Master of Arts In
GRAPHIC DESIGN

PROGRAM STRUCTURE AND SYLLABUS
2019-20 ADMISSIONS ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)

THE EXPERT COMMITTEE IN MULTIMEDIA (PG)
MAHATMA GANDHI UNIVERSITY

2019

THE EXPERT COMMITTE IN MULTIMEDIA (PG)

Chairperson:

LeenusL.K.
Kerala State Institute of Design, Kollam
9447708592

Members:

1. Dr.Nirmal Joseph
   De Paul Institute of Science and Technology, Angamaly

2. Nissa Susan Mathew
   St Joseph College of Communication, Changanacherry.
   9496802943

3. Suresh BabuR.V.
   Yeldo Mar Baselios College, Kothamangalam
   9447233442

4. Jean Sebastian
   St Joseph College of Communication, Changanacherry.
   9446126397

5. RenjuA.C.
   Rajagiri College of Management & Applied Sciences, Kakkanad.
   9847043280

6. Joby Varghese
   St Joseph College of Communication, Changanacherry.
   9895726143

7. SekharPankajakshan
   De Paul Institute of Science and Technology, Angamaly.
   9526879295

TABLE OF CONTENTS

M.A. GRAPHIC DESIGN DEGREE PROGRAM

(Mahatma Gandhi University Regulations PGCSS2019 from 2019-20 Academic Year)

1. Aim of the Program

The scope of Graphic Design has expanded in recent years and advances in communication technology have offered a host of new possibilities to the designer. The course aims to develop analytical skills and critical judgment enabling the student for technological and/or aesthetic innovations in the subject of Communication Design.

The Master's program in Graphic Design begins with the study of design history, theory and traditional design skills, then progresses to current graphic design practices and technology. Graduates are prepared for a wide range of careers in the industry. The program seeks to develop designers with strong aesthetic and analytic skills capable of solving real-world communication design problems, integrating a command of visual language with imagination, theory and technology.

2. Eligibility for Admission

a) Basic academic qualification is a graduation in Multimedia/ Visual Communication/ Animation and Graphic Design/ Animation and Visual Effects/ Visual Arts/OR related fields OR a graduation in any field with a Diploma in Multimedia/Visual Communication/ Animation and Graphic Design/ Animation and Visual Effects/ Visual Arts/OR related fields with aptitude in media field and adequate software knowledge.
b) Candidate should submit a port-folio of their works along with their application.
c) Candidates will be finally selected after a qualifying examination and an interview.
d) Merit list will be drawn on the basis of the port-folio, qualifying examination and interview (that is, 20:40:40)

3. Medium of Instruction and Assessment
The medium of instruction shall be **English**.

PATTERN OF QUESTIONS

a) Questions shall be set to assess knowledge acquired, and ability to apply the acquired knowledge in various situations, critically evaluate and analyse the trends in the society and the ability to synthesize knowledge. Due weighting shall be given to each module based on content/teaching hours allotted to each module.
b) The question setter shall ensure that questions covering all skills are set. He/she shall also submit a detailed scheme of evaluation along with the question paper.
c) A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type questions.
d) **The question shall be prepared in such a way that the answers can be awarded A+, A, B, C, D, E grades.**

e) There shall be no separate minimum grade point for internal evaluation of Theory, Practical, Project, and Comprehensive viva-voce.

f) Weight: Different types of questions shall be given different weights to quantify their range as follows:

g)

Sl. No.	Type of Questions	Weight	Number of questions to be answered
1.	Short Answer type questions	1	8 out of 10
2	Short essay/ problem solving type questions	2	6 out of 8
3.	Long Essay type questions	5	2 out of 4

All questions shall be set in such a way that the answers can be awarded A+, A, B, C, D, E grade.

Proper guidelines shall be prepared by the Board of Studies/Expert committees for evaluating the assignment, seminar, practical, project and comprehensive viva-voce within the framework of the regulation.

DIRECT GRADING SYSTEM

Direct Grading System based on a 7 – point scale is used to evaluate the performance (External and Internal Examination of students). For all courses (theory & practical) / semester/overall programme Letter grades and **GPA/SGPA/CGPA** are given on the following scale:

Range	Grade	Indicator
4.50 to 5.00	A+	Outstanding
4.00 to 4.49	A	Excellent
3.50 to 3.99	B+	Very good
3.00 to 3.49	B	Good(Average)
2.50 to 2.99	C+	Fair
2.00 to 2.49	C	Marginal
up to 1.99	D	Deficient(Fail)

No separate minimum is required for internal evaluation for a pass, but a minimum **C** grade is required for a pass in an external evaluation. However, a minimum **C grade** is required for pass in a course

1. Evaluation first stage - Both internal and external (to be done by the teacher)

Grade	Grade Points
A+	5
A	4
B	3
C	2
D	1
E	0

Theory-External

Maximum weight for external evaluation is **30.** Therefore Maximum Weighted Grade Point (WGP) is **150**

Weight: Different types of questions shall be given different weights to quantify their range as follows:

Sl.No.	Type of Questions	Weight	Number of questions to be answered
1.	Short Answer type questions	1	8 out of 10
2	Short essay/ problem solving type questions	2	6 out of 8
3.	Long Essay type questions	5	2 out of 4

Theory-Internal

For Theory (Internal)- Components and Weightage

	Components	Weightage
i.	Assignment	1
ii.	Seminar	2
iii.	Best Two Test papers	1 each (2)
	Total	**5**

(For test papers all questions shall be set in such a way that the answers can be awarded A+,A,B,C,D,E grade.)

Example:-Calculation – Overall grade of an answer paper of a course

Type of Question	Qn. No's	Grade Awarded	Grade point	Weightage	Weighted Grade Point
Short Answer	1	A+	5	1	5
	2	-	-	-	-
	3	A	4	1	4
	4	C	2	1	2
	5	A	4	1	4
	6	A	4	1	4
	7	B	3	1	3
	8	A	4	1	4
	9	B	3	1	3
	10	-	-	-	-
Short Essay	11	B	3	2	6
	12	A+	5	2	10
	13	A	4	2	8
	14	A+	5	2	10
	15	-	-	-	-
	16	-	-	-	-
	17	A	4	2	8
	18	B	3	2	6
Long Essay	20	A+	5	5	25
	21	-	-	-	-
	22	-	-	-	-
	23	B	3	5	15
			TOTAL	**30**	**117**

Calculation :

Overall Grade of the theory paper = Sum of Weighted Grade Points / sum of the weightage

117/30 = 3.90 = Grade B+

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overall Grade of the course
Assignment	1	A	4	4	
Seminar	2	A+	5	10	**WGP/Total weight** = 24/5 =4.8
Test paper 1	1	A+	5	5	
Test paper 2	1	A+	5	5	
Total	**5**			**24**	**A+**

Practical

For Practical (External)-Components and Weightage

Components	Weightage
Written / Lab test	7
Lab involvement and Record	3
Viva	5
Total	**15**

(The components and the weightage of the practical (External) can be modified by the concerned BOS/Expert Committee without changing the total weightage 15.)

Example

Maximum weight for external evaluation is **15.** Therefore Maximum Weighted Grade Point (WGP) is **75**

Components	Weight (W)	Grade Awarded	Grade Point(Gp)	Wgp=W *Gp	Overall Grade Of The Course
Written/ Lab Test	7	A	4	28	
Lab Involvement & Record	3	A+	5	15	**WGP/Total Weight** = 58 / 15 = 3.86
Viva	5	B	3	15	
Total	**15**			**58**	**B+**

Practical-Internal

For Practical (Internal)- Components and Weightage

Components	Weightage
Written/Lab test	2
Lab involvement and Record	1
Viva	2
Total	**5**

(The components and the weightage of the components of the practical (Internal) can be modified by the concerned BOS/Expert Committee without changing the total weightage 5.)

