

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**Syllabus of B. Sc. (3D Animation Film Making) CBCS Structure**  
**Effective from academic session 20-21**

**Choice Based Credit System**  
**140 Credit (3-Year UG Program)**  
**MAKAUT (Webel Animation Academy)**  
**w.e.f 2020-21**

**B.Sc.in 3D Animation Film Making**

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**SEM-1**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BSC(3DAFM) 101	INTRODUCTION TO DRAWING	4	0	0	6
		BSC(3DAFM) 101 p	INTRODUCTION TO DRAWING (P)	0	0	2	
2.		BSC(3DAFM) 102	ADVANCE DRAWING	4	0	0	6
		BSC(3DAFM) 102 p	ADVANCE DRAWING (P)	0	0	2	
<b>Elective (Any 1 of GE Basket )</b>							
3.	GE	GEB101	Mind and Measurement.	5	1	0	6
		GEB102	Introduction to Hospitality Industry and major Departments. Health Education & Communication.	5	1	0	6
		GEB103	Sustainability & Fashion.	5	1	0	6
		GEB104	The Yoga Professional.	5	1	0	6
		GEB105		5	1	0	6
4.	AECC	BSC(3DAFM) 103	Environmental Science	2	0	0	2
<b>Total Credit</b>							<b>20</b>

**SEM-2**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BSC(3DAFM) 201	2D ANIMATION (CLASSICAL& DIGITAL ANIMATION)	4	0	0	6
		BSC(3DAFM) 291	2D ANIMATION (CLASSICAL& DIGITAL ANIMATION) Lab	0	0	2	
2.		BSC(3DAFM) 202	GRAPHIC DESIGNING , AUDIO & VIDEO EDITING	4	0	0	6
		BSC(3DAFM) 292	GRAPHIC DESIGNING , AUDIO & VIDEO EDITING Lab	0	0	2	
<b>Elective (Any 1 from GE Basket )</b>							
3.	GE	GEB201	Cinema and Other Arts.	5	1	0	6
		GEB202	Surface & Soft Furnishings Design Development Techniques.	5	1	0	6
		GEB203	Advertising	4	0	0	6
		GEB293	Advertising Lab	0	0	2	
4.	AECC	BSC(3DAFM) 203	English Communication	2	0	0	2
<b>Total Credit</b>							<b>20</b>

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**SEM-3**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BSC(3DAFM) 301	CLAY MODELLING & CG MODELING	4	0	0	6
		BSC(3DAFM) 391	CLAY MODELLING & CG MODELING Lab	0	0	2	
2.		BSC(3DAFM) 302	TEXTURING	4	0	0	6
		BSC(3DAFM) 392	TEXTURING Lab	0	0	2	
3.		BSC(3DAFM) 303	LIGHTING & COMPOSITING (INTRO TO NUKE)	4	0	0	6
		BSC(3DAFM) 393	LIGHTING & COMPOSITING (INTRO TO NUKE) Lab	0	0	2	
<b>Elective (Any 1 from GE Basket )</b>							
4.	GE	GEB301	1. STUDY OF TEXTILES	5	1	0	6
		GEB302	2. IT LITERACY	5	1	0	6
		GEB303	3. BASIC MATHEMATICS & STATISTICS	5	1	0	6
		GEB304	4. MATHEMATICS FOR COMPUTER SCIENCE PART-1	5	1	0	6
5.	SEC	BSC(3DAFM) 304	Soft Skill Development	2	0	0	2
<b>Total Credit</b>							<b>26</b>

**SEM-4**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BSC(3DAFM) 401	RIGGING	4	0	0	6
		BSC(3DAFM) 491	RIGGING Lab	0	0	2	
2.		BSC(3DAFM) 402	PROPS & CHARACTER ANIMATION	4	0	0	6
		BSC(3DAFM) 492	PROPS & CHARACTER ANIMATION (	0	0	2	
3.		BSC(3DAFM) 403	DYNAMICS (VFX)	4	0	0	6
		BSC(3DAFM) 493	DYNAMICS (VFX) Lab	0	0	2	
<b>Elective (Any 1 of GE Basket )</b>							
4.	GE	GEB401	1. OPERATING SYSTEMS WITH LINUX	5	1	0	6
		GEB402	2. ENTREPRENEURSHIP THEORY & PRACTICE	5	1	0	6
		GEB403	3. BASICS OF COMPUTING	5	1	0	6
5.	SEC	BSC(3DAFM) 404	VISUAL COMMUNICATION	2	0	0	2
<b>Total Credit</b>							<b>26</b>

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**SEM-5**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits	
				L	T	P		
1.	CC	BSC(3DAFM) 501	PRE-PRODUCTION CONTENT DEVELOPMENT	4	0	0	6	
		BSC(3DAFM) 591	PRE-PRODUCTION CONTENT DEVELOPMENT Lab	0	0	2		
2.		BSC(3DAFM) 502	2D DIGITAL ANIMATION	4	0	0	6	
		BSC(3DAFM) 592	2D DIGITAL ANIMATION Lab	0	0	2		
<b>Elective (Any 1 from the list)</b>								
3.	DSE		Elective					
		BSC(3DAFM) 503	Stop Motion Animation	4	0	0		6
		BSC(3DAFM) 593	Stop Motion Animation Lab	0	0	2		
		BSC(3DAFM) 504	Digital Photography	5	1	0		6
		BSC(3DAFM) 505	Writing & Presentation Skills	5	1	0	6	
4.		BSC(3DAFM) 506	Group Project (Short Film)	0	0	6	6	
<b>Total Credit</b>							<b>24</b>	

**SEM-6**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BSC(3DAFM) 601	ACTING FOR ANIMATORS	4	0	0	6
		BSC(3DAFM) 691	ACTING FOR ANIMATORS Lab	0	0	2	
2.		BSC(3DAFM) 602	ADVANCE CHARACTER ANIMATION	4	0	0	6
		BSC(3DAFM) 692	ADVANCE CHARACTER ANIMATION Lab	0	0	2	
3.	DSE	BSC(3DAFM) 603	Project (Portfolio)	0	0	6	6
4.		BSC(3DAFM) 604	Internship	0	0	6	6
<b>Total Credit</b>							<b>24</b>

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**SEMESTER-1**

**Paper: INTRODUCTION TO DRAWING**

Code: BSC(3DAFM) 101

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of design, drawing methodologies as well as visual communication. Students will be able to develop a sense of design aesthetics as well as create better processes of design systems. They can understand the form by learning basic shapes, composition and light, perspective figure drawing.

Sl	Course Outcome	Mapped modules
1	Remembering	M1, M2
2	Understanding the course	M1, M2, M3, M4
3	Applying the general problem	M3, M4
4	Analyse the problems	M3, M4
5	Evaluate the problems after analysing	M3,M4
6	Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to Basic Drawing	6	25		
M 2	Introduction to Basic Perspective	8	25		
M 3	Basic Figure Drawing	8	25		
M 4	Masses of the Figure	8	25		
		<b>30</b>	<b>100</b>		

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Maulana Abul Kalam Azad University of Technology, West Bengal  
 3 Years BSC(3DAFM) CBCS Structure  
 Paper Code: BSC(3DAFM)- 101  
**Introduction to Drawing**  
 Total Credit:4

Total hours of lectures: 30 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1- Introduction to Basic Drawing:</b> <ul style="list-style-type: none"> <li>• Comprehensive introduction to the essentials of drawing</li> <li>• Points and lines- Types, Direction, Quality, lines and outlines, contours, Lines as value, Shapes, Geometric and Rectilinear, Curvilinear and Biomorphic, Abstract, Positive.</li> <li>• Learn the fundamentals of shape</li> <li>• Mastering the art of drawing shapes and achieving a deeper understanding of all forms.</li> <li>• Composition of the forms and working with light and shade.</li> </ul>	6
2.	<b>Module 2- Introduction to Basic Perspective:</b> <ul style="list-style-type: none"> <li>• Understanding the basic elements (of perspective &amp; how they work together to create illusion of 3D forms.</li> <li>• The various elements of perspective and composition would enable students to expressively and aesthetically arrange their subjects within the boundaries of a drawing space.</li> <li>• Learn the One-point, Two-point and Three-point perspective principles with practical examples</li> <li>• How to use one &amp; two-point perspective to draw three dimensional objects from your imagination</li> <li>• Have a clear understanding of how to build perspective grids.</li> <li>• Draw objects and environments- interiors and exteriors</li> </ul>	8
3.	<b>Module 3-Basic Figure Drawing:</b> <ul style="list-style-type: none"> <li>• Deeper understanding of the curves and lines that make up male and female bodies.</li> <li>• Dynamics of freehand sketching</li> <li>• Line of action, apply the line, C-curve, and S-curve to the figures.</li> <li>• Draw great action poses using gesture drawings</li> <li>• Capture and draw gesture poses properly.</li> </ul>	8
4.	<b>Module 4- Masses of the Figure:</b> <ul style="list-style-type: none"> <li>• Scale and Proportion- Human scale, Contrast and Confusion, Ideal Proportion,</li> <li>• Contrast and emphasis- Contrast, Isolation, Placement, Absence of Focal point</li> <li>• Rhythm- Rhythm and motion, Alternating and Progressive Rhythm, Rhythmic Sensation.</li> </ul>	8

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	<ul style="list-style-type: none"> <li>• Add basic shapes to represent body parts.</li> <li>• Draw an incredible variety of poses, actions, and gestures with the correct relationships between forms.</li> </ul>	
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**Suggested Readings:**

1. Fun with Pencil – Andrew Loomis.
2. Basic figure drawing techniques - Greg Albert
3. Anatomy and Drawing by Victor Perard
4. Andrew Loomis - Figure Drawing For All It's Worth
5. Perspective Made Easy – Ernest R. Norling
6. Learn how to draw - John Hagan

**Paper: INTRODUCTION TO DRAWING Lab**

Code: BSC(3DAFM) 101p

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of design, drawing methodologies as well as visual communication. Students will be able to develop a sense of design aesthetics as well as create better processes of design systems. They can understand the form by learning basic shapes, composition and light, perspective figure drawing.

