

Shri Vaishnav Vidhyapeeth Vishwavidhyalaya, Indore

Shri Vaishnav Institute of Architecture

B. Des in Graphics and Animation

BDNGA301 - UI/UX Design

COURSE CODE	COURSE NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL	L	T	S	CRED ITS	
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA301	UI/UX Design					100			4	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):-

CEO 1	To understand the definition and principles of UI/UX Design.
CEO 2	This course is intended to provide skills for UI/UX Design.

Course Outcomes (COs)

CO1	To develop understand iterative user- centered design of graphical user interfaces.
CO2	Apply the user Interfaces to different devices and requirements.
CO3	Create high quality professional documents and artifacts related to the design process.

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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BDNGA301	UI/ UX Design					100			4	4

Course Contents/Syllabus

1. Unit I - UI/UX Fundamentals and Introductions

This module helps you take your first steps towards becoming a successful UI/UX designer. You will be introduced to basics of UI/UX design and the tools (Figma and Adobe XD) used in for creating various projects.

2. Unit II - Research, Analysis and Synthesis

Understand systematic study of target users and their requirements, to add realistic contexts and insights to design processes. Also adopt various methods to uncover problems and design opportunities. Dive into the dynamic journey of the process of sorting, categorizing, and transforming raw data into valuable information.

3. Unit III - Ideation and Designing

Explore a creative process where designers generate ideas in sessions (e.g., brainstorming, worst possible idea).

4. Unit IV - Sketching, Wire framing and Prototyping

Sketching - Introduction and basics, Methods, Techniques and Tools, Sketching in action.
 Wire framing - Introduction (what is it and why), Process and Types (Low to High Fidelity), Comparing online / offline tools, Wire framing in action.
 Prototyping - Prototyping (What and Why), Types and steps, Comparing the best prototyping tools, Creating simple ones (in low and high-fidelity type).

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BDNGA301	UI/ UX Design					100			4	4

5. Unit V- Portfolio

Showcase your work as UX designer's work. It typically contains detailed case studies of UX design projects, demonstrating skill and approach.

A good Portfolio and Showcase - What is it?, Content and Layouts Including items, Online portfolio and showcase website.

Case study Essentials - What is it?, Essentials and Elements ,Parts and Sections, Case study reviews.

Portfolio Review - Reviewing & feedback about portfolios.

Reference Books:

1. **Refactoring UI:** UX designers who want to be good at UI, Author Wathan and Schoger.
2. **A Project Guide to UX Design:** For user experience designers in the field or in the making (2nd. ed.).
3. **The Elements of User Experience:** User-Centered Design for the Web and Beyond, Second Edition Jesse James Garrett, Pearson Education. 2011.
4. **The Essential Guide to User Interface Design:** An Introduction to GUI Design Principles and Techniques, Third Edition Wilbert O. Galitz , Wiley Publishing, 2007.
5. **The UX Book Process and Guidelines** for Ensuring a Quality User Experience, Rex Hartson and Pardha S. Pyla, Elsevier, 2012

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BDNGA302 - Character Development

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		THEORY			PRACTICAL		L	T	S	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA302	Character Development				100	100			4	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):-

CEO 1	To develop abilities in character design in the context of project requirements .To enhance the understanding of the complexities of character design for production needs and develop creative character for projects
CEO 2	This course is intended to provide skills for Character Designing

Course Outcomes (COs)

CO1	To develop understanding of the Character Development
CO2	To visualize the character according to the role and requirement of the project.
CO3	To enhance the character designing skills by introducing behavioral science in character development for production project.

Course Contents/Syllabus

Unit-I

Hierarchy of Drawings, Review of anticipation, Visual indications of weight, Body mechanics of lifting, Body mechanics of throwing, Importance of balance, Mechanics of walks and run, Emotional components of walks and Runs.

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BDNGA302	Character Development				100	100			4	4

Unit-II

Staging two character scenes, Shift and Trace in-between system, Facial expressions Show relationship between eyes, cheeks and mouth in creating strong expressions, Facial acting, Draw face and body types.

Unit-III

Stressing distinction in the shape, size and relative placement of the features, Construction of character through the structure of forms that build a character proportions in a series of thumbnails. Performance, Posing and Gesture, blocking performance through thumbnails.

Unit-IV

Introduction to Character Timeline. Explanation of all required components of the exposure sheet and scene package. Critique the anthropomorphic character designs, Design a character as an inanimate object.

Unit-V

Arc of movement and follow through in relation to poses and how they relate to in-between. Overview of structure with rough poses of character with in personality

Reference Books:

- 1 **Crossley. Kevin** , Character Design
- 2 **Bancroft Tom**, Creating Character with Personality,
- 3 **Hart Christ**, Cartooning the Ultimate Character design

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BDNGA303 - 2-Dimensional Animation

COURSE CODE	COURSE NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	S	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA303	2-Dimensional Animation				100	100			4	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs) :-

CEO 1	To make student understand the Production of 2D Animation.
CEO 2	This course will explore the process, techniques and execution of 2D Animation.

Course Outcomes (COs)

CO1	The course provides a framework of the discipline by addressing the theoretical, social, historical, technological, professional aspects of 2 Dimensional Animation Production
CO2	To create creative concept and visualize the same for effective 2D Animation
CO3	To make students understand the process of Production of 2D Animation

Course Contents/Syllabus

Unit-I

Concept of 2d movie, Story boarding, Matrix representations, Tabular data, Compare differences between Paperless Animation and Traditional Animation - Discuss methods of planning animation to ensure that the student is controlling the performance and not the program. Visualize methods to transform a paperless skill from one software package to another

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BDNGA303	2-Dimensional Animation				100	100			4	4

Unit-II

Illustrate efficient 'Coloring' methods, Rough animation methods, Demonstrate the 'Cleanup process, Introduction to Symbol Animation Design and create a character for a cutout character.

Unit-III

Animation with flash, illustrations, Overview of graphics systems, Anatomy study, Break character down in preparation for rigging, Construct rig for cutout character, Pose and Animate cutout character.

Unit-IV

Creating Animation in Flash: Introduction to Flash Animation – Introduction to Flash – Working with the Timeline and Frame-based Animation - Working with the Timeline and Tween-based Animation – Understanding Layers – Action script.

Unit-V

Visualize a scene with existing animation, Build scene with imported Animation and created layouts from visualization, Demonstrate the ability to manipulate a camera through this scene

Reference Books :-

Richard Williams, The Animation Survival Kit

Frank Thomas and Ollie Johnston, Disney Animation: The Illusion of Life

Don Bluth's, The Art of Storyboard

Francis Glebas, Directing the Story

Animation from Pencils to Pixels: Classical Techniques for the Digital Animator by Tony White

Adobe Flash Professional CS Bible by Todd Perkins

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BDNGA304 - Experimental Animation

COURSE CODE	COURSE NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	S	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA304	Experimental Animation	60	20	20		100	1		2	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):-

CEO 1	To introduce different types of Animation and to develop skills required for the same.
CEO 2	This course is intended to provide skills for Animation.

Course Outcomes (COs)

CO1	To develop understanding of the concept, process and types of Animation
CO2	To develop creative conceptual visualization, hand skill building, and the process of Animation techniques.
CO3	To make students understand the difference among the Animation

Course Contents/Syllabus

Unit I

Traditional Animation, Definition, process, and execution, 2D, Cell, Hand Drawn Animation, Timing.

Unit II

2D Animation, Types of 2d animation, process, documentation, importance and implications, Timing for Animation, Exposure Sheet, Vector-Based Animation, CGI.

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		THEORY			PRACTICAL		L	T	S	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA304	Experimental Animation	60	20	20		100	1		2	3

Unit III

3D Animation, Definition, Difference between 2d and 3d animation, step by step production process and importance, Computer Animation, Introduction to different animation Software.

Unit IV

Motion Graphics, basics and uses, Typography, Animated Logos.

Unit V

Stop Motion Animation, Clay motion and Cut-Outs definition, different techniques of stop motion animation and execution.

REFERENCE BOOKS

1. **Peter Parr**- Sketching for Animation, 2016
2. **Harold Whitaker** -Timing for Animation
3. **Tony White** -The Animator's Workbook
4. **Jon Krasner**- Motion Graphic Design: Applied History and Aesthetics, 2013
5. **Ken A. Priebe**- The Art of Stop-Motion Animation, 2006
6. **Susannah Shaw**- Stop Motion: Craft Skills for Model Animation

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BDNGA 305 – Code of Ethics For Designers

	COURSE NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	S	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA305	Code of Ethics For Designers	60	20	20			2			2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):-

CEO 1	To introduce Professional Ethics and Conducts to develop skills required for the same.
CEO 2	This course is intended to provide Ethical Professionals for Industry.

Course Outcomes (COs)

CO1	To develop understanding of the conducts, process and behavior for Industry.
CO2	To develop creative conceptual visualization, hand skill building, and the process of Animation techniques.
CO3	To make students understand the roles and responsibilities of designers.

Course Contents/Syllabus

Unit I

Human values, Sources and Classification, Hierarchy of Values, Values across Culture.

Unit II

Morality, Moral Behavior and System, Difference between values and morality, Impression Formation and management.

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BDNGA305	Code of Ethics For Designers	60	20	20			2			2

Unit III

Business Ethics, its meaning and definition, Theories of Ethics and code of Ethics.

Unit IV

Professional Conducts, Professional Responsibilities and Globalization, Legal Compliance, DataUse and Privacy, Safety.

Unit V

Code of Conduct of designers, Model code of professional Conduct for Designers

REFERENCE BOOKS

1. **Roberts. L** (2007) Good: Ethics of Graphic Design
2. **Beirut. M** (2016) Graphic Design Fundamentals
3. **Wheeler. A** (2012) Brand Design Book: Designing Brand Identity: An Essential Guide For The Whole Branding Team
4. **Fernando.A.C** (2009). Business Ethics-An Indian Perspective India: Person Education/Prentice Hall

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BDNGA 306- Filming & Editing Techniques

COURSE CODE	COURSE NAME	TEACHING & EVALUATION SCHEME								
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		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNGA306	Filming & Editing Techniques				50	50			3	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):-

CEO 1	To develop the knowledge & skill of Editing Techniques in Motion Picture Photography.
CEO 2	Students will understand the knowhow of the Editing techniques for Motion Picture Photography and can function either as an entrepreneur or can take up jobs in the film industry.

Course Outcomes (COs)

CO1	To develop understanding of the techniques of script formation from a concept.
CO2	To enhance the understanding the techniques of scene and short breakdown & Screenplay.
CO3	To develop understanding of the importance of editing and make it interesting through storytelling.

Course Contents/Syllabus

Unit I

Art of Filming & Editing, Definition of Editing, Linear and Non-Linear Editing, Introduction to Cinematography – Intro to Camera & Camera Operations, Types of Camera Angles.

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BDNGA306	Filming & Editing Techniques				50	50			3	3

Unit II

Lighting in Cinematography, Compositing in Cinematography, Building Ideas/Concept, Free hand story wiring, Script Development and Screenplay.

Unit III

Introduction to Premier Pro, User Interface, Project Setup - Setting up the Project , Setting up first Sequence, Import Media- Importing media and assets, Working with Project panel and Bins, Source Monitor & Program Monitor, The rule of Video Editing, Adding clip into time line.

Unit IV

Working with Source Panel, In point - Out point, Markers, Overlay and Insert Editing, Ripple Cut Tool, Working with different tools, Adding and working with Video Transition, Nesting Sequence. Key frame and animation.

Unit V

Multi Camera Editing, Retiming clip, Regular and advanced trimming, working with audio clip, Adding and mixing sound effects, Creating Title and Essential Graphics, Working with effects, Color Grading and Color Correction, Chroma Removal (Keying), Exporting frames, clips and sequence, Working with media encoder.

REFERENCE BOOKS

1. **Directing Film techniques & Aesthetics** – Michael Rabiger
2. **Art of the Cut: Conversations with Film and TV Editors** by Steve Hullfish
3. **A Practical manual of Screenplay Writing** – Lewis Herman
4. **Film script writing** – Dwight V. Swain.
5. **The Technique of Film Editing** by Karel Reisz

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