

# Shri Vaishnav Vidhyapeeth Vishwavidhyalaya, Indore

## Shri Vaishnav Institute of Architecture

### B. Des in Graphics and Animation

#### BDNGA201- Graphics Designing

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*				
BDNGA201	Graphics Designing				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):-

<b>CEO 1</b>	To introduce the execution process of Graphics Designing.
<b>CEO 2</b>	This course is intended to provide skills for Graphic Designing.

#### Course Outcomes (COs)

<b>CO1</b>	To develop understanding of the scale, function, process and options existing for graphic designing.
<b>CO2</b>	To develop creative conceptual visualization, hand skill building, and the process of design.
<b>CO3</b>	Use of anthropometry, ergonomics, handling of space and application of knowledge gained from other subjects, in design.

**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.

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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*				
BDNGA201	Graphics Designing				100	100			4	4

## Course Contents/Syllabus

1. **Unit I**  
Graphics Editing, Traditional Design, Traditional and digital applications of color, concept and composition.
2. **Unit II**  
Drawing 1, Drawing 2, Making Selections Understanding Appearances, Working with Groups and Layers, Advanced Drawing and Path Editing Working with Color Object.
3. **Unit III**  
Transformation and Positioning, Use of Brushes, Use of Masks, Use of Symbols, Application of Filters and Live Effects Advanced Text Editing Designing for the Web,
4. **Unit IV**  
Creation of Blends Working with Images, Performing Specialized Tasks Saving and printing, working with other programs.
5. **Unit V**  
Design and publish multipage documents containing text, vector artwork, and images. Use precise grids and guides to position page elements and create polished layouts, Branding Design, Packaging Design.

### Reference Books:

1. **Gary David Bouton**- Corel Draw X8: The Official Guide, 2017
2. **Bill Stonehem**- Corel Draw Graphics Suite X8: An Easy Guide to the Best Features
3. **Brian Wood**-Adobe Illustrator CC Classroom in a Book 2018
4. **Noble Desktop**- Adobe Illustrator CC 2018 Step by Step Training 2018
5. **Mark Galer and Philip Andrews**- Photoshop CC Essential Skills: A Guide to Creative Image Editing
6. **Jennifer Smith**- Photoshop CC Digital Classroom Book

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## BDNGA 202 – Basic Character Development

	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*				
BDNGA202	Basic 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):-

<b>CEO 1</b>	To introduce the basics of character designing by visualize them according to given requirements.
<b>CEO 2</b>	This course is intended to provide skills for Character Designing.

### Course Outcomes (COs)

<b>CO1</b>	To make students understanding of the scale, dimensions, proportions and process of Character Designing.
<b>CO2</b>	To develop creative conceptual visualization, hand skill building, and the process of Character Designing.
<b>CO3</b>	Use of shape, shape language, poses, gesture and theories to develop the required Character.

## Course Contents/Syllabus

### Unit I

Gestures, Postures and Movements, Human and Animal Anatomy, Gesture drawing, Different human poses and movements.

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<b>BDNGA202</b>	<b>Basic Character Development</b>				100	100			4	<b>4</b>

## Unit II

Guidelines for Drawing Order , Level by level, Sub-hierarchy by sub-hierarchy Order In Stroke Making, Simplicity, Proximity, Co linearity, Similarity, Symmetry, Anchoring, Stroke Direction, Starting Location.

## Unit III

Shape of language, Use of Primary shape for character design, Combinations of Primary shapes, Character Design Process.

## Unit IV

Attributes and proportions, Poses and Gesture and Color.

## Unit V

Action and Body Dynamics, Coiling and Compression, Points to emphasis.

## REFERENCE BOOKS

1. **Richard Williams**-The Animation Survival Kit
2. **Walt Stanchfield** -Drawn to Life: 20 Golden Years of Disney Master Classes: Volume1: The Walt Stanchfield Lectures2009
3. **Valerie L. Winslow** - Classic Human Anatomy in Motion: The Artist's Guide to the Dynamics of Figure Drawing,2015
4. **Burne Hogarth**- Dynamic Figure Drawing 1996
5. **April Connors**-Gestures Drawing: A Story- Based Approach 2017

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## BDNGA 303- Storytelling

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*			
BDNGA203	Storytelling				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):-

<b>CEO 1</b>	To understand the basics of storytelling and to develop skills required for the same.
<b>CEO 2</b>	To explain the various techniques used for Storytelling.

