

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
*(Formerly West Bengal University of Technology)*  
**Syllabus for B. Sc. In Multimedia, Animation & Graphic Design (BMAGD)**  
**(Effective for Academic Session 2019-2020)**

**COURSE DETAILS**

**Duration:** 3 Years - 6 semesters with 2 options for specialization and one industry internship.

**Eligibility:** 10+2 in any stream

**Total marks:** 4800

**Theory:** 1000

**Seminars & Practical (including internships & final project):** 3800

**Specialization options:** Graphic Design, Animation Design.

**COURSE STRUCTURE**

**1<sup>ST</sup> YEAR**

| SL No               | CODE       | Paper                                                | Contact Periods per week |   |   | Total Contact Hours | Credits |
|---------------------|------------|------------------------------------------------------|--------------------------|---|---|---------------------|---------|
|                     |            |                                                      | L                        | T | P |                     |         |
| <b>SEMESTER I</b>   |            |                                                      |                          |   |   |                     |         |
| <b>Theory</b>       |            |                                                      |                          |   |   |                     |         |
| 1                   | BMAGD 101  | Introduction to Design                               | 2                        | 0 | 2 | 4                   | 3       |
| 2                   | BMAGD 102  | Design Methodology & Process                         | 2                        | 0 | 2 | 4                   | 3       |
| <b>Practical</b>    |            |                                                      |                          |   |   |                     |         |
| 1                   | BMAGD 191  | Digital Design 1 (Indesign, Illustrator & Photoshop) | 0                        | 2 | 6 | 8                   | 4       |
| 2                   | BMAGD 192  | Design Project 1 (Typographic Design)                | 0                        | 2 | 6 | 8                   | 4       |
| <b>Sessional</b>    |            |                                                      |                          |   |   |                     |         |
| 1                   | BMAGD 181  | Design fundamentals and visual literacy              | 0                        | 2 | 4 | 6                   | 3       |
| 2                   | BMAGD 182  | Drawing fundamentals for Graphic Representation      | 0                        | 2 | 4 | 6                   | 3       |
| <b>Total Credit</b> |            |                                                      | <b>20</b>                |   |   |                     |         |
| <b>SEMESTER II</b>  |            |                                                      |                          |   |   |                     |         |
| <b>Theory</b>       |            |                                                      |                          |   |   |                     |         |
| 1                   | BMAGD 201  | Visual narratives and sequential structure           | 2                        | 0 | 2 | 4                   | 3       |
| 2                   | BMAGD 202A | Web technology and interactivity                     | 2                        | 0 | 2 | 4                   | 3       |
| <b>Practical</b>    |            |                                                      |                          |   |   |                     |         |
| 1                   | BMAGD 291  | Digital Design 2 (Dreamweaver & Flash)               | 0                        | 2 | 6 | 8                   | 4       |
| 2                   | BMAGD 292  | Design Project 2 (Visual communication)              | 0                        | 2 | 6 | 8                   | 4       |
| <b>Sessional</b>    |            |                                                      |                          |   |   |                     |         |
| 1                   | BMAGD 281  | Fundamentals of digital photography                  | 0                        | 2 | 4 | 6                   | 3       |
| 2                   | BMAGD 282  | Advanced drawing for Structural Representation       | 0                        | 2 | 4 | 6                   | 3       |
| <b>Total Credit</b> |            |                                                      | <b>20</b>                |   |   |                     |         |

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**2<sup>ND</sup> YEAR**

| SL No               | CODE            | Paper                                               | Contact Periods per week |   |   | Total Contact Hours | Credits |
|---------------------|-----------------|-----------------------------------------------------|--------------------------|---|---|---------------------|---------|
|                     |                 |                                                     | L                        | T | P |                     |         |
| <b>SEMESTER III</b> |                 |                                                     |                          |   |   |                     |         |
| <b>Theory</b>       |                 |                                                     |                          |   |   |                     |         |
| 1                   | BMAGD 301 (A&B) | Materials and process for production                | 2                        | 0 | 2 | 4                   | 3       |
| 2                   | BMAGD 302       | Animation fundamentals and the science of motion    | 2                        | 0 | 2 | 4                   | 3       |
| <b>Practical</b>    |                 |                                                     |                          |   |   |                     |         |
| 1                   | BMAGD 391       | Digital Design 3 (3D animation, Premier & Audition) | 0                        | 2 | 6 | 8                   | 4       |
| 2                   | BMAGD 392       | Design Project 3 (Hybrid Animation)                 | 0                        | 2 | 6 | 8                   | 4       |
| <b>Sessional</b>    |                 |                                                     |                          |   |   |                     |         |
| 1                   | BMAGD 381       | Fundamentals of digital film making                 | 0                        | 2 | 4 | 6                   | 3       |
| 2                   | BMAGD 382       | 2D Animation Film Making                            | 0                        | 2 | 4 | 6                   | 3       |
| <b>Total Credit</b> |                 |                                                     | <b>20</b>                |   |   |                     |         |
| <b>SEMESTER IV</b>  |                 |                                                     |                          |   |   |                     |         |
| <b>Theory</b>       |                 |                                                     |                          |   |   |                     |         |
| 1                   | BMAGD 401       | Animation production process                        | 2                        | 0 | 2 | 4                   | 3       |
| 2                   | BMAGD 402       | Script Writing                                      | 2                        | 0 | 2 | 4                   | 3       |
| <b>Practical</b>    |                 |                                                     |                          |   |   |                     |         |
| 1                   | BMAGD 491       | Digital Design 4 ( Adv.3D,)                         | 0                        | 2 | 6 | 8                   | 4       |
| 2                   | BMAGD 492       | Design Project 4 (3D Animation)                     | 0                        | 2 | 6 | 8                   | 4       |
| <b>Sessional</b>    |                 |                                                     |                          |   |   |                     |         |
| 1                   | BMAGD 481       | Story telling and representing animatics            | 0                        | 2 | 4 | 6                   | 3       |
| 2                   | BMAGD 482       | Portfolio creation and presentation                 | 0                        | 2 | 4 | 6                   | 3       |
| <b>Total Credit</b> |                 |                                                     | <b>20</b>                |   |   |                     |         |

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**3<sup>RD</sup> YEAR**

| SL No               | CODE      | Paper                                                          | Contact Periods per week |   |    | Total Contact Hours | Credits |
|---------------------|-----------|----------------------------------------------------------------|--------------------------|---|----|---------------------|---------|
|                     |           |                                                                | L                        | T | P  |                     |         |
| <b>SEMESTER V</b>   |           |                                                                |                          |   |    |                     |         |
| <b>Theory</b>       |           |                                                                |                          |   |    |                     |         |
| 1                   | BMAGD 501 | Advertising & Branding design                                  | 2                        | 2 | 2  | 6                   | 4       |
| <b>Practical</b>    |           |                                                                |                          |   |    |                     |         |
| 1                   | BMAGD 591 | Digital Design Sp ( Aftereffects & Maya/Photoshop )            | 0                        | 2 | 8  | 10                  | 6       |
| 2                   | BMAGD 592 | Sp Project A&B ( Infographics Design & Motion Graphics design) | 0                        | 4 | 8  | 12                  | 6       |
| <b>Sessional</b>    |           |                                                                |                          |   |    |                     |         |
| 1                   | BMAGD 581 | Internship                                                     | 0                        | 2 | 6  | 8                   | 4       |
| <b>Total Credit</b> |           |                                                                | <b>20</b>                |   |    |                     |         |
| <b>SEMESTER VI</b>  |           |                                                                |                          |   |    |                     |         |
| <b>Theory</b>       |           |                                                                |                          |   |    |                     |         |
| 1                   | BMAGD 601 | Design research                                                | 2                        | 2 | 2  | 6                   | 4       |
| <b>Practical</b>    |           |                                                                |                          |   |    |                     |         |
| 1                   | BMAGD 691 | Demo-real & Portfolio                                          | 0                        | 2 | 6  | 8                   | 4       |
| 2                   | BMAGD 692 | Final Project                                                  | 0                        | 6 | 10 | 16                  | 8       |
| <b>Sessional</b>    |           |                                                                |                          |   |    |                     |         |
| 1                   | BMAGD 681 | Research project                                               | 0                        | 2 | 6  | 8                   | 4       |
| <b>Total Credit</b> |           |                                                                | <b>20</b>                |   |    |                     |         |

