#### **NOTIFICATION**

No. 72 / 2020 Date :- 23 /09/2020

Subject:- Introduction of Syllabi for Bachelor of Science (Animation) in the faculty of Inter-disciplinary Studies.

It is notified for general information of all concerned that the authorities of the University have accepted the Syllabi of Semester V to VI of **Bachelor of Science (Animation)** in the faculty of Inter-disciplinary Studies which is to be implemented from the Academic Sessions 2020-2021, is appended herewith as Appendix – "A"

Sd/(Dr. T.R. Deshmukh)
Registrar
Sant Gadge Baba Amravati University,
Amravati

Appendix-A

**B. Sc Animation** Semester- V &VI

Semester –V Subject Code: 3ANI501 Subject: Film Production Management

**Maximum Marks: 40** 

Objective: To understand animation and live Film Production process, setup and its management

Course Outcome: After completion of this course the student will be able to

- 1. Describe animation and live film making process.
- 2. Design studio setup.
- 3. Identify requirement of equipment and related software.
- 4. Define job hierarchy and their duties.

### **Course Content**

Theory

#### Unit 1: How an Animated Film Is Produced

Process of animation film making, preparing for production, studio setup and requirements of hardware, software & equipment.

# Unit 2: Options of Jobs in Animation Studio and Hiring Procedures

Creative directors, writers, animators VFX designers, editors, music and voice designer, graphic designer 2D and 3D artist, management personnel, technical personnel, marketing assistance, production assistant and other related staff and their duties.

#### **Unit 3: Running the Business**

Causes of studio failures, advice for startup business, The Bid, contract design, surveillance as an artist, running capital, insurance, completion bonds, production management staff, business related information and suppliers, schools, appendices, general information, suppliers', film editors, laboratories, music and sound effects, recording, rentals.

#### **Unit 4: Budget**

General information about production, producer, directors and writers, Pre-production and production costing, production budget process, production budget forms, post production and marketing costing, film releasing cost and merchandising.

# **Unit 5: Film Festivals and Markets**

Information of worldwide film festival, worldwide studio information, animation film making unions and NGO, Animation schools, worldwide animation markets scenario and scope.

#### **References:**

- 1. Script to Screen: Shamus Culhane, st. Martin's press, ISBN-0-312-05052-6
- 2. Film Production Management: Bastian Clevé, Focal press, 3<sup>rd</sup> Edition, ISBN- 978-0-240-80695-2

# Semester –V Subject Code: 3ANI502 Subject: Script to Screen

**Maximum Marks: 40** 

**Objective:** Understanding film making process from script to screen.

**Course outcome:** After completion of this course the student will be able to

- 1. Describe film production process.
- 2. Develop script for animation & interactive media.
- 3. Develop character, props & DG design for animated content.
- 4. Describe role of directors.

#### **Course Content**

Theory

#### **Unit 1: General Information of Animation film production**

Animation film production, tapping into your creativity, life quality versus stylized animation.

#### **Unit 2: Writing For Animation**

Research, story, screenplay and dialogue development, sound breakdown & bar sheet writing.

### Unit 3: Character, Props and BG design & 3D Content Development

Blue sketch, 2D & 3D character and props design development, Layout and BG design, Color keys, Matt painting for live and animation films, VFX & SFX.

# **Unit 4: Roles of Directors in Film Making**

Creative Film direction, Art direction, Story board direction, Action direction, technical direction.

#### Unit 5: Technology, Music & Voice, Editing and Output

Role of computer & motion technology, music & voice, editing process, final output for film & video.

#### References

- 1. Script to Screen: Shamus Culhane, St. Martin's press, ISBN-0-312-05052-6
- **2.** Ideas for the Animated shot Finding and building stories: Karen Sullivan, Gary Schumer, Focal press,2008, ISBN: 978-0-240-80860-4

# Semester –V Subject Code: 3ANI503 Subject: Computer Language-III

**Maximum Marks: 40** 

**Objective:** Understanding Content management system.

**Course outcome:** After completion of this course the student will be able to

- 1. Explore the scope and structure of a content management system.
- 2. Application of content management system.
- 3. Describe content management system models and aggregates content, coordinates workflow, and manages assets.
- 4. Examine the practice of migrating web content, and learn how to work with an external CMS integrator.