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

Components	Weight (W)	Grade Awarded	Grade Point(Gp)	Wgp=W *Gp	Overall Grade Of The Course
Written/ Lab Test	2	A	4	8	WGP/Total Weight = 17/5 = 3.40
Lab Involvement & Record	1	A+	5	5	
Viva	2	C	2	4	
Total	**5**			**17**	**B**

Project- External

For Project (External) Components and Weightage

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva	5
Total	**15**

(The components and the weightage of the components of the Project (External) can be modified by the concerned BOS/Expert Committee without changing the total weightage 15.)

Example

Maximum weight for external evaluation is **15.** Therefore Maximum Weighted Grade Point (WGP) is **75**

components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overall Grade of the course
Relevance of the topic & Analysis	2	C	2	4	**WGP/Total weight** **= 59 / 15 = 3.93**
Project content & presentation	8	A+	5	40	
Project viva-voce	5	B	3	15	
Total	**15**			**59**	**B+**

Project- Internal

For Project (Internal)- Components and Weightage

Components	Weightage
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva	1
Total	**5**

(The components and the weightage of the components of the project (Internal) can be modified by the concerned BOS/Expert Committee without changing the total weightage 5.)

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

Components	Weight (W)	Grade Awarded	Grade Point(Gp)	Wgp=W *Gp	Overall Grade Of The Course
Relevance Of The Topic & Analysis	2	B	3	6	**WGP/Total Weight** **= 21 / 5 = 4.2**
Project Content & Presentation	2	A+	5	10	
Project Viva-Voce	1	A+	5	5	
Total	**5**			**21**	**A**

Comprehensive viva-voce

Comprehensive viva-voce(External)-components and weightage

Components	Weightage
Course viva (all courses from first semester to fourth semester)	15
Total	**15**

(The components and the weightage of the components of the Comprehensive viva-voce can be modified by the concerned BOS/Expert Committee without changing the total weightage 15.)

Example

Maximum weight for external evaluation is **15.** Therefore, Maximum Weighted Grade Point (WGP) is **75**

Components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overall Grade of the course
Course viva-voce	15	A	4	60	**WGP/Total weight = 60 / 15 = 4**
Total	**15**			**60**	**A**

Comprehensive viva (Internal)- Components and Weightage

Components	Weightage
Course viva (all courses from first semester to fourth semester)	5
Total	**5**

(The components and the weightage of the components of the Comprehensive viva-voce can be modified by the concerned BOS/Expert Committee without changing the total weightage 5.)

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

Components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overal Grade of the course
Course viva-voce	5	A+	5	25	**WGP/Total weight = 25/ 5 = 5**
Total	**5**			**25**	**A+**

Evaluation Second stage– Calculation of Grade Point Average **(GPA)**

of a course (to be done by the University)

Evaluation Third stage -Semester Grade Point Average **(SGPA)**

(to be done by the University)

Evaluation- Fourth stage - Cumulative Grade Point Average **(CGPA)**

(to be done by the University)

4. Faculty under which the Degree is Awarded

FACULTY OF SOCIAL SCIENCES

5. Specializations offered, if any

Two groups of electives were offered to the students during the second year of their PG programme as one each in third and fourth semesters respectively. Both groups have three electives each, from which the college can select one.

Electives		
Group	**Course Code**	**Title of the Course**
A	MM860401	Research and Studies in Media
	MM860402	Web and Interactive Media
	MM860403	Creative Painting
B	MM870401	Digital Matt Painting
	MM870402	Environmental Graphics
	MM870403	U I Design

6. Note on compliance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees

The programme is offered in compliance with the provisions of UGC Minimum Standards for the conduct and award of Post Graduate Degrees. The student has to attain 80 credits to complete the programme successfully.

7. THE PROGRAM STRUCTURE

Course Code	Title of the Course	Type of the Course	Hours per week	Credits	Total Credits
FIRST SEMESTER					
MM500101	Introduction to Visual Language	Common	5	4	
MM500102	Introduction to Art: Theory and Criticism	Common	6	4	
MM500103	Methods of Shooting	Common	4	3	19
MM040101	Basics of Design	Core	5	4	
MM040102	Introduction to Digital Design	Core	5	4	
SECOND SEMESTER					
MM040201	Typography	Core	6	4	
MM040202	Interaction Design	Core	5	5	
MM040203	Motion Design	Core	4	3	21
MM040204	Techniques of Applied Art	Core	5	4	
MM040205	Introduction of Promotional Designs	Core	5	5	
THIRD SEMESTER					
MM040301	Publication Design	Core	5	4	
MM040302	Package Design	Core	5	4	
MM040303	Programming for Designers	Core	5	4	22
MM500303	Ethics and Laws for Media	Common	5	5	
MM040304	Advertising Design and Branding	Core	5	5	
FOURTH SEMESTER					
	Elective 1	Elective	4	3	
	Elective 2	Elective	4	3	
	Elective 3	Elective	4	3	
MM020401	Internship	OJT	1 Month	2	18
MM020402	Graduation Project	Core	10	5	
MM020403	Comprehensive Viva	Core		2	
			Total credits		**80**

ELECTIVE GROUP A

MM860401	Research and Studies in Media	Elective	4	3
MM860402	Web and Interactive Media	Elective	4	3
MM860403	Creative Painting	Elective	4	3

ELECTIVE GROUP B

MM870401	Digital Matte Painting	Elective	4	3
MM870402	Environmental Graphics	Elective	4	3
MM870403	UI Designing	Elective	4	3

FIRST SEMESTER COURSES

Course Code	Course No	Course	Type of Course	Credit
MM500101	1 – 1	Introduction to Visual Language	Common/Theory	4
MM500102	1 - 2	Introduction to Art: Theory and Criticism	Common/Theory	4
MM500103	1 - 3	Methods of Shooting	Common/Project	3
MM040101	1 - 4	Basics of Design	Core/Practical	4
MM040102	1 - 5	Introduction to Digital Design	Core/Practical	4

MM500101: INTRODUCTION TO VISUAL LANGUAGE
(Theory)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

The academic work in the Semester aims at an understanding of the basic elements of compositions that merge to form the language of visual communication.

Unit I Visual Perception:

   1.1 The Psychology of Visual Perception
   1.2 Human eye and vision
   1.3 Perceiving Objects, Colour, Depth and movement.
   1.4 Spatial Vision
   1.5 Colour Spectrum and Psychology of Colour

Unit II Visual Components:

   2.1 Art and Science of Imaging: Human eye and Camera

   2.2 Composition and Framing & Image Lay out

   2.3 Basic features and operation of Camera

   2.4 Image Formation – Aperture, Shutterspeed, Depth of Field and Depth of Focus.

   2.5 Basic techniques for Composition - Principles and Rules

Unit III Elements of Visual composition:

   3.1 Space – Line – Shape –Form

   3.2 Horizontal and vertical compositions

   3.3 Golden ratio-1/3 rule

   3.4. Movement – Rhythm, Pattern etc.

Unit IV Developing Visual Grammar:

   4.1 Imaging Techniques – Image size, Angle etc.

   4.2 View Points – Moving shots – Camera Movement – Subject Movement – Combined Movement

   4.3 Simple Editing Principles - Cut, fade, Dissolves etc.

   4.4 Scenes and Sequences and visual narratives

4.5 Mise – en – scene

Unit V Creating a Visual Structure:

   5.1 Narrative art forms- Types and characteristics

   5.2 Art of Film Making – Stages in Brief

   5.3 Elements of a Story-Plot, Character, plot structures

   5.4. Development of a Story Board from a story

   5.5 Analyzing the visual structure of different visual story telling aids

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Become aware of the principles and elements of visual design and an understanding of the grammar of visual narratives.
- Gain the ability to compose visuals and visual narratives
- Develop creative problem solving skills used in communicating visually as an artist.