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**Detailed Syllabus**  
**Semester I**

**Paper: Introduction to Design**  
**Code: BMAGD – 101**  
**Contacts Hours / Week: 2L+2P**  
**Credits: 3**  
**Marks: 100**

**Course Content:**

**Module1**

History and evolution of Design. Understanding the historical perspective of design.  
Design Basics- Elements and principles of Design.

**Module2**

Relational interaction of elements and principles in design implementation. Layout basics-  
Alignment and hierarchy of order. Gestalt laws of organization

**Suggested Readings**

1. Graphic design history by Steven Heller & Georgetta Balance
2. Design Dictionary-Perspectives on Design Terminology by Michael Erlhoff and Tim Marshall
3. A History of Graphic Design, Meggs, Philip; John Wiley & Sons
4. Elements of Design, by Gail Greet Hannah, Princeton Architectural Press
5. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli  
Publisher, Multilingual edition.

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**Paper: Design Methodology & Process**

**Code: BMAGD – 102**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Design Methodology and process.. Introduction to basic Design theories in the context of design.  
Need finding, Affinity mapping.

**Module2**

Introduction to ideation and conceptualization. Mind-mapping, idea development and solution exploration.

**Suggested Readings**

1. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli  
Publisher, Multilingual edition.
2. The Design Process by Karl Aspelund
3. The Design Method by David Airey
4. 100 Design methods by Vijay Kumar
5. Lateral thinking by Edward DeBono
6. Mind mapping- Tony Buzun
7. How to Think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven Heller
8. Design Paradigm- The sourcebook for creative visualization by Warren K. Wake
9. How to Think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven Heller

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**Sessional**

**Paper: Design fundamentals and visual literacy**

**Code: BMAGD – 181**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Introduction to visual cognition and Design cognition

**Module2**

The process of visual thinking for graphic communication

**Suggested Readings**

1. Experiences in visual thinking by Robert H McKin
2. Perception & Imaging by Richard D Zakia. Focal Press
3. Visual Grammar (Design Briefs)(Paperback) by Christian Leborg
4. Visual thinking for Design by Colin Ware
5. Visual studies A foundation for artists and designers by Frank M Young
6. Visual design fundamentals- A digital approach by Alan Hashimoto and Mike Clayton
7. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
8. Cognition & the visual arts by Robert L Solo

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**Paper: Drawing Fundamentals for Graphic representation**

**Code: BMAGD – 182**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Drawing fundamentals , materials and processes. Basics of perspective, scale, light and Composition Understanding tools and techniques for graphic representation

**Module2**

Project on: Representational visual making for different mediums

**Suggested Reading**

1. Design Drawing by Francis D K Ching, Wiley India
2. Drawing for Graphic Design, by Timothy Samara. Rockport
3. Basic Design: the dynamics of visual form, by Maurice de Saumarez. A&C Black, Publishers ltd  
Perception & Imaging by Richard D Zakia. Focal Press

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**Practical**

**Paper: Digital Design 1 (Indesign, Illustrator & Photoshop)**

**Code: BMAGD – 191**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Illustrator fundamentals: Introduction of interface, tools and techniques for graphic design

**Module2**

InDesign fundamentals: Introduction of interface, tools and techniques for graphic design

**Module3**

Photoshop fundamentals : Introduction of interface, menu and tool box, Image manipulation

**Suggested Readings**

1. Fundamentals of Computers- V. Rajaraman
2. Adobe Illustrator CS5 One-on-One by Deke McClelland
3. Adobe Indesign CS3 – Deke McClelland
4. Adobe Photoshop Bible
5. The Adobe Photoshop CS6 Book for Digital Photographers by Scott Kelby
6. Comdex desktop publishing course kit - Gupta, Vikas