#### **Course Content**

Theory

#### Unit 1: Defining Data, information, and content

Data and its content, content is information put to use, content is information plus data, from data to content and back storage format: storing information, rendering format: presenting information, categorizing Formatting: formatting for effect, formatting by method, formatting by scope, importance of structure, how to categorize structure: structure by purpose, structure by type, structure by scope, functionality.

#### Unit 2: Creating pages and navigation

Creating pages, Editing pages, Previewing changes, Changing the page alias, Deleting pages, Formatting page content, Activating search & replace function, Adding meta tags, Adding global meta tags, Understanding page hierarchy: Adding subpages to a website, Usability, Search engine friendly URL. Controlling the navigation of the website: Home Page/Default page of web site, more navigation control with content types, creating new pages as a copy of existing one, changing multiple pages at once

#### **Unit 3: Design and Layout**

Working with templates, Importing readymade template, Creating new template: Adding dynamic parts to template, Adding smart tags to a template, Adding parameters to the template, Working with style sheets: Creating new style sheet, Designing navigation, the pure CSS way, Overview of CSS and features, Use of CSS to redesign text features, Use of CSS to move and position web graphics

#### **Unit 4: Users and permissions**

Understanding users and their roles, Creating a new user, Assigning a user to a group, content Permission Adding page permission, Designer permissions, Creating test area for the designer, Viewing the admin log, archiving changes and restoring them.

#### **Unit 5: Understanding content management**

Defining content management, content management is distributing business value, content management is a balance of organizational forces, content management is the combination of content-related disciplines, content management is collection, management, and publishing, content management is a computer infrastructure.

#### **References:**

- 1. Content Management Bible, 2nd Edition- By Bob Boiko, ISBN- 978-0764573712
- 2. Word press for beginners: Tim warren, Ingram publishing, ISBN- 1761030698
  - **3.** Building web apps with word press: Brian Messenlehner, O'reilly media, ISBN-1491990082

Semester-V Subject Code: 3ANI504 Subject: Post Production

**Maximum Marks: 40** 

**Objective:** To understand post-production process for video, feature film and any interactive digital media.

Course outcome: After completion of this course the student will be able to

- 1. Apply the process of offline and online editing.
- 2. Apply online digital effects.
- 3. Illustrate the process of Dubbing, voice recording, background music.
- 4. Apply online voices, musical effects.
- 5. Plan film promos & gaming, marketing & merchandising.

# **Course Content**

**Theory** 

# **Unit 1: General Information about Post Production**

Introduction, required software and applications of software.

# **Unit 2: Offline Editing**

Introduction to offline editing and its application, required hardware and software, understanding offline editing process for creating sound, music and voice effects.

#### **Unit 3: Online Editing**

Introduction to online editing and its applications, required hardware and software, understanding online editing process for applying sound, music & voice effects with final visual, DI (color correction).

### **Unit 4: Final Output**

Telisine, reverse telisine, digital output for TV & other digital media, output on film.

#### **Unit 5: Promotion and Branding**

Creating film promos, promotion on TV shows, plan live concert, marketing (digital/physical) merchandising.

#### References:-

- 1. Professional Digital Compositing:- Lanier Lee, John Wiley and Sons Ltd, ISBN- 9780470452615
- 2. Film Technology in Post Production : Dominic Case, Focal Press,2<sup>nd</sup> edition, ISBN- 0240516508
- **3.** The Technique Of Film And Video Editing: Ken Dancyger, Focal press, 4th Edition ,ISBN- 978-0-240-80765-2

# Semester –V Subject Code: 3ANI505 Subject: Illustration and Comic Design

**Maximum Marks: 80** 

**Objective:** To learn illustration & comic art for media & news media

**Course outcome:** After completion of this course the student will be able to

- 1. Design illustration for story books, newspaper, magazine and interactive media.
- 2. Design illustration styles in various mediums (digital and physical).
- 3. Design illustration styles for story board, comic book and interactive comic book.
- 4. Recognize today's national and international trends of comic book and interactive comic book.