REFERENCE

1.	Film and the Director	:	Don Livingston
2.	Film Technique and Film Acting	:	V.I. Pudovkin
3.	Technique of Film	:	SpottisWoode
4.	Film Form	:	S.Eisenstein
6.	Art of Pictorial Composition	:	Wolohomok
9.	Cinema As A Graphic Art	:	V. Nilsen
11.	Ways of seeing	:	John Berger
12.	Visual Communication	:	Paul Martin Lester

MM500102: INTRODUCTION TO ART: THEORY AND CRITICISM
(Theory)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

*Introduction to Art Theory & Criticism aims to shed light on some aspect of the project of defining art or to theorize about the structure of our concept of art. **This course** allows students to explore the various dimensions and forms of art as practiced today.*

Unit I Concepts of ART:

1.1 What is art?

1.2 Concepts of the West & Indian view-Introduction to basic Theories of Art-Imitationalism, formalism, emotionalism

1.3 Various Functions of Art

1.4 Art as social phenomena and art as object of perception

1.5 Diversity of form and design

1.6 Analysis of various art work citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.

1.7 Aesthetic creation theories

Unit II Exploring Art Criticism:

2.1 Description, Analysis, Interpretation and Judgment of different art forms/works

2.2 Taking examples from various forms of art-Aesthetic qualities, literal qualities, formal qualities and expressive qualities

2.3 Establishing personal style of art criticism citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.

Unit III Art and Indian Philosophy:

3.1 Ideas of life and art according to Indian philosophy

3.2 Early reference to art and beauty

3.3 Indian aesthetics and relation to philosophy

3.4 Indian aesthetics and theory of Rasa- Alankara, Guna, Riti, Dwani, Vakrokthi, Auchithya, Rasa…

3.5 Rasa and its application in various art forms.

Unit IV   Introduction to modern art forms:

    4.1 Films & Animations

    4.2 Modern theories of authorship

    4.3 Auteur theory

    4.4 Theory of Montage

Unit V Modern art forms:

    5.1 Time, Space and other formal elements of art

    5.2 New Media art forms

    5.3 Site Specific Works and Issue based Art

    5.4 Environmental Art and Installations

    5.5 Digital works

    5.6 AR/VR and Emerging New forms.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Define, discuss and develop critical writings on art.

- Understand and elaborate on various art forms

- Will have an idea of theories related to art and will be able to develop further on it

- Demonstrate an understanding on the emerging new forms of art.

REFERENCE BOOKS

1.	The Story of Art	:	E H Gombrich
2.	Ways of Seeing	:	John Berger
3.	Theories of Modern Art	:	B Chipp
4.	The Power of Art	:	Eric Fernie (ed.)
5.	Women, Art and Power	:	Linda Nochlin
6.	The Art-Architecture Complex	:	Hal Foster
7.	History of Beauty	:	Umberto Eco
8.	The Art Instinct: Beauty, Pleasure, and Human Evolution	:	Denis Dutton
9.	Art and Visual Perception: A Psychology of the Creative Eye	:	Rudolf Arnheim
10.	A short Guide to Writing about Art	:	Sylvan Barnet
11.	Contemporary Art: World Currents	:	Terry Smith
12.	Indian Aesthetics An Introduction	:	V S Sethuraman
13.	Engaging Cinema : An Introduction to Film Studies	:	Bill Nichols
14.	How to Read A Film: Movies, Media and Beyond	:	James Monaco
15.	The Major film Theories	:	Dudley Andrew

16. Concepts in Film Theory : Dudley Andrew
17. A Practical Guide to Indian Aesthetics : NeerjaArun
18. Indian Art : Roy C Craven
19. Studies in Indian Aesthetics and Criticism : K. Krishnamoorthy
20. Performance art : Roselee Goldberg
21. Anywhere or Not at All: Philosophy of Contemporary Art : Peter Osborne
22. Why painting is Like a Pizza :A guide to Understanding and enjoying Modern Art
: Nancy G Heller
23. History of Modern Art: Painting Sculpture Architecture Photography
: H. Harvard Arnason
24. Practical Augmented Reality: A Guide to the Technologies, Applications, and Human Factors for AR and VR : Steve Aukstakalnis
25. Defying Reality: The Inside Story of the Virtual Reality Revolution
: David M. Ewalt

<div align="center">

COURSE 1-3

MM500103: METHODS OF SHOOTING
(Project)

</div>

Total Credits: 3   **Total Hours per month: 16**

OBJECTIVE

Methods of Shooting is a practical/project course which is meant to give inputs in the theoretical and practical aspects of handling a video camera. This course enables students to get a clear idea as to the use of video camera and gives him/her the skills to undertake the same.

Unit I   Introduction to Motion Photography: Still Photography to Moving Image: A brief history-Illusion of Movement, Persistence of Vision and Synthesis of motion.

Unit II   Video camera operation Practical-Basic setting and controls-Shooting with video camera

Unit III   Light and Shooting – Key Light – Filler Light – Background Light – Natural Light –Artificial Light- Color Temperature – Measuring Incident / Reflected Light.

Unit IV   Shooting live action-Shot Breakdown-Imaginary line and   shooting continuity etc.

Unit V   Prepare a 10 shot continuity sequence assembled to a meaningful visual making use of the imaging techniques learned from above units.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Handle professional still and video cameras effectively
- Gain the ability to compose a frame aesthetically.
- Conduct video shooting and do live coverages.

  REFERENCE

1.	Independent Film Making	:	Lenny Lipton
2.	Advanced Photography	:	M.T. Lang Ford
3.	Basic Motion Picture Technology	:	Happe
4.	Color Photography	:	Spencer
5.	Video Camera Technique	:	Gerald Millers
6.	Professional Lighting Hand Book	:	Carlson

COURSE 1-4

MM040101: BASICS OF DESIGN

(Practical)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE
  *The objective of this course is to introduce the elements of design and basic principles of
  visual design. And how we apply these rules in design.*

Unit I   The distinction between art and designIntroduction of fundamental elements
and principles of visual design and it's application. Geometrical and organic
shapes, Texture ,value, tone, negative space etc.

Unit II   Role of colour in design. Colour theory. Colour psychology. Colour strategy.
Colour in printing. Spot and process colours of print media. Corporate colours
and dominant visual colours in design.

Unit III   The role of typography in design. Type face anatomy classification of
typography -serif, san serif, script, decorative. The selection of compatible
typography in design Alignment and spacing. Typography is a visual language.

Unit IV   Application of Gestalt theory. Process of designing. What is AIDA.(Attract,
Aware, Interest, Desire, Action)
Monogram, iconography, calligram, symbols, type of logos. Use of grid in
design.

Unit V   Creative concepts in design . Execution of final design. Design alignments with
grid. Fine tuning.

REFERENCE

1. Design Basics   : Stephen Pentak& David A Lauer
2. Training Design Basics   : Saul Carliner
3. The Elements of Design   Mark A Thomas, Poppy Evans
4. Illustrated Elements of Art &
    Principles of Design   : Gerald F Brommer
5. Essential Principles of Graphic Design   : Debbie Millman
6. Form Function & Design   : Klee, Paul
7. Designers Design Book   : Robin Williams
8. Design Elements (A Graphic Style Manual)   : Timothy Samara
9. Visual Thinking of Design   : Colin

MM040102: INTRODUCTION TO DIGITAL DESIGN
(Practical)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE
This course introduces students to imaging software – Photoshop and Illustrator. The basic tools and techniques are learned through a series of practical assignments.

Unit I   Study of vector images- its advantage and application areas, various vector editing software, difference between vector and raster images.
Starting a new composition, discovering the UI area.

Unit II   Study of tools: Drawing tools, Shape and transform tools, Layers in Illustrator, Pen tool, Bezier curves, Pathfinder, Coloring, Gradients.

Unit III   Working with text, advanced options of text, Organizing illustrations with layers. Working with Symbols, 3D Mapping, and Flash Integration, Working with transparency and blending modes, Gradient mesh.

Unit IV   Study of tools: Selection tools, Painting and retouching tools, Layers in Photoshop, Layer effects, Working with Colour modes, Reading a Histogram, Colour correction of images.

Unit V   Application of masks, editing Alpha channels, working with smart objects, Exploring filters, Working with camera RAW files.

Project works : Various applications of print design.

REFERENCE

1. Adobe Illustrator CS4 Classroom in a Book   :   Adobe Creative Team
2. How to Do Everything: Adobe Illustrator CS4   :   Sue Jenkins
3. Adobe Illustrator CS4 Revealed   :   Richard Lynch
4. Adobe Photoshop CS4 Classroom in a Book   :   Adobe Creative Team
5. The Adobe Photoshop CS4 Book for
   Digital Photographers   :   Scott Kelby
6. The Adobe Photoshop CS4 Layers Book   :   Richard Lynch

SECOND SEMESTER COURSES

Course Code	Course No	Course	Type of Course	Credit
MM040201	2 – 1	Typography	Core/Practical	4
MM040202	2 - 2	Interaction Design	Core/Practical	5
MM040203	2 - 3	Motion Design	Core/Practical	3
MM040204	2 - 4	Techniques of Applied Art	Core/Practical	4
MM040205	2 - 5	Introduction to Promotional Designs	Core/Practical	5

COURSE 2-1

MM040201: TYPOGRAPHY
(Practical)

Total Credits: 4   **Total Hours per month: 16**

OBJECTIVE

An exploration of typographic structures, terminology and methods as a tool for visual problem solving. This course use both hand & computer on methods to address the language of type and its effective use. Studying the language of type through its history and application , course introduces students to the advanced principles, techniques and practices in typographic communication and will gain strong working knowledge in Graphic Design.

Unit I   **Art of writing :** basic tools and instruments: dip pens, brushes, nibs etc. Application of calligraphy in design. Understanding difference between calligraphy & typography.

Unit II   Study of different type faces, type structure, specialty of display types, families and fonts, usage of different type variations, laws of designs in typography and its applications.

Unit III   Creating various visual designs using typography, experimental typography, images using typography, 3D typography, application of 3D typography in various designs.

Unit IV   Contemporary trends in typography and layout, Study of typefaces, type and culture. Create a new font of any language using grid system , in manual and digital.

Unit V   **Practical exercises :** Typography to reinforce message – different advertisement designs – campaign advertisements – posters – book covers – leaflets etc. using typography.

REFERENCE

1. Typography Workbook   : Timothy Samara
2. The Elements of Typographic Style   : Robert Bringhurst
3. Thinking with Type   : Ellen Lupton
4. The Fundamentals of Typography   : Gavin Ambrose and Paul Harris
5. Typographic Design: Form and
    Communication: : Rob Carter, Ben Day, & Philip B.Meggs
6. Grid Systems in Graphic Design   : Josef Muller-Brockmann
7. Typographic Systems of Design   : Kimberly Elam

<div align="center">

COURSE 2-2

MM040202: INTERACTION DESIGN
(Practical)

</div>

Total Credits: 5   **Total Hours per month: 20**

OBJECTIVE

This course aims to gives students an understanding of how the study of human-computer interaction affects the design of interactive systems. Students will be introduced to and have opportunity to practice the fundamental concepts, methods, and practices of interaction design.

Unit I   Introduction to Web Technologies, Introduction to HTML & CSS, Basic Structure of HTML, Head Section, Meta Tags, Table Tag, Div Tag, Paragraph, Span, Pre Tags, Form Tag, DOM Elements, HTML Validators.

Unit II   Introduction to Adobe Dreamweaver, Introduction to Adobe Dreamweaver, Dreamweaver Interface Basics, Defining a Dreamweaver site, Insert Toolbar, Common Tools, Layout Tools, Forms Tool, Properties Panel. Introduction to HTML5, Features of HTML5, HTML5 Doc Type, New Structure Tags, Section, Nav, Article, Aside, Header, Footer, Designing a HTML Structure of Page, Audio Tag, Video Tag, Examples of Form.

Unit III   Introduction to Cascading Style Sheets Styling – Introduction to Cascading Style Sheets, Types of CSS, CSS Selectors, Universal Selector, ID Selector, Tag Selector, Introduction to CS3, Advanced web coding using HTML5 & CSS3 in Dreamweaver, Page Structure & Layout. Styling Pages with CSS , intro to animation, transition, font & -webkit- techniques in the advanced version of HTML.

Unit IV   Introduction to Responsive Web Design(RWD). Basic idea about Responsive Design & Mobile-first Principles. Media Queries & Responsive Development. Mobile first design concepts, Common device dimensions, View-port tag, Using css media queries, Basic Custom Layout.

Unit V   Process of designing and developing an interactive system – data collection, concept and planning, designing, prototyping, evaluating, production, testing. Contemporary trends in UI design, new technologies and possibilities.

REFERENCE

1.   HTML 5 in simple steps: :   Kogent Learning Solutions Inc.
2. The Design of Everyday Things   :   Donald A. Norman
3. Designing Interfaces: Patterns for
     Effective Interaction Design   :   Jenifer Tidwell

COURSE 2-3

MM040203: MOTION DESIGN
(Practical)

Total Credits: 3   **Total Hours per month: 16**

OBJECTIVE

Motion Graphic Design introduces students to the principles and elements of motion design through studio practices at beginning and advanced levels.

Unit I   Study of contemporary motion graphics - commercials, music videos, film and TV titles. Introduction to After Effects: Composition Basic, timeline and key frames. Working with Photoshop and After Effects.

Unit II   Dynamic Typography: type in time-based media, variations in typographic attributes, transitions, rhythm and pace. Type in 3d space. Image based animations: exploring various styles for effective story telling.

Unit III   Using 3d space: Integrating 3d models and 2d elements. Advanced topics in After Effects: motion paths and interpolation, 3d compositing. Combining multiple media – 2d and 3d animation, live footage, text and other visual elements.

Unit IV   Integrating Plugins for Motion graphics: Element 3D, Trapcode Suit, Particle Effects, Character rig & animation using DUIK.

Unit V   Rendering: Render queue panel. Render settings, Output module settings. Introduction to Adobe Media Encoder. Introduction to Motion Tracking.

REFERENCE

1.   Creating Motion Graphics with After effects   :   Trish and Chris Meyer, Focal Press
2.   Motion Graphics with Adobe Creative
     Suite5 Studio Techniques   :   Richard Harrington and Ian
                                                       Robinson
3.   Motion Graphic Design and
     Fine Art Animation   :   Jon Krasner
4.   Exploring Motion Graphics   :   Rebecca Gallagher
5.   Type in Motion 2 (No. 2)   :   Matt Woolman

COURSE 2-4

MM040204: TECHNIQUES OF APPLIED ART
(Practical)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

The course will cover advanced tools and techniques in digital illustration and information design by translating datas in to visuals and visuals into understanding.

Unit I   The use of digital tools to generate art directly through an interface that translates that movement in to a digital display. The representation of objects – the process of simplification.

Unit II   Introduction of Digital Illustration applications, Medical Illustration, 3D Illustration, Different Styles of Digital symbols, Character Creation : Human, Animals, Birds, Objects.

Unit III   Digital Painting, Story Illustration, Poem Illustration, Comic book layout & Illustration.

Unit IV   **Translating Data into Visuals:** Statistical Information Illustrations, Graphs, Charts, Simplification of Complex Data.

Unit V   **Events Visualization:** Recreating events in space and time. Visualization of Dynamic Information – applications & case studies. Information graphics in interactive Media.

REFERENCE

1.   Beginners Guide to Digital Painting   :   Richard Tilbury
2.   Digital Painting Techniques   :   Practical techniques of digital art masters
3.   The complete guide to
     Digital Illustration   :   Steve Caplin, Adam Banks, Nigel Holmes
4.   Infographics Designers' Sketchbooks   :   Rick Landers and Steven Heller
5.   Visual Explanations   :   Edward Tufte
6.   Envisioning Information   :   Edward Tufte
7.   Information Graphics   :   Robert L. Harris
8.   Visual Function: An Introduction to
     Information Design   :   Paul Mijksenaar
9.   The Functional Art: An Introduction to
     Information Graphics and Visualization   :   Alberto Cairo

MM040205: INTRODUCTION OF PROMOTIONAL DESIGNS
(Practical)

Total Credits: 5   **Total Hours per month: 20**

OBJECTIVE

The course will build on previously learned graphic design Elements & Principles and its applications. Students will explore the presentation of abstract ideas for the purpose of building identity and to develop creative strategies for problem solving and investigate design issues.

Unit I   Techniques of representation to acquire the necessary skill to represent visual images. Exercise on converting visual images into 2D representation. Branding and identity as communicated through visual signs.

Unit II   Design of Signage - Graphic Symbols for use in the different public environments. Printing and materials. Signage design process, applications and case studies.

Unit III   Corporate Design- students design a corporate logo and its style guide.Corporate Identity design – students work on developing a visual identity for a company/product.

Unit IV   Text and image Poster design – history and development. Types of posters – Propaganda, Advertising, Events, Educational. Poster design project–students design a poster for an event/cause/awareness campaign.

Unit V   Brochure design project- students design a brochure for an event/ cause / awareness campaign.

REFERENCE

1. Graphic Design that Works   : Cheryl Dangel Cullen
2. The best of Brochure Design   : Jason Godfrey
3. Designing Brand Identity   : Aliena Wheeler
4. The complete Design thinking guide   : Daniel Ling
5. The big book of Illustration Ideas   : Roger Walton
6. Graphic Design : The new Basics   : Ellen Lupton
7. New Signage Design   : Wang Shiaoqiang

THIRD SEMESTER COURSES

Course Code	Course No	Course	Type of Course	Credit
MM040301	3 – 1	Publication Design	Core/Practical	4
MM040302	3 - 2	Package Design	Core/Practical	4
MM040303	3 - 3	Programming for Designers	Core/Practical	4
MM500303	3 - 4	Ethics and Laws of Media	Common/Theory	5
MM040304	3 - 5	Advertising Design and Branding	Core/Project	5

MM040301: PUBLICATION DESIGN
(Practical)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

This course examines the graphic designer's role in the layout and design of multi-page publications in print and digital media. Lectures and studio work cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the design elements and art skills.

Unit I   Layout Design: Directing the Eye, Backwards Movement, Application of Design Principles in Lay Out, Free Style Lay Out, Grid Design etc. understanding of Formats, Margins, Columns and Gutters. Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Color, Headlines, The Masthead etc.

Unit II   Introduction to Adobe InDesign / scribes: Various tools and panels-Character formatting options and paragraph formatting. Colour and swatches palette, understanding of swatches exporting. Objects and its treatments: Shapes, Path – corner options, pathfinder etc. Clipping path and image masking. Page Panel, Insert Page, Concept of master page- apply Master to Page, Override master Item. Number & Section Option, Table of Content, Bullets & Numbering etc. Proof setup: - Pre-flight options, separations preview etc. Exporting of documents, Print booklet options etc.

Unit III   **Book Design: Effective Grid design for the book, Typography, Margins in page design, Layout text and images. Consistency in design: Creating style guides and printing instructions**.

Unit IV   Multipage publication design exercises: Visualization for various Formats: Magazine, Newspaper, books etc. Electronic Publishing: Interactive PDF and Other E-Pub Formats, Interaction Between Movies, Sound Clips URL's And Other E-Books, E-Publication for Various Platforms.

Unit V   Practical Training in Print production.

REFERENCE

1. The Big Book of Layouts: David E. Carter
2. Layout Essentials -100 Design Principles for Using Grids: Beth Tondreau
3. Best of Newspaper Design: Society of News Design
4. Designing for Newspapers and Magazines: Chris Frost
5. Layout Workbook: Kristin Cullen
6. Designing Books: Practice and Theory: JostHochuli and Robin Kinross
7. Building Your Book for Kindle: Kindle Direct Publishing

<div align="center">

COURSE 3-2

MM040302: PACKAGE DESIGN

(Practical)

</div>

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

This course emphasizes the application of graphic design elements to various forms of packaging. Packages are analyzed and positioned from a marketing point of view. Brand marks, visual graphics and color schemes are developed for individual products and extended product lines. This class is geared to those interested in product packaging and graphic design as well as those seeking to create portfolio-quality design work.

Unit I   The role of Packaging, An historical perspective, Marketing Considerations, Measuring package design's success. Packaging dynamics.

Unit II   Anatomy of Packages, Structural designs, Cartons, Bottles, Tubes, Cans, Tubs and Jars, Multi-packs, Clamshells and blister packs.

Unit III   CDs, Gift Packs, Innovative formats, Materials, Surface graphics, Branding, Typography, Information layout and hierarchy, Back of packs, Photography, Illustration, Color, Symbols and icons, Weights, Measures and bar-codes.

Unit IV   Study of various package designs in the market, Study of famous packaging port folios.

Unit V   Branding a Product with Creative Package Design.

REFERENCE

1. Packaging Design: Successful Product
    Branding from Concept to Shelf   : Marianne R. Klimchuk and Sandra A. Krasovec

2. Package Design Now   : Sue Jenkins
3. Structural Package Designs   : Pepin Press
4. Package Design   : Daab
5. The Packaging Designer's Book of Patterns : Lászlo Roth and George L. Wybenga
6. Special Packaging Designs   : The Pepin Press

MM040303: PROGRAMMING FOR DESIGNERS
(Practical)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

Concept of www, internet and www, HTTP protocol, request and response, web Browser and web servers, static and dynamic web sites, web design principles

Unit I   Client Side Scripting Language - Java Script, Java script types-variables operators, Conditions statements, loops, popup boxes, Events, arrays, objects, functions, validation of forms.

Unit II   Server Side Scripting Language - PHP: Introduction and basic syntax of PHP, Decision and looping with examples, PHP and HTML, Arrays, Functions, Browser control and detection, String, form Processing, Files, Advance features: cookies and sessions, Object oriented programming with PHP

Unit III   Database Management System (DBMS) - Intro to SQL or MySQL which Is used to create, read, write, delete and update records / data to/from a database from a PHP file.

Unit IV   Web hosting basics, types of hosting packages, registering domains, defining Name servers, using FTP client, maintain a web sites, Hosting of the student's Portfolio Site or Creating a Blog which showcase their skillset to the realm of multimedia for the job hunting purpose.

REFERENCE

1. Learning PHP, MySQL,
   JavaScript, CSS& HTML5   :   Robin Nixon
2. PHP and MySQL Web Development   :   Luke Welling, Laura Thomson
3. Beginning PHP and MySQL-From
   Novice to Professional   :   Frank M Kromann

MM500303: ETHICS AND LAWS FOR MEDIA
(Theory)

Total Credits: 5   **Total Hours per Month: 20**

OBJECTIVE

Study media laws and learn about their legal rights and obligations. Provide students with the knowledge of the basic concepts of ethics and its practical application to the field of media.

UNIT I   Introduction to Indian Constitution

     1.1 A brief introduction to Indian Constitution-Salient features,

     1.2 Fundamental Rights, Freedom of Press

     1.3 Concept of Freedom of Speech & Expression

     1.4 Democracy & Media as Fourth estate,

     1.5 Press Council of India- Its organizational structure, functions, history and rationale behind its establishment, its powers; Code of conduct for journalists

UNIT II   Media Regulations in India

     2.1 History of Laws regulating the media in India:

     2.2 Defamation clauses, Right to privacy, Right to Know, Laws related to Sedition, Obscenity

     2.3 Contempt of Court Act 1971, Information Technology Act 2000 and the amendment Act of 2008, Right to Information Act 2005, Contempt of Parliament, Working Journalists Act, Cyber Laws etc.

     2.4 Laws related to Broadcasting media, Advertising, Advertising Council of India

     2.5 Copyright Act 1957, International Copyright laws, Concept of authorship

UNIT III   Moral Ethics and Media

     3.1 An Introduction to the Terms and Concepts of Ethics: Definition of Ethics and its branches, stages of ethical development

     3.2 Major theories in Ethics

     3.3 Role of conscience in ethical decision making; code of ethics

     3.4 Moral relativism and ethno centrism

     3.5 Principles of Ethical journalism

     3.6 Public relations and Ethics

UNIT IV   Ethics in Media

     4.1 Media ethics as applied ethics; ethics in changing media environment.

     4.2 Media Ethics: Why Ethics Matters in the Field of Media, Ethical perspectives of print, audio and visual media; ethical values

     4.3 Ethical issues in the field of Advertisements

     4.4   Advertorials, Paid News, and News as a product

     4.5   Social Media and Fake news

UNIT V   Media and Society

      5.1 Mass Media as the Mirror of society and Promoter of Social Change: Mass media and its impact on society

      5.2 Transmission of culture and values through media; media and public opinion; media and family; social media addiction

      5.3 Sex and violence in media; media and de-humanization; media and consumerism: media as the trend setter; media and imperialism: cultural erosion and mental colonization.

      5.4 Media as a business enterprise with profit motives

      5.5 Merger of news and entertainment

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Articulate and defend legal rights and obligations in the field of media.
- Equipped to recognize best contemporary ethical and professional practices in the digital space, as dictated by legal standards.
- Create a profound understanding of the possibilities and challenges of media enabling them to approach media critically and creatively.

REFERENCE

1. Introduction to the Constitution of India   :   Durga Das Basu
2. Press Laws and Ethics of Journalism   :   P.K. Ravindranath
3. Introduction to Media Laws and Ethics   :   Juhi P Pathak
4. Mass Media and the Moral Imagination   :   Philip J Rossi
5. Media Education in India   :   Jacob Srambickal
6. Media Ethics   :   Bart Pattyn
7. Digital Media Ethics   :   Charles Ess
8. The Ethical Journalist   :   Gene Foreman

COURSE 3-5

MM040304: ADVERTISING DESIGN AND BRANDING
(Project)

Total Credits: 5   **Total Hours per Month: 20**

OBJECTIVE
The objective of this course is to understand the process to develop a brand and the different brand promotion methods, recent promotional trends through various advertising designs.

Unit I   A short brief about branding. Recent branding aspects. Different type of papers. Cool and warm paper, Quality and GSM of printing papers-. Different types of print forms and Binding .How to choose appropriate papers for different print purposes.

Unit II   The visual tool of brand is a unique logo. Different type of logos, Brain storming, mind mappings, mood board. Logo design tips. Logo design process. Essentials of Logo. Identity manual Variations and evolution of a logo corporate colours.

Unit III   Brand promotional designs. Spot colours, dominant visual colours in design, Stationary (business card, Letter head, Envelope) brochure and it's different folding methods. News advertisement, poster, Hording, Big standee. Table standee, pamphlet, flyer, etc.

Unit IV   Visualization of design, Prototype (Handmade rough designs) Importance of negative space. Dummy designs for branding. Ethics of Branding.

Unit V   Create different promotional elements for a selected Brand and submit it for assessment. Promotional aids must include Logo, stationary, Boucher, News advertisement, poster, Hording, Big standee, Table standee, pamphlet, flyer, etc.

Student Learning Outcomes

- Students will learn about different promotional aids, their role and importance in promoting a brand.
- This course will help the students to identify the aesthetical and ethical perspectives of promotional designs.

REFERENCE

1. Designing Brand Identity:
   An Essential Guide for the Whole Branding Team   : Alina Wheeler
2. Branding: In Five and a Half Steps   : Michael Johnson
3. The Definitive book of Branding   : KartikeyaKompella
4. Brands and Branding   : John Simmons
5. Designing Brand Identity   : Alina Wheeler
6. LOGO: The reference guide to Symbols & Logotypes   : Michael Evamy
7. What is Branding   : Matthew Healey

FOURTH SEMESTER COURSES

Course Code	Course No	Course	Type of Course	Credit
		Elective 1	Elective	3
		Elective 2	Elective	3
		Elective 3	Elective	3
MM020401	4 - 4	Internship	OJT	2
MM020402	4 - 5	Graduation Project	Core/Project	5
MM020403	4 - 6	Comprehensive Viva	Core	2

ELECTIVE GROUP A

MM860401	Research and Studies in Media	Elective	3
MM860402	Web and Interactive Media	Elective	3
MM860403	Creative Painting	Elective	3

ELECTIVE GROUP B

MM870401	Digital Matte Painting	Elective	3
MM870402	Environmental Graphics	Elective	3
MM870403	UI Designing	Elective	3

ELECTIVE: GROUP A / 1

COURSE 4 – 1

MM860401 : RESEARCH AND STUDIES IN MEDIA
(Project)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE
  To enable a student to identify a research problem, prepare a research proposal and pursue high quality research work. Gives him an insight to various types of methodologies used in media research and in teaching media.

Unit I Concept of Research: Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem – Identification of a research topic-Proposal writing-Research Design.

Research Methods: *(a)* Traditional Methods – Historical, Institutional, Legal, Philosophical, Comparative, Ethical methods etc.

(b) Modern Methods – Survey of Literature, Sampling method, Questionnaire, Schedule etc., Filed studies, Interview method and Focus Group discussion, ObservationMethod, Case Study method, Content analysis, Delphi method, Statistical Method, Experimental method, Brainstorming Techniques etc.

Unit II Data Collection and Data Analysis: *I. Types of data* **-** (a) Primary, Secondary and Tertiary Data.(b) Construction and adaptation of instruments, Administration of questions and tests, Tabulation of data. (c) Data organization in SPSS and Excel (d) Graphical representation of data.