Sl	Course Outcome	Mapped modules
1	Remembering	M1, M2
2	Understanding the course	M1, M2, M3, M4
3	Applying the general problem	M3, M4
4	Analyse the problems	M3, M4
5	Evaluate the problems after analysing	M3, M4
6	Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to Basic Drawing	8			
M 2	Introduction to Basic Perspective	8	40		

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M 3	Basic Figure Drawing	12			
M 4	Masses of the Figure	12	40		
		<b>40</b>	<b>80</b>		

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3 Years BSC(3DAFM) CBCS Structure

Paper Code: BSC(3DAFM)- 101

**Introduction to Drawing (P)**

Total Credit: 6

Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
1.	<p><b>Module 1- Introduction to Basic Drawing:</b></p> <ul style="list-style-type: none"> <li>• Warm up exercises – drawing circles, spirals , curves.</li> <li>• Drawing lines- Types, Direction, Quality, lines and outlines, contours, Lines as value, Shapes, Geometric and Rectilinear, Curvilinear and Biomorphic, Abstract, Positive.</li> <li>• Learn the fundamentals of shape</li> <li>• Mastering the art of drawing shapes and achieving a deeper understanding of all forms.</li> <li>• Composition of the forms and working with light and shade.</li> </ul>	8
2.	<p><b>Module 2- Introduction to Basic Perspective:</b></p> <ul style="list-style-type: none"> <li>• Creating the basic elements (of perspective &amp; how they work together to create illusion of 3D forms. .</li> <li>• Drawing objects like table , chair, bed, vehicles in one &amp; two-point perspective</li> <li>• Draw objects and environments- interiors and exteriors using reference.</li> <li>• Draw objects and environments- interiors and exteriors from imagination</li> </ul>	8
3.	<p><b>Module 3-Basic Figure Drawing:</b></p> <ul style="list-style-type: none"> <li>• Sketching male and female bodies using gesture line freehand sketching</li> <li>• Line of action, apply the line, C-curve, and S-curve to the figures.</li> <li>• Draw great action poses using gesture drawings by applying the line, C curve and S curve to the figures</li> <li>• Capture and draw gesture poses properly.</li> </ul>	12
4.	<p><b>Module 4- Masses of the Figure:</b></p> <ul style="list-style-type: none"> <li>• Add basic shapes to represent body parts.</li> <li>• Draw an incredible variety of poses, actions, and gestures with the correct relationships between forms.</li> </ul>	12

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**Suggested Readings:**

7. Fun with Pencil – Andrew Loomis.
8. Basic figure drawing techniques - Greg Albert
9. Anatomy and Drawing by Victor Perard
10. Andrew Loomis - Figure Drawing For All It's Worth
11. Perspective Made Easy – Ernest R. Norling
12. Learn how to draw - John Hagan

**Paper: ADVANCE DRAWING**

Code: BSC(3DAFM)102

**Course Objective:** The course is designed to provide learning and application industry-standard drawing techniques. Students will be able to draw realistic and conceptual content with appropriate light or value, shadow texture and form using effective techniques. The students will be able to create drawing just about anything from observation, whether it be people and figures, landscapes, cityscapes, still life and more.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M3, M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Dynamic drawing of human figure	5	25		
M 2	Detailed Figure Drawing	5	25		

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M 3	Composition with Light & Shade	12	25		
M 4	Force Drawing & anatomy	10	25		
		<b>30</b>	<b>100</b>		

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3 Years BSC(3DAFM) CBCS Structure

Paper Code: BSC(3DAFM)- 102

**Advance Drawing**

Total Credit: 4

Total hours of lectures: 30 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1-Dynamic Drawing of Human Figure:</b> The students will be able to visualize the figure in the tremendous variety of poses which the body takes in action, poses which plunge the various forms of the body into deep space and show them in radical foreshortening. <ul style="list-style-type: none"><li>• Draw the human form from any angle or pose</li><li>• Pose the human form</li><li>• Draw male and female figures</li><li>• Draw the figure without using reference</li><li>• Have the ability to create a figure from their mind</li></ul>	5
2.	<b>Module 2- Detailed Figure Drawing:</b> <ul style="list-style-type: none"><li>• Anatomy and structure of the realistic eye, nose, mouth and ear before learning how to accurately draw them, either from imagination or from a subject.</li><li>• Drafting hair and drapery</li><li>• Detailed figure of human, animal and birds including gesture, line, block-in, structural drawing, and applying tone or value</li><li>• Drawing the expression sheets</li></ul>	5
3.	<b>Module 3- Composition with Light &amp; Shade:</b> <ul style="list-style-type: none"><li>• "Rules" of composition</li><li>• Understanding the concepts of perspective as a tool in visual content creation</li><li>• Application of the knowledge concerning light and shade, composition, spatial usage, and so on</li><li>• Observe &amp; Draw realistic light and shadow</li><li>• Draw Landscape</li><li>• Draw backgrounds – (Foreground, mid ground &amp; Background)</li><li>• Pencil Rendering Color – Still Life</li><li>• Texturing , Scene Composition (including character)</li></ul>	12

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	<ul style="list-style-type: none"><li>• How to bring your drawings to life with detail and texture.</li></ul>	
4.	<b>Module 4- Force Drawing and Anatomy:</b> <ul style="list-style-type: none"><li>• Introduction to Action Drawings</li><li>• Forceful Shape and form (Humans, Animals , Birds)</li><li>• Exploring the different facets of motion and the human body.</li><li>• Basics of proportions, and how to simplify the skeleton.</li><li>• Drawing the skeleton and learning where all the muscles attach, which is key to drawing figures from imagination.</li><li>• Stresses the function of each body part and how gravity relative to different poses affects the aesthetics and form of muscle.</li><li>• Drawing realistic figures from imagination.</li></ul>	10

### Suggested Readings:

1. Dynamic Figure Drawing by Burne Hogarth.
2. Force Drawing by Michael Matisse.
3. Classic Human Anatomy in Motion\_ The Artist's Guide to the Dynamics of Figure Drawing
4. Ken Hultgren - The Art of Animal Drawing
5. Drawing Animals – Victor Ambrus
6. Force\_ Animal Drawing\_ Animal locomotion and design concepts for animators
7. Animation Background & Layout – Mike S. Fowler

### **Paper:** ADVANCE DRAWING (P)

Code: BSC(3DAFM)102 p

**Course Objective:** The course is designed to provide learning and application industry-standard drawing techniques. Students will be able to draw realistic and conceptual content with appropriate light or value, shadow texture and form using effective techniques. The students will be able to create drawing just about anything from observation, whether it be people and figures, landscapes, cityscapes, still life and more.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M3, M4

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Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Dynamic drawing of human figure	5	40		
M 2	Detailed Figure Drawing	10			
M 3	Composition with Light & Shade	10	40		
M 4	Force Drawing & anatomy	15			
		<b>40</b>	<b>80</b>		

Maulana Abul Kalam Azad University of Technology, West Bengal  
3 Years BSC(3DAFM) CBCS Structure  
Paper Code: BSC(3DAFM)- 102 p  
**Advance Drawing (P)**  
Total Credit: 2  
Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1-Dynamic Drawing of Human Figure:</b> <ul style="list-style-type: none"> <li>• Drawing human poses from any angle or pose</li> <li>• Posing the human form</li> <li>• Drawing detailed male and female figures</li> <li>• Draw human figure without using reference</li> </ul>	5
2.	<b>Module 2- Detailed Figure Drawing:</b> <ul style="list-style-type: none"> <li>• Anatomy and structure of the realistic eye, nose, mouth and ear before learning how to accurately draw them, either from imagination or from a subject.</li> <li>• Drafting hair and drapery</li> <li>• Detailed figure of human, animal and birds including gesture, line, block-in, structural drawing, and applying tone or value</li> <li>• Drawing the expression sheets</li> </ul>	10
3.	<b>Module 3- Composition with Light &amp; Shade:</b> <ul style="list-style-type: none"> <li>• Drawing Landscape</li> <li>• Draw backgrounds – (Foreground, mid ground &amp; Background)</li> <li>• Pencil Rendering Color – Still Life</li> <li>• Texturing, Scene Composition (including character)</li> <li>• How to bring your drawings to life with detail and texture.</li> </ul>	10