# **Course Content**

**Practical** 

# **Unit 1: Dynamic Drawing**

Understanding rhythm, force, balance in drawing, dynamic key poses, concept art by memory & from life.

### **Unit 2: Various Illustrative Styles and Design**

Simple line drawing with plain colors, dynamic drawing with tint, tones, shades, halftone illustration, various styles for illustration, illustrations for print media, illustration for digital media.

#### **Unit 3: Drawing For Storyboard Illustration**

Frame composition with perspective, shade and light in frames, cinematic frames, editing rules and its application in frame, color and style application for story boarding.

### **Unit 4: Comic Book Art & Design**

Information about comic book, cover design, page layout and design, appropriate place utilization for story information and dialogue writing, dynamic styles and color application. (Digital and physical).

# **Unit 5: Interactive Comic Book Art & Design**

Introduction, cover page layout, learning limited animation techniques, appropriate place utilization for story information and dialogue writing, dynamic styles and color application. (Digital).

#### **References:**

- 1. Creative illustration: Andrew Loomis, the Viking press publications, 1947, ISBN: 978-1845769284.
- 2. Drawing Cutting Edge Comics: Christopher Hart, Watson-Guptill publications, ISBN: 978-0823023974.
- 3. How to Draw Great-Looking Comic Book Women: Christopher Hart, Watson-Guptill, ISBN: 978-0823023943.

# Semester-V Subject Code: 3ANI506 Subject: Character & Props-III

Maximum Marks: 40

**Objective:** Making 2D and 3D generated character models for Animation films and creating 3D proxy character & Props for VFX based live films

**Course outcome:** After completion of this course the student will be able to

- 1. Describe the concept of character modeling
- 2. Use of character and bird modeling
- 3. Use of UV and texturing on props, characters and modeling
- 4. Apply Displacement Maps on Props & characters.

### **Course Content**

**Practical** 

# Unit 1: Character Modeling, Texturing & Lighting, Information of sculpting software

Character modeling, texturing and lighting information, introduction and interface of sculpting software.

#### **Unit 2: Character Modeling and Bird Wing Modeling**

Lip modeling, nose modeling, Eye modeling, Ear modeling, face modeling, body modeling, cloth modeling, and Bird wing modeling.

#### Unit 3: UVs mapping on 3D model

Human model texturing, bird wing model texturing.

#### **Unit 4: Creating Normal and Displacement Map.**

Human model sculpting, Projection mesh and re-topology, Normal and displacement maps, texture maps.

#### **Unit 5: Lighting and Rendering**

Human model lighting and rendering, Bird model lighting and rendering.

#### References:

- 1. Maya professional tips and techniques –Lee lainer, Sybex, 2007, ISBN-0470107405
- 2. 3ds Max 7.5 Project-Boris Kulagin, BPB publication, 2006, ISBN-1-931769-3-5
- 3. Digital modeling:- William Vaughan, New Riders publication, 1st edition, ISBN:- 978-0321700896

# Semester –V Subject Code: 3ANI507 Subject: Matt Painting-II

Maximum Marks: 40

**Objective:** To learn applications of matt painting in films, TV serials, digital content and live concerts.

**Course outcome:** After completion of this course the student will be able to

- 1. Design painted background for 2D animated films and digital interactive content.
- 2. Design 3D background for 3D animated films and digital interactive content.
- 3. Design photographic matt painting for live film, animated & TV Serials, digital and interactive content.
- 4. Design Matt painting for reality TV shows and live concerts.
- 5. Design matt painting for print media and merchandising.

#### **Course Content**

#### Practical

# Unit 1: Introduction of Matt Painting and Its Application in Various Fields

Introduction about Painted and photographical matt painting, layout and color keys for conceptual Matt painting, technical requirements, and use of matt painting for feature film, serials, gaming, reality shows and live concert, uses of 3D content in Matt painting.

#### **Unit 2: Matt Painting for TV Serials (Live and Animated)**

**For live:** Introduction, layout, color keys, creating 3D content, image selection, resolution and application of images according to concept and action.

**For Animated TV serials:** Introduction, layout, color keys, creating 2D and 3D content, painting styles (physical/digital), applications according to scene and sequences.

# **Unit 3: Matt Painting for Gaming (2D/3D)**

Introduction, concept, layout, color keys, creating 2D and 3D content, styles, painting or mapping, applications according to scene and sequence.

# **Unit 4: Matt painting for reality TV shows**

Introduction, concept, layout, color keys, creating 2D and 3D content, stylized painting for Digital presentation, applications of matt painting according to reality TV shows.

# **Unit 5: Matt painting for live concerts**

Introduction, concept, layout, color keys, creating 2D and 3D content, stylized painting for Digital representation.

#### **References:**

- 1. Digital Matt painting handbook: David B. Mattingly, Sybex publications, 2011, ISBN:- 978-0470922422.
- 2. The Techniques of Dylan Cole: Advanced Digital Matt Painting: Dylan Cole, The Gnomon Workshop, 978-1597629621
- 3. Setting up yours shots:- Great camera moves every filmmaker should know:- Jeremy vineyard Michael wise productions ,1999, ISBN:-0941188736
- 4. Layout and composition for Animation: Ed Ghertner, Focal Press, 2010, 1st Edition, ISBN:- 978-0240814414

# Semester –V Subject Code: 3ANI508 Subject: Rigging and Blend shapes-III

Maximum Marks: 40

# Objective: Understanding the process used to create skeleton and interconnected controls setup to animate 3D objects and models

Course outcome: After completion of this course the student will be able to

- 1. Illustrate advanced character and props rigging.
- 2. Demonstrate advanced mechanical rigging.
- 3. Practice advanced blend shapes.
- 4. Illustrate winged character rigging.
- 5. Illustrate realistic character muscles and skinning.

#### **Course Content**

**Practical** 

## **Unit 1: Advance Mechanical Rigging**

Transform Character/Object Rigging, Mechanical Character/Object Rigging

# Unit 2: Understanding Wing Mechanism.

Wing Part Rigging, Wing Part Skinning

# **Unit 3: Advance Cartoon Rigging.**

Adding Exaggeration, Connecting Extra Props

### **Unit 4: Realistic Character Rigging.**

Realistic Character Rigging

# **Unit 5: Realistic Character Muscles & Skinning.**

Realistic Character Muscle, Realistic Character Skinning

#### **References:**

- 1. Maya professional tips and techniques:-Lee Lainer, sybex,2007, ISBN:- 0470107405
- 2. 3DS Max 7.5 project Boris Kulagin, Bpb Publication 2006, ISBN: 1-931769-43-5.
- 3. Character rigging and Animation: Alias wave front publication, 2002, ISBN: 9780973005233.

# Semester –V Subject Code: 3ANI509 Subject: Dynamics & Compositing

Maximum Marks: 40

**Objective:** Learning digital compositing for 3D animated and live films.

**Course Outcomes:** After completion of this course the student will be able to

- 1. Describe the fundamental of compositing.
- 2. Practice Composting tools.
- 3. Describe the fundamentals of visual effects.
- 4. Illustrate use of compositing in 3D animated and live films.

#### **Course Content:**

**Practical** 

#### Unit 1: Introduction to Compositing (VFX).

Concepts, features and uses of compositing.

