Academic Council Meeting held on 15 th February 2023		

by the Academic
Council

BSM2002 – Video Editing

Course Code: BSM2002	Course Title: Video Editing		P-C	1		3
	Type of Course: 1] Program Core 2] Integrated					
Version No.	.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 9. Define the concepts of Video Editing and different types of Video Editing. Practical Component 0. Apply the relationship between linear and nonlinear editing 1. 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

6. WALLACE JACKSON, Digital Video Editing Fundamentals, Apress Publishing 2016

7. KEN DANCYGER, The Technique of Film and Video Editing History, Theory, Practice- Focal Press 2007.

References

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

39. MICHAEL FRIERSON Film &Video Editing Theory: How Editing Creates meaning , A Focal Press Book , published by Routledge 2018.

40. https://www.youtube.com/watch?v=y7Ci_H9bYEK

41. <https://www.youtube.com/watch?v=ge-MmahCcWg>

42. <https://www.youtube.com/watch?v=mkrBVukhZvM>

43. <https://www.youtube.com/watch?v=KvzOtu-pgf4>

44. <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	OS No: 4th, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM2006 – Computer Graphics

Course Code: SM2006	Course Title: Computer Graphics		2		4
	Type of Course: 1] Program Core 2] Integrated	P-C			
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 Understand the concepts of computer Graphics and different types of graphics Editing. Develop the students as a good Graphics Editor by imparting creativity and problem -solving ability. 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 1. Introduction to computer Graphics -A Practical Learning Approach, Fabio Ganovelli, Massimiliano corsini ,Sumanta pattanaik, marco di Benedetto. 2. Computer Graphics, Neeta Nain, 2014 Vikas Publishing House. 3. Lisa DanaeDayley, Adobe Photoshop CS6 bible, Wiley.			
References 5. Adobe Creative Team, Adobe Indesign CC Classroom in a Book, Adobe 6. Ted alspach, Adobe illustrator CS 5 Bible, Willey 7. https://www.youtube.com/watch?v=vLSphLtKQ0o&list=PLpInkTzzqsZTfYh4UbhLGpI5kGd5oW_Hh 8. https://www.youtube.com/watch?v=zUWRd99rLmk&list=PL-Xzhg55p_hTNbjkruQdmFbxWKPr7SzUW 9. https://www.youtube.com/watch?v=lezQQ0d1pxc&list=PLWPirh4EWFpHukXICQrDcmjZUa2WILMAb			
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	10 th BOS, held on 10th August 2021		
Date of Approval by	6th Academic Council Meeting held on 23rd October 2021		

BSM2009 – Audio Technology and Production

Course Code: SM2009	Course Title: Audio Technology and Production		1		3
	Type of Course: 1] Program Core 2] Laboratory Integrated	P-C			
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 5. Define the concepts of Audio Editing and different types of Mixing and Mastering Techniques. Practical Component 6. 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. 7. 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
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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, Registrational 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 MANAGEMENT and POST PRODUCTION.	Assignment Documentation	16 Hours
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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

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

References

0. Mark Cross, Audio Post Production for Film and Television,2013,Berklee Press
1. Jonathan Wyner, Audio Mastering Essential Practices, Berklee Press
2. <https://www.youtube.com/watch?v=qonbJHkxH8w>
3. <https://www.youtube.com/watch?v=iUttXgBDKRI>
4. <https://www.youtube.com/watch?v=nmnR7uDBPsk>
<https://www.youtube.com/watch?v=N-go27BSJs>

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	th BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM2011 – 3D Lighting and Camera Lab

Course Code: SM2011	Course Title: 3D Lighting and Camera	P-C	0		2
	Type of Course: 1] Discipline elective 2] Integrated				
Version No.	.0				
Course Pre-requisites	nil				
Anti-requisites	IIL				
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				
Course Outcomes	On successful Completion of this course students shall able to Practical Component: 8. Understand the concepts of Video Editing and different types of Video Editing. 9. Develop the students as a good Video Editor by imparting creativity and problem - solving ability. 10. Practice Video Editing 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	IMPORTANCE OF LIGHT AND LIGHTING	Assignment documentation	15 Hours		
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.					

Module 2	ADVANCED LIGHTING	Assignment Documentation	14 Hours
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.			
Module 3	SHADERS, TEXTURES AND RENDERING	Assignment Documentation	16 Hours
Topics: Shaders, texture mappings -types. Rendering Pass and Compositing			
Text Books 3. Introduction to computer Graphics -A Practical Learning Approach, Fabio Ganovelli, Massimiliano corsini, Sumanta pattanaik, marco di Benedetto. 4. Computer Graphics, Neeta Nain, 2014 Vikas Publishing House. 5. Lisa DanaeDayley, Adobe Photoshop CS6 bible, Wiley.			
References 5. Adobe Creative Team, Adobe Indesign CC Classroom in a Book, Adobe 6. Ted alspach, Adobe illustrator CS 5 Bible, Willey 7. https://www.youtube.com/watch?v=vLSphLtKQ0o&list=PLpInkTzzqsZTfYh4UbhLGpI5kGd5oW_Hh 8. https://www.youtube.com/watch?v=zUWrd99rLmk&list=PL-Xzhg55p_hTNbjkruQdmFbxWKPr7SzUW 9. https://www.youtube.com/watch?v=lezQQ0d1pxc&list=PLWPirh4EWFpHukXICQrDcmjZUa2WILMAb			
Topics relevant to “SKILL DEVELOPMENT” :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	1 st BOS, held on 10th August 2021		
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021		

BSM2034 – Digital Compositing

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

Anti-requisites	IL		
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 Motion 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 1. Define the concepts of Digital Compositing Techniques. Practical Component: 2. 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. 3. 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

6. RON BRINKMANN, The Art and Science of Digital Compositing, 2008, Publisher Elsevier Science.
7. RON GANBAR, NUKE 101 Professional Compositing and Visual Effects-2014, Publisher Pearson Education.

