

BHARATHIAR UNIVERSITY: COIMBATORE-641046
CENTRE FOR COLLABORATION OF INDUSTRIES AND INSTITUTIONS (CCII)
DIPLOMA IN MULTIMEDIA AND ANIMATION
(For the CCII students admitted from the academic year 2015-16 onwards)

SCHEME OF EXAMINATION

Semester 1

Paper	Course Title	Total Marks
Theory 1	Multimedia and Applications	100
Theory 2	Drawing Concept & Color Theory	100
Theory 3	Digital Imaging	100
Practical 1	Digital Imaging	100
Practical 2	Desktop Publishing	100

Semester 2

Theory 4	Foundation Course in Classical Animation	100
Theory 5	Principles Of Animation and Media Laws	100
Theory 6	Introduction web design and Application	100
Practical 3	2d Animation	100
Project	Short Animated Movie	100
	Total	1000

Subject	Theory 1 : Multimedia and Applications
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UNIT-I:

What is mean by Animation – Why we need Animation – History of Animation – Uses of Animation – Types of Animation – Principles of Animation – Some Techniques of Animation – Animation on the WEB – 3D Animation – Special Effects - Creating Animation.

UNIT-II:

Creating Animation in Flash: Introduction to Flash Animation – Introduction to Flash – Working with the Timeline and Frame-based Animation - Working with the Timeline and Tween-based Animation – Understanding Layers - Actionscript.

UNIT-III:

Animation & its Concepts – Types of 3D Animation – Skeleton & Kinetic 3D Animation – Texturing & Lighting of 3D Animation – 3D Camera Tracking – Applications & Software of 3D Animation.

UNIT-IV:

Motion Capture – Formats – Methods – Usages – Expression – Motion Capture Software’s – Script Animation Usage – Different Language of Script Animation Among the Software.

UNIT-V:

Concept Development –Story Developing –Audio & Video – Color Model – