SEMESTER III

Character Development and Behavioral Science-I

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS
								THEORY					TOTAL	STUDIO		TOTAL	
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 301	STUDIO	CHARACTER DEVELOPMENT AND BEHAVORIAL SCIENCE I	-	-	6	6	0	0	0	0	0	0	100	100	200	200

INTRODUCTION

To make students understand implementation of behavioral science in character designing.

GUIDELINES

Understand the behavioral science and the techniques for character development in Animation.

CONTENT

Unit- I

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

Unit-II

Attributes and proportions, Poses and Gesture and Color.

Unit-III

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

Reference Books :-

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

Computer Animation

B.Des. – 2ST YEAR , SEMESTER - III

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	THEORY					TOTAL	STUDIO		TOTAL	TOTAL MARKS
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 302	STUDIO	Computer Animation	-	-	6	6	0	0	0	0	0	0	200	100	300	300

INTRODUCTION

The objective of this course is to introduce students with the software's which are used for 2D Animation.

GUIDELINES

Analyze the technical tools and techniques of Adobe Illustrator, Photoshop and Adobe Animate for Animation and Background Designing

CONTENT

1. Adobe Illustrator

For Character Developmentand Layouts

2. Photoshop

For Giff Animation and Background Designing

3. Adobe Animate

Introduction to software, Documentation, Different given tools used for Animation.

Reference Books

1. **Brian Wood-**Adobe Illustrator CC Classroom in a Book 2018
2. **Noble Desktop-** Adobe Illustrator CC 2018 Step by Step Training 2018
3. **Beezix Inc**-Adobe Illustrator CC 2018 Introduction Quick Reference Guide (Cheat Sheet of Instructions, Tips & Shortcuts- Laminated Card) 2017
4. **Mark Galer and Philip Andrews**- Photoshop CC Essential Skills: A Guide to Creative Image Editing
5. **Jennifier Smith**- Photoshop CC Digital Classroom Book 201

SEMESTER VI

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS
								THEORY					TOTAL	STUDIO		TOTAL	
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 401	STUDIO	CHARACTER DEVELOPMENT AND BEHAVORIAL SCIENCE II	-	-	6	6	0	0	0	0	0	0	100	100	200	200

Character Development and Behavioral Science-II

INTRODUCTION
To make students understand implementation of behavioral science in character designing.

GUIDELINES
Understand the behavioral science and the techniques for character development in Animation.

CONTENT

Unit- I
Solid Drawing Curves and Line of action, Body balance and weight shifting.
Unit-II
Center of Mass, Simplification and Silhouette.

Unit-III
Drawing of still and imagery life.

Reference Books :-

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

2D Animation Production

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS
								THEORY					TOTAL	STUDIO		TOTAL	
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 402	STUDIO	2D Animation Production	-	-	6	6	0	0	0	0	0	0	200	200	400	400

INTRODUCTION

The objective of this course is to introduce studentsoverall production of 2D Animation.

GUIDELINES

Analyze the technical tools and techniques of Adobe Illustrator, Photoshop and Adobe Animate for Animation and Background Designing

CONTENT

Unit- I

Concept of 2d movie ,Story boarding ,Matrix representations ,Tabular data

Unit-II

Animation with flash, illustrations, Overview of graphics systems, Anotomy study

Unit-III

Creating Animation in Flash: Introduction to Flash Animation – Introductionto Flash – Working with the Timeline and Frame-based Animation - Working with theTimeline and Tween-based Animation – Understanding Layers - Actionscript

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 Storboard
Francis Glebas, Directing the Story

Audio Editing

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS
								THEORY					TOTAL	STUDIO		TOTAL	
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 403	STUDIO	Audio Editing	-	-	6	6	0	0	0	0	0	0	60	50	110	110

INTRODUCTION

The objective of this course is to introduce students with the software's which are used for Audio Editing .

GUIDELINES

Analyze the technical tools and techniques of Sound Forge, Adobe Audio Logic Pro X.

CONTENT

Unit- I

Introduction of Audio Editing, Understanding of Sound, Voice Recording, Different formats used for audio files.

Unit-II

Multi-channel or Multitrack Recording, Disk Description Protocol Export, Real-time Sample Rate Wave Editor, and Voice Activity Detection are four of them.