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**Paper: Design Project 1 (Typographic Design)**

**Code: BMAGD – 192**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Evolution and development of typography. Types of Letterforms its Anatomy, structure and construction

**Module2**

Fundamentals of typographic Design. Type perception and emotion its use in Design. Layout and composition in communication design

**Module3**

Designing with Type- Form, function and Communication. Static and moving types

**Suggested Readings**

1. Design Principles And Problems (Paperback) by Paul Zelanski, Mary Pat Fisher
2. Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara
3. Type Play - Heller, Steven and Anderson, Gail
4. Typography, a manual of Design, by Ruder, Emil; Verlag Niggli AG
5. The elements of typographic Style by Bringhurst, Robert; Hartley and Marks
6. Manual of typography by McLean, Ruari; Thames and Hudson
7. Expressive Typography. The word as image, by Elam, Kimberly; John Wiley & Sons Inc
8. Mastering Type: The Essential Guide to Typography for Print and Web Design by Denise Bosler
9. Type in the Digital Environment: Typography for Web, Video, Broadcast, Game and Animation 1st Edition by Patric King & James Hernandez

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**Semester II**

**Paper: Visual narratives and sequential structure**

**Code: BMAGD – 201**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Visual narratives in indigenous forms. Sequential narrative and Graphic novel

**Module2**

Visual Concepts, Storyboarding depiction .Editing, Sound for visualizing narrative

**Suggested Readings**

1. Sequential Art by Will Eisner
2. Speaking with pictures- Folk Art and the Narrative Tradition in India by Roma Chatterjee
3. Graphic Storytelling, by Will Eisner, Poorhouse Press
4. Comics and Sequential Art, by Will Eisner, Poorhouse Press
5. Animation Art by Beck, Jeny
6. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.
7. Foundations in Comic Book Art: SCAD Creative Essentials (Fundamental Tools and Techniques for Sequential Artists) by John Paul Lowe
8. The Art of Comic Book Writing: The Definitive Guide to Outlining, Scripting, and Pitching Your Sequential Art Stories by Mark Kneece
9. Flipping Out: The Art of Flip Book Animation: Learn to illustrate & create your own animated flip books step by step by David Hurtado
10. Framed Perspective Vol. 1: Technical Perspective and Visual Storytelling by Marcos Mateu-Mestre
11. Framed Perspective Vol. 2: Technical Drawing for Shadows, Volume, and Characters by Marcos Mateu-Mestre
12. Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema, by David Sonnensch, Michael Wiese Productions

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**Paper: Web technology and interactivity**

**Code: BMAGD – 202A**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Introduction to web Design & technology and methods, web standards, Concept of WWW

**Module2**

Introduction to Networks and Sever Technology. Evolution of network, different ways of data rendering, sever & function. Network Security concept

**Suggested Reading**

1. Web Technologies by Uttam Kumar Roy
2. Web application : Concept & Real world Design - Craif Knuckles & David Yuen
3. HTML & CSS Design and Build Website by Jon Duckett
4. Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics by Jennifer Niederst Robbins and Aaron Gustafson
5. The principles of beautiful web design by Jason Beard
6. Web Design Principles by Joel Sklar
7. The web designer's Idea book-Vol-4 : Patrick McNeil

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**Sessional**

**Paper: Fundamentals of digital photography**

**Code: BMAGD – 281**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Introduction to Fundamentals of digital Photography. Camera & accessories . Role of photography.

**Module 2**

Picture structure-Techniques and concepts. Lighting and composition and image creation

**Module 3**

Photography production and work flow. Creative expression

**Suggested Reading**

1. Visual dictionary of photography by David Praker. AVABooks
2. Basic Photography- Michael Langford, Focal press
3. The photographers eye- Michael Freeman, Focal Press
4. Learning to see creatively: Design, Colour & composition in Photography- Bryan Peterson, Amphoto Books
5. The Elements of Photography: Understanding and creating sophisticated images- Angela Faris Belt, Focal Press
6. Basic Photography – John Hedgeco
7. Digital Photography: Expert Techniques by Ken Milburn
8. Basic photography - Datta, Dhruba

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**Paper: Advanced drawing for Structural Representation**

**Code: BMAGD – 282**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module 1**

Understanding form and space. Isometric structure of objects.