II. Analysis of Data - (a) Discussion and Interpretation of results.(b) Testing of Hypothesis: Logical and Statistical Techniques.

Media research as a tool of reporting - Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses, ethical perspectives of Mass media research.

Unit III Report Writing: Organization of the Research Report Preliminaries, Contents of Report, Bibliography, Appendices - Style Manuals - Criteria for the evaluation of the Research Report.

Unit IV Teaching Methodology – Lesson Planning and Teaching Notes Preparation - Preparing Question Papers - Blooms Taxonomy - Evaluation criteria - Modern technologies and Teaching Aids - Teaching Media – Methods and skills.

Unit V Research Project Submission: As part of the Course each student would have to conduct and analyze research, develop a thesis, and organize his/her ideas clearly on a very transformative aspect of Media and submit a thesis as bound document.

The topics will be of candidates own choosing, but approved by the faculty guide. The research has to be conducted and document developed under the guidance of the faculty guide. The copyright of the paper will rest with the college/University.

The Literature and language of the paper should adhere to the MLA and APA Style sheets respectively for documentation purpose.

The Research paper should have the following components:

1. Abstract in 100 words, Keywords (5-7) Introduction, Discussion, Conclusion & Works Cited/References.

2. Keywords should avoid Proper names and words from the title of the article.

3. The document shall not be less than 100 pages on A4 size, Times New Roman, Font 12 with 1.5 line spacing and the title can be in font 14.

4. The entire document shall be 1.5 line-spaced and paragraphs should be indented from the left margin. Avoid justifying the pages.

5. Add the academic-research profile of the student in 50 words at the end of the paper to be included under "Note on Contributors."

Student Learning Outcomes

Upon the successful completion of this course, students will be able to

- Have a detailed idea on various methods of research
- Conduct a research and write a research paper
- Systematically conduct academic necessities of teaching media

REFERENCE:

1. Research Methodology: An Introduction : C.R Kothari.
2. Research Methodology:
   A Step by Step Guide for Research : Renjith Kumar.
3. Research Methodology : Paneerselvam.
4. Sampling Techniques : William G. Cochran
5. Scientific Method and Social Research : B.N. Ghosh.
6. The Indian Media Business : VanitaKohli – Khandekar
7. Research Methodology: Methods and Techniques : C R Kothari & Gaurav Garg
8. Media Education in India : Jacob Srambickal
9. Teaching Learning Process : Dr.J.S.Walia
10. Principles, Methods & Techniques of Teaching : J. C. Aggarwal
11. Effective Teaching Methods : Gary D Borich
12. Teaching in a Digital Age : A.W. Tony Bates
13. Educational Psychology : Dr.G.M Chaudhary
14. Methods in Social Research : Goodde and Hatte.

ELECTIVE: GROUP A / 2

COURSE 4 – 2

MM860402 : WEB AND INTERACTIVE MEDIA
(Project)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE
  *Give students expertise in the area of creating, coding and posting basic HTML and CSS
  files to the Internet.*

Unit I   History and Basic Concepts - Structure and history of the World Wide Web –
         Browsers – platforms – servers – devices - and file structure - Understanding
         web images – videos – Audios - Typography for web - Understanding online
         publications. - E-publishing - Basic Functionality for Social Media - Idea
         about web marketing.

Unit II   Introduction to Web Technologies - HTML skeleton - HTML tags for text -
         links, lists - HTML tags and web standards for graphics - understanding
         HTML Layouts - HTML tags for layout.

Unit III   Introduction to Cascading Style Sheets Styling - Introduction to Cascading
         Style Sheets - Types of CSS - internal and/or external style sheets - CSS
         Syntax - CSS Id & Class - Styling Backgrounds – Text - Fonts - Links -
         Lists – Padding – Margin - Understanding positioning - CSS Floating –
         Align.

Unit IV   Page Structure & Layout - Styling Pages with CSS - Design and develop web
         pages using CSS for layout.

Unit V   Introduction to Responsive Web Design (RWD) - Basic Idea about
         Responsive Design & Mobile-first Principles - Media Queries & Responsive
         Development -Mobile first design concepts - Common device dimensions -
         View-port tag -Implement SEO tactics and web marketing strategies.

Student Learning Outcomes

Students are enabled to create a websites and upload it to a web server. They also become
familiar with E-Publishing Technologies

REFERENCE

   1. HTML5 & CSS3 Visual Quick Start Guide   :   Elizabeth Castro & Bruce Hyslop
   2. HTML & CSS: The Complete Reference   :   Thomas A. Powell
   3. Learning Guides to the Internet   :   Techmedia
   4. Internet Data Collection   :   Samuel J Best
   5. Introduction to Computers   :   Peters Norton
   6. Deciphering Cyberspace   :   Leonard Shyles

ELECTIVE: GROUP A / 3

COURSE 4 – 3

MM860403 : CREATIVE PAINTING
(Project)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE
This course is intended to provide the student an understanding of different painting techniques .To develop the knowledge and skill in creative painting through various exercises.

Unit I   Introduction to fundamental principles and basic techniques of painting Tools &Equipments, Brushes, Knives, Palettes. Preparation of surfaces according to mediums of choice. Different medium of painting – water colour poster colour, Acrylic, oil, Tempera, colour ink, glass paint, enamel etc… Different Methods & Techniques of Painting – Wash – Impasto Opaque etc…

Unit II   Study from nature, study of objects in different mediums – Oil Pastels, Water Colours, Oil or Acrylics.

Unit III   Exercises in basic techniques - Flat washes – Graded washes – Dry brush techniques – Landscape Painting – Sky & Cloud Studies – Land & Grass Studies – Painting Trees & Rocks using Water Colour& Oil Colour.

Unit IV   Exercise in poster colour – poster work – tint mixing – still life – abstract & realistic – Acrylic painting.

Unit V   Make two creative paintings using any of the medium – size 3feet x 2 feet.

REFERENCE:

1. The Artist Handbook   :   Alfred A Knopf

2. The Art of Colour   :   Bonnet

3. Complete books of Artist techniques   :   Dr. Kurt Herbers

4. A concise History of Art   :   G. Buzin

ELECTIVE: GROUP B /1

COURSE 4 – 1

MM870401 : DIGITAL MATTE PAINTING
(Project)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE

This course examines the art of matte painting and the role of the environment artist. With the advent of 3D CGI the matte painter's job has increasingly moved away from creating 2D backdrops of landscape and cityscape to include working with geometry in what is often phrased as 2.5D. In this course the student explores painting techniques and their role in creating environments.

Unit I   Concept of digital painting –Review and analysis of successful matte paintings in film production –Basic tools for painting – Digital creation of charcoal drawings, pastel, water color and oil painting, etc. – Illustration techniques – Compositions at various eye levels and perspectives moods – Sensual emotions in paintings using various colour concepts, depth, illusion of space in paintings.

Unit II   Character design: issues and limitations – Creating character history – Designing the physical look – Drawing, Sketching and painting of the character – Value and color in character creation.
Lighting for a character – Using and blending edges in painting – Creating textures and patterns – Painting an eye, face and hair – Painting real and fantasy characters.

Unit III   Matte painting: Study of surface properties: matte, shiny, translucent, transparent and metallic surfaces–Study of lighting in matte painting: direct and indirect lighting, creating bounce, creating mood through lighting– Preparing the background plate – Articulated mattes – Plate restoration – Plate extension – Plate clean up – Adding 3D elements – Creating sky mattes – Static matte and motion matte painting – Color grading – Final output.

