

MES COLLEGE, MARAMPALLY

DEPARTMENT OF ANIMATION & GRAPHIC DESIGN

Programme: B Voc Animation & Graphic Design

Programme Outcome:

Bachelor of Vocation (B Voc) in Animation and Graphic Design provides participants with creative education through professional training. The University Grants Commission (UGC) has launched a scheme on skill development based on higher education as part of College/ University education, leading to B Voc graduation with multiple exits such as Diploma and Advanced Diploma under National Skill Qualification Framework (NSQF). This programme is intended to incorporate specific job roles along with broad based general education. This would evolve the graduates completing B Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

This programme is designed to impart the requirements of specific industry in its curriculum, in an innovative and flexible manner to produce holistic and well groomed graduates. B Voc programme is designed to ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme. The programme will equip the participants with professional competence according to the current trends in the industry.

Programme Specific Outcome

The Vocational programme in Animation and Graphic Design is a judicious mix of skills, professional training in the field of Animation & Graphic Design and also appropriate content of general education. The programme is designed to impart professional skills of equipping students for the emerging trends of the industry. This programme is designed in such a fashion to provide students with ample opportunities in the industry. At the undergraduate level, acquiring professional skills make this course stand out from the other regular traditional course structure. B Voc programme in Animation and Graphic Design covers detailed studies in Graphic Design, Web Design, Web Animation, Classical Cel Animation, Photography, Stopmotion Animation, Digital 2D Animation, 3D Animation, Visual Effects and Editing.

This programme makes an understanding on a variety of disciplines within the three years of professional training. Though the programme includes theoretical and general components, the major parts of their studies carry out in practical or skill based training. The professional training during the under graduate level and three internship programmes with reputed firms in the concerned discipline make the students capable of handling any challenges in their professional career.

Course Outcome

FIRST SEMESTER		
COURSE CODE	COURSE TITLE	COURSE OUTCOME
AGDG101	LISTENING AND SPEAKING SKILLS IN ENGLISH	<ul style="list-style-type: none"> • Introducing the science of English language to students in order to make them familiarize with the global intelligibility of English. • Effective communication in English to make them confident for different situations. • Refinement of reading efficiencies and strategies.
AGDG102	FUNDAMENTALS OF COMPUTERS	<ul style="list-style-type: none"> • Familiarize with basics of computers. • Fundamentals of hardware and software of computers help the students to achieve a thorough understanding about a computer system. • Basic knowledge is provided on the internet operations.
AGDG103	BASICS OF DRAWING	<ul style="list-style-type: none"> • Introducing the drawing techniques to students. • Creating a basic understanding about the materials and equipment of drawing and painting. • Equip the students with the drawing techniques through various exercises • Develops discipline based skills in materials and techniques. • Familiarising with the historical advancements in Art.
AGDS104	ELEMENTS OF VISUAL	<ul style="list-style-type: none"> • Introducing elements and basic principles

	DESIGN	<p>of Graphic Design</p> <ul style="list-style-type: none"> • Codes of Graphic Design create an awareness on the structural aspects of visual composition. • Thorough understanding of the theoretical backgrounds of Graphic Design. • Make the students aware of the need of theoretical knowledge of Graphic Design. • Creating confidence in producing various Graphic Design works.
AGDS105	RASTER AND VECTOR GRAPHICS	<ul style="list-style-type: none"> • Presents imaging softwares to the students • Creating a broad overview of the imaging tools and techniques • Engage in multidisciplinary collaborative work team structures. • Professional efficiency in Raster and Vector Graphics through a series of practical assignments. • Synthesize painting and drawing techniques to create stylized artworks.
AGDS106	GRAPHIC DESIGN LAB	<ul style="list-style-type: none"> • Initiates the techniques for digital designing for print and digital media. • Professional training in various technologies for image manipulation, effective colour correction and various illustrating and design skills. • Preparing students to design layouts and backgrounds that incorporate principles of composition, perspective and colour, with speed, accuracy and dexterity, using a variety of media. • Incorporate technology effectively in the

		development of design projects.
SECOND SEMESTER		
AGDG201	WRITING AND PRESENTATION SKILLS IN ENGLISH	<ul style="list-style-type: none"> • Imparts critical thinking, writing styles and presentation skills on students. • Make aware of the fundamentals of critical reasoning and critical responses. • Make confident in differentiating facts from opinion and creating their own arguments. • Equip students to rectify structural imperfections and create academic presentations effectively and impressively.
AGDG202	MEDIA ORGANIZATION	<ul style="list-style-type: none"> • Introduces the economic world of media industry. • Creating awareness of the nature and structure of different types of media organizations. • Imparts knowledge of organizational behaviour and behaviour in a media firm. • Introduces the business world related to media industry and culture of organization. • Familiarize the economics and production stages and structures of different media industries.
AGDS203	HTML & WEB TECHNOLOGIES	<ul style="list-style-type: none"> • Introduces web designing techniques and technologies. • Demonstrate discipline based design ideas verbally, visually and digitally. • Equips to apply principles of web design to create basic web projects. • Enable students to work with web design and animation software to create outputs

		according to the industry standards.
AGDS204	PUBLICATION DESIGN	<ul style="list-style-type: none"> • Creating visualization skills for the various publications using the elements and principles of Graphic Design and art skills. • Demonstrate all aspects of the design process to identify complex problems and generate solutions that optimize human experiences. • Demonstrate the ability to create and develop original concepts, build prototypes, integrate feedback and carry projects through to the production process. • Helps to apply principles of Graphic Design in the layout and design of publications. • Introduce professional competence and depth of knowledge within their field of study.
AGDS205	WEB DESIGN LAB	<ul style="list-style-type: none"> • Introduces the basic programming concepts related to the interactive design field. • Helps to use critical thinking skills and problem solving strategies in all dimensions of development and production. • Synthesize visual and interactive elements and techniques to create stylized artwork. • Demonstrate understanding of the design process, design thinking and professional standards and practices, including real project learning scenarios and a transition

		into preparing a portfolio to enter the working force.
AGDS206	INTERNSHIP-I	<ul style="list-style-type: none"> • Introduces the Graphic design industry. • Understands the various aspects in a professional design studio production atmosphere. • Identify key aspects of Graphic Design discipline from a variety of perspectives, including prominent designers and contemporary artists. • Explore the principles of the industry as they relate to reaching audiences, the role of design in society and the ability to work cooperatively. • Engage in multi-disciplinary collaborative work team structures.
THIRD SEMESTER		
AGDG301	FUNDAMENTALS OF ANIMATION	<ul style="list-style-type: none"> • Introduces the basic concepts of Motion Picture, Animation etc. • Explores the basic principles of animation, animation workflow and basic tools. • Describe characteristics of well-designed and executed animation • Understands the requirements of current animation industry. • Creates an awareness on the historical background of Animation.
AGDG302	DIGITAL PHOTOGRAPHY	<ul style="list-style-type: none"> • Course concentrates on the basic imaging techniques. • Student will understand the basic photographic techniques and tools. • Introduces the basic lighting techniques.

		<ul style="list-style-type: none"> • Creates proper understanding in the concept of digital photography and lighting techniques through different project works.
AGDS303	DRAWING FOR ANIMATION - I	<ul style="list-style-type: none"> • Introduces the basic concepts of memory and imagination drawing techniques. • Creates thorough knowledge on perspective drawing, the fundamental drawing technique for Animation process. • Engages students in the various application methods of lighting and shading in drawing. • Introduces the preproduction stages of animation process, especially character visualization. • Deals with the layout concepts and different terms associated with it.
AGDS304	DRAWING FOR ANIMATION - II	<ul style="list-style-type: none"> • Concentrates on the anatomy drawing techniques, which is considered as the backbone of animation production. • Introduces human anatomy drawing in detail, based on age and gender. • Deals with anatomy drawing of animals and birds. • Creates understanding on cartoon drawing which includes character designing, facial expressions of characters and different proportions of characters. • Introduces different types of cartoon characters.
AGDS305	SCRIPT WRITING AND STORYBOARDING FOR	<ul style="list-style-type: none"> • Introduces preproduction stages of animation production.

	ANIMATION	<ul style="list-style-type: none"> • Step by step production process of script writing and story boarding for animation. • Synthesizes visual elements of story boarding for better production outputs. • Demonstrate understanding on the production of Animatics.
AGDS306	BG DESIGN FOR CEL ANIMATION	<ul style="list-style-type: none"> • Emphasizes on background creation of cel animation. • Training on drawing and painting techniques in detail. • Demonstrates wash techniques which is used to create background for cel animation. • Introduces compositional techniques for background creation. • Demonstrates the different techniques of background design through projects.
FOURTH SEMESTER		
AGDG401	ANIMATION TECHNIQUES	<ul style="list-style-type: none"> • Engage students experiment with different methods and techniques for creating animation. • Introduces basic tools and techniques are learned through a series of projects. • Integrate specialist knowledge and techniques to design and construct aspects of a stop-motion animation outcome • Engage students in the production of cut out animation techniques and produce a project on the same. • Engage students in the production of puppet animation/ Claymation/ pixilation techniques and produce projects on each method.

<p>AGDS402</p>	<p>CEL ANIMATION - I</p>	<ul style="list-style-type: none"> • Create traditional animation which will create a strong foundation for the animation practices based on current industry trends. • Demonstrate skills in the use of industry standard tools for animation • Deals with core concepts of cel animation like character acting, walk and facial expressions. • Strong emphasize on the human animations with dialogues.
<p>AGDS403</p>	<p>CEL ANIMATION - II</p>	<ul style="list-style-type: none"> • Emphasis is placed on both technical and artistic mastery in animating animals, birds, reptiles etc. • Create an animated film incorporating a range of artistic styles and techniques, reflecting the principle that form follows function. • Generate work that reflects initiative, creativity, adaptability and personal style. • Strong emphasize on animating special effects.
<p>AGDS404</p>	<p>DIGITAL 2D ANIMATION</p>	<ul style="list-style-type: none"> • Introduces digital 2D animation workflow. • Create proper understanding on a popular 2D animation software through project production. • Create animation that incorporates the basic principles of constructive anatomy and drawing using economy of expression. • Incorporate technology effectively in the development of animation projects. • Use computer skills and appropriate

		digital asset management techniques to function effectively within a production pipeline.
AGDS405	PROJECT – ANIMATION PROJECT	<ul style="list-style-type: none"> • Develop, assemble and present a project in a manner that meets current industry expectations, and highlights one's creativity, skills and proficiency. • Use critical thinking skills and problem solving strategies in all dimensions of development and production. • Create a semester ending animated film incorporating a range of creativity and professional skills, reflecting the principle that form follows function. • Demonstrates the ability to create quality animation performance through a creative and professional project using principles of animation, drawing, design, cinematic storytelling, artistic expertise and innovation.
AGDS406	INTERNSHIP – II	<ul style="list-style-type: none"> • Introduces the 2D Animation/ Stop motion Animation industry. • Understands the various aspects in a professional animation studio production atmosphere. • Identify key aspects of 2d Animation/ Stop motion animation discipline from a variety of perspectives, including prominent animators or professionals and contemporary artists. • Explore the principles of the industry as

		<p>they relate to reaching audiences, the role of animation in society and the ability to work cooperatively.</p> <ul style="list-style-type: none"> • Engage in multi-disciplinary collaborative work team structures.
FIFTH SEMESTER		
AGDG501	MEDIA ETHICS AND EDUCATION	<ul style="list-style-type: none"> • Considers the range of laws, national and international, that affect the media professionals. • Demonstrate an understanding of the nature of ethics and moral discourse. • Get a full understanding of the ethical choices that weigh on media professionals and media consumers. • Reflect on ethical dilemmas and develop a well-substantiated argumentation for ethical decision making in a variety of media-related contexts.
AGDS502	ELEMENTS OF 3D ANIMATION	<ul style="list-style-type: none"> • Introduces 3D animation workflow. • Create proper understanding on a popular 3D animation software through project production. • Integrate the concepts, principles and theories involved in the physics of animation in all aspects of production. • Reflect the basic 3D tools in the long run of 3D production pipeline. • Demonstrates the basic 3D tools and techniques through practical assignments.
AGDS503	BG AND PROPS MODELING	<ul style="list-style-type: none"> • Introduces the tools and techniques of relevant 3D software on making non-living objects. • Explores various modelling methods like polygon, NURBS and SubD modelling

		<p>techniques.</p> <ul style="list-style-type: none"> • Integrate the techniques, tools and principles of 3D modelling in the production of non-living objects and background creation. • Use critical thinking skills and problem solving strategies in all dimensions of development and production of background and prop modelling.
AGDS504	CHARACTER MODELING	<ul style="list-style-type: none"> • Introduces the tools and techniques of relevant 3D software on modelling living things. • Plan, organize, and execute large scale modelling projects. • Use appropriate tools and techniques to produce characters of varying complexity that can be used in various professional production. • Equips to participate in the planning and implementation of animation projects. • Create 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles and theoretical constructs.
AGDS505	TEXTURING AND RIGGING	<ul style="list-style-type: none"> • Thorough understanding of Texturing and Rigging process. • Demonstrate ability to render a 3D scene following professional methods for maximum realism of the scene. • Demonstrate ability to design an appropriate setup, and light a 3D scene. • Design layouts and backgrounds that incorporate principles of composition,

		<p>perspective and colour, with perspective and proportion for the 3D Animation productions.</p>
AGDS506	CHARACTER ANIMATION	<ul style="list-style-type: none"> • Explores different methods for creating 3D animation. • Create accurate and aesthetically appealing basic character animation • Integrate specialist knowledge and techniques to design and construct aspects of a 3D character animation outcome. • Evaluate production work flows and the application of tools, techniques and principles to an animated sequence
SIXTH SEMESTER		
AGDG601	SOFT SKILLS AND PERSONALITY DEVELOPMENT	<ul style="list-style-type: none"> • Assess the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety. • Develops self-motivation, raised aspirations and belief in one's own abilities, defining and committing to achieving one's goals. • Develops interpersonal skills and be an effective goal oriented team player. • Imparts to fine-tune the students' attitudes, values, beliefs, motivation, desires, feelings, eagerness to learn, willingness to share and embrace new

		<p>ideas, goal orientation, flexibility, persuasion, futuristic thinking, diplomacy, and various skill sets of communication, manners, and etiquette so that they will be able to deal with different situations diligently and responsibly.</p>
AGDS602	LIGHTING AND RENDERING	<ul style="list-style-type: none"> • Develops a working knowledge of perspective display of three-dimensional models and the resulting effects of projected light sources on shade, shadow, colour, texture, and atmospheric effects in architecture, product illustration, and animation. • Emphasis on lighting design, analysis, and photorealistic simulation for commercial graphic applications. • Identify and build an emotional impact using colour, light, and camera perspective within a scene; create and use technical drawings to build models; create surfaces and lighting set-ups that strengthen the overall project design; create strong, narrative illustrations and animation with 3D.
AGDS603	VISUAL EFFECTS AND COMPOSITING	<ul style="list-style-type: none"> • Design visual effects sequences using storyboarding and pre-visualization that meet production requirements. • Integrate 2D and/or 3D computer generated imagery and live action elements using compositing techniques. • Understand the working process of visual

		<p>effects workflows and compositing techniques.</p> <ul style="list-style-type: none"> • Critically analyse and discuss the implications of emerging technologies in the visual effects design process. • Demonstrate creativity, critical thinking and innovation when identifying and solving problems in diverse contexts within the discipline.
AGDS604	AUDIO AND VIDEO EDITING PRINCIPLES	<ul style="list-style-type: none"> • Introduces the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application. • Understand the fundamental terminologies and concepts of Digital Audio and video editing. • Demonstrate proper knowledge of recording, editing and producing on-air audio content for professional use. • Familiarise with techniques and resources in order to obtain knowledge and understanding of new developments in multimedia technology.
AGDS605	PROJECT – 3D ANIMATION PROJECT	<ul style="list-style-type: none"> • Develop student abilities in project development, 3D modelling, lighting, texturing and animation. • Develop, assemble and present a project in a manner that meets current industry expectations, and highlights one's creativity, skills and proficiency. • Investigate and evaluate the conceptual and commercial requirements for

		<p>contemporary 3D animation productions.</p> <ul style="list-style-type: none"> • Organise, manage and perform key roles and activities within a production environment by efficiently and effectively working independently. • Demonstrate proficiency with industrial applications to visual communication related technologies.
<p>AGDS606</p>	<p>INTERNSHIP – III</p>	<ul style="list-style-type: none"> • Introduces the 3D / VFX industry. • Understands the various aspects in a professional animation studio production atmosphere. • Identify key aspects of 3D Animation/ VFX discipline from a variety of perspectives, including prominent animators or VFX professionals and contemporary artists. • Explore the principles of the industry as they relate to reaching audiences, the role of animation in society and the ability to work cooperatively. • Engage in multi-disciplinary collaborative work team structures.