3 dimensional drawing and space creation

**Module2**

Geometry of Design

**Module3**

Structural representation in design creation for static and moving scenes

**Suggested Reading**

1. Geometry of Design: Studies in Proportion and Composition, by Elam, Kimberly; Princeton Architectural Press
2. Principles of Form and Design, by Wong, Wucius; Wiley Publications
3. Order in Space by Keith Critchlow. Thames & Hudson
4. Isometric Drawings by Sol Lewitt . Paula Cooper Gallery
5. How to Render: the fundamentals of light, shadow and reflectivity by Scott Robertson (Author), Thomas Bertling

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**Practical**

**Paper: Digital Design 2 (Dreamweaver & Flash)**

**Code: BMAGD – 291**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Introduction to Dreamweaver.

**Module2**

Introduction to Flash: tools, and techniques. Design & Animation.

**Module3**

Design Projects in Web publishing Design and moving narratives

**Suggested Readings**

1. Web application : Concept & Real world Design - Craif Knuckles & David Yuen
2. HTML & CSS Design and Build Website by Jon Duckett
3. Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics by Jennifer Niederst Robbins and Aaron Gustafson
4. The principles of beautiful web design by Jason Beard
5. Web Design Principles by Joel Sklar
6. The web designer's Idea book-Vol-4 : Patrick McNeil
7. Adobe Flash CS5 Revealed (Revealed Series) by James E. Shuman
8. Foundation Flash CS5 For Designers by Tom Green and Tiago Dias
9. Timing in Animation by Whitaker,
10. ANIMATION FROM PENCILS TO PIXELS- Classical Techniques for Digital Animators by TONY WHITE

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**Paper: Design Project 2 (Visual Communication)**

**Code: BMAGD – 292**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Evolution of visual communication and Visual language. Graphic representation in communication design.

**Module2**

Colour Science and Colour Fundamentals. Colour perception and representation.

**Module3**

Visual design- signs and symbols. Corporate identity. Conventional mediums and new mediums in visual communication. Visual manipulation and treatment for communication

**Suggested Reading**

1. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition
2. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
3. Ways of Seeing, John Berger, Penguin Books
4. Visual Thinking, Rudolf Arnheim, University of California Press;
5. Art of looking sideways by Alan Fletcher
6. Experiences in visual thinking by Robert H McKin
7. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications
8. Understanding colour-An introduction for designers by Linda Holtzshue
9. Colour and meaning: art, science and Symbolism, by John Gage. Thames & Hudson
10. Visual Communication design by Jonathan Baldwin (Author), Lucienne Roberts. AVA Publishing
11. Sticky graphics - Knight, Carolyn and Glaser, Jessica
12. The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas by Mark Edwards

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**Semester III**

**Paper: Materials and process for production**

**Code: BMAGD – 301**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

History and evolution of printing process & production. Emergence in the Digital age .  
Production methods and materials for print

**Module2**

Introduction to. processes and production for animation sets and props

**Suggested Readings**

1. Production for Graphic Designers, by Alan Pipes, Laurence King
2. Art and Print Production, by N N Sarkar, Oxford University Press
3. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert Ryberg
4. From Design Into Print: Preparing Graphics and Text for Professional Printing by Sandee Cohen
5. Designing for Print by Charles Conover
6. Cracking Animation: The Aardman Book of 3-D Animation by Peter Lord and Brian Sibley (2004) Thames & Hudson
7. Handbook of Set Design by Colin Winslow (2006) The Crowood Press Limited
8. Designs on Film: A Century of Hollywood Art Direction by Cathy Whitlock (2010) HarperEntertainment
9. Props By Eleanor Margolies



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**Paper: Animation fundamentals and the science of motion**