#### **Unit 2: Fundamentals of Compositing.**

Masking, Roto, Keying, Wire Removal

#### Unit 3: Fundamentals of VFX.

Tracking, Plate Making, Color Correction

#### **Unit 4: Compositing.**

2D compositing, 3D compositing

#### Unit 5: Advance Compositing & VFX.

Motion Graphic, Special Effects Scene 1 (External Plugins), Special Effects Scene 2 (External Plugins) References:

- 1. Adobe After Effects CC Classroom: Lisa Fridsma, Brie Gyncild, Adob Press, 2018, ISBN-13: 978-0-
- 2. Nuke 101: Professional Compositing and Visual Effects: Ron Ganbar, Pearson Education, 2011, ISBN-0321733479.
- 3. Professional Digital Compositing:- Lanier Lee, John Wiley and Sons Ltd, ISBN- 9780470452615

# Semester -V **Subject Code: 3ANI510 Subject: Animation-IV**

Maximum Marks: 80

**Objective:** To understand Acting for animation

**Course Outcomes:** After completion of this course the student will be able to

- 1. Practice animation principles using 3D software
- 2. Application of animation principles.

- Understanding lip synchronization according to dialogue delivery.
   Understanding action & emotion according to situation.
   Understanding multiple camera & its coordination according to scenes and sequences.

#### **Course Content:**

**Practical** 

### Unit 1: Human Animal and Bird (Walk\ Run\ Jump \Fly)

Human: Walk, Run, Jump, Animal: Walk, Jump, gallop, Bird: flying, landing

#### **Unit 2: Animation Principles**

Timing, Follow through, Overlapping action and secondary action, weight and force, anticipation

# **Unit 3: Dialogue and Facial Expression**

Construction of dialogue, facial expressions, dialogue with expressions.

# **Unit 4: Animation Acting**

Acting with rules of animation.

# **Unit 5: Acting with synchronization**

Acting of fighting with two or more characters

# **References:**

- 1. Animator's Survival Kit:- Richard Williamson, Faber & Faber, 2002,1st edition
- Timing for animation:- Harold Whitaker, CRC press, 2009, 2nd Edition
- 3. Maya professional tips and techniques:- Lee Lainer, Sybex publication, 2007, ISBN:- 0470 107 405
- 4. 3DS Max 7.5 project Boris Kulagin, BPB Publication, 2006, ISBN: 1-931769-43-5.

# 6<sup>TH</sup> SEMESTER

# **PROJECT INTRODUCTION**

The students of B. Sc (Animation) of 6<sup>th</sup> semester have to complete a short film with acquired practical knowledge attained in due course of time to analyses and evaluate their understanding of animation. The students have to develop a short film based on a specific genre and story line (joke, moral story, commercial ad) and promote it to audience using various marketing strategies. This course content would focus on student's understanding of animation, the industry of film making and their practical knowledge gained during the course, making student successful in the field. 6th semester students have to individually complete a short film of 30 seconds to 1 minute as a project to be submitted to the university within a stipulated time.

#### **INSTRUCTIONS**

Project genre: 2D/3D/VFX/Live

**Duration**: Min.30 seconds to Max.1 minute

**Story line**: Joke/tale/narrative/ads (social/commercial)

**Required manpower/group size**: Individual **Ratio:** 1920 x 1080 px OR 1280 x 720 px

The above project has to be completed individually by a student right from concept development, storyline, preproduction, 2D, 3D animation, live action, VFX and compositing followed by related promotional activities.

The project has to be completed within given stipulated time of the university and according to the instructions provided by the guide.

# Following is the subject wise distribution of film making:

- 1) Concept and story development
- 2) Pre-Production
- 3) Production
- 4) Post production
- 5) Marketing and merchandising
- 6) Seminar and Project

Students having learnt the course and completed the film project need to understand and present the project in a right way to the audience. The following contents need to be studied and practiced.

#### Bible

The selected topic or concept by the students have to be completely described by the student in the bible along with illustrations. The contents to be included are as follows- one line story, directors, producers, film genre, characters of the film, background, story board, concept, etc.

### Film Festivals

The films created by students should reach on a wider platform all over the world. To provide knowledge about various such festivals students will be provided with necessary guidance of criteria and eligibility followed by basic instructions of festivals. This will have to be completed by a student as a part of project.

