



UNIVERSITY OF CALICUT

Abstract

Bachelor of Graphic Design and Animation Programme- under School of Distance Education - implemented with effect from 2013-2014 admission onwards - corrections effected - approved - Revised orders issued.

G & A - IV - B

U.O.No. 10290/2014/Admn

Dated, Calicut University.P.O, 07.11.2014

*Read:-*1. U.O. No: 4649/2013/CU dated 09/10/2013

2. U.O Note No. EXI (3)/BGDA/S /2013 Dated 07/11 /2013 from Pareeksha Bhavan
3. Letter No.No. 4006/GA- IV - B 1/2013/CU dated: 18.11.2013 to the Chairman, Board of Studies in Multi Media
4. E-mail dated 01/11/2013 from the Chairman, Board of Studies in Multi Media
5. Orders of the Registrar in the file of even No. dated.06.11.2014

ORDER

Vide paper read first above, the syllabus of Bachelor of Graphic Design and Animation under School of Distance Education was Implemented with effect from 2013 admission onwards.

Vide paper read second Pareeksha Bhavan has pointed out that the scheme and Syllabus of Bachelor of Graphic Design and Animation (BGDA) Programme under CCSS (SDE)-2013 admission forwarded from GA is not compatible with the CCSS (SDE) - UG Regulations and requested to rectify the discrepancies in the syllabus.

Vide paper read third the Chairman Board of Studies in Multi Media was requested to correct the discrepancies, pointed out by the Pareeksha Bhavan vide paper read second.

Vide paper read four the Chairman has forwarded the syllabus after effecting the corrections.

Vide paper read fifth orders have been received to implement the corrected syllabus of Bachelor of Graphic Design and Animation under School of Distance Education forwarded by the Chairman, Board of Studies in Multi Media .

Accordingly orders are issued implementing the corrected syllabus of Bachelor of Graphic Design and Animation under School of Distance Education with effect from 2013-2014 admission onwards.

UO read first above stands modified.

The syllabus after effecting the corrections is attached herewith.

Muhammed S
Deputy Registrar

To

The Director, School of Distance Education

Copy to:

CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/ Tabulation

Section of SDE/ System Administrator with a request to upload the Syllabus in the
University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order

Section Officer

Bachelor of Graphic Design and Animation (BGDA)

**Under The School of Distance Education
from 2013-14 onwards**

Rules, Regulations, Scheme and Syllabus

1. Introduction

Digital technologies have brought about tremendous changes in arts and media industries to deliver value – added communication systems at affordable cost. Graphic designs, multimedia products & services and animation have immense demand in sectors like social services, commerce, industry, healthcare, education, governance and entertainment. To cater to the increasing demands the undergraduate programmes in the universities are now being re-structured to train media personnel in the new media industries, under the choice-based credit and semester system (CUCBCSS).

2. Objective

BGDA is designed to equip students in the art and craft of graphic design, multimedia production and animation so as to enable them to emerge as multitasking media professionals in the fast growing multimedia industry. The programme provides good grounding in theory and practice on par with international standards. Apart from the core and complementary areas of graphic designing, multimedia & animation BGDA gives emphasis to common courses and open courses under the re-structured CUCBCSS UG program introduced in the University from 2014-15 academic year.

3. Duration: of the programme shall be six semesters, spread over three years.

4. Eligibility for Admission

Candidates who have passed Pre-degree/Pre university/ Plus two course or equivalent shall be eligible to apply for admission to the BGDA programme. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the mark sheets of the qualifying examination on or before the date prescribed for admission.

5. Admission Criteria: A screening-cum-aptitude test will be conducted for all eligible candidates by the institution which offers BGDA Programme at suitable centres reachable to majority of candidates. Usually, the centres will be at Calicut, Ernakulam and Trivandrum. More centres will be added or the existing centres will be dropped depending upon the number of candidates in a particular region in a notified year. The entrance shall be written or oral or both and in on-line or conventional methods. If sufficient number of candidates is not available in any admission events there shall be no specific entrance examination. In such occasions all eligible candidates will be admitted to the course.

6. Course Requirements: Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

7. ASSESSMENT AND EXAMINATIONS

There shall be semester-end examination as notified by the University. As per the regulations of CBCCSS (UG) under the School of Distance Education, the internal examination will be conducted with 20 multiple choice questions by using OMR answer sheet at the beginning of the semester-end examination for the first 15 minutes and rest of the 2 hours 45 minutes is to be utilized for external examination. While theory component evaluation will be carried out by external examiners the practical and projects will be evaluated by two examiners - one external and one internal as nominated by the University. In other matters of external evaluation, the clauses 8, 9 and 10 of the Regulation of CBCCSS (UG) approved by the University will be applicable for the programme under SDE.

8. GRADING OF SUCCESSFUL CANDIDATES

The Regulations of the CBCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the students will be graded from Grade A to F as stipulated in Clause 10 of the University approved Regulations of the CBCSS (UG). The candidates failing to secure the minimum grade for a course in the semester-end examinations will be permitted to reappear along with the next batch. There shall not be any chance for improvement for internal assessment grade. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

9. OTHER REGULATIONS

In all other matters regarding the regulations of the BGDA program me which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (UG) will be applicable.

10. COURSES OF STUDY AND SCHEME OF EXAMINATIONS

Courses of Study and Scheme of Examinations: The BGDA Programme is structured to provide a sound grounding in theoretical and practical areas of multimedia.

11. PROGRAMME STRUCTURE

11.1 Students shall be admitted into undergraduate programme under faculties of SCIENCE, HUMANITIES, LANGUAGE & LITERATURE, COMMERCE & MANAGEMENT, JOURNALISM and such other faculties constituted by University from time to time.

11.2 **Duration:** The duration of an under graduate programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even Semesters (2, 4, 6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations.

11.3 **Courses:** The under graduate programme shall include four types of courses, viz., Common Courses (Code A), Core courses (Code B), Complementary courses (Code C) and Open course (Code D). The minimum number of courses required for completion of an undergraduate programme may vary from 30 to 40, depending on the credits assigned to different courses.

11.4 **Course code:** Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to D) and the serial number of the course (01, 02.....). Course code will be centrally generated by the university. A particular complementary/ open course should have same code with same credit even though it is offered for different programmes. For example ENG2A03 represents a Common course of serial number 03 offered in the second semester and PHY2B02 representing second semester Core course 2 in Physics programme.

11.5 **Common courses:** In general every under graduate student shall undergo 10 common courses (Total 38 credits) **chosen from a group of 14 common courses listed below, for completing the programme:**

- | | | |
|-------------------------------------|---|--|
| 1. <i>Common English course I</i> | } | English courses I to VI – applicable to BA/B.Sc. Regular Pattern |
| 2. <i>Common English course II</i> | | |
| 3. <i>Common English course III</i> | } | English courses I to IV – applicable to Language Reduced Pattern (LRP) Programmes B. Com, BBA, BBA (T), BBA (H), BBA (M), BBA (S), BBA (E), BBA (C), BBA (I), BBA (A), BBA (F), BBA (G), BBA (J), BBA (K), BBA (L), BBA (M), BBA (N), BBA (O), BBA (P), BBA (Q), BBA (R), BBA (S), BBA (T), BBA (U), BBA (V), BBA (W), BBA (X), BBA (Y), BBA (Z), BBA (AA), BBA (AB), BBA (AC), BBA (AD), BBA (AE), BBA (AF), BBA (AG), BBA (AH), BBA (AI), BBA (AJ), BBA (AK), BBA (AL), BBA (AM), BBA (AN), BBA (AO), BBA (AP), BBA (AQ), BBA (AR), BBA (AS), BBA (AT), BBA (AU), BBA (AV), BBA (AW), BBA (AX), BBA (AY), BBA (AZ), BBA (BA), BBA (BB), BBA (BC), BBA (BD), BBA (BE), BBA (BF), BBA (BG), BBA (BH), BBA (BI), BBA (BJ), BBA (BK), BBA (BL), BBA (BM), BBA (BN), BBA (BO), BBA (BP), BBA (BQ), BBA (BR), BBA (BS), BBA (BT), BBA (BU), BBA (BV), BBA (BW), BBA (BX), BBA (BY), BBA (BZ), BBA (CA), BBA (CB), BBA (CC), BBA (CD), BBA (CE), BBA (CF), BBA (CG), BBA (CH), BBA (CI), BBA (CJ), BBA (CK), BBA (CL), BBA (CM), BBA (CN), BBA (CO), BBA (CP), BBA (CQ), BBA (CR), BBA (CS), BBA (CT), BBA (CU), BBA (CV), BBA (CW), BBA (CX), BBA (CY), BBA (CZ), BBA (DA), BBA (DB), BBA (DC), BBA (DD), BBA (DE), BBA (DF), BBA (DG), BBA (DH), BBA (DI), BBA (DJ), BBA (DK), BBA (DL), BBA (DM), BBA (DN), BBA (DO), BBA (DP), BBA (DQ), BBA (DR), BBA (DS), BBA (DT), BBA (DU), BBA (DV), BBA (DW), BBA (DX), BBA (DY), BBA (DZ), BBA (EA), BBA (EB), BBA (EC), BBA (ED), BBA (EE), BBA (EF), BBA (EG), BBA (EH), BBA (EI), BBA (EJ), BBA (EK), BBA (EL), BBA (EM), BBA (EN), BBA (EO), BBA (EP), BBA (EQ), BBA (ER), BBA (ES), BBA (ET), BBA (EU), BBA (EV), BBA (EW), BBA (EX), BBA (EY), BBA (EZ), BBA (FA), BBA (FB), BBA (FC), BBA (FD), BBA (FE), BBA (FF), BBA (FG), BBA (FH), BBA (FI), BBA (FJ), BBA (FK), BBA (FL), BBA (FM), BBA (FN), BBA (FO), BBA (FP), BBA (FQ), BBA (FR), BBA (FS), BBA (FT), BBA (FU), BBA (FV), BBA (FW), BBA (FX), BBA (FY), BBA (FZ), BBA (GA), BBA (GB), BBA (GC), BBA (GD), BBA (GE), BBA (GF), BBA (GG), BBA (GH), BBA (GI), BBA (GJ), BBA (GK), BBA (GL), BBA (GM), BBA (GN), BBA (GO), BBA (GP), BBA (GQ), BBA (GR), BBA (GS), BBA (GT), BBA (GU), BBA (GV), BBA (GW), BBA (GX), BBA (GY), BBA (GZ), BBA (HA), BBA (HB), BBA (HC), BBA (HD), BBA (HE), BBA (HF), BBA (HG), BBA (HH), BBA (HI), BBA (HJ), BBA (HK), BBA (HL), BBA (HM), BBA (HN), BBA (HO), BBA (HP), BBA (HQ), BBA (HR), BBA (HS), BBA (HT), BBA (HU), BBA (HV), BBA (HW), BBA (HX), BBA (HY), BBA (HZ), BBA (IA), BBA (IB), BBA (IC), BBA (ID), BBA (IE), BBA (IF), BBA (IG), BBA (IH), BBA (II), BBA (IJ), BBA (IK), BBA (IL), BBA (IM), BBA (IN), BBA (IO), BBA (IP), BBA (IQ), BBA (IR), BBA (IS), BBA (IT), BBA (IU), BBA (IV), BBA (IW), BBA (IX), BBA (IY), BBA (IZ), BBA (JA), BBA (JB), BBA (JC), BBA (JD), BBA (JE), BBA (JF), BBA (JG), BBA (JH), BBA (JI), BBA (JJ), BBA (JK), BBA (JL), BBA (JM), BBA (JN), BBA (JO), BBA (JP), BBA (JQ), BBA (JR), BBA (JS), BBA (JT), BBA (JU), BBA (JV), BBA (JW), BBA (JX), BBA (JY), BBA (JZ), BBA (KA), BBA (KB), BBA (KC), BBA (KD), BBA (KE), BBA (KF), BBA (KG), BBA (KH), BBA (KI), BBA (KJ), BBA (KK), BBA (KL), BBA (KM), BBA (KN), BBA (KO), BBA (KP), BBA (KQ), BBA (KR), BBA (KS), BBA (KT), BBA (KU), BBA (KV), BBA (KW), BBA (KX), BBA (KY), BBA (KZ), BBA (LA), BBA (LB), BBA (LC), BBA (LD), BBA (LE), BBA (LF), BBA (LG), BBA (LH), BBA (LI), BBA (LJ), BBA (LK), BBA (LL), BBA (LM), BBA (LN), BBA (LO), BBA (LP), BBA (LQ), BBA (LR), BBA (LS), BBA (LT), BBA (LU), BBA (LV), BBA (LW), BBA (LX), BBA (LY), BBA (LZ), BBA (MA), BBA (MB), BBA (MC), BBA (MD), BBA (ME), BBA (MF), BBA (MG), BBA (MH), BBA (MI), BBA (MJ), BBA (MK), BBA (ML), BBA (MN), BBA (MO), BBA (MP), BBA (MQ), BBA (MR), BBA (MS), BBA (MT), BBA (MU), BBA (MV), BBA (MW), BBA (MX), BBA (MY), BBA (MZ), BBA (NA), BBA (NB), BBA (NC), BBA (ND), BBA (NE), BBA (NF), BBA (NG), BBA (NH), BBA (NI), BBA (NJ), BBA (NK), BBA (NL), BBA (NM), BBA (NO), BBA (NP), BBA (NQ), BBA (NR), BBA (NS), BBA (NT), BBA (NU), BBA (NV), BBA (NW), BBA (NX), BBA (NY), BBA (NZ), BBA (OA), BBA (OB), BBA (OC), BBA (OD), BBA (OE), BBA (OF), BBA (OG), BBA (OH), BBA (OI), BBA (OJ), BBA (OK), BBA (OL), BBA (OM), BBA (ON), BBA (OO), BBA (OP), BBA (OQ), BBA (OR), BBA (OS), BBA (OT), BBA (OU), BBA (OV), BBA (OW), BBA (OX), BBA (OY), BBA (OZ), BBA (PA), BBA (PB), BBA (PC), BBA (PD), BBA (PE), BBA (PF), BBA (PG), BBA (PH), BBA (PI), BBA (PJ), BBA (PK), BBA (PL), BBA (PM), BBA (PN), BBA (PO), BBA (PP), BBA (PQ), BBA (PR), BBA (PS), BBA (PT), BBA (PU), BBA (PV), BBA (PW), BBA (PX), BBA (PY), BBA (PZ), BBA (QA), BBA (QB), BBA (QC), BBA (QD), BBA (QE), BBA (QF), BBA (QG), BBA (QH), BBA (QI), BBA (QJ), BBA (QK), BBA (QL), BBA (QM), BBA (QN), BBA (QO), BBA (QP), BBA (QQ), BBA (QR), BBA (QS), BBA (QT), BBA (QU), BBA (QV), BBA (QW), BBA (QX), BBA (QY), BBA (QZ), BBA (RA), BBA (RB), BBA (RC), BBA (RD), BBA (RE), BBA (RF), BBA (RG), BBA (RH), BBA (RI), BBA (RJ), BBA (RK), BBA (RL), BBA (RM), BBA (RN), BBA (RO), BBA (RP), BBA (RQ), BBA (RR), BBA (RS), BBA (RT), BBA (RU), BBA (RV), BBA (RW), BBA (RX), BBA (RY), BBA (RZ), BBA (SA), BBA (SB), BBA (SC), BBA (SD), BBA (SE), BBA (SF), BBA (SG), BBA (SH), BBA (SI), BBA (SJ), BBA (SK), BBA (SL), BBA (SM), BBA (SN), BBA (SO), BBA (SP), BBA (SQ), BBA (SR), BBA (SS), BBA (ST), BBA (SU), BBA (SV), BBA (SW), BBA (SX), BBA (SY), BBA (SZ), BBA (TA), BBA (TB), BBA (TC), BBA (TD), BBA (TE), BBA (TF), BBA (TG), BBA (TH), BBA (TI), BBA (TJ), BBA (TK), BBA (TL), BBA (TM), BBA (TN), BBA (TO), BBA (TP), BBA (TQ), BBA (TR), BBA (TS), BBA (TT), BBA (TU), BBA (TV), BBA (TW), BBA (TX), BBA (TY), BBA (TZ), BBA (UA), BBA (UB), BBA (UC), BBA (UD), BBA (UE), BBA (UF), BBA (UG), BBA (UH), BBA (UI), BBA (UJ), BBA (UK), BBA (UL), BBA (UM), BBA (UN), BBA (UO), BBA (UP), BBA (UQ), BBA (UR), BBA (US), BBA (UT), BBA (UU), BBA (UV), BBA (UW), BBA (UX), BBA (UY), BBA (UZ), BBA (VA), BBA (VB), BBA (VC), BBA (VD), BBA (VE), BBA (VF), BBA (VG), BBA (VH), BBA (VI), BBA (VJ), BBA (VK), BBA (VL), BBA (VM), BBA (VN), BBA (VO), BBA (VP), BBA (VQ), BBA (VR), BBA (VS), BBA (VT), BBA (VU), BBA (VV), BBA (VW), BBA (VX), BBA (VY), BBA (VZ), BBA (WA), BBA (WB), BBA (WC), BBA (WD), BBA (WE), BBA (WF), BBA (WG), BBA (WH), BBA (WI), BBA (WJ), BBA (WK), BBA (WL), BBA (WM), BBA (WN), BBA (WO), BBA (WP), BBA (WQ), BBA (WR), BBA (WS), BBA (WT), BBA (WU), BBA (WV), BBA (WW), BBA (WX), BBA (WY), BBA (WZ), BBA (XA), BBA (XB), BBA (XC), BBA (XD), BBA (XE), BBA (XF), BBA (XG), BBA (XH), BBA (XI), BBA (XJ), BBA (XK), BBA (XL), BBA (XM), BBA (XN), BBA (XO), BBA (XP), BBA (XQ), BBA (XR), BBA (XS), BBA (XT), BBA (XU), BBA (XV), BBA (XW), BBA (XX), BBA (XY), BBA (XZ), BBA (YA), BBA (YB), BBA (YC), BBA (YD), BBA (YE), BBA (YF), BBA (YG), BBA (YH), BBA (YI), BBA (YJ), BBA (YK), BBA (YL), BBA (YM), BBA (YN), BBA (YO), BBA (YP), BBA (YQ), BBA (YR), BBA (YS), BBA (YT), BBA (YU), BBA (YV), BBA (YW), BBA (YX), BBA (YZ), BBA (ZA), BBA (ZB), BBA (ZC), BBA (ZD), BBA (ZE), BBA (ZF), BBA (ZG), BBA (ZH), BBA (ZI), BBA (ZJ), BBA (ZK), BBA (ZL), BBA (ZM), BBA (ZN), BBA (ZO), BBA (ZP), BBA (ZQ), BBA (ZR), BBA (ZS), BBA (ZT), BBA (ZU), BBA (ZV), BBA (ZW), BBA (ZX), BBA (ZY), BBA (ZZ) |
| 4. <i>Common English course IV</i> | | |
| 5. <i>Common English course V</i> | | |
| 6. <i>Common English course VI</i> | | |

7. *Additional language course I*
8. *Additional language course II*
9. *Additional language course III*
10. *Additional language course IV*

} Addl. Language courses I to IV –
applicable to BA/B.Sc. Regular
Pattern
Addl. Language courses I &II –
applicable to Language Reduced

11. *General course I*
12. *General course II*
13. *General course III*
14. *General course IV*

} Applicable to Language Reduced
Pattern (LRP) Programmes

Common courses 1-6 shall be taught by English teachers and 7-10 by teachers of additional languages and general courses 11-14 by teachers of departments offering core courses concerned.

General Courses I, II & III are Numerical Skill, General Informatics and Entrepreneurship respectively. General Course IV shall be designed by the concerned group of Boards.

The subjects under Language Reduced Pattern (LRP) / [Alternative pattern] are grouped into Four:

1. BBA, B Com, Fashion Technology, and Hotel Management.
2. Industrial Chemistry, Polymer Chemistry, and Food Science & Technology.
3. Computer Science, Electronics, Multimedia, and Instrumentation.
4. Biotechnology, Biochemistry, Aquaculture and Plant Science.

Common courses in various programmes

No.	Programme	Semester I	Semester II	Semester III	Semester IV
1	B.A. & B.Sc.	1,2,7	3,4,8	5,9	6,10
2	B.Com.& LRP	1,2,7	3,4,8	11,12	13,14

11.6 Core courses: Core courses are the courses in the major (Core) subject of the degree programme chosen by the student. Core courses are offered by the parent department. The number of core courses varies from 10 to 18 including a project work.

11.7 **Complementary courses:** Complementary courses cover one or two disciplines that are related to the core subject and are distributed in the first four semesters.

11.8 **Open Courses:** There shall be one open course in core subjects in the fifth semester. The Open course shall be open to all the students except the students of parent discipline. (They can choose an open course from a different discipline). Each department/discipline can decide the open course from a pool of three courses offered by the University.

11.9 **Credits:** Each course shall have certain credits. For passing the degree programme the student shall be required to achieve a minimum of 120 credits of which 38(22 for common [English] courses +16 for common languages other than English) credit shall be from common courses, a minimum of 2 credits for project and 2 credits for the open course. (In the case of LRP Programmes 14 credits for common courses, 8 credits for Additional language courses and 16 credits for General courses). Minimum credits required for core, complementary and open courses put together are 82. However the credits to be set apart for the core and complementary courses shall be decided by the faculty concerned. The maximum credits for a course shall not exceed 5. Honours and dual core programmes are having separate credit distribution.

12. ATTENDANCE

The minimum requirement of attendance during a semester shall be 75oh for each course. Attendance records should be maintained by the institution and informed promptly to the University. Condonation of shortage of attendance to a maximum of 10% of the working days or 9 days in a semester subject to a maximum of 2 times during the whole period of a Degree programme may be granted by the University (Amended vide u.o No. GArlJ28601/08 Vol. II dated 09-09-2009) as per rules. SDE, CU is responsible for condonation of attendance in the case of students admitted in the Programme Centres.

13. INTERNSHIP

Internship: Students are required to undergo two months of internship. There are two options: (a) 30 days of internship in an accredited media production unit arranged by the institution & the remaining 30 days of internship in a foreign university's media production unit arranged by the institution, (b) 60 days of internship in an accredited media production unit in India arranged by the institution. This intensive hands-on

training is an essential requirement and the prescribed fee has to be paid by the student through the institution. It shall be the responsibility of the head of the institution to arrange the internship in the Indian media institution as well as in the foreign university's media production unit. One of the faculty members shall accompany the students to the foreign university. The foreign internship provides an opportunity to gain practical knowledge in the area of study on par with international standards.

14. Faculty: The faculty for BGDA programme must be professionally qualified with a post graduate degree/diploma in the concerned areas

15. Common course (code A), core courses (code B), complementary courses (code C) and open course, (Code D). The first part of the alpha numerical code represents the name of the course (GD), second part (n) represents semester and the last part (A/B/C/D) represents whether it is a common course, core course, Complimentary course or Open course.

Semester I - Courses of Study and Scheme of Examination

Code & Courses	Course Title	Hours per Week	Credit	Internal / OMR	Theory	Practical	Total
A01	Common Course 1	5	4	20	80	-	100
A02	Common Course 2	4	3	20	80	-	100
A07	Common Course 3	4	4	20	80	-	100
GD1B01	Core Exercise in Graphics & Animation – I	4	3	20	-	80	100
GD1C01	Introduction to Visual Language	4	3	20	80	-	100
GD1C02	Still Photography	4	3	20	80	-	100
		25	20	120	400	80	600

Semester II - Courses of Study and Scheme of Examination

Code &	Course Title	Hours per	Credit	Internal	Theory	Practical	Total
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UNIVERSITY OF CALICUT
BACHELOR OF GRAPHIC DESIGN AND ANIMATION

Courses		Week		/ OMR			
A03	Common Course 4	5	4	20	80	-	100
A04	Common Course 5	4	3	20	80	-	100
A08	Common Course 6	4	4	20	80	-	100
GD2B02	Multimedia Designing & Authoring	3	3	20	60	20	100
GD2B03	Core Exercise in Graphics & Animation – II	3	4	20	-	80	100
GD2C03	Introduction to Sound Design	3	3	20	60	20	100
GD2C04	Introduction to Multimedia	3	3	20	60	20	100
		25	24	140	420	140	700

Semester III - Courses of Study and Scheme of Examination

Code & Courses	Course Title	Hours per Week	Credit	Internal / OMR	Theory	Practical	Total
A11	General Course 1	4	4	20	80	-	100
A12	General Course 2	4	4	20	80	-	100
GD3B04	Fundamentals of Cinematography : Film & TV	4	3	20	60	20	100
GD3B05	Core Exercise in Graphics & Animation – III	5	3	20	-	80	100
GD3C05	Pre-production, Production & Post-production for Film/TV	4	3	20	80	-	100
GD3C06	Film & TV Appreciation	4	3	20	80	-	100
		25	20	120	380	100	600

Semester IV - Courses of Study and Scheme of Examination

Code & Courses	Course Title	Hours per Week	Credit	Internal / OMR	Theory	Practical	Total
A13	General Course 1	4	4	20	80	-	100
A14	General Course 2	4	4	20	80	-	100

UNIVERSITY OF CALICUT
BACHELOR OF GRAPHIC DESIGN AND ANIMATION

GD4B06	Computer Graphics (Media Design)	3	3	20	60	20	100
GD4B07	Core Exercise in Graphics & Animation- IV	4	4	20	-	80	100
GD4B08	Modeling & Animation	4	2	20	60	20	100
GD4C07	Reporting and Editing News	3	3	20	60	20	100
GD4C08	Advanced Techniques in Graphics and Animation	3	3	20	60	20	100
		25	23	140	400	160	700

Semester V - Courses of Study and Scheme of Examination

Code & Courses	Course Title	Hours per Week	Credit	Internal / OMR	Theory	Practical	Total
GD5B09	Graphic Synchronized Visual Image Editing	4	3	20	60	20	100
GD5B10	Graphics and Animation in Advertising	4	3	20	60	20	100
GD5B11	Introduction to Online Media	4	3	20	60	20	100
GD5B12	Core Exercises in Graphics & Animation - V	4	4	20	-	80	100
GD5B13	Introduction to Motion Graphics	4	4	20	60	20	100
GD5B14	Multimedia and Animation Project	2	2	10 (Record)	-	40(Viva)	50
GD5D01	Media Publishing	3	2	10	40	-	50
		25	21	120	280	200	600

Semester VI - Courses of Study and Scheme of Examination

Code & Courses	Course Title	Hours per Week	Credit	Internal / OMR	Theory	Practical	Total
GD6B15	Multi-camera Production: Online and Offline	2	3	20	60	20	100
GD6B16	Introduction to Web	3	3	20	60	20	100

UNIVERSITY OF CALICUT
 BACHELOR OF GRAPHIC DESIGN AND ANIMATION

	Programming						
GD6B17	Final Exercise: I Degree Animation Film (2D / 3D) Final Exercise: II Degree Video Film / Interactive Media	20	3	20	-	80	100
GD6B18	Internship		3	-	-	100	100
		25	12	60	120	220	400

**CREDIT AND MARK DISTRIBUTION IN EACH SEMESTERS-
Total-120 Credits, Total Marks 3600**

<i>Semester</i>	<i>Course</i>	<i>Credit</i>	<i>Marks</i>
Semester I	Common course: English	4	100
	Common course: English	3	100
	Common course: Additional Language	4	100
	Core Course 1: Core Exercise in Graphics & Animation– I	3	100
	Complementary course 1: Introduction to Visual Language	3	100
	Complementary course 2: Still Photography	3	100
	Total	20	600
Semester II	Common course: English	4	100
	Common course: English	3	100
	Common course: Additional Language	4	100
	Core Course 2: Multimedia Designing & Authoring	3	100
	Core Course 3: Core Exercise in Graphics & Animation – II	4	
	Complementary course 3: Introduction to Sound Design	3	100
	Complementary course 4: Introduction to Multimedia	3	100
	Total	24	700
Semester III	General Course 1	4	100
	General Course 2	4	100
	Core Course 4: Fundamentals of Cinematography : Film & TV	3	100
	Core Course 5: Core Exercise in Graphics & Animation – III	3	100
	Complementary course 5: Pre-production, Production & Post-production for Film/TV	3	100
	Complementary course 6: Film & TV Appreciation	3	100
	Total	20	600
Semester IV	General Course 3	4	100
	General Course 4	4	100
	Core Course 6: Computer Graphics (Media Design)	3	100
	Core Course 7: Core Exercise in Graphics & Animation-IV	4	100
	Core Course 8: Modeling & Animation	2	100
	Complementary course 7: Reporting and Editing News	3	100
	Complementary course 8: Advanced Techniques in Graphics and Animation	3	100
	Total	23	700
Semester V	Core Course 9: Graphic Synchronized Visual Image Editing	3	100
	Core Course 10: Graphics and Animation in Advertising	3	100
	Core Course 11: Introduction to Online Media	3	100
	Core Course 12 Core Exercises in Graphics & Animation– V	4	100
	Core Course 13: Introduction to Motion Graphics	4	100
	Core Course 14: Multimedia and Animation Project	2	50
	Open Course 1: Media Publishing	2	50
	Total	21	600
Semester VI	Core Course 15: Multi-camera Production: Online and Offline	3	100
	Core Course 16: Introduction to Web Programming	3	100
	Core Course 17: Final Exercise: I Degree Animation Film (2D / 3D) Final Exercise: II Degree Video Film / Interactive Media	3	100
	Core Course 18: Internship	3	100
		Total	12

Credit and Mark distribution for LRP Programmes with practicals & two complementary courses:

Sem	Common Course			General	Core Course	Complementary Course		Open Course	Total					
	English		Additional Language			I	II							
I	4	3	4		3			3	3	20				
II	4	3	4		3			3	3	20				
III				4	4	3	3		3	3	20			
IV				4	4	3	4		3	3	21			
V						3	3	3	4	4	2	2	21	
VI						3	3	3	3	4	2	18		
Total	14 Credits (400 Marks)		8 Credits (200 Marks)	16 credits (400 Marks)		56 Credits (1750 Marks)					12 Credits (400 Marks)	12 credits (400 Marks)	2 Credits (50 Marks)	120
	38 Credits (1000 Marks)					82 Credits (2600 Marks)							120	
										Total Marks		3600		

Mark distribution

Common: English	4 x 100	400	600	
Additional: Mal/Hindi.....	2 x 100	200		
General	4 x 100	400	400	
Core	17 x 100	1700	1750	
Project				50
Open			50	50
Complementary	8 x 100	800	800	
Total Marks			3600	

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal/OMR) + 80 marks (external)

LAB/PRACTICAL LINKED COURSES

20 marks (internal/OMR) + 60 marks (external) + 20 marks (external practical/lab exam)

PROJECT EVALUATION

10 marks (internal/OMR) + 40 marks (external)

List of Practical Papers (Lab)- Core

CODE	COURSE	SEMESTER
GD1B01	Core Exercise in Graphics & Animation– I	I
GD2B02	Multimedia Designing & Authoring	II
GD2B03	Core Exercise in Graphics & Animation – II	II
GD3B04	Fundamentals of Cinematography : Film & TV	III
GD3B05	Core Exercise in Graphics & Animation – III	III
GD4B06	Computer Graphics (Media Design)	IV
GD4B07	Core Exercise in Graphics & Animation-IV	IV
GD4B08	Modeling & Animation	IV
GD5B09	Graphic Synchronized Visual Image Editing	V
GD5B10	Graphics and Animation in Advertising	V
GD5B11	Introduction to Online Media	V
GD5B12	Core Exercises in Graphics & Animation – V	V
GD5B13	Introduction to Motion Graphics	V
GD5B14	Multimedia and Animation Project	V
GD6B15	Multi-camera Production: Online and Offline	VI
GD6B16	Introduction to Web Programming	VI
GD6B17	Final Exercise: I Degree Animation Film (2D / 3D) Final Exercise: II Degree Video Film / Interactive Media	VI
GD6B18	Internship	VI

List of Practical Papers (Lab)- Complementary

CODE	COURSE	SEMESTER
GD2C03	Introduction to Sound Design	II
GD2C04	Introduction to Multimedia	II
GD4C07	Reporting and Editing News	IV

GD4C08	Advanced Techniques in Graphics and Animation	IV
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Practical examinations shall be conducted in the even semester (IV, and VI) (Ref: University Regulation for CBCSS 8.2)

SYLLABUS OF BGDA

SEMESTER 1 SYLLABI

1. Common Course –A01

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course –A02

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course –A07

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course 1 –GD1B01- Core Exercise in Graphics & Animation – I

Mother software based exercises- Photoshop - 2D- Paint shop

5. Complementary Course 1 –GD1C01- Introduction to Visual Language

MODULE I: Visual communication: fundamental principles of visual communication and visual culture.

MODULE II: Visual language & visual literacy: development of visual media communication, visual language, reading pictures, lights, shade and color in communication, expressions, costumes, symbols and signs of body language, language of pictures and graphics, physiological function of visual communication.

MODULE III: Types of visual media: folk and performing art forms, theatre, drawing, painting, photography, film and television, new media and multimedia products.

MODULE IV: Visual elements: line, plane, shape, form, pattern, text gradation, colour, symmetry, order, balance, unity, contrast, mass and proportion, spatial relationships, compositions in 2 and 3 dimensional space, visual communication aesthetics, the structure and appearance.

MODULE V: Fundamentals of film and television studies: sensual and perceptual theories of visual communication, what the brain sees, colour, form, depth and movement, viewers' meaning making process, perception, visual thinking/visualization, practice of looking, images, power and politics.

MODULE VI: Language of film: evolution of cinematic language, shot, scene and sequence, shot-break down, 180° rule, visual media tools and technologies.

6. Complementary Course 2 –GD1C02- Still Photography

MODULE I: Understanding basics: what is photography; difference between still and movie; purpose of photography; different categories of photography (travel, commercial, wedding, documentation, hobby, family album, tour, landscape, profile etc); qualities and qualifications of a photographer; lighting; composition; creativity;

lenses, exposure; technical knowledge; understanding of behavior and psychology of photographers; experimentation; light and shadows; difference between analogue and digital photography.

MODULE II: Handling the camera and the various types of cameras: holding the camera; using tripods and monopods; tricks and tips; white balance; shift; bracketing; choosing; colour temperature; white balance preset; light; shutter speed; aperture; ISO, ASA, DIN; the relationship between light, shutter speed, aperture and ISO; mobile camera; point and shoot;presumer; SLR, builtin- digital and digital backs.

MODULE III: Understanding of light, shutter speed, aperture & iso: available light; artificial light; hard and soft light; definition of subject detail and shape; choosing the right colour; moving camera and subject; high shutter speed and low shutter speed; frozen picture; movement in picture; control of lighting conditions; colour difference in relation to shutter speed; shallow depth of field and increased depth of field; varying ISO for getting more depth; speed and light.

MODULE IV: Different types of shooting modes and menu options: programmable modes; preset modes; special modes; setting camera menu; easy accessing switches; in camera picture editing (D-lighting, crop, retouching).

MODULE V: Composition: different types of composition; rules of composition; colour harmony; focal length; selection of lenses (zoom, wide angle zoom, tele zoom and fixed lenses); metering systems, measuring falling light and reflecting light; auto focusing; manual focusing.

MODULE VI: Introduction to digital image editing: introduction to adobe Photoshop; basic image editing tools, basic image manipulations

MODULE VII: Practical's: portraits, news photographs, lighting for still life, lighting for table-top, tricky lighting for special effects, macro and micro photography, use of different focal length of lenses for landscape shooting, architectural photography etc.

SEMESTER 2 SYLLABI

1. Common Course –A03

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course –A04

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course –A08

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course 2 –GD2B02- Multimedia Designing & Authoring

Unit 1. Multimedia applications in business, education and entertainment; multimedia team-project manager, designers, writers, video/audio specialists, multimedia programmers.

Unit 2. Multimedia production – idea/concept, outline, script, storyboard, templates; user interface; production and delivery strategies; design and navigation structures-linear, hierarchical, non-linear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre-and post-production problems and solutions.

Unit 3. Multimedia authoring tools – page based, icon based, time based and object oriented tools; structured programming and techniques. Introduction to Adobe Edge Animate

Unit 4. Characteristic and features of Adobe Flash and Flash Builder ; production tools and applications; interfaces; working with scores and cast members; importing text/images; working with action scripts and OOPs, Extras, assembling a multimedia project; CD Rom delivery.

5. Core Course 3 –GD2B03- Core Exercise in Graphics & Animation – II

Exercises on SPECIAL EFFECTS- practical control-spin panorama-morphing applications of software like After Effects, Combustion and Linear Morphing.

6. Complementary Course 3 –GD2C03- Introduction to Sound Design

MODULE I: Perception of sound, hearing sensitivity, frequency, range-sound wave length-measuring sound-basic setup of recording system-analogue/digital cables, connectors, analogue to digital conversion. Microphone types unidirectional, bidirectional, Omni directional, cardioids-direction and pickup pattern, noise, choosing the right mike, technique-sound reproduction devices, input devices, various sound file extensions.

MODULE II: Audio studio fundamentals: introduction to Pro Tools, installing Pro Tools and the textbooks, DVD contents, the Pro Tools interface, signal flow, gain stages, I/O setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts.

MODULE III: Pro Tools recording techniques: setting recording levels, sample rate and bit depth, sound wave fundamentals, deeper into sampling, sampling and anti-aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and

microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment: the ultimate recording.

MODULE IV: Recording: busses, playlists, use of sound fx, dialogue, music. Equalization. Balancing of levels- panning, mixing, creative use of sound track, the art of producing and recording Your Own Music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixers.

7. Complementary Course 4 –GD2C04- Introduction to Multimedia

MODULE I: Definition of multimedia, multimedia systems; multimedia elements, multimedia applications, multimedia system architecture, evolving systems of multimedia, digital media and hyper media.

MODULE II: Multimedia file formats, standards, communication protocols, conversions, data compression and decompression, types and methods of compression and decompression, multimedia I/O technologies.

MODULE III: Image authoring and editing tools, image file formats, JPEG, TIFF,GIF,PNG, layers, RGB, CMYK; contrast, brightness, hue, slicing, contrast ratio, aspect ratio. Gray scale filters, blending tools, image enhancing, designing technique.

MODULE IV: Introduction to 2D animation, definition of 2D, characteristics of 2D, authoring tools for 2D animation, SWF, FLA, FLV, streaming media, key frame animation, shape animation; path animation, action script, use of action script in animation, integrating audio with animation.

SEMESTER 3 SYLLABI

1. General Course 1 –A11

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course 2 –A12

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Core Course 4 –GD3B04- Fundamentals of Cinematography: Film & TV

MODULE I: introduction of photography Expression through photographic image, brief history of the development of still cameras from camera obscura to the modern digital camera, types of cameras and focusing methods, exposure controls, shutter speed and aperture, different types of lenses, depth of field, filters, basics of colour and digital photography, photo editing software

MODULE II: basics of cinematography Elements of composition, image size, camera and subject movements, creative use of light and colour, 5 C's of cinematography (camera angles, continuity, cutting, close - ups & composition)

MODULE III: lighting sources Ambient/natural light, hard and soft lights, light fixtures and reflectors, indoor lights, three - point and four - point lighting, functions of lighting

MODULE IV: introduction to videography Principles of videography, video recording systems, colour coding systems, TV broadcast systems, difference between studio cameras and camcorders, types of video cameras, video recording formats, camera operations, single camera and multi camera shoots

MODULE V: Video camera workshop

4. Core Course 5 –GD3B05- Core Exercise in Graphics & Animation – III

Exercises based on 2D ANIMATION- Adobe Flash, Toon Boom, Cell Animation etc.

5. Complementary Course 5 –GD3C05- Pre-production, Production & Post-production for Film/TV

MODULE I: Conceiving the idea; theme and story, screenplay, dialogue; script development, shot division, identification of recording/shooting medium (film/video), financing, casting and major staffing (production crew), location scouting. Budgeting; choosing the right equipment, schedule and location planning; audition for actors/actresses, casting and scheduling; role of production crew - director, assistant director, producer, production controller, cinematographer/videographer; camera assistant(s), property and wardrobe identification and preparation, identification of make-up requirements, special effects identification and preparation, production schedule, set construction, script locking, script read-through with cast.

MODULE II: From script to story board; objectives and structure of story board; story board styles; story board exercises. shot division of script; shot types - extreme long shots(ELS); long shots(LS); medium long shots(MLS); medium close-up(MCU); big close-up(BCU); extreme close-up(ECU); low angle shots; high angle shots; extreme wide shot, camera lighting accessories, exterior and interior photography, conventional lighting, special effects lighting, spot audio, location sound ambience, “point of no return”, pick-up shots, review before pack-up.

MODULE III: Language of cinema: visual composition and visual space, balance, contrast, depth of field; narrative structure, three-act structure, dramatic aspects, acting, costumes, make up; cinematic aspects, camera, lighting and sound, mise-en-scene, shots, scene and sequence, editing-formal and stylistic techniques, generic organization of film. The art of writing for films; fundamentals of screen writing;

script formats; stages of script and screenplay - idea, research, treatment, draft script, revision of script; scripts for film/TV fiction and non-fiction, educational documentaries, docudramas and advertisements, script and story board. Analogue and digital film/video technologies, video camera and tape formats: linear and non-linear editing systems and software; art of videography/cinematography; great cinematographers, indoor and outdoor shoot; organising the scene, creating 'mood' and the required ambience.

MODULE IV: Digital film making techniques and technologies, DTS, latest advancement of theatre system, 2D, 3D, 4D, 6D, Dolby Digital, different types of camera and formats. Rough cut of film/video footage, final cut of film/video, adding special visual effects including animation, editing sound track, dubbing the dialogues, recording of narration, adding sound effects and music, adding titles and graphics, colour and exposure correction, re-shooting sensor shots if required, final touch-up to the creative work done, releasing of the film/video.

6. Complementary Course 6 –GD3C06- Film & TV Appreciation

MODULE I: EVOLUTION OF CINEMA: Origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers' actuality shots to the present digital trends; film as an art, industry and political propagandist.

MODULE II: LANGUAGE OF CINEMA: Elements of visual composition; visual space; balance; contrast; depth of field; mis-en-scene; shot, scene and sequence; image sizes; camera and subject movements; camera angles; creative use of light and colour; sound effects, ambient sounds, music and dialogue delivery.

MODULE III: BASICS OF FILM EDITING: The principles of editing and its functions; evolution of montage theory.

MODULE IV: MAJOR FILM MOVEMENTS: German expressionism; Italian neo-realism; French new wave; the westerns and Hollywood cinema; comedy films; cinema verite; horror and psycho analytic movies & documentary movies.

MODULE V: BRIEF HISTORY OF NATIONALIST FILM: Films of great masters from Japan, China, Korea, Sweden, Africa, Latin America, Spain, Greece, Iran and Sri Lanka.

MODULE VI: INDIAN CINEMA: Brief history; great masters of Indian cinema - Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement.

MODULE VII: MALAYALAM CINEMA: Brief history of Malayalam cinema, adaptation of Malayalam literary works.

MODULE VIII: BRIEF INTRODUCTION TO FILM MAKING PROCESS

MODULE IX MAJOR TV PROGRAMME FORMATS: TV documentaries, soap operas, TV serials, news and magazine programmes, reality shows, chat shows, quiz programmes, other competition programmes, sports programmes, sting and reverse sting operations, educational and cultural programmes, live public information programmes.

SEMESTER 4 SYLLABI

1. General Course 3 –A13

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course 4 –A14

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Core Course 6 –GD4B06- Computer Graphics (Media Design)

MODULE I: Features and application of photo editing software; image sizes and resolutions; creating new images; placing images; file browser; tool selections; colour models and modes; adjusting colour display for cross platform variations; working with layers; features of layer masks and clipping path; blending modes; adjustment layers; 3D editor.

MODULE II: Features and applications of illustrator; vector and raster images: resolution in images: illustrator environment; documents; working with colours.

MODULE III: Features and applications of drawing software; interface and toolbox; common tasks; creating basic shapes: reshaping objects; applying colour fills and outlines; text tools; text formatting; embedding objects into text; text wraps; text object links.

MODULE IV: Applying effects - distortion effects, contour effects, transparency and lens effects; depth effects; working with bitmaps; editing and applying bitmaps.

4. Core Course 7 –GD4B07- Core Exercise in Graphics & Animation-IV

Exercises based on 3D animation – acquaintance of software Maya, 3ds Max, Mud Box etc.

5. Core Course 8 –GD4B08- Modeling & Animation

MODULE I: Concept of dimensionality of objects/images-learning 3D graphic software, basics of modeling, use of primitive polygons, curves and surfaces, 3D object creation, Boolean operation, creating/editing spline and shapes, Nurbs modeling, 3D transformation and projection, rendering.

MODULE II: Principles of animation-cell animation and computer animation, animation software, animation production technology, use of light, cameras, textures, maps and shades, motion.

MODULE III: Animation techniques-key frame, editing key frames, track views, trajectories, animation modifiers, hierarchies, animation helps and controls, morphing and wrapping.

MODULE IV: Special effects-applications and advantages, creation of particles and illusions, compositing, layers, animate text.

6. Complementary Course 7 –GD4C07- Reporting and Editing News

MODULE I WHAT IS NEWS: Elements of news, functions of news; news values; definitions of news; redefinitions of news in the age of media convergence.

MODULE II STRUCTURE OF A NEW STORY: Inverted pyramid and other narrative styles (like hour glass and nut graph); lead writing; various kinds of lead writing; readability factors, news writing exercises in the class and outside.

MODULE III NEWS GATHERING: Cultivating sources-interviews, press conferences, beat reporting, accident and disaster reporting, crime and legal reporting, reporting of the procedure in the houses of people's representatives (Parliament, state legislature, corporation councils etc), reporting meetings, election reporting, sports reporting, business reporting, investigative and interpretative reporting.

MODULE VI FUNDAMENTALS OF COPY EDITING: Rewriting techniques; space saving techniques; readability formula; style sheet; copy reading and proof

reading symbols; headline writing; various types of headlines; desktop publishing kinds of typefaces (classifications and style); print and edit software.

MODULE V NEWSPAPER LAYOUT AND DESIGN: Principles and systems of design; traditional and modern systems of page make up (modular and grid make up, formal and symmetrical balance, informal and asymmetrical balance, circus make up); make up of different pages and pullouts; modern concepts of page make up and newspaper design; use of page make up and design software; picture editing; cutline and caption; info graphics; bumpers; info boxes; timeline and fast-fact-boxes.

MODULE VI FUNCTIONS AND RESPONSIBILITIES OF EDITORS AND REPORTERS: Editorial and reportorial hierarchy in the organization and the functions and responsibilities of each.

MODULE VII PRACTICALS OF NEWS WRITING AND EDITING: In addition to class room exercises each student will be assigned to report regularly from his/her beat. Each student has to publish at least two issues of the campus newspaper in the first semester.

7. Complementary Course 8 –GD4C08- Advanced Techniques in Graphics and Animation

Module 1: Concept of dimensionality of objects/ images; 2D/ 3D graphic software; 2D object/ image creation methods; using primitives and mapping on-line cameras and lights.

Module 2: Basics of 3 D modelling: use of primitives - Polygons, curves and surface; 3D objects creation methods; Boolean operations; lofting; 3D transformation and projection; rendering.

Module 3: Principles of animation- cell animation and computer animation, Key frame animation, Non linier animation, Path Animation, Motion capture.

Module 4: Animation tools, Animation Menus, Animation windows and editors, Character animation, Story board and Animation, animation software; basic animation techniques; kinematics; using cameras and lights, basics of animal animation, live Action, rendering.

SEMESTER 5 SYLLABI

1. Core Course 9 –GD5B09- Graphic Synchronized Visual Image Editing

MODULE I VIDEO EDITING EQUIPMENT: analog and digital; linear editing; A.B roll editing; edit controllers and mixers; basic non-linear editing equipment and software (Avid, Adobe Premiere, Final Cut Pro, Final Cut Express); post production; shot logging; metadata, reshoot; EDL; importing and organizing, video clips; time line tools; trimming clips; batch capturing.

MODULE II THE EDITING PROCESS: playing multiple formats; working with master clips; logging information in browser columns; finding and labeling project items; customizing shortcut keys and button bars; applying transitions; viewing transition options; modifying and copying transitions; using the transition editor; changing transition parametres; previewing and rendering effect.

MODULE III MOTION GRAPHICS: Titling, Camera Tracking, match making, Keying, rotoscoping- Practicing with software - After effect, Apple motion, Adobe Premier.

MODULE IV SELECTION OF SHOTS: timing; ordering of shots; manipulating time through editing continuity; structuring a scene; structuring a film/programme; mixing under tracks; editing and organizing audio effects; monitoring and adjusting audio levels; applying transitions to fade volume; setting key frames to change volume;

using the audio mixer; recording a narration track; applying filters; viewing and modifying filter parameters; applying audio filters; using a colour correction filter; animating filters.

MODULE V FINISHING AND OUTPUTTING: preparing the project to the finish; detecting audio peaks; adjusting video levels for broadcast; exporting quick time files; compressor; outputting to tape; making a timecode window burn; backing up projects.

MODULE VI PRACTICALS: exercise in FCP; importing and assembling clips; batch capturing; use of transition devices; sound mixing, cutting on dialogues (studio drama/fiction), dubbing with lip synchronization (studio drama, fiction and movie), mixing dialogue/narration track with sound effects and music.

2. Core Course 10 –GD5B10- Graphics and Animation in Advertising

MODULE I: Advertising, definitions, functions, types of advertising, ad agencies, world famous advertising agencies, marketing, marketing mix, media mix. social and ethical issues

MODULE II: Online advertising, web banner ad, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under, video ad, map ad, mobile ad, interstitial ad, contextual advertising.

MODULE III: Outdoor publicity, point of purchase ads, hoardings, banner, wall posters, flex, sky writing, balloon ads, illuminated hoardings.

MODULE IV: New trends in advertising, environmental conscious ads, talking babies, interactive tablet advertising, animated ads, cartoon ads. episodes, viral videos, convergent advertising cultural icons, cultural jamming, universal advertising, creative ads

MODULE V: Writing & creating advertising for TV & new media

3. Core Course 11 –GD5B11- Introduction to Online Media

MODULE I INTRODUCTION TO INTERNET JOURNALISM: Internet as a medium of communication, history of internet, characteristics of online journalism (immediacy, interactivity and universality), difference between websites and portals.

MODULE II CITIZEN JOURNALISM ON THE WEB: Blogs, podcasts, search engines, online sites of leading media organizations/web servers/administrators, internet service providers.

MODULE III ONLINE REPORTING CONTENT DEVELOPMENT FOR ONLINE MEDIA: Language and style of on – line journalism, tools for news gathering, floating pyramids in cyberspace, screen – chunk and scroll – page formats, characteristics of journalistic writing on the web (conciseness, scannability, objectivity, TOC, section summaries, bullets, numbered lists, keywords, additional headlines, shorter paragraphs, summary decks, pull quotes/callouts, story shell style, side bars, infoboxes, slide show, photo gallery, etc)

MODULE IV WEB PROGRAMMING TOOLS: HTML/XML, hypertext, links, finding information on the Web, directories and search engines.

MODULE V DESIGN OF ONLINE SITE: Linear and non–linear presentations, integration of design, graphics and visual computing, picture editing software, page design tools, typography and colour.

MODULE VI ETHICAL ISSUES IN ONLINE JOURNALISM: Obscenity and privacy, copyright and libel, cyber laws.

MODULE VII CYBER TECHNOLOGY TRENDS: An overview of current trends in information technology, the ICE concept, digital convergence.

MODULE VIII: Practicals on website creation and uploading content.

4. Core Course 12 –GD5B12- Core Exercises in Graphics & Animation – V

Exercises on COMPOSITING/LIGHTING – After Effects- Combustion- NLE Adobe Premiere- FCP etc/ - Effects- Formats/Principles- Encoding- Telecasting Formats- Processing.

5. Core Course 13 –GD5B13- Introduction to Motion Graphics

Unit1: Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart-Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting- wire removal- 3D cameras- Lighting.

Unit 2: Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant-Effects- Third Party Plug-in- Use Clone Stamp Tool- Advanced Animation – Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation-cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

Unit 4: Introduction to Colour Correction; Colour Correction Features and applications , Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed- Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology.

Unit 4: Develop the skills to make original animations with text and objects. Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Use blending modes to correct Colour,

lighting, and sharpness in video footage and still images. Implement the basics of rotoscoping to composite a video. Slow down and speed up movie clips through time remapping. Utilize painting and erasing tools to add or remove elements from a movie. Gain techniques for introducing audio into After Effects projects.

6. Core Course 14 –GD5B14- Multimedia and Animation Project

Each of the students should independently conceive and execute a Multimedia and Animation project of at least 5 minutes duration on any topic/theme. The project must encompass Graphics elements like text, pictures, graphics, video, sound and these should be assembled using applications like Maya, Photoshop, and After Effects. The project should be submitted in CD/DVD format. A synopsis of the project should be included in the CD/DVD.

7. Open Course 1 –GD5D01- Media Publishing (for Other Students)

Unit 1. Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press - Relief Printing, Intaglio prints, Screen Printing. Printing technologies and trends. Page Layout-Fonts, Body, Measurements, Spacing, Point systems, and families.

Unit 2.Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Basic tools for word processing; text; symbols and icons; mapping text across platforms; hypermedia and hypertext. Print page features and applications; creating text editing and formatting text; Text as objects; using and transforming graphics; text wraps; creating PDF documents; data merger; scripts; object, linking and embedding; Colour separation procedures.

Unit 3. InDesign features and applications, Pages, web documents, Colour Processing, Master page Settings, spreads , paste boards; page designing; handling documents Tools and Options, Pre press Production, text and graphics management, Exporting PDF and Other Production Formats.

Unit 4. Printing Production: Types of Printers, Creating books; printing chapters; library; indices; table of contents; style sheets; form and form controls; meta tags.

SEMESTER 6 SYLLABI

1. Core Course 15 –GD6B15- Multi-camera Production: Online and Offline

MODULE I: Production techniques, planning and management of live shows, single and multi, camera productions, camera controls unit, mounting equipments, preview monitors, switcher, line monitor, VTR, optical disc, hard drives.

MODULE II: Microphones, audio mixer, console, audio monitor, sound recording and play back devices.

MODULE III: Lighting in studio, 3 point lighting, lighting for an event, studio lighting instruments, lighting control devices.

MODULE IV: Switching or instantaneous editing, multi-function switcher, basic switcher operations, studio floor, treatments, properties, set backgrounds, platforms.

MODULE V: Covering events, location sketch and remote set ups, OB vans, camera lighting, audio, intercommunication, signal transmission. multi camera production practicals.

2. Core Course 16 –GD6B16- Introduction to Web Programming

Module 1: Introduction to HTML, elements of HTML, Formatting web page by using styles, defining the style sheet type, defining style, style sheet, rules, linking developing styles, building a style sheet, text properties, Box properties, classification properties, font properties, CSS

Module 2: Introduction to XML, DTD, XML DOM, XSL, XSL-FO, X-Path, X-Query, Xlink, X-pointer, scheme, X-forms.

Module 3: AJAX, JAVA, Creation of JAVA, JAVA applets and applications, JAVA script, adding Java scripts to documents, embedding Java scripts, adding Java scripts block, Linking Java scripts.

Module 4: Programming in PHP, Understanding client- server model, Creating and running active server pages and PHP objects.

Module 5: Introduction to database, purpose of database, data base models, Relational database design, database languages, administrator, My SQL.

3. Core Course 17 –GD6B17- Final Exercise: I Degree Animation Film (2D / 3D) Final Exercise: II Degree Video Film / Interactive Media

Making of a 2D or 3D animation film on an assigned theme with mixed sound track.
Duration 1-3 minutes.

II Degree Video Film / Interactive Media (Video film with emphasis on graphics)
Duration 1-3 mts

4. Core Course 18 –GD6B18- Internship

Each student is required to undergo 2 months of internship in anyone or two accredited media organizations selected by the institution. There are two options: (a) 30 days of internship in an accredited media production unit arranged by the institution & the remaining 30 days of internship in a foreign university's media production unit arranged by the institution, (b) 60 days of internship in an accredited media production unit in India arranged by the institution. At the end of the internship the student is required to prepare a report in the prescribed format (at least 25 typed pages) to the head of the institution, along with certificate of performance of his/her

supervisor in the organization, proof of work done and diary of events during the internship period. The report will be forwarded to the University for evaluation by a board of examiners, appointed by the University. If any student fails to do internship his/her result will be withheld until the internship requirement is met within 12 months from the completion of the course.

CORE COURSES SUGGESTED READINGS

- Television: Critical Methods and Applications Blue print London,1995
- Video Production Handbook Gerald Millerson & Jim Ovens Focal Press,2004
- Producing for TV and Video Catherine Kellison Focal Press,1999
- Television Production Jim Ovens Focal press,2012
- Studio Television production and Directing Andrew .H.Utterback Focal press,2012
- Film History: An Introduction Kristin Thompson & David Bordwell McGraw Hill, 2009
- Flashback: A Brief Film History Louis Giannetti and Scott Eyman Pearson Education/Allyn & Bacon, 2009
- The Oxford History of World Cinema Geoffrey-Nowell-Smith OUP, London, 1996
- World Cinema: Critical Approaches Richard Dyer, E. Ann Kaplan,Paul Willeman & John Hill OUP, London, 2000
- Movies and Methods Bill Nichols University of California Press, 1976
- Beginning Film Studies Andrew Dixx Sage, New Delhi, 2005
- Understanding New Media Eugenia Siapera Sage, London, 2012
- Producing Online News Ryan Thornburg Sage, London, 2011
- Journalism Online M. Ward Focal Press, Boston, 2002
- An Introduction to Digital Media T. Feldman Routledge, London, 1997
- Designing Web Usability J. Nielson Sage, London, 2000
- Producing for the Web J. Whittaker Sage, London, 2000
- Journalism and the New Media J.V. Pavlik Columbia University Press, New York, 2001