Unit III

Introduction to other softwares used for audio Editing for Animation like Adobe Audio and Audio Logic Pro X

Reference Books

David Miles,Modern Recording Techniques
Samuelj.Sauls, Audio Production Worktext

Animatics

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS
								THEORY					TOTAL	STUDIO		TOTAL	
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 404	STUDIO	ANIMATICS	-	-	4	4	0	0	0	0	0	0	60	50	110	110

INTRODUCTION
To make students understand the purpose of Animatics.

GUIDELINES
• To help students to learn & understand the importance of Animatics..
• To make them understand the use of Animatics.

CONTENT

Unit-I
Definition of an Animatics, Animatics in Preproduction, Storyboard vs Animatics and Animation vs Animatics

Unit-II
How to move camera, Keyframes and Timeline and How to Change the Planal Duration.

Unit-III
How to Animate Layers, How to Add Anapshot Markers, How to add Sound

Unit VI
How to Build the Animatics, How to Export a PDF and How to Export a Movie

Reference Book

Debarah Levitt,The Animatics Apparatus
Mark Simmon,Storyboards Motion in Art

Elective

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS
								THEORY					TOTAL	STUDIO		TOTAL	
								MST	MST	AVG MST	SS	ESUE		IA	EV		
1	BDAG 405	STUDIO	ELECTIVE	-	-	4	4	0	0	0	0	0	0	50		50	50

INTRODUCTION
To make students understand the Animation.

GUIDELINES
• To help students to learn &execution of the Traditional Animation by the process.
• To make them understand the execution of Quality Animation.

CONTENT

BDAG405, 5.1Acting for Animation

Acting skills to understand the behavior, attitude and role of character for storytelling in Animation Project.

Reference Book

Tony White, The Animator's Workbook
Ed Hooks, Acting for Animation

BDAG405, 5.2 Web Designing

Enhance the designing skills of student to learn Web Designing include Animation

Reference Book

Ed Hooks, Web Designing and Publish
Satish Jain, Web Desinging and Development

Shri Vaishnav Vidyapeeth Vishwavidyalaya

Bachelor of Technology (Information Technology)

Choice Based Credit System (CBCS) 2016-17

SEMESTER VII

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								CREDITS
			THEORY			PRACTICAL		Th	T	P	
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI501		HUMAN VALUES & PROFESSIONAL ETHICS	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of "right" and "good" in individual, social and professional context

COURSE OUTCOMES:

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

Syllabus:

Unit I: Human Value
1. Definition, Essence, Features and Sources
2. Sources and Classification
3. Hierarchy of Values
4. Values Across Culture

Unit II: Morality
1. Definition, Moral Behaviour and Systems
2. Characteristics of Moral Standards
3. Values Vs Ethics Vs Morality
4. Impression Formation and Management

Unit III: Leadership in Indian Ethical Perspective.
1. Leadership, Characteristics
2. Leadership in Business (Styles), Types of Leadership (Scriptural, Political, Business and Charismatic)
3. Leadership Behaviour, Leadership Transformation in terms of Shastras (Upanihads, Smritis and Manu-smriti).

Unit IV: Human Behavior – Indian Thoughts
1. Business Ethics its meaning and definition
2. Types, Objectives, Sources, Relevance in Business organisations.
3. Theories of Ethics, Codes of Ethics

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SEMESTER VII

Unit V: Globalization and Ethics

1. Sources of Indian Ethos & its impact on human behavior
2. Corporate Citizenship and Social Responsibility – Concept (in Business),
3. Work Ethics and factors affecting work Ethics.

REFERENCES:

1. Beteille, Andre (1991). **Society and Politics in India**. Athlone Press:New Jersey.
2. Chakraborty, S. K. (1999). **Values and Ethics for Organizations**. oxford university press
3. Fernando, A.C. (2009). **Business Ethics - An Indian Perspective** .India: Pearson Education: India
4. Fleddermann, Charles D. (2012). **Engineering Ethics**. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). **Ethics and the Conduct of Business**.Pearson. Education: New Delhi.
6. Crane, Andrew and Matten, Dirk (2015). **Business Ethics**. Oxford University Press Inc:New York.
7. Murthy, C.S.V. (2016). Business **Ethics – Text and Cases**. Himalaya Publishing House Pvt. Ltd:Mumbai
8. Naagrajan, R.R (2016). **Professional Ethics and Human Values**. New Age International Publications:New Delhi.

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