References

0. STEVE WRIGHT, DIGITAL COMPOSITING FOR FILM AND VIDEO, 2010, Publisher Routledge.
1. LEE LANIER, DIGITAL COMPOSITING WITH NUKE, 2012, Publisher Routledge
2. JON GRESS, DIGITAL VISUAL EFFECTS AND COMPOSITING, 2015 Publisher – New Riders
3. MICHAEL FRIERSON Film & Video Editing Theory: How Editing Creates meaning, A Focal Press Book, published by Routledge 2018.
4. <https://www.youtube.com/watch?v=pTGjCnX0adA>
5. <https://www.youtube.com/watch?v=qlqn57zYHNo>
6. <https://www.youtube.com/@FoundryTeam>
7. https://www.youtube.com/watch?v=KnDrt54w1k8&list=PLjXL3F-uQNIQI3z9VGOVUPz_TwDXMzor3
8. <https://www.youtube.com/watch?v=VMO-18TQR18&list=PLQJImk0hXcoWJLPc0tvNO4IMZ2Bil8E9c>
9. 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.

Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	1 st BOS, held on 10th August 2021
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021

BSM2026 – Film Production

Course Code: SM2026	Course Title: Film Production	P-C	1		3
Type of Course: 1] Discipline Elective					

	2] Laboratory Integrated						
ersion No.	.0						
ourse Pre-requisites	il						
nti-requisites	IL						
ourse 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.						
ourse Objective	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						
ourse Outcomes	On successful Completion of this course students shall be able to 4. Define the concepts of various Stages involved in Film Production Practical Component: 5. 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. 6. Practice Different Film Production skills in the development of innovative Short film as well as Documentary Film Production.						
ourse Content:	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.						
odule 1	NTRODUCTION TO FILM MAKING	ssignment ocumentation	15 Hours				
Topics: istory 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							
odule 2	ILM PRODUCTION PLANNING	ssignment ocumentation	14 Hours				
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.							
Module 3	VARIOUS	ssignment	16 Hours				

	DEPARTMENTS IN FILM PRODUCTION	Documentation	
Topics: Direction Department, cinematography and Photography Department, Sound / Audio Department, Editing and Art Direction Department, Acting, Makeup and Costume, Visual effects,			
ext Books 8. Jane Barnwell, The Fundamentals of Film Making, AVA book publishing, SA, 2019 9. Nicholas Proferes, Film Directing Fundamentals: See Your Film Before Shooting, Focal press, 2012 10. A. Goswami, Thin Film Fundamentals, New age international publishers, 1996 1. Steven Ascher, The Film Makers Hand Book, 2012 penguin USA Publishing			
References 0. Amy Villarejo, Film Studies: The Basics, Routledge, 2013 1. Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGrawHill, 2012 2. Steve Katz, Film Directing shot by shot, 1991 Focal Press 3. https://www.youtube.com/watch?v=TARsoxST0tQ&list=PL2vrmieg9tO1GiWpW_-iRaRMLiP-glmlnk 4. 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.			
Catalogue prepared by	Mr. Prakash.KP Assistant Professor, Multimedia (SOD)		
Recommended by the Board of Studies on	th BOS, held on 10th August 2021		
Date of Approval by the Academic Council	6th Academic Council Meeting held on 23rd October 2021		

Course Code: BSM3001	Course Title: Portfolio Development Type of Course: NTCC	L-P- C	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: Identify the design problems related to local, regional, national or global needs. Apply appropriate techniques or modern design tools for solving the potential problem Design the tasks as per the standards and specifications. Interpret the events and results for meaningful conclusions. Appraise project findings and communicate effectively through scholarly publications.
Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4 th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021

Course Code: SM2028	Course Title: Principles of Journalism		3		3
	Type of Course: 1] Discipline Elective 2] Theory	-P-C			
Version No.	.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 7. Define the concepts of different principles and Theories in volved in Journalism. 8. 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. 9. 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**22. TONY HARCUP, Journalism Principles and Practice ,2nd edition 2009, SAGE Publishing.

23. VIR BALA AGGARWAL AND V S GUPTA, Handbook Of Journalism and Mass Communication,2001 - Concept Publishing Company.

References

75. SHKUNTHALA RAO, VIPUL MUDGAL, Journalism, Democracy and Civil Society In India. 2017, Taylor and Francis Publishing.

76. SEEMA HASAN, Mass communication Principles and Concepts ,2020, CBS Publishers and Distributors.

77. CASPER SALATHIEL YOST, The Principles of Journalism, 2007, D Appleton publishing

78. <https://www.youtube.com/watch?v=8AonEzq9CDg>79. <https://www.youtube.com/watch?v=pHGfwZdvjMk>80. 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.

Catalogue prepared by Mr. Prakash.KP
Assistant Professor, Multimedia (SOD)

Recommended by the Board of Studies on 1st BOS, held on 10th August 2021

Date of Approval by the Academic Council 6th Academic Council Meeting held on 23rd October 2021

Course Code: BSM3022	Course Title: Mini Project Type of Course: NTCC	L-P- C	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: . Identify the design problems related to local, regional, national or global needs. . Apply appropriate techniques or modern design tools for solving the potential problem . Design the tasks as per the standards and specifications. . Interpret the events and results for meaningful conclusions. . Appraise project findings and communicate effectively through scholarly publications.
Catalogue prepared by	Mr. Melwin Samuel Assistant Professor, Multimedia (SOD)
Recommended by the Board of Studies on	4 th BOS, held on 10th August 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23rd October 2021