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4.	<b>Module 4- Force Drawing and Anatomy:</b> <ul style="list-style-type: none"> <li>• Action Drawings</li> <li>• Forceful Shape and form (Humans, Animals , Birds)</li> <li>• Exploring the different facets of motion and the human body.</li> <li>• Basics of proportions, and how to simplify the skeleton.</li> <li>• Drawing the skeleton, attaching muscles, which is key to drawing figures from imagination..</li> <li>• Drawing realistic figures from imagination.</li> </ul>	15
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**Suggested Readings:**

1. Dynamic Figure Drawing by Burne Hogarth.
2. Force Drawing by Michael Matisse.
3. Classic Human Anatomy in Motion\_ The Artist's Guide to the Dynamics of Figure Drawing
4. Ken Hultgren - The Art of Animal Drawing
5. Drawing Animals – Victor Ambrus
6. Force\_ Animal Drawing\_ Animal locomotion and design concepts for animators
7. Animation Background & Layout – Mike S. Fowler

**Paper: ENVIRONMENTAL SCIENCE**

Code: BSC(3DAFM)103

**Course Objective:** The course is designed to facilitate students’ understanding of complex environmental issues from a problem-oriented, interdisciplinary perspective. They will understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving. It will bring about an awareness of a variety of environmental concerns. It will attempt to create pro-environmental attitude and behavioural pattern in society that is based on creating sustainable lifestyles.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4

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Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Basic concepts of Environmental Science	3	10		
M 2	Environment-civilization interface	3	15		
M 3	Ecosystems	3	15		
M 4	Environmental ethics	4	25		
M 5	Current environmental issues in India	3	15		
M 6	Concept of Sustainability	4	20		
		<b>20</b>	<b>100</b>		

Maulana Abul Kalam Azad University of Technology, West Bengal  
3 Years BSC(3DAFM) CBCS Structure  
Paper Code: BSC(3DAFM)- 103  
Environmental Science  
Total Credit: 2  
Total hours of lectures: 20 hours

Sl.	Topic/Module	Hour
1.	<b>Basic concepts of Environmental Science:</b> <ul style="list-style-type: none"> <li>• Concept of environment; Principle and scope of environmental science;</li> <li>• Multidisciplinary approach of environmental science;</li> <li>• Basic concepts and genesis of global environmentalism; Environmental</li> </ul>	3

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	education and awareness; <ul style="list-style-type: none"><li>• Environmental ethics and global imperatives;</li><li>• Anthropocentric environmental view.</li></ul>	
2.	<b>Environment-civilization interface:</b> <ul style="list-style-type: none"><li>• Human society and settlement;</li><li>• Process of cultural transmission;</li><li>• Gradual social changes in relation to environment;</li><li>• Nature vs. Nurture;</li><li>• Global environmental problems and initiatives; Global and Indian context of demography.</li></ul>	3
3.	<b>Ecosystems:</b> <ul style="list-style-type: none"><li>• Concept of an ecosystem, introduction, types, characteristic features, structure and function of the following ecosystems :-Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries), producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids.</li></ul>	3
4.	<b>Environmental ethics:</b> <ul style="list-style-type: none"><li>• Issues and possible solutions Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation, Consumerism and waste products,</li><li>• Environment Protection Act,</li><li>• Air (Prevention and Control of Pollution) Act,</li><li>• Water (Prevention and control of Pollution) Act, Wildlife Protection Act,</li><li>• Forest Conservation Act,</li><li>• Issues involved in enforcement of environmental legislation, Public awareness.</li></ul>	4
5.	<b>Current environmental issues in India:</b> <ul style="list-style-type: none"><li>• Environmental movements and related issues in India-Bishnoism, Silent valley movement, Narmada Dam, Teheri Dam, Almetti Dam, River Linking,</li><li>• Joint Forest Management,</li><li>• Chipko movement, Apikko movement,</li><li>• River cleaning initiatives;</li><li>• Ecological restorations: case studies from Ramsar wetlands and mines; Waste land and their reclamation; Desertification and its control.</li></ul>	3
6.	<b>Concept of Sustainability:</b> <ul style="list-style-type: none"><li>• Sustainability indices;</li><li>• Strategies and debates on sustainable development;</li><li>• Concept of Sustainable Agriculture; India's environment action programme:</li></ul>	4

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	<p>issues, approaches and initiatives towards Sustainability;</p> <ul style="list-style-type: none"><li>• Sustainable development in practice;</li><li>• Urbanization; Urban sprawling and urban growth; Concept and characteristics of smart city; Urban resources and environmental problems; Carrying capacity analysis; Concept of ecological footprints.</li></ul>	
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**FIELD WORK**

1. Visit to a local area to document environmental assets river/forest/grassland /hill/mountain
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
3. Study of common plants, insects, birds.
4. Study of simple ecosystems-pond, river, hill slopes, etc.

**Suggested Reading:**

1. Erach Bharucha (2013), Textbook of Environmental Studies for Undergraduate Courses Second Edition, Hyderabad: UniversitiesPress.
2. C.R.Townsend, M.Begon&J. L. Harper (2008), Essentials of Ecology Third Edition, United Kingdom, Oxford: Blackwell Publishing.
3. H.V.Jadhav &V.M.Bhosale (2006), Environmental Protection & Laws, Mumbai: Himalaya Publishing House.
4. B.B.Singh (2016), Objective Environmental Sciences, Ramesh Publishing House.
5. N.Arrumugam, V.Kumaresan, Environmental Studies
6. Asthana D.K., Asthana Meera (2010), A Textbook of Environmental Studies, S Chand.

**GENERAL ELECTIVE (Any 1 from the 4)**

*Course Name: Mind and Measurement*

*Course Code: GEB101*

**Mode- Offline/ Blended**

**Course Objectives:**The course has been designed to explore the emotional and motivational states of mind along with knowledge and application of higher cognitive functions. The learner will be able to apply the knowledge of cognition, conation and effect on the human psyche in the context of personal and professional domains and make a relation between brain and body through the

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understanding of Human Physiology, various psychological processes and changes throughout the lifespan of humans.

Module	Content	Total Hours	%ageof questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Define Emotion and Physiological correlates of emotion: Electrical, Circulatory changes, Respiration and Peripheral measures. The role of Cortex in Emotions. Concept of Homeostasis.	5	15	2	
Module 2	Theories of Emotion : James-Lange; Cannon-Bard, Lindsay, Schachter-Singer, and Lazarus	8	20	2	
Module 3	Understanding the concept of Motivation in connection to its role in education and physiological basis of hunger, thirst.	8	20	2	
Module 4	Theories of Motivation – Maslow, McClelland, Murray. Application, Nature of thinking; Inductive and Deductivereasoning; Problem solving approaches	10	15	2	
Module 5	Assessment of the different span of attention- sustained attention (digit vigilance test) test of divided attention (triad) test of focused attention (trail making)	12	15	2	
Module 6	Interpretation and practical application of memory, learning and forgetting using - whole vs part learning, spaced vs un-spaced learning,retroactive inhibition, proactive inhibition. Learning curve,	15	15	1,2	
		58	100		

Sl	Course Outcome	Mapped modules
CO1	Explaining the concept and the physiological correlates of emotion.	(M1) BL2
CO2	Understanding the different theoretical aspects of emotion.	(M2) BL2
CO3	Explaining the concept and the physiological correlates of motivation.	(M3) BL2
CO4	Understanding the different theoretical aspects of motivation.	(M4) BL2
CO5	Labeling different span of attention.	(M5) BL2
CO6	Assessment of memorization capacity	(M6) BL1, BL2

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 Paper Code: GEB101  
**Mind and Measurement**  
 Total Credit: 6

**Detailed Syllabus**

<p><b>Module 1-</b> Define Emotion, Nature, Impact &amp; Expression. Physiological correlates of emotion:Electrical, Circulatory changes, Respiration and Peripheral measures.                  The role of Cortex, Hypothalamus &amp; Limbic System in Emotions. Concept of Homeostasis. Kluver-Bucy Syndrome.  <b>Total Hours: 5</b></p>
<p><b>Module 2-</b> Theories of Emotion: James-Lange Theory of Emotion; Cannon-Bard Thalamic Theory of Emotion, Activation Theory of Emotion by Lindsley, Two Factor Theory by Schachter-Singer, and Cognitive Appraisal Theory of Lazarus: Concept, Research Evidence, Implication, Critical Appraisal for each theory                  Total Hours: 8</p>
<p><b>Module 3-</b> Understanding the concept of Motivation, Drive, Need, Impulse in connection to its role in education, physiological basis of hunger, thirst: mechanisms within the system with neurobiological underpinning &amp; special emphasis on research evidence.  <b>Total Hours: 8</b></p>
<p><b>Module 4-</b> Theories of Motivation – Need Hierarchical Theory by Maslow, Achievement Motivation Theory by McClelland, Theory of Psychogenic Needs by Murray: Concept, Research Evidence, Implication, Critical Appraisal for each theory, Application,                  Nature of thinking; Inductive and Deductive reasoning; Problem solving approaches  <b>Total Hours: 10</b></p>
<p><b>Module 5- Practicum</b>                  Assessment of the different span of attention- sustained attention (digit vigilance test)Test of divided attention (triad)                  Test of focused attention (trail making)  <b>Total Hours: 12</b></p>
<p><b>Module 6-Practicum</b>                  Interpretation and practical application of memory, learning and forgetting using - whole vs partlearning, spaced vs un-spaced learning, retroactive inhibition, pro-active inhibition. Learning curve  <b>Total Hours: 15</b></p>