### Course Outcomes (COs)

<b>CO1</b>	To develop understanding of the concept, process and types for Storytelling
<b>CO2</b>	To enhance the understanding of creative conceptual visualization.
<b>CO3</b>	To explore the importance of presenting concept effectively to make it interesting through Storytelling.

## Course Contents/Syllabus

### Unit I

Art of Storytelling, Definition of Storytelling, Process of storytelling, Storyteller tools, Sources of Stories. Basic- History and function of storyboards, various types of storyboards, production process, and the beat board story reels, refinement, pitching how to tell story through pictures.

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BDNGA203	Storytelling					100			4	4

## Unit II

Storytelling's Evolution, The Factors of Story- Inspiration, Influence, and Persuasion, Storytelling - choosing an idea, creating compelling characters, creating empathy, drama and conflict, casting characters villains, developing an idea, ending themes, animation comedy and writing.

## Unit III

Kinds of stories, Narrative Stories, Ante Narrative Stories and Living Stories. Direction- how to get attention, selective attention, keeping attention, timeline continuity, film editing, the film as a time machine, why cuts work?

## Unit IV

Methods and Structure of Storytelling, Classic and Modern Methods of Storytelling, Structure of Storytelling, Importance of Storytelling. Dramatic Irony- Who gets to know what, when, where how and why, secret, suspense places for dramatic irony.

## Unit V

Digital Storytelling, Definition, Steps in Digital Storytelling, Ways for Effective Storytelling. Story structures- Story Functions, the Hero's Journey, The three levels of story analysis, Paradigms of changing the impossible to the possible, ending, Beginning and turning Points, Types of scenes, what happens if you move the structures around

## **REFERENCE BOOKS:**

1. **Dean Movshovitz-** Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films
2. **Francis Glebas-** Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation
3. **Ellen Lupton-** Design Is Storytelling, 2017
4. **Ty Bennett-** The Power of Storytelling, 2013

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## BDNGA 204- Evolution of 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*				
BDNGA204	Evolution of Animation	60	20	20		100	2		2	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):-

<b>CEO 1</b>	To sensitize the history of animation and to develop understanding for the same.
<b>CEO 2</b>	To explore the various method and techniques used for animation earlier.

### Course Outcomes (COs)

<b>CO1</b>	To make students understand the ancient techniques of Animation.
<b>CO2</b>	To impart the knowledge of step by step development of Animation.
<b>CO3</b>	To create new techniques of animation by the combination of ancient and advance techniques of Animation.

## Course Contents/Syllabus

### Unit I

ANIMATION HISTORY, Animation in ancient time, Early approaches to Animation, Early approaches to motion in art, Shadow Play and The Magic Lantern.

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BDNGA204	Evolution of Animation	60	20	20		100	2		2	4

## Unit- II

ANIMATION BEFORE FLIM, Prelude, Thaumatrope, Phenakisticope, Zoetrope, Flipbook, Praxinoscope, Zoopraxiscope.

## Unit- III

EARLIEST ANIMATION IN FILM, Theatre Optique, Printed Animation Film and Other Standard Picture Film

## Unit- IV

Introduction Of Cartoons, Cartoons, Animation, Cartoon Movies, Animated Films

Animation In Asia – China & Japan (Kon Ichikawa)

## Unit- V

CANADIAN ANIMATION – Snow White & The Great White North, Animation & the War Effort, Propaganda Message, Hewers & Drawers (Pre 1970 only), A Hard Cell: Evolution of the Commercial (Pre 1970 only), Geeks From the Prairies (Pre 1970 only), Animators of the west coast (Pre 1970 only), Women Animators in Canada (Pre 1970 only), The Silent Minority : Animation's Auteurs.

## REFERENCE BOOKS:

1. **Maureen Furniss**- A New History of Animation 2016
2. **Ollie Johnson and Frank Thomas**- The Illusion of Life: Disney Animation 1995
3. **Stephen Cavalier and Sylvain Chomet**- The World History of Animation 2011

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## BDNGA 205 – Principles of 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*				
BDNGA205	Principles of Animation				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) :-

<b>CEO 1</b>	To explain the Principles of Animation and its requirement for quality Animation
<b>CEO 2</b>	This course is intended to provide skills for effective Animation.