- Writing for the Internet Jane Dorner OUP, New York, 2002
- Designing the News: Innovations in Online
- Newspapers Pablo J. Boczkowski MIT Press, Massachusetts, 2001
- Website Usability: A Designer's Guide J.M. Spool etal Morgan Kaufmann Publishers, London, 1997
- The Online Journalist Reddick, Randy Elliot King Harcourt College Publishers, New York, 1997
- Writing for the Internet Jane Dorner OUP, New York, 2002
- Dictionary of Multimedia and Internet Applications Francis Botto John Wiley & Sons, New York, 1999
- Broadcasting, Cable, The Internet and Beyond: an
- Introduction to Modern Electronic Media Domnick, Barry & Fritz Surjeet Publication, New Delhi, 2004
- Informatics: Technology in Action Alan Evans etal Pearson Education, New Delhi, 2010
- Digitising the News: Innovation in Online Newspapers Pablo J. Boczkowski MIT Press, Massachusetts, 2004
- Digital Journalism: Emerging Media and the
- Changing Horizons of Journalism Kevin Kawamoto Rowman & Little field, New York, 2003
- Website Usability: A Designer's Guide J. M. Spool etal Morgan Kaufmann Publishers, London, 1997
- Video Editing Post Production James R. Caruso & Maris E. Arthur Prentice Hall, New Jersey, 1992
- Nonlinear Editing Media Manual Patrick Morris Focal Press, London, 1999
- Digital Video Editing with Final Cut Express Roberts Charles 2007
- Producing and Directing the Short Film and Video Peter W. Rea & David K. Irving Focal Press, London, 2001
- Sound and Recording; An Introduction Francis Rumsay & Tim Mick Focal Press, Oxford, 2009

- Video Production Handbook Gerald Millerson & Jim Owens Focal Press, London, 2004
- Producing for TV and Video Catherine Kellison Focal Press, London, 1999
- Introduction to Mass Communication Studies John Fiske Routledge, London, 1996
- Mass Communication Theory: An Introduction Dennis McQuail Sage, London, 2010
- Presenting for TV and Video Joanne Zorian - Lynn A & C Black, London, 2001
- 4 Visual Journalism-Christopher R. Harris& Paul Martin Lester Allyn and Bacon, Boston, 2002
- Mass Communication: Principles and Concepts Seema Hasan CBS Publishers, New Delhi, 2010
- Oxford Companion to Film Bawden, Liz-Anne OUP, New York, 1976
- Film Till Now Paul Rotha & Richard Griffith T-Wayne, New York, 1960
- The Comic Mind: Comedy and the Movies Gerald Mast University of Chicago Press, Chicago, 1979
- From Caligari to Hitler Siegfried Kracauer Noonday, New York, 1959
- History of the Russian and Soviet Film Jay Leyda Kino, Macmillan, New York, 1960
- What is Cinema (2 volumes) Andre Bazin University of California Press, Los Angeles, 1971
- The Indian Film Erik Barnouw & S. Krishna SwamyColumbia University Press, New York, 1963
- The Japanese Cinema Donald Richie Doubleday, New York, 1971
- Ingmar Bergman: Essays in Criticism Stuart Kaminsky OUP, New York, 1975
- Portrait of a Director: Satyajit Ray Marie Seton Indiana University Press, Bloomington, 1971
- Cinema Beyond the Danube Michael J. Stool Scarecrow Press, New Jersey, 1974
- Contemporary Cinema Penelope Houston Penguin, Baltimore, 1964
- Beginning Film Studies Andrew Dixx Viva, New Delhi, 2005
- A Short History of the Movies Gerald Mast OUP, Oxford, 1985
- Seeing is Believing: An Introduction to VisualCommunicationArthur Asa Berger Mayfield, New York, 1998
- Film as Art Rudolf Arnheim University of California Press, Los Angeles, 1957

- Cinema Studies: Key Concepts Susan Hayward Routledge, London, 2005
- Movies and Methods Bill Nichols University of California Press, Los Angeles, 1976
- The Five C's of Cinematography Joseph V. Mascelli Silman James Press, Los Angeles, 1965
- Film Production Technique Bruce Mamer Thomson Wadsworth, New York
- Anatomy of Film Bernard F. Dick St. Martin's Press, New York, 1978
- Understanding Movies Louis. G Simon & Schuster Co, New York, 2004

SCHEME OF THE EXAMINATION

Credit and Mark distribution for LRP Programmes with practicals & two complementary courses:

Sem	Common Course			General	Core Course						Complementary Course		Open Course	Total	
	English		Additional Language		I		II								
I	4	3	4			3						3	3		20
II	4	3	4			3						3	3		20
III				4	4	3	3				3	3		20	
IV				4	4	3	4				3	3		21	
V						3	3	3	4	4	2			2	21
VI						3	3	3	3	4	2				18

Total	14 Credits (400 Marks)	8 Credits (200 Marks)	16 credits (400 Marks)	56 Credits (1750 Marks)	12 Credits (400 Marks)	12 credits (400 Marks)	2 Credits (50 Marks)	120
	38 Credits (1000 Marks)			82 Credits (2600 Marks)				120
							Total Marks	3600

Mark distribution

Common: English	4 x 100	400	600
Additional: Mal/Hindi.....	2 x 100	200	
General	4 x 100	400	400
Core	17 x 100	1700	1750
Project		50	
Open		50	50
Complementary	8 x 100	800	800
Total Marks			3600

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal- OMR) + 80 marks (external)

LAB/PRACTICAL LINKED COURSES

20 marks (internal- OMR) + 60 marks (external) + 20 marks (external practical/lab exam)

PROJECT EVALUATION

10 marks (internal- OMR) + 40 marks (external)

20 marks (internal) + 80 marks (external) (for BMM6B17 Multimedia Project)

and BMM6B18 Web Site Project)

List of Practical Papers (Lab)- Core and Complementary

CODE	COURSE	SEMESTER
GD1B01	Core Exercise in Graphics & Animation– I	I
GD2B02	Multimedia Designing & Authoring	II
GD2B03	Core Exercise in Graphics & Animation – II	II
GD2C03	Introduction to Sound Design	II
GD2C04	Introduction to Multimedia	II
GD3B04	Fundamentals of Cinematography : Film & TV	III
GD3B05	Core Exercise in Graphics & Animation – III	III
GD4B06	Computer Graphics (Media Design)	IV
GD4B07	Core Exercise in Graphics & Animation- IV	IV
GD4B08	Modeling & Animation	IV
GD4C07	Reporting and Editing News	IV
GD4C08	Advanced Techniques in Graphics and Animation	IV
GD5B09	Graphic Synchronized Visual Image Editing	V
GD5B10	Graphics and Animation in Advertising	V
GD5B11	Introduction to Online Media	V
GD5B12	Core Exercises in Graphics & Animation – V	V
GD5B13	Introduction to Motion Graphics	V
GD5B14	Multimedia and Animation Project	V
GD6B15	Multi-camera Production: Online and Offline	VI
GD6B16	Introduction to Web Programming	VI
GD6B17	Final Exercise: I Degree Animation Film (2D / 3D) Final Exercise: II Degree Video Film / Interactive Media	VI

Practical examinations shall be conducted in the even semester (IV, and VI) (Ref: University Regulation for CBCSS 8.2)

CORE AND COMPLEMENTARY COURSE

THEORY: EVALUATION SCHEME

EXTERNAL EVALUATION

External evaluation carries 80% marks. University examinations will be conducted at the end of each Semester.

Table 1: Pattern of Question Paper for Core and Complementary Courses

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	10	10	1	10
	Short answer	12	10	2	20
	Paragraph	8	5	6	30
	Essay	3	2	10	20
Total Marks					80

Table 1: Pattern of Question Paper for Practical or Lab linked Core and Complementary Courses

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	10	10	1	10
	Short answer	8	6	2	12
	Paragraph	5	3	6	18
	Essay	3	2	10	20
Total Marks					60

Table 1: Pattern of Question Paper for Open Course

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
2 Hours	One word	8	8	1	8
	Short answer	7	5	2	10
	Paragraph	5	2	6	12
	Essay	2	1	10	10
Total Marks					40

CORE AND COMPLEMENTARY COURSE PRACTICAL: EVALUATION SCHEME

EXTERNAL EVALUATION

Practical examinations along with viva-voce will be conducted at the end of 4th and 6th semesters.

The external examination in practical courses shall be conducted by two examiners, one internal and an external, appointed by the University.

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

The model of the question paper for external examination (lab linked courses) of 3 Hrs duration.

PATTERN OF QUESTION PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Marks</i>	<i>Total</i>
<i>3 HOURS</i>	<i>To prepare sample works with the help of prescribed Multimedia applications (Questions shall be prepared by the BOS or Board of Examination)</i>	<i>15 MARKS</i>	<i>20 MARKS</i>
	<i>Lab Viva Voce</i>	<i>5 MARKS</i>	

CORE COURSE PROJECT: EVALUATION SCHEME

Project evaluation will be conducted at the end of sixth semester.

Table 1: External Evaluation (BMM5B12 Audio & Video Editing Project)

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject, Theme	16
2	Presentation, Use of Technical tools, Record evaluation, Viva-Voce	24
<i>Total Marks</i>		40