**Suggested Readings**

- Morgan, C. T., King, R. A., Weisz, J. R., & Schopler, J. (2006). Introduction to Psychology, 7th eds.
- Fredrickson, B., Loftus, G. R., Lutz, C., & Nolen-Hoeksema, S. (2014). *Atkinson and Hilgard's introduction to psychology*. Cengage Learning EMEA.
- Schultz, D. P., & Schultz, S. E. (2020). *Psychology and work today*. Routledge.
- Woodworth, R. S., & Schlosberg, H. (1954). Experimental psychology (Rev. ed.). *New York: Holt*

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Course Name: **Introduction to Hospitality Industry and Major departments**

Course Code: GE1B-02

**Mode- Blended**

**Course Objective:** The course is designed to provide overall concept of a hotel operation, the major operating departments, hierarchy, job profiling, functions and relation amongst the departments.

Sl	Course Outcome	Mapped modules
1	Understand hospitality industry and relationship with tourism.	M1, M2
2	Understand basic front office operation.	M2, M1
3	Understand basic Housekeeping operation	M2, M3
4	Understand the importance of safety and hygiene.	M2.M3.M4
5	Understand the basic F &B service operation.	M1 ,M5
6	Understand & demonstrate menu and types of service	M5 ,M6

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to hospitality	6	10	1,2	
M 2	Basic Front office operation	12	15	2,3	
M 3	Basic Housekeeping operation	12	15	2,3	
M 4	Safety and hygiene	06	20	2,3	
M 5	Basic F&B service operations	12	20	3,4	
M 6	Menu and types of service	12	20	3,4	
		60	100		

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 Paper Code: GEB102  
**Introduction to Hospitality Industry and Major departments**  
 Total Credit: 6

**Detailed Syllabus:**

**Module 1** – Introduction to Hospitality Industry: Characteristics of Hospitality Industry and relation with Tourism, Types and Classification of Hotels, Departments in Hotels like Front Office, House Keeping, F&B Service and non-revenue earning departments and their co-ordination. (06 hours)

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**Module 2** – Basic Front Office Operations: Organizational chart of Front Office department with duties and responsibilities of staff, Types of guest room, basis of charging tariff, meal plans, type of guests, responsibility of Front Office department, Procedures in Front Office, Pre-registration, registration procedures, Bell-desk, Concierge, Cahier, Night Audit. Registration procedure, Role-play for check-in checkout procedures. Sanitization procedures. (12 Hours)

**Module 3** –Basic Housekeeping Operations:Organizational chart of House Keeping department with duties and responsibilities of staff, responsibility of House Keeping department, Layout of Guest room, Guest supplies and amenities, Floor and Pantry, Room cleaning procedures, key control, lost and found procedures, forms formats and registers in Housekeeping, functions of House Keeping control desk. Role-play for complain handling and various services. (12 Hours)

**Module 4** – Safety and Hygiene: Importance of Safety and Hygiene, Sanitization techniques for guest, hotel personnel, offices, Guest rooms and Public areas, Liaison with Public health department, Accidents, Fire, and security. Concept of First aid and artificial respiration (06 Hours)

**Module 5** – Basic F&B Service Operations: Organizational chart of F&B Service department with duties and responsibilities of staff, responsibility of F&B Service department, Attributes of personnel, Equipment and Service ware uses care and maintenance, Types and Layout of F&B Service areas, basic menu knowledge and types of service. (12 Hours)

**Module 6** –Menu and types of Service: Basic concept of Menu, restaurant and Coffee Shop Layout, the concept of stations, numbering the tables and covers at a table, reservation systems in restaurants, records & registers maintained by a Restaurant, rules to be observed while laying and waiting at the table, Dos & don'ts of waiting staff in F&B service operations, organizing the staff for service. (12 Hours)

#### **Suggested Readings:**

- Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill
- The Professional Housekeeper, Tucker Schneider, VNR
- Professional Management of Housekeeping Operations, Martin Jones, Wiley
- House Keeping Management for Hotels, Rosemary Hurst, Heinemann
- Front office operations by Colin Dix & Chirs Baird
- Hotel Front office management by James Bardi
- Managing front office operations by Kasavana & Brooks

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- Food & Beverage Service -Lillicrap& Cousins
- Modern Restaurant Service -John Fuller
- Food & Beverage Service Management-Brian Varghese
- Introduction F& B Service-Brown, Heppner & Deegan
- Professional Food & Beverage Service Management -Brian Varghese

**Course: Health Education and Communication**

**Course Code: GE1B-03**

Mode- Offline/ Blended

**Course Objective** The course is designed to provide basic knowledge about the health and health communication. The students will be able to use information, communication and education across media for the public towards ensuring equitable access to health for both prevention and cure.

Sl	Course Outcome	Mapped modules
1	Explain the concept of health and the knowledge of health education in society.	M1
2	Apply the modern technology in health care sectors.	M2
3	Describe the different model of communication.	M3
4	Develop the communications to the different field of society.	M4
5	Able to use the computer as a tool in health care.	M5
6	Understand how to aware the people about the health.	M6

Module Number	Content	Total Hours	%age of questions	Blooms Level(if applicable)	Remarks(If any)
M 1	Concept Of Health And Health Education	16	20	L1, L2	
M 2	Health Education & Artificial Intelligence	8	10	L1, L2	
M 3	Heath Communication	10	10	L1, L2	
M 4	Mass communication and role of media	8	10	L1, L2	
M 5	Tools used for communication	8	30	L1, L2	LAB
M 6	Presentation on concept of health and health education	10	20	L1, L2	LAB

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		60	100		
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Paper Code: GEB103  
**Health Education and Communication**  
Total Credit: 6

**Detailed Syllabus:**

**Module 1- Concept of Health and Health Education: 16h**

Definition of physical health, mental health, social health, spiritual health determinants of health, indicatory of health, concept of disease, natural history of diseases, the disease agents, concept of prevention of diseases.

Health Education: Principles & Objectives, Levels of Health Education, Educational Methods, Evaluation & practice of Health Education in India.

Family planning: Demography and family planning: Demography cycle, fertility, family planning, contraceptive methods, behavioural methods, natural family planning methods, chemical methods, mechanical methods, hormonal contraceptives, population problem of India.

**Module 2-Health Education & Artificial Intelligence: 8h**

Changes in the workforce, Robots, assisting the human experts or completely robotic diagnosis, Medical training: to train paramedical students, AI can play a big role, Virtual health assistants, advanced health research, Clinical and administrative task handling.

**Module 3-Health Communication: 10h**

Basic Concept & Principles of Communication, Definition, Purpose, Types of Communication, Communication Process, Directions of Communication: Upward, Downward, Lateral, Factors influencing Communication, Barriers of Effective communication, How to overcome the Barriers Models of communication: Aristotle Model, Shannon and Weaver model, Schramm Model, Laegans Model, Fano Model, Litterer's Model, Westly Maclean's Model.

**Module 4- Mass Communication and Role of Media: 8h**

Mass communication & Role of Media in health education, Information Communication Technologies (ICT) in health care and awareness. (Telemedicine & e-health, community radio) Future trends in information and communications systems:

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**Module 5: Tools Used for Communication 8h**

Introduction to PC Operating System and MS office package - Windows 10/Ubuntu, MS Office 2016 / Office360 (MS Word, MS Excel, MS PowerPoint, MS Outlook, Internet and Email)

**Module 6: Presentation on Concept of Health and Health Education 10h**

**Reference Books:**

1. Health Education – A new approach – L. Ramachandran & T. Dharmalingan
2. Health Communication in the 21st Century, By Kevin B. Wright, Lisa Sparks, H. Dan O'Hair, Blackwell publishing limited, 2013,
3. Health Communication: From Theory to Practice, By Renata Schiavo, Published by Jossey Bash.
4. Health Communication, R.D. Karma Published by Mohit Publications 2008.
5. Counseling Skills for Health Care Professionals, 1st Edition, Rajinikanth AM, Jaypee Brothers, 20

Course Name-**Sustainability & Fashion**

Course Code-GEB104

Mode- Offline/ Blended

**Course Outcomes (CO):**

Sl	Course Outcome	Mapped modules
1	Remember & Understand Environmental, Sustainable & Ethical issues being faced today and their causes	M1
2	Remember & Understand the Role of sustainable, ethical and environmental organizations	M2
3	Remember & Understand the innovation in sustainable thinking for the future	M3
4	Remember & Understand the roles and impact designers have on the natural resources and the environment	M4
5	Remember & Understand the renewable & non-renewable energy	M5
6	Remember & Understand the possibilities in sustainable and ethical fashion	M6

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<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M1	Environmental & Sustainability Issues	10	20	1,2	
M2	Sustainable & Ethical focused Organizations	8	14	1,2	
M3	Innovations in sustainable thinking for the future	8	14	1,2	
M4	Resource consumption and depletion	8	16	1,2	
M5	Renewable Energy Vs. Non-Renewable Energy	10	16	1,2	
M6	Fashion Design & Sustainability	10	20	1,2	
		<b>60</b>	<b>100</b>		

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Paper Code: GEB104  
**Sustainability & Fashion**  
Total Credit: 6

**Detailed Syllabus:**

**ModuleI (10 Hours)**

Environmental & Sustainability Issues: Climate Change & Global Warming, Pollution, Resource depletion, Consumerism and the throw-away society,

**ModuleII (8 Hours)**

Sustainable & Ethical focused Organizations, bodies and Agencies: Greenpeace, Earth day Network, Ethical Fashion Forum, United Nations, Fair Trade, World Wildlife Fund (WWF)

**ModuleIII (8 Hours)**

Innovations in sustainable thinking for the future: UN Sustainable Development Goals, The Paris Climate Agreement, Ocean Clean-Up

**Module IV (8 Hours)**

Resource consumption and depletion: Deforestation, Fossil Fuels, Sand, Minerals, Precious Stones & Metals

**ModuleV (10 Hours)**

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Renewable Energy Vs. Non-Renewable Energy: Impact of non-renewable i.e. traditional fossil fuel based energies, Renewable energy systems and technology innovations, Sustainable energy schemes and initiatives in India

#### **Module VI (10 Hours)**

Fashion Design & Sustainability: Sustainable Fashion design concepts, Sustainable materials for fashion and an understanding of the impacts of our materials choices, Future trends within sustainable fashion, an overview of the key issues the fashion and textiles industry faces, Discussion on the impact of new emerging technologies

#### **Suggested readings:**

1. Introduction to Sustainability Paperback – 2016 by Robert Brinkmann
2. Sustainability in Interior Design Book by Sian Moxon
3. References:
  1. Centre for Sustainable Fashion- [www.sustainable-2.com](http://www.sustainable-2.com) MISTRA Future Fashion- [www.mistrafuturefashiofans.com](http://www.mistrafuturefashiofans.com)
  3. Sustainable Clothing Action Plan: Clothing Knowledge Hub- [www.wrap.org.uk/node/19930](http://www.wrap.org.uk/node/19930)
  4. Textiles Environment Design- [www.tedresearch.net](http://www.tedresearch.net)
  5. Textile Futures Research Centre -[www.tfrc.org.uk](http://www.tfrc.org.uk)
  6. Sandy Black | The Sustainable Fashion Handbook 2012
- Tamsin Blanchard | Green is the New Black: How to Change The World with Style 2008
7. Michael Braungart and William McDonough | Cradle to Cradle: Remaking the Way We Make Things 2009
8. Sass Brown | ReFashioned: Cutting Edge clothing from Recycled Materials 2013
9. Elisabeth Cline | Overdressed: The Shockingly High Cost of Cheap Fashion 2012
10. Kate Fletcher and Lynda Grose | Fashion and Sustainability: Design for Change 2012

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**COURSE: THE YOGA PROFESSIONAL**

**COURSE CODE:GEB105**

**MODE: OFFLINE/ BLENDED**

**COURSE OBJECTIVE:**

The course is designed to provide understanding about the textual and grammatical aspects of Sanskrit language to enable the students to better imbibe the essence of the yogic concepts. The students will be able to interpret the new dimensions of yoga and education and be able to apply principles of yoga for personality development through objectivity.

Sl	Course Outcome	Mapped modules
1	Read and understand the colloquial words of Sanskrit.	M1, M2
2	Write in Sanskrit and have some idea about grammar.	M1, M2
3	Communicate and comprehend Sanskrit to the best of their ability.	M1, M2, M3
4	Understand the Interface between Culture & Psychology.	M4
5	Apply the principles of Culture & Basic Psychological Processes	M5
6	Assess the importance of Culture & Gender interrelation	M6

Module Number	Content	Total Hours	%age of questions	Covered CO	Bloom sLevel	Remarks (If any)
Module 1	Introduction to reading, writing & speaking of Sanskrit language	10	15	1,2,3	2,3	
Module 2	Grammatical aspects of Sanskrit language	10	15	1,2,3	2,3	
Module 3	Transliteration according to authentic dictionary method	10	10	3	2,3	
Module 4	Interface between Culture & Psychology	10	10	4	2,3	
Module 5	Culture & Basic Psychological Processes	10	30	5	2,3,4,5	
Module 6	Culture & Gender	10	20	6	2,3,5	
		60	100			

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Paper Code: GEB105

**THE YOGA PROFESSIONAL**

Total Credit: 6

**Detailed Syllabus:**

**MODULE 01 8L + 2T**

Vowels and Consonants, pronunciation, articulation of each letter and the technical names of the letters according to their articulation, similar and dissimilar letters and how to write them.

Consonants combined with vowels, pronunciation and writing, special letters which do not follow the general method.

**MODULE 02 8L + 2T**

Conjunct letters, rules to combine consonants, special consonants, how Sanskrit articulation can be applied to languages like English, special attention to Anusvara, when it can be written in the form of a nasal, two consonant combinations and three consonant combinations, their writing practice, special conjunct letters and their writing.

**MODULE 03 8L + 2T**

Transliteration according to authentic dictionary method.

**MODULE 04 8L + 2T**

Interface between Culture & Psychology Methods of Understanding Culture, Scope of Cultural Psychology, Mechanisms of Cultural Transmission

**MODULE 05 8L + 2T**

Culture & Basic Psychological Processes Interrelation between Culture, Perception, Cognition Emotional expressions and Culture

**MODULE 06 8L + 2T**

Culture & Gender, Culture and Gender stereotype

**REFERENCE BOOKS:**

1. Dr. Sarasvati Mohan, Sanskrit Level-1 Sharadh Enterprises, Bangalore, 2007.
2. Dr. Sarasvati Mohan, DVD and CD.( Publication of Akshram and Hindu SevaPrathisthana)

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**SEMESTER-2**

**Paper: 2D ANIMATION (TRADITIONAL & DIGITAL ANIMATION)**

Code: BSC(3DAFM)201

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in- depth understanding of processes to help create better design workflows using graphical representations.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	History of Animation, Types of Animation, Animation Production Process	4	25		
M 2	Pre-Production Design	8	25		
M 3	Classical Animation	8	25		
M 4	Introduction to 2D Digital Animation	10	25		
		<b>30</b>	<b>100</b>		

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3 Years BSC(3DAFM) CBCS Structure

Paper Code: BSC(3DAFM)- 201

2D Animation (Classical & Digital Animation)

Total Credit: 4

Total hours of lectures: 30 hours

Sl.	Topic/Module	Hour
1.	<p><b>Module 1- History of Animation, Types of Animation, Animation Production Process:</b></p> <ul style="list-style-type: none"> <li>• History of animation a survey of the Heritage of Art &amp; Architecture the methodology to analyze the language of the creative process and the principles of design, as well as techniques and materials.</li> <li>• Types of animation- Clay animation, Traditional animation, 3Danimation, Puppet/ toy animation, material animation.</li> <li>• To get rewarding careers in Entertainment Media, Feature Film, Television Episodes, Gaming, Web Animation, Ad agencies, E-Learning (Education)</li> <li>• Understanding of the pipeline of Pre- Production, production&amp; post- production process</li> </ul>	4
2.	<p><b>Module 2- Pre-Production Design:</b></p> <ul style="list-style-type: none"> <li>• The production process of traditional 2D animation</li> <li>• Overview of equipment required to create 2D animation, traditional and digital.</li> <li>• Know the basics of story development, scriptwriting for animation</li> <li>• Basic and fundamental skills required to develop Character Design, Semi –Realistic Design, draw different styles of characters</li> <li>• Draw basic characters and character model sheets with expressions, key poses</li> <li>• Background Design- Environments</li> <li>• Storyboard Design – Creating Visual story using thumbnails</li> <li>• Overview of Shot breakdown, shot types, continuity, camera angles, camera movements,</li> <li>• Overview of Creating a storyboard</li> <li>• Introduction to Creating Animatic</li> </ul>	8
3.	<p><b>Module 3- Classical Animation:</b></p> <ul style="list-style-type: none"> <li>• learn principles of animation</li> <li>• Instruction on drawing techniques for animation.</li> <li>• how to draw for animation using basic light box and image capture device/</li> </ul>	8