### Course Outcomes (COs)

<b>CO1</b>	To acquire understanding of the Principles of Animation
<b>CO2</b>	To develop creative conceptual visualization and understand the importance of Principles of Animation.
<b>CO3</b>	To make students understand the uses of Principles of Animation

## Course Contents/Syllabus

### Unit-I

Twelve Principles of Animation (Timing, Ease In and Out (or Slow In and Out), Arcs, Anticipation, Exaggeration, Squash and Stretch, Secondary Action, Follow Through and Overlapping Action, Straight Ahead Action and Pose-To-Pose Action, Staging, Appeal, Personality).

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BDNGA205	Principles of Animation				50	50			3	3

## Unit-II

Arcs of motion, hook-up and in-between, wave principal, S and C curve, follow through and overlap Action.

## Unit-III

Proportion, Balance, Weight, and Silhouette, What is Arc of movement? Its uses. Its importance in animation.

## Unit-IV

Basic Principles of Animation in relation with walk cycle - Timing, staging, arc of motion, mass and weight, center of mass, path of action, squash and stretch.

## Unit-V

Different types animation - Rough in-between, key frames, (pose to pose) and straight-ahead animation.

### Reference Book:

**Richard Williams**, The Animation Survival Kit

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

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## BDNGA 206 – Layout & Backgrounds

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*				
BDNGA206	Layout & Backgrounds	60	20	20		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) :-

<b>CEO 1</b>	To enhance background designing skills required for animation production.
<b>CEO 2</b>	This course will explore the understanding of layouts and background design.

### Course Outcomes (COs)

<b>CO1</b>	To develop understanding of the background according the scenes of project.
<b>CO2</b>	To visualize, understand and digitalize the background according to the storyboard of project
<b>CO3</b>	To make students understand the process of background design from initial to finalized

## Course Contents/Syllabus

### Unit-I

Introduction to Perspective, Various Horizon Lines, Eye level, Point of View, Station Point, Line of Sight, Picture Plane, Field of Vision, Convergence, Diminution, Vanishing Point, Forms and Structure.

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BDNGA206	Layout & Backgrounds	60	20	20		100	2		2	4

## Unit-II

Sequential Rough Layout, Perspective Drawing for layout, Scene Planning - Camera moves and Pans, Interior study. Interior Color, Perspective Drawing for layout - Projection/ Inclined Planes.

## Unit-III

Composition, Composing, Path of Action, Principles of reuse. Analysis of story/plot development through layout.

## Unit- IV

FIELDS -Grids and Guides, ALL THE RIGHT MOVES -Camera Movement Arrows , Vertical Pans/Horizontal Pans ,Crossing the Line ,Moving With the Camera ,Match Cuts ,Bi-Packs, Straight & Bezier Movements, Slow-in/Slow-out, Repeat/Peg-over, Multi-Level/Multi-Plane, Overlays & Under lays

## Unit- V

Lighting Effects, Shadows, Gradients, Reflections.

## REFERENCE BOOKS

1. **Mike S. Fowler**- Animation Background Layout: From Student to Professional 2002
2. **Dan Hansen**- Unlocking Animation Layout: Expert Techniques for Effective Backgrounds 2018
3. **Disney Book Group**- Layout &Background( Walt Disney Animation Archives) 2011

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## BDNGA 207 – Workshop

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*			
BDNGA207	Workshop				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) :-

<b>CEO 1</b>	To Share expertise and experiences among Students.
<b>CEO 2</b>	To enhance skills and capacities of Students.

### Course Outcomes (COs)

<b>CO1</b>	Students learn to work effectively in teams.
<b>CO2</b>	To develop new ideas and approaches & critical thinking skills.
<b>CO3</b>	To develop new skills or improve existing ones.

## Course Contents/Syllabus

A workshop is a gathering of experts, practitioners, or participants to share knowledge, skills, and experiences on a specific topic or project.

Workshops can be in-person or virtual, and are often led by facilitators or experts in the field. They provide a dynamic and engaging environment for learning, growth, and collaboration.

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BDNGA207	Workshop					50			3	3

**It's a collaborative and interactive event that aims to:**

1. Build capacity and skills
2. Share best practices and expertise
3. Address specific challenges or problems
4. Develop new ideas and solutions
5. Foster collaboration and networking
6. Provide hands-on training and practice
7. Disseminate information and knowledge
8. Facilitate feedback and discussion
9. Encourage creativity and innovation
10. Achieve specific objectives or outcomes

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