# Making of Film

In this topic the student will have to showcase their journey from script to screen to the viewers in order to show his challenges, trouble while creating a short film. This making has to be saved and created in the form of a documentary.

#### **Website Design**

The students work right from the beginning and the short film will have to be put on the website by the student for the viewers to see the beautiful work made by a student. This would help gain student popularity as an artist.

# **Project Presentation**

The film created by the students has to be submitted in the form of CD/DVD to the college which will help to evaluate the student based on the art work done in due course of 3 years.

# Semester-VI Subject Code: 3ANI601 Subject Name: Concept and Story development

**Maximum Marks: 50** 

**Objectives:** Practical experience for creating concept, story, screenplay for short film, ad films, TV serials, feature film, film promo or any other digital content.

Course outcome: After completion of this course the student will be able to

- 1. Develop idea, story, screenplay, dialogues for film making.
- 2. Plan for pre-production.

# **Course Content**

**Practical** 

#### **Unit 1: Concept Design**

Identifying idea, creating concept, concept development, and research.

# Unit 2: Plan for pre-production

Study of people, culture, monument, costumes, script, people psychology and their working style, their physique and face cut, their virtue, nature and natural element, environment, local language, local stories, according to research, design an illustration and concept art, color keys, portrait paintings and nature drawing.

#### **Unit 3: Story Development**

Creating short story, story development and research.

#### **Unit 4: Screenplay Design**

Define story, characters, locations, era, timing, culture, monuments, language, costume, direction, cinematography and editing rules.

#### **Unit 5: Dialogue Development**

Study subject and genre of the film, understanding the local language, culture, local thought, phrases, description of situation and timing, study public trends and psychology, final dialogue designing from this study.

# Semester-VI Subject Code: 3ANI602 Subject Name: Pre-Production

**Maximum Marks: 50** 

**Objectives:-** Practical experience of making 2D, 3D Characters & props, key backgrounds, action story Board & staging for production.

Course outcome: After completion of this course the student will be able to

- 1. Designing and modeling of 2D, 3D Character & Props.
- 2. Designing & Modeling Layout, background.
- 3. Development of Concept art & Color Keys.
- 4. Development of Story Board design & 3D staging.
- 5. Compose Key VFX design & lighting setup for production purpose.

#### **Course Content**

Practical

#### Unit 1:- 2D, 3D Character & props designing &3D modeling

- A) 2D Character & prop designing, color keys character & props, final chart of character & props, clay modeling
- B) 3D character & props modeling, texturing, rigging, general lighting with Blend shapes.

# Unit 2:- Layout & Background Design & 3D Modeling

- A) Blue Sketches of BG, layouts, conceptual key BG design (physical/digital).
- B) 3D BG Modeling, texturing, general lighting, rigging.

# **Unit 3:- Story Board Design & 3D Staging**

- A) Sound Breakdown & writing bar sheet, Sequence & Scene separation from screen play, calculating actions & dialogue timing for making storyboard with proper information for every sequence & scene.
- B) 3D staging:-3D story board with proper information of actions, dialogues, lighting, VFX & SFX, required timing for every sequence and scene.

# **Unit 4:- Concept Art & Color Keys**

Key Concept art design for understanding film color scheme, composition & lighting.

# Unit 5:- VFX & SFX Design & Technical Know how

Study dynamics for VFX & SFX design, creating hair, fur, clothes, rendering and compositing every scene.

# Semester-VI Subject Code: 3ANI603 Subject Name: Production

**Maximum Marks: 75** 

**Objectives:** - Practical experience of animation, dynamics, and lighting effects, VFX & SFX, compositing scene rendering as a part of filmmaking production.

**Course outcome:** After completion of this course the student will be able to

- 1. Create live action to animation as a part of film making project.
- 2. Create lighting and develop dynamic effects as a part of film project.
- 3. Create VFX and SFX as a part of film project.
- 4. Combine all the film related element and render it as a sequence of film project.