**Code: BMAGD – 302**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

History of Animation and the development of Walt Disney and Pixar Animation. Evolution of Animation Industry in India. Analysis of design and making of Early Age Animation Films

**Module2**

Trends and Type of Animation. Principles of Animation and Processes from Traditional Animation to Digital Era. Application of Animation Principle with different tool & technique. Case Analysis of design and making of Early Age Animation Films

**Suggested Reading**

1. A Reader in Animation Studies by Jayne Pilling.
2. The Animation Book: A Complete Guide to Animated Filmmaking from Flip - books by Kit Laybourne.
3. Enchanted Drawings: The History of Animation- Charles Solomon
4. Animation: The Mechanics of Motion, Volume 1 By Chris Webster
5. The Animator's Survival Kit : A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators by Richard Williams
6. Animation 1: Learn to Animate Cartoons Step by Step (Cartooning, Book 1) By Preston J. Blair
7. Cartoon Animation by Preston Blair
8. Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films 1st Edition by Dean Movshovitz
9. Flipping Out: The Art of Flip Book Animation: Learn to illustrate & create your own animated flip books step by step by David Hurtado
10. How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principals of Animation by Tony White
11. The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation by Kit Laybourne, John Canemaker
12. Art in Motion: Animation Aesthetics by Maureen Furniss
13. Animation: The Mechanics of Motion by Chris Webster

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**Sessional**

**Paper: Fundamentals of digital film making**

**Code: BMAGD – 381**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Introduction Digital Film Making. Digital Video and Camera Basics.

**Module2**

Understanding Digital Film Production. Workflow and production planning

**Module3**

Visual & Audio Narrative. Editing

**Suggested Reading**

1. The digital filmmaking Handbook by Sonja Schenk. Course Technology
2. Eisenstine on the Audiovisual: The montage of music and sound in cinema by Robert Robertson. I B Tauris Publishers
3. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus
4. On Directing Film (1992) by David Mamet
5. Directing: Film Techniques & Aesthetics (Fifth Edition, 2013) by Michael Rabinger and Mick Hurbis-Cherrier
6. Shot By Shot: A Practical Guide to Filmmaking (Third Edition) by Book by Brady Lewis, John Cantine, and Susan Howard
7. Film Directing Shot by Shot: Visualizing from Concept to Screen (1991) by Steven D. Katz

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**Syllabus for B. Sc. In Multimedia, Animation & Graphic Design (BMAGD)**  
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**Paper: 2D Animation Film Making**

**Code: BMAGD – 382**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Evolution of Classical /Feature Animation. Application of new methods and Technology in animation.

**Module2**

Animation film making process and technique. Types of 2D animation. Modernization of 2D animation.

Structure of pre-production, production and post-production process. Application of digital methods for 2D animation film making

**Suggested Reading**

1. Animation art - Beck, Jeny ed.
2. Timing for animation - Whitaker, Marold and malab, John
3. Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation by Steve Roberts
4. Animation background layout by Mike S Fowler. Fowler Cartooning Ink Publishing
5. Making Comics: Storytelling secrets of comics, Manga and Graphic Novels
6. Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics 1st Edition by Liz Blazer
7. Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation by Steve Roberts
8. Animation background layout by Mike S Fowler. Fowler Cartooning Ink Publishing

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**Practical**

**Paper: Digital Design 3 (3D Animation, Premier & Audition)**

**Code: BMAGD – 391**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Introduction to 3D Animation tools and Techniques

**Module2**

3D Modeling & Texturing

**Module3**

Introduction Sound Editing & Video Editing, application of Premier & Audition.