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	software <ul style="list-style-type: none"> <li>• Rolling Coin, Bouncing Ball</li> <li>• Pendulum, Hand-lift and Flag</li> <li>• Special effects in animation</li> </ul>	
4.	<b>Module 4- Introduction to 2D Digital Animation:</b> <ul style="list-style-type: none"> <li>• Introduction to Adobe Animate</li> <li>• Basic understanding of the tools, Properties Inspector, Library and Timeline in Animate CC</li> <li>• Be able to effectively use and implement the various tools and make objects inside Animate itself</li> <li>• Learning Image Based and Vector Based rigging</li> <li>• Complete grip on Motion Tween and Shape Tween animation concepts and use them in presentations and video animations</li> <li>• Paint &amp; Inking</li> </ul>	10

**Suggested Software –**

- Pencil 2D
- Adobe Animate
- Monkey Jam
- Flipbook
- Character Animate

**Suggested Reading:**

1. Animator's Survival Kit – Richard Williams
2. Cartoon Animation – Preston Blair
3. Illusion of Life- Disney Animation – Frank Thomas and Ollie Johnston
4. Timing for Animation – Harold Whitetaker, John Halas
5. Animation from Pencils to Pixels – Tony white

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**Paper: 2D ANIMATION (TRADITIONAL & DIGITAL ANIMATION) Lab**

Code: BSC(3DAFM)291

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in- depth understanding of processes to help create better design workflows using graphical representations.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	History of Animation, Types of Animation, Animation Production Process	5	25		
M 2	Pre-Production Design	15	25		
M 3	Classical Animation	23	25		
M 4	Introduction to 2D Digital Animation	17	25		
		<b>60</b>	<b>100</b>		

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**Syllabus of B. Sc. (3D Animation Film Making) CBCS Structure**  
**Effective from academic session 20-21**

Maulana Abul Kalam Azad University of Technology, West Bengal

3 Years BSC(3DAFM) CBCS Structure

Paper Code: BSC(3DAFM)- 291

2D Animation (Classical & Digital Animation) Lab

Total Credit: 2

Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1- History of Animation, Types of Animation, Animation Production Process:</b> <ul style="list-style-type: none"> <li>• Making a thaumatrope.</li> <li>• Experimenting with flipbook</li> <li>• Discussion on careers in Entertainment Media, Feature Film, Television Episodes, Gaming, Web Animation, Ad agencies, E-Learning (Education)</li> <li>• Understanding of the pipeline of Pre- Production, production&amp; post- production process with examples.</li> </ul>	4
2.	<b>Module 2- Pre-Production Design:</b> <ul style="list-style-type: none"> <li>• Ideation/ Concept and story development,</li> <li>• Scriptwriting of the story</li> <li>• Designing characters for the story</li> <li>• Draw basic characters and character model sheets with expressions, key poses</li> <li>• Background Design- Environments</li> <li>• Storyboard Design – Creating Visual story using thumbnails</li> <li>• Creating a storyboard</li> <li>• Creating Animatic</li> </ul>	16
3.	<b>Module 3- Classical Animation:</b> <ul style="list-style-type: none"> <li>• Rolling Coin, Bouncing Ball</li> <li>• Pendulum, Hand-lift and Flag</li> <li>• Special effects in animation</li> </ul>	15
4.	<b>Module 4- Introduction to 2D Digital Animation:</b> <ul style="list-style-type: none"> <li>• Drawing vector graphics inside Animate CC</li> <li>• Image Based and Vector Based rigging of characters</li> <li>• Using Motion Tween and Shape Tween animation concepts in presentations and video animations</li> <li>• Paint &amp; Inking</li> </ul>	15

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	<ul style="list-style-type: none"> <li>• Bouncing ball, Rolling coin</li> </ul>	
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**Suggested Software –**

Pencil 2D

Adobe Animate

Monkey Jam

Flipbook

**Suggested Reading:**

1. Animator's Survival Kit – Richard Williams
2. Cartoon Animation – Preston Blair
3. Illusion of Life- Disney Animation – Frank Thomas and Ollie Johnston
4. Timing for Animation – Harold Whitetaker, John Halas
5. Animation from Pencils to Pixels – Tony white

**Paper: GRAPHIC DESIGN, AUDIO & VIDEO EDITING**

Code: BSC(3DAFM)202

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in- depth understanding of processes to help create better design workflows using graphical representations.

<b>Course Outcome</b>	<b>Mapped modules</b>
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

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Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to Graphic Design	4	10		
M 2	Designing (Photoshop, Illustrator, Indesign)	10	40		
M 3	Fundamentals of Motion Graphics	10	25		
M 4	Fundamentals of Audio & Video Editing	6	25		
		<b>60</b>	<b>100</b>		

Maulana Abul Kalam Azad University of Technology, West Bengal  
3 Years BSC(3DAFM) CBCS Structure  
Paper Code: BSC(3DAFM)- 202  
Graphic Design, Audio & Video Editing  
Total Credit: 6  
Total hours of lectures: 30 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1-Introduction to Graphic Design:</b> <ul style="list-style-type: none"> <li>• A comprehensive introduction to the essentials and principles of Design. Articulating design, the brief, sources of inspiration, design as problem solving, creative thinking, wit and humor</li> <li>• Raster &amp; Vector Graphics- RGB vs. CMYK</li> <li>• Color theory</li> <li>• Typography</li> <li>• Layers of meaning, development and experimentation, art direction, commissioning art, print, direct mail, information design, packaging, screen design, environmental design, self-promotion, portfolios, basic tools, specialist color, file formats, print finishing.</li> </ul>	4
2.	<b>Module 2- Designing (Photoshop, Illustrator, and InDesign):</b> <ul style="list-style-type: none"> <li>• Introduction to Photoshop, basics- workspace, finding and managing creative tools and content. Lines, shapes and objects. Working with layers, linking and embedding objects. Managing projects, color, fills and transparencies, filling objects. Special effects, templates and styles, pages and layout, bitmaps, printing, file formats, customizing and automating.</li> </ul>	10

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## Syllabus of B. Sc. (3D Animation Film Making) CBCS Structure

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	<ul style="list-style-type: none"><li>• Introduction to Digital Painting.</li><li>• Introduction to adobe illustrator, work area of illustrator, selecting and aligning, creating and editing shapes, transforming objects, drawing with pen and pencil tools, color and painting, working with type, working with layers, working with perspective drawing, blending colors and shapes, working with brushes, applying effects, applying appearance attributes and graphic styles, working with symbols, combining illustrator with other adobe applications.</li><li>• Preparing graphics for web and print</li><li>• Introduction to InDesign – Tools and techniques</li><li>• Understanding Publication elements</li><li>• Essentials in publication design</li><li>• Study of various publication designs</li></ul>	
3.	<b>Module 3- Fundamentals of Motion Graphics:</b> <ul style="list-style-type: none"><li>• Instrumental Techniques used by professional motion graphic designers.</li><li>• Introduction to After effects - About Composition, Solid layer, Shape layer, Text animation, Hud Effects, Info graphics Motion graphics</li><li>• Create Motion Graphics to enhance your videos using a step by step, easy-to-use method.</li><li>• How to Import and animate Illustrator Vector Graphics.</li><li>• Master Visual Time Effects on Videos and Motion Graphics.</li><li>• Practice compositing techniques to achieve stunning video effects.</li><li>• Work in 3D space with Cameras, Lights and Shadows and practice your new skills with 3D Motion Graphics Projects.</li><li>• Create advanced Type Animation in 2D &amp; 3D – cool stuff only in After Effects.</li></ul>	10
4.	<b>Module 4- Fundamentals of Audio &amp; Video Editing:</b> <ul style="list-style-type: none"><li>• Introduction to Adobe Premiere – tools and essentials</li><li>• Edit an entire video from beginning to end, and make them more dynamic with cutaway footages and photos.</li><li>• color correct the video and fix issues with white balance and exposure, add feeling with color grading, edit green screen footage and add backgrounds</li><li>• Apply visual effects such as stabilizing shaky video, removing grain and making it more cinematic.</li><li>• Reduce background noise, add music tracks, capture sound effects, use a variety of effects to enhance audio and add in/out fades.</li><li>• Editing from the Bin- Cutting down Your Sequence - Navigating the Timeline- Thinking Nonlinearly - Trimming Fundamentals - Methods of Trimming - Types of Trim Importing and Exporting Motion Video, Types of Effects -Effect Design - Rendering – Key frames</li></ul>	6

# Maulana Abul Kalam Azad University of Technology, West Bengal

## Syllabus of B. Sc. (3D Animation Film Making) CBCS Structure

Effective from academic session 20-21

### Suggested Softwares:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier
- Adobe After Effects
- Adobe Audition

### Suggested Reading:

1. Adobe Photoshop CC Classroom - Andrew Faulkner
2. Adobe Illustrator CC Classroom - Andrew Faulkner
3. Adobe Premier CC Classroom - Andrew Faulkner
4. Create Motion Graphics with After Effects – Chris Meyer & Trish Meyer
5. Creative Workshop : 80 challenges to sharpen your Design Skills - David Sherwin
6. The Non-Designers Design Book - Robin Williams

### **Paper:** GRAPHIC DESIGN, AUDIO & VIDEO EDITING Lab

Code: BSC(3DAFM)292

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in- depth understanding of processes to help create better design workflows using graphical representations.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4

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Create using the evaluation process	M3, M4
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Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to Graphic Design	5	40		
M 2	Designing (Photoshop, Illustrator, Indesign)	15			
M 3	Fundamentals of Motion Graphics	10	40		
M 4	Fundamentals of Audio & Video Editing	10			
		<b>40</b>	<b>80</b>		

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3 Years BSC(3DAFM) CBCS Structure  
Paper Code: BSC(3DAFM)- 292  
Graphic Design, Audio & Video Editing Lab  
Total Credit: 2  
Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
1.	<b>Module 1- Design</b> <ul style="list-style-type: none"> <li>• Making layouts . manual logo designs</li> <li>• Creating Vector Illustrations</li> </ul>	5
2.	<b>Module 2- Designing (Photoshop, Illustrator, and InDesign):</b> <u><b>DESIGN CONTENT-</b></u> Advertisement Design, Poster Design, Invitation design, Corporate Identity Logo, Designing Letterhead, Envelope, Business Card, Branding Designs, Product Packaging Design	15
3.	<b>Module 3- Fundamentals of Motion Graphics:</b>	10

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	<ul style="list-style-type: none"><li>• Create Motion Graphics Using Illustrator Vector Graphics for animation</li><li>• Master Visual Time Effects on Videos and Motion Graphics.</li><li>• Practice compositing techniques to achieve stunning video effects.</li><li>• Work in 3D space with Cameras, Lights and Shadows and practice your new skills with 3D Motion Graphics Projects.</li><li>• Create advanced Type Animation in 2D &amp; 3D</li></ul>	
4.	<b>Module 4- Fundamentals of Audio &amp; Video Editing:</b> <ul style="list-style-type: none"><li>• Edit an entire video from beginning to end, and make them more dynamic with cutaway footages and photos.</li><li>• color correct the video and fix issues with white balance and exposure, add feeling with color grading, edit green screen footage and add backgrounds</li><li>• Apply visual effects such as stabilizing shaky video, removing grain and making it more cinematic.</li><li>• Reduce background noise, add music tracks, capture sound effects, use a variety of effects to enhance audio and add in/out fades.</li><li>• Editing from the Bin- Cutting down Your Sequence - Navigating the Timeline- Thinking Nonlinearly - Trimming Fundamentals - Methods of Trimming - Types of Trim Importing and Exporting Motion Video, Types of Effects -Effect Design - Rendering – Key frames</li></ul>	10

### Suggested Softwares:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier
- Adobe After Effects
- Adobe Audition

### Suggested Reading:

1. Adobe Photoshop CC Classroom - Andrew Faulkner
2. Adobe Illustrator CC Classroom - Andrew Faulkner
3. Adobe Premier CC Classroom - Andrew Faulkner
4. Create Motion Graphics with After Effects – Chris Meyer & Trish Meyer
5. Creative Workshop : 80 challenges to sharpen your Design Skills - David Sherwin
6. The Non-Designers Design Book - Robin Williams

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**Paper: ENGLISH COMMUNICATION**

Code: BSC(3DAFM)203

**Course Objective:** The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.

Course Outcome	Mapped modules
Remembering	M1,
Understanding the course	M1, M2
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Functional grammar & Vocabulary	2	10	1,2	
M 2	Reading Skills	2	20	1,2	
M 3	Writing Skills	8	40	2,3,4,	
M 4	Listening & Speaking Skills	8	30	2,3,4	
		<b>20</b>	<b>100</b>		

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 Paper Code: BSC(3DAFM)- 203  
 English Communication  
 Total Credit: 2  
 Total hours of lectures: 20 hours

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**Effective from academic session 20-21**

Sl.	Topic/Module	Hour
1.	<b>Module 1- Functional Grammar &amp; Vocabulary:</b> Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.	2
2.	<b>Module 2- Reading Skills:</b> Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.	2
3.	<b>Module 3- Writing Skills:</b> Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements.	8
4.	<b>Module 4- Listening &amp; Speaking :</b> Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening Speaking: Presentations, Extempore, Role-plays, GD, Interview	8

**Suggested Reading:**

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi: PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.
6. R.C. Sharma and K.Mohan Business Correspondence and Report Writing Tata McGraw Hill , New Delhi , 1994

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**GENERAL ELECTIVE (Any 1 from the Basket)**

Course Name: Cinema and Other Arts

Course Code: GEB201

Mode: Offline/ Blended

**Course Objective:** The course is designed to provide a general understanding and appreciation of the history of world cinema, acclaimed international films, artists, and movements. The students will be able to gain a multiple cultural perspective based on the underlying theories and principles of cinema and media.

Sl	Course Outcome	Mapped modules
1	Understand the fundamental components of a Cinema and other arts	M1, M2, M3, M4, M5, M6
2	Remember the readings and understand the perspective	M1, M2
3	Understand the nuances of modern painting	M2, M3
4	Understand the nuances of Indian painting	M2, M3, M4
5	Understand and examine the Indian and Western music	M1, M2, M5
6	Analyze the music of parallel and commercial Indian cinema	M1, M2, M5, M6

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Pre-Renaissance	10	15	L1, L2	
Module 2	Renaissance and Perspective	10	15	L1, L2	
Module 3	Modern Painting	08	15	L1, L2	Workshop
Module 4	Indian Painting	08	15	L1, L2	Workshop
Module 5	Fundamentals of music	12	15	L2, L3	Workshop
Module 6	Music and cinema	12	25	L2, L3	Workshop
		60	100		

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 Paper Code: GEB201  
 Cinema and Other Arts.  
 Total Credit: 6  
 Total hours of lectures: 60 hours

**Detailed Syllabus:**

M1	<b>Pre-Renaissance:</b> Visual representations in cave paintings, in folk cultures and early civilizations like Egypt Visual representations in Greece: A breakaway from earlier practices Visual representations in ancient and medieval India: Ajanta cave paintings, Mughal miniature, Kangra, Ragmala etc
M2	<b>Renaissance and Perspective</b> The Renaissance at a Glance from The Enquiring Eye – European Renaissance Art, Development of the idea of perspective; Use of camera obscura and camera lucida Selected Readings from John Berger's Ways of Seeing, Dutch painting; Baroque, Rococo and Mannerism.
M3	<b>Modern Painting:</b> Impressionism, Expressionism, Surrealism, Cubism
M4	Indian Painting Raja Ravi Verma, Bengal School Contemporary Masters
M5	Fundamentals of music: Tone, note, key, octave, musical scales – diatonic and tempered scales, chords, melody, harmony, swar and shruti Folk music, forms and structures of Indian classical music, forms and structures of western classical music; Evolution of musical forms; Music industry and popular music; Urban folk music, Blues, Jazz, Rock
M6	Music and cinema; Music for Cinema Comparison of the two art forms – music and cinema; Ray and Ghatak's ideas on structural similarities of music and cinema Analysis of structures of films to compare with musical forms Musical accompaniment of films – from live musical accompaniment of silent era to present day. Diagetic and extra-diagetic music Analysis of music tracks of selected films Electronic Vs acoustic musical accompaniment (Has to be done as a workshop by a music composer) Item numbers of Bollywood films

**Suggested Readings:**

1. Andrei Tarkovsky, Sculpting in Time
2. Satyajit Ray, Our Films Their Films
3. Ritwik Ghatak, Rows and Rows of Fences
4. Penguin Dictionary of Music
5. S.C Deva, Music of India
6. E.H Gombrich, The Story of Art, Phaidon Publications
7. Hendrik Willen Van Loon, The Arts of Mankind
8. Hugh Honour and John F. Fleming, The Visual Arts: A History. Prentice Hall, 2005. Sylvan Barnet, A Short Guide to Writing About Art. Prentice Hall, 2007.
9. The Enquiring Eye – European Renaissance Art (National Gallery of Art, Washington)

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10. Herbert Read The Meaning of Art 11. Walter Pater The Renaissance
12. John Berger, Ways of Seeing
13. Art Through the Ages by Helen Gardner
14. Nothing If Not Critical: Selected Essays on Art and Artists
15. The Story of Painting by Wendy Beckett
16. Minor: Art History's History\_p2 by Vernon Hyde Minor
17. Isms: Understanding Art by Stephen Little
18. The Visual Arts: A History by Hugh Honour
19. What Are You Looking At: 150 Years of Modern Art in a Nutshell by Will Gompertz
20. Art and Illusion: A Study in the Psychology of Pictorial Representation by E.H. Gombrich

**Course Name: Surface & Soft Furnishings Design Development Techniques**

**Course Code-GEB202**

Mode-Offline/ Blended

Course Objective: The course is designed to provide a conceptual understanding of interior design of spaces with surface and soft furnishings. The students will be able to visually express with colour, texture, pattern and material effects for surface design appropriate to project specifications.

<i>Sl</i>	<i>Course Outcome</i>	<i>Mapped modules</i>
1	<i>Understand the fundamental interior design aspects of surface and soft furnishings</i>	<i>M1, M2, M6</i>
2	<i>Understand the fundamentals of textiles and types</i>	<i>M1, M2</i>
3	<i>Understand and demonstrate printing techniques</i>	<i>M2, M3</i>
4	<i>Understand the apply embroideries</i>	<i>M2, M3, M4</i>
5	<i>Understand and examine materials, techniques, and technology</i>	<i>M1, M2, M5</i>
6	<i>Apply the surface designs</i>	<i>M5, M6</i>

<i>Module Number</i>	<i>Content</i>	<i>Total Hours</i>	<i>%age of questions</i>	<i>Blooms Level(if applicable)</i>	<i>Remarks (if any)</i>
Module 1	<i>Textiles and Its Types</i>	<i>08</i>	<i>15</i>	<i>L1, L2</i>	
Module 2	<i>Research soft furnishings and textiles/fabrics used in the design</i>	<i>08</i>	<i>15</i>	<i>L1, L2</i>	

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Module 3	Printing and its techniques	10	15	L1, L2	
Module 4	Embroideries and its types	10	15	L1, L2	
Module 5	Exploration of materials, techniques and technologies for the development of surface design	12	15	L2, L3	
Module 6	Final surface designs and presentation	12	25	L3	
		60	100		

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3 Years BSC(3DAFM) CBCS Structure  
Paper Code: GEB202  
Surface & Soft Furnishings Design Development Techniques  
Total Credit: 6  
Total hours of lectures: 60 hours

**Detailed Syllabus:**

Module -1: Textiles and Its Types

Introduction to textiles – Indian (kalamkari, matanipachedi, ikkat) and international textiles.

Special embellishment techniques: Batik, Tie and dye - lehariya, bandhini ,shibori, sunray and marbling.

Module – 2: Research soft furnishings and textiles/fabrics used in the design

Table Linens

Rugs & Carpets

Window dressings (Curtains & Blinds)

Towels

Bedding & Bedspreads

Cushions & Throw

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Lampshades

Wallpaper

Tiles

Flooring

Module -3: Printing and its techniques

Print application through block printing, Lino printing, Wood cut printing, Lithograph printing

Print application through screen & block printing (vegetable block and wooden blocks, Appliqué, quilting, Smocking, honey comb, Fabric painting, Stencil- dabbing and spraying).

Natural dyeing techniques and explorations.

Module -4: Embroideries and its types

Basic Hand Embroidery, their technique, variations and applications. Basic running stitch, backstitch, stem stitch, chain stitch, lazy daisy stitch, buttonhole stitch, featherstitch, herringbone stitch, knot stitch, satin stitch and cross-stitch.

Traditional Embroidery- Origin, application & colours. Kantha, Chikan, Kasuti, Zardosi, Kutch and Mirror work.

Module -5: Exploration of materials, techniques and technologies for the development of surface design

Print – Screen, Block, Mono etc.

Stenciling

Fabric Dye (Natural and Azo free)

Fabric paints

Fabric and textiles Embellishment

Module -6: Final surface designs and presentation

Develop surface designs for a range of applications.

Reference Books:

The Complete Technology Book on Dyes & Dye Intermediates Paperback – 1 Jan 2003 by NIIR Board of Consultants & Engineers (Author)

Biodegradation of Azo Dyes by HaticeAtacagErkurt (Editor) – Publisher: Springer (9 August 2010), ISBN-10: 3642118917

Second Skin: Choosing and Caring for Textiles and Clothing by India Flint Murdoch Books, 2011 ISBN 978-1-74196-720

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Indigo: The Color that Changed the World by Catherine Legrand Thames & Hudson, 2013 ISBN 978-0500516607

Warp and Weft:

Woven Textiles in Fashion, Art and Interiors by Jessica Hemmings Bloomsbury, 2012 – ISBN 978-1-4081-3444-3

Quilt National 2013: The Best of Contemporary Quilts by The Dairy Barn Cultural Arts Center

DragonThreads Extraordinary Textile Arts Books, 2013 - ISBN 978-0-9818860-4-6

Surface Design for Fabric: Studio Access Card Printed Access Code – February 15, 2015 by Kimberly Irwin  
Publisher: Fairchild Books (February 15, 2015) ISBN-10: 1501395033

Websites

<https://www.houseology.com/masterclass/design-school/chapter-eight-soft-furnishings>

<https://www.twosistersecotextiles.com/pages/azo-dyes>

**Paper: ADVERTISING**

Code: GEB203

**Course Objective:** The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in-depth understanding of processes to help create better design workflows using graphical representations.

<b>Course Outcome</b>	<b>Mapped modules</b>
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

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<b>Module Number</b>	<b>Cont ent</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	Advertising	6	25		
M 2	Marketing Communication Models	8	25		
M 3	Creative planning	8	25		
M 4	Advertising Agency	8	25		
		<b>30</b>	<b>100</b>		

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3 Years BSC(3DAFM) CBCS Structure  
Paper Code: GEB203  
**ADVERTISING**  
Total Credit: 4  
Total hours of lectures: 30 hours

<b>Sl.</b>	<b>Topic/Module</b>	<b>Hour</b>
1.	<b>Module 1- Advertising</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• History</li> <li>• Function</li> <li>• Classification</li> <li>• Objective</li> <li>• Market Segmentation: Behaviouristic, Geographic, Demographic and Psychographic.</li> </ul>	6
2.	<b>Module 2- v Marketing Communication Models</b> <ul style="list-style-type: none"> <li>• AIDA, AIDAS, IEEO, DAGMAR, PLC and its relation with advertising,</li> <li>• Advertising Medias</li> <li>• Media Planning and Scheduling</li> <li>• Advertising Campaign</li> </ul>	8
3.	<b>Module 3- Creative Planning</b> <ul style="list-style-type: none"> <li>• Idea and Concept</li> <li>• Writing advertising copy</li> <li>• Advertising style and strategy</li> <li>• Colour Scheme</li> </ul>	8

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**Effective from academic session 20-21**

	<ul style="list-style-type: none"> <li>• Typography.</li> </ul>	
4.	<b>Module 4- Advertising Agency</b> <ul style="list-style-type: none"> <li>• Role of Advertising Agency</li> <li>• Ethics in Advertising</li> <li>• Role of ASCI.</li> </ul>	8

**References/Suggested Readings:**

1. Frank Jefkins, Advertising Made Simple, Rupa & Co.
2. David Ogilvy. Confessions of an Advertising Man. Southbank Publishing, 2011.
3. David Ogilvy. Ogilvy on Advertising. Prion Publishing Group. 2011
4. Jaishri N Jethwaney . Advertising. Phoenix publishing House Pvt. Ltd. 1999
5. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House.

**Paper: ADVERTISING Lab**

Code: GEB293

**Course Objective:** To develop skills to create effective Advertising for various Media.  
 To become an advertising professional.

Course Outcome	Mapped modules
Remembering	M1, M2, M3, M4
Understanding the course	M1, M2, M3, M4
Applying the general problem	M1, M2
Analyse the problems	M4
Evaluate the problems after analysing	M3, M4
Create using the evaluation process	M3, M4

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Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (if any)
M 1	Introduction to visual Thinking	6	40		
M 2	Hard Sell & Soft Sell Advertisement	10			
M 3	Social Advertisement	10	40		
M 4	Shooting for making commercial goods advertisement	14			
		<b>40</b>	<b>100</b>		

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3 Years BSC(3DAFM) CBCS Structure  
Paper Code: GEB293  
**ADVERTISING Lab**  
Total Credit: 2  
Total hours of lectures: 40 hours

Sl.	Topic/Module	Hour
1.	<ul style="list-style-type: none"> <li>• <b>Module 1- Introduction to visual thinking</b></li> <li>• Visualizing an Advertisement - Case Study 1.</li> <li>• Visualization approach: Direct or Indirect approach, Color Scheme, Visualization styles Unusual illustration, Before and After strategy. Use of Testimonials, Special layout style</li> </ul>	6
2.	<b>Module 2- Hard Sell &amp; Soft Sell Advertisement</b> <ul style="list-style-type: none"> <li>• Hard sell Advertisement: Visualizing, creating copy and visuals for Hard sell advertising</li> <li>• Soft sell Advertisement: Visualizing, creating copy and visuals for Soft sell advertising.</li> </ul>	10
3.	<ul style="list-style-type: none"> <li>• <b>Module 3- Social Advertisement</b></li> <li>• Visualizing, creating copy and visuals for Social advertising.</li> <li>• Humorous Advertisement: Visualizing, creating copy and visuals for Humour based advertising in Print media.</li> </ul>	10
4.	<b>Module 4- Shooting for making a Commercial goods Advertisement</b> <ul style="list-style-type: none"> <li>• Visualizing and shooting the visuals for Commercial goods advertisement. Commercial goods Advertisement</li> <li>• Creating copy and visuals for a Commercial goods Advertisement.</li> </ul>	14

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**Effective from academic session 20-21**

**References/Suggested Readings:**

1. James Webb Young— A Technique for Producing Ideas]], Stellar Editions.
2. Robert W. Bly—The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells, Holt Coursebacks.
3. Victor O. Schwab—How to Write a Good Advertisement]], Golden Springs Publishing.