#### **Course Content**

#### **Practical**

#### **Unit 1: Animation**

Shooting live action as a reference for animation, thumbnails, creating keys to in-between, 2D, 3D animation facial expressions and lip sync

#### **Unit 2: Lighting**

Creating dome lighting and setup (digital), understanding lighting and texture mapping

### Unit 3: Dynamics, VFX and SFX

Creating particular digital effects by using dynamics, creating digital and physical effects as VFX and SFX

#### **Unit 4: Compositing and Final Rendering**

Introduction about compositing software and its applications, compilation of BG and Matt painting, animation, dynamic effects and VFX, application of lighting and composition scene by scene.

#### **Unit 5: Rendering**

Introduction about advanced rendering software and its applications, rendering layer to layer for final scene composition.

### Semester-VI Subject Code: 3ANI604 Subject Name: Post Production

Maximum Marks: 50

**Objective**: - Practical experience of editing music voice and dubbing, DI (color correction) & final output of the films.

**Course outcome:** After completion of this course the student will be able to

- 1. Use of offline editing for final music dubbing.
- 2. Create appropriate music, voice dubbing & effects.
- 3. Use of online editing for online effects and include music, voice dubbing & voice effects in film.
- 4. Create appropriate color schemes according to subject.
- 5. Produce final output of the film for feature film, video or any interactive media.

#### **Course Content**

# **Practical**

# **Unit 1: Offline Editing**

Introduction of editing software and hardware, choose final shots, compile final shots according to story & screenplay, and create timeline for final music, voice dubbing and voice effects.

# **Unit 2: Voice and Music**

Voice recording, dubbing, music, voice effects & background scene.

#### **Unit 3: Online editing**

Introduction about online editing software and hardware, online editing & music, voice effects compilation, online video effects (VFX), color correction.

#### **Unit 4: Final output**

Scene by scene rendering, telisine and reverse telisine, output for films and video.

# **Unit 5: Film promos**

Creating promos for films, television promotions.

# Semester-VI Subject Code: 3ANI605 Subject Name: Marketing and Merchandising

**Maximum Marks: 50** 

**Objective:** Design promotional art material for marketing and idea development for video game and other promotional materials for merchandising.

Course Outcome: After completion of this course the student will be able to

- 1. Design promotional art material.
- 2. Design video games.
- 3. Design digital pages for promotions.
- 4. Making goodies & other printed material for promotions.

#### **Course Content**

#### Practical

#### **Unit 1: Promotional Art Material**

Designing of stationary, poster, hoarding, print ads, online ads, brochures.

#### **Unit 2: Digital Presentation**

Interactive presentations, client presentations.

#### **Unit 3: Video Games**

Identification of an idea and its development, flowchart design, creation of video game.

#### **Unit 4: Brand Building Promos**

Create 30 to 60 sec promos for TV & films.

#### **Unit 5: Marketing and Merchandising**

Making 3D mascots & 3D backgrounds, 3D painting & using film characters on various materials for branding & marketing.

# Semester-VI Subject Code: 3ANI606 Subject Name: Seminar and Project

Maximum Marks: 25

**Objective:** Self-evaluation and experience through seminar and project.

**Course Outcome:** After completion of this course the student will be able to

- 1. Create bible of film project.
- 2. Understanding the process of participation in worldwide film festivals.
- 3. Production of film (Thesis).
- 4. Create website & digital pages for project presentation.
- 5. Project presentation

# **Course outcome**

# **Practical**

#### **Unit 1: Bible**

A book (Digital/ print) consist of short storyline, pre-production details like sketches, story board, concept art and information about important crew.

#### Unit 2: Making of Film

A book (Digital/ Print) consisting of snapshots of film making and experience in detail.

### **Unit 3: Website Design & Creating Digital Promotion Pages**

Information on producer & director, important art works, video project presentation, contact details

#### **Unit 4: Film Festivals**

Gain information about worldwide Film festivals, a process of participation in film festivals.

#### **Unit 5: Project presentation**

Study of animation film making, Presentation of ready project

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