**Suggested Reading**

1. Mastering Autodesk Maya by Dariush Derakhshani
2. Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
3. Autodesk Maya 2013 Essentials by Paul Naas

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**Syllabus for B. Sc. In Multimedia, Animation & Graphic Design (BMAGD)**  
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**Paper: Digital Design 3 (Hybrid Animation)**

**Code: BMAGD – 392**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Pre-production of animation

**Module 2**

Experimental Animation

**Module 3**

Project: Hybrid Animation

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**Semester IV**

**Paper: Animation production process**

**Code: BMAGD – 401**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

History and evolution of 3D Animation. Analysis of different type of 3D Animation

3D Animation tools and technique. Process of 3D Animation film making. Application of digital methods-

3D Computer Graphics

**Module3**

Workflow and structure of 3D Animation industry. Understanding Modeling, Texture and Lighting, Rendering process for output

**Suggested Reading**

- 1) Introducing Autodesk Maya 2013 by Dariush Derakhshani
- 2) The Art of 3D Computer Animation and Effects by Isaac Kerlow

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**Paper: Script Writing**

**Code: BMAGD – 402**

**Contacts Hours / Week: 2L+2P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Fundamentals of Script writing for animation films. Structure and process of developing a script-Idea, Plot Visualization.

**Module2**

-Elements, Scene Types and Styles. Process and construction of image making according to the script. Composition and Camera Angle

**Suggested Reading**

1. Screenplay (1979) Book by Syd Field
2. The screenwriter's bible (1994) Book by David Trottier
3. Substance, Structure, Style, and the Principles of Screen writing by Robert McKee
4. Animation writing and development by Jean Ann Wright
5. Animation Art – History in a book by Designer
6. The Visual Story, Second Edition: Creating the Visual Structure of Film, TV and Digital Media by Bruce Block
7. How to Write for Animation by Jeffrey Scott
8. Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation 1st Edition by Francis Glebas

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**Sessional**

**Paper: Story telling and representing animatics**

**Code: BMAGD – 481**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

Story Board basics- Elements, Scene Types and Styles. Fundamentals of sequential story telling. Fundamental of story boarding.

**Module2**

Art of story boarding. Process and construction of image making according to the script. Composition and Camera Angle

**Module3**

Animatics for story telling

**Suggested Readings**

1. The Art of the Storyboard: Storyboarding for Film, TV and Animation by John Hart
2. Art of Storyboard by Don Bluth
3. Animation writing and development by Jean Ann Wright
4. Animation Art – History in a book by Designer
5. Storyboarding Essentials: SCAD Creative Essentials (How to Translate Your Story to the Screen for Film, TV, and Other Media) by David Harland Rousseau , Benjamin Reid Phillips
6. The Illusion of Life: Disney Animation by Ollie Johnston, Frank Thomas
7. Layout & Background (Walt Disney Animation Archives) Disney Book Group



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**Paper: Portfolio creation and presentation**

**Code: BMAGD – 482**

**Contacts Hours / Week: 2T+4P**

**Credits: 3**

**Marks: 100**

**Course Content:**

**Module1**

The Portfolio Process. Planning, Design and Techniques. Traditional and Digital Portfolio

**Module2**

Presentation of individual work

**Module3**

Project Portfolio

**Suggested Readings**

1. Personality Development by Shiv Khera
2. No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers by Larry Volk and Danielle Currier
3. How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators (Portfolio Skills) by Fig Taylor

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**Practical**

**Paper: Digital Design 4 (Advanced Maya)**

**Code: BMAGD – 491**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Specialized modeling and animation

**Module2**

Lighting & rendering

**Module3**

Advanced lighting

**Suggested Reading**

1. Mastering Autodesk Maya by Dariush Derakhshani
2. Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
3. Autodesk Maya 2013 Essentials by Paul Naas

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**Paper: Digital Design 4 (3D Animation)**

**Code: BMAGD – 492**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

**Module1**

Project research and story creation and planning

**Module2**

Animation design

**Module3**

Project: Short Film

**Suggested Reading**

1. Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels by Tom Bancroft , Glen Keane
2. Art in Motion: Animation Aesthetics by Maureen Furniss
3. Animation: The Mechanics of Motion by Chris Webster

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**Semester V**

**Paper: Advertising & Branding design**

**Code: BMAGD – 501**

**Contacts Hours / Week: 2L+2T+2P**

**Credits: 4**

**Marks: 100**

**Course Content:**

**Module 1**

Introduction to Advertising and branding, brand positioning and the marketing mix Components of marketing mix. Various channels, processes and mediums

**Module 2**

Integrated Marketing communication and strategic design

**Module 3**

Project Visual merchandising and retail design for brand promotion

**Suggested Reading**

1. Ogilvy on Advertising by David Ogilvy-
2. Brand position: for strategic competitive advantage by Subrato SenGupta. Tata Mcgrow hill
3. Creating the perfect Design Brief by Peter L Phillips
4. Advertising and Promotion by Belch & Belch
5. 100 Design methods by Vijay Kumar,-

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**Sessional**

**Paper: Internship**  
**Code: BMAGD – 581**  
**Contacts Hours / Week: 2T+6P**  
**Credits: 4**  
**Marks: 200**

**Course Content:**

2months Industry Training

**Practical**

**Paper: Digital Design Sp (Aftereffects & Maya/Photoshop)**  
**Code: BMAGD – 591**  
**Contacts Hours / Week: 2T+8P**  
**Credits: 6**  
**Marks: 200**

**Course Content:**

**Module1**

Basics of Compositing. Tools, techniques and methods of compositing. Basics Visual Effects.  
Application of VFX in 3D animation

**Module2**

Visual Effects Pipeline, principles.

**Module3**

Maya /Photoshop

**Suggested Reading**

1. Maya Visual Effects The Innovator's Guide: Autodesk Official Press by Eric Keller
2. Mastering Autodesk Maya by Dariush Derakhshani
3. Getting Started in 3D with Maya: Create a Project from Start to Finish - Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins
4. Autodesk Maya 2013 Essentials by Paul Naas
5. Compositing Visual Effects: Essentials for the Aspiring Artist by Steve Wright
6. Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 by Chris Meyer and Trish Meyer

**Paper: Specialization Project**

**Code: BMAGD – 592**  
**Contacts Hours / Week: 4T+8P**  
**Credits: 6**  
**Marks: 300**

**Course Content:**

1. Art in Motion: Animation Aesthetics by Maureen Furniss
2. Animation: The Mechanics of Motion by Chris Webster

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**Semester VI**

**Paper: Design Research**

**Code: BMAGD – 601**

**Contacts Hours / Week: 2L+2T+2P**

**Credits: 4**

**Marks: 100**

**Course Content:**

**Module1**

Understanding research for Design, tools and methods

**Module 2**

Research process and using research for production

**Suggested Reading**

1. From Design Into Print: Preparing Graphics and Text for Professional Printing by Sandee Cohen
2. Designing for Print by Charles Conover
3. The Design Process by Karl Aspelund
4. Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara
5. A Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg and Robert RybergMastering
6. Type: The Essential Guide to Typography for Print and Web Design by Denise Bosler

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**Sessional**

**Paper: Research Project**

**Code: BMAGD – 681**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 100**

**Course Content:**

**Module1**

Introduction to Design research methods and modes of problem finding & solution deriving

**Module 2**

Visual research and documentation for interpretation

**Module 3**

Study and documentation of base research of final project

**Credit break up**

Research of scenario study & observation & Critical Appraisal of study 2

Documentation and Reporting :Process and details 2

**Suggested Readings**

1. Doing Research in Design by Christopher Crouch, Bloomsbury Academic
2. Visual Research: An Introduction to Research Methodologies in Graphic Design by Ian Noble, AVA Publishing
3. A Designer's Research Manual by Jennifer Visocky O'Grady, Kenneth Visocky O'Grady, Rockport Publishers
4. The India Report, by Eames, Charles and Ray; NID
5. Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions by Brenda Laurel
6. 100 Design methods by Vijay Kumar

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**Practical**

**Paper: Demo-real & Portfolio**

**Code: BMAGD – 691**

**Contacts Hours / Week: 2T+6P**

**Credits: 4**

**Marks: 200**

**Course Content:**

Digital portfolio to showcase work

**Paper: Final Project**

**Code: BMAGD – 692**

**Contacts Hours / Week: 6T+10P**

**Credits: 8**

**Marks: 400**

**Course Content:**

Design Campaign/Final Film