Unit IV   Create Landscapes, cityscapes – Buildings: Interiors and exteriors – Objects, Ancient Architectures, pavilions, parks etc. – Blending two or more images to create entirely new and imaginative – Adding convincing weather and elements–Painting realistic details: dust, dirt, scratches and aging–Day to night technique, Abandoned technique, Set extension technique.

Unit V   Demo reel creation

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Plan, research and design digital matte paintings matching live action footage.

- Create custom digital images using photographs and digital painting techniques.

- Discuss, analyze and implement strategies for combining digital images with photographic footage.
- Analyze and creatively solve compositional and lighting problems related to digital matte creation.
- Perform efficient digital painting tasks in a specific time period.
-

REFERENCE

1. Bold Vision: A Digital Painting Bible : Gary Tonge
2. Digital Fantasy Painting Workshop : Martin Mckenna
3. Digital Character Design and Painting : Don Seegmiller
4. Complete Digital Painting Techniques : David Cole
5. Digital Fantasy Painting : Michael Burns
6. The Complete Guide to Digital Illustration : Steve Caplin, Adam Banks and Nigel Holmes
7. 100 Ways to Create Fantasy Figures : Francis Tsan
8. Drawing and Painting Fantasy Landscapes and City Scapes : Rob Alexander and Martin Mckenne
9. The Invisible Art: The Legends of Movie Movie Matte Painting : Mark Cotta Vaz and Craig Barron
10. D'artiste Matte Painting : Alp Altiner, Dylan Cole and Chris Stoski.

ELECTIVE: GROUP B /2

<div align="center">

COURSE 4 – 2

MM870402 : ENVIRONMENTAL GRAPHICS
(Project)

</div>

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE
The course is structured to help students become aware of many design disciplines including graphic, architectural, interior, landscape and industrial design, all concerned with the visual aspects of way finding, communicating identity and information.

Unit I. Understand the different areas of environmental graphic design and it relates to other design disciplines including graphic design, information design, architecture and interior design.

Unit II. Different types of Environmental art : Site specific art, Green art, Sustainable art and Environmental architecture to develop design concepts.

Unit III. Develop strategies and design goals that translate into usual communication pieces that connect people to places through Way finding systems, Place making and identity, Exhibition design, Public installations, Branded environments and themed environments.

Unit IV. Apply principles of colour theory, design systems, narrative, legibility, usability and accessibility to articulate visual messages in the environment.

Unit V. Research and understand the main fabrication processes, technologies and materials involved in the implementation of environmental design projects.

REFERENCE

1. Land & Environmental Art   :   Jeffrey Kastner
2. Signage & Way finding designs   :   Chris Calori
3. Environmental Graphics- Project & Process   :   Wayne Hunt
4. You are Here: Graphics that direct, explain
    And Entertain.   :   Gail Deibler Finke
5. Way finding Pictographic Systems:
    Non verbal Universal.   :   Paul Arthur & Branimir Zlamalik

ELECTIVE: GROUP B /3

COURSE 4 –3

MM870403 : U I DESIGNING
(Project)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVES
User Interface designs explores the design of digital interfaces and how humans interact with various Interfaces, Visuals, Semiotics and other interactive elements. This course helps students to understand theories and principles of interface design for varied platforms. This subject introduces students to various phases in Interface Design process and expected deliverables

Unit I.   An overview of the human experience design process - UX design to UI design - human perception and behaviour in virtual and spatial environments: colour, texture, typography, Imagery etc-cultural, geographical, psychological relationship. Design Considerations: Development factors- platform constraints, prototyping, customizability etc. Visibility factors: human factors and express a strong visual identity, human aptitude, product identity, clear conceptual model and multiple representations. Acceptance factors: corporate politics, international markets, training factors etc.

Unit II.   Principles of User Interface Design: **Organize**: Consistency, screen layout, relationships and navigability. **Economize**: Simplicity, Clarity, and Distinctiveness etc. **Communicate:** balance, legibility, readability etc.

Unit III. Design of elements: graphical techniques used to communicate the message or context – Semiotics: from real to the abstract.Colour: colour, texture and lightconvey complex information and pictorial reality. Animation: a dynamic or kinetic display of elements. Layout: formats, proportions, and grids – how to read a screen.

Unit IV. User Research &Wireframing: Conducting user research, Site/Content Map, Wireframing basics, Technical considerations. **Introduction to UI mock up software.**

Unit V.   Building a Brand: Creating brand guidelines for interactive applications. Selecting & expanding a design for interactive applications. Wireframing workflows, translating brand guidelines to UX for interactive applications. Wireframing review, Sketch analysis, Pitch Guidelines, Final wireframe critique, User flow review - Final design
.
Project Example: Design a GUI for an integrated transport system in a metro city.
                     Design a interface for agriculture information system for farmers.

REFERENCE

1. The Design of Everyday Things   : Norman, Donald A
2. Designing Visual Interfaces: Communication
    Oriented Techniques   : Mullet, Kevin, and Darrell Sano.
3. Human-Computer Interaction   : Dix, Alan J., Janet E. Finlay
4. Developing User Interfaces
    (Interactive Technologies)   : Olsen, Dan R.
5. The UX Book   : Rex Hartson and PardhaPyla
6. Smashing UX Design   : Jesmond Allen and James Chudley
7. Balsamiq Wireframes Quickstart Guide : Faranello Scott

COURSE 4-4

MM020401: INTERNSHIP

OBJECTIVE
  To acquire practical industry based experience

Internship is on the job training to assimilate the professionalism in a career. Internships offer students a period of practical experience in the industry relating to their field of study.

The students should have to undergo an Internship at a Graphic Design Studio for one month at the beginning of the 4th semester. A faculty member should monitor the students during the internship.

The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. The students' comprehensive report should be submitted to the HOD/Guide for evaluation along with a certificate from the organization.

COURSE 4 –5

MM020402 : GRADUATION PROJECT
(Project)

Total Credits: 5   **Total Hours per Month: 40**

OBJECTIVE

At the end of the programme, the students should reach a high professional standard in developing creative strategies for problem solving and investigate design issues through previously learned graphic design principles including a continued investigation of typography and its application. Utilize the opportunity to focus on a major, self-initiated design project.

Final project comprises of following assignments:

- ➤ A design project

    - ▪ Students should work individually to achieve the production goal within the prescribed time period under the guidance of a supervising faculty. Develop an innovative and theoretically informed body of work which proves their creativity, aesthetic sense and technical skill. Students should submit the design along with the comprehensive report to the concerned faculty.

- ➤ Presentation

    - ▪ Select a subject for the project, whether it is a Service or Product based design and prepare a detail research report and conduct individual presentation as per the schedule.

- ➤ Final Presentation

    - ▪ The final presentation will be in Print, Web and Interactive media.

COURSE 4 –6

MM020403 : COMPREHENSIVE VIVA

Total Credits: 2

OBJECTIVE

   The main aim of viva voce is to test the knowledge in concepts and understanding of the subject and also test the ability of the student in verbal communication

Guidelines for Comprehensive Viva

- Comprehensive Viva will be a part of the programme and the external assessment will be held at the end of fourth semester.

- The viva shall cover all courses including electives chosen.

- The Internal Evaluation shall be done by the concerned faculty and shall cover courses of all semesters. The schedule of internal viva shall be announced sufficiently earlier and shall be concluded before the commencement of end semester examinations of fourth semester.

- The External Evaluation will be conducted by an expert /a panel of experts appointed by the University and as per the schedule issued by University.

- The examiner(s) will evaluate the knowledge level and skills acquired by the students during all semesters of M A GRAPHIC DESIGN programme.

- The grades shall be awarded based on the answers, communication skills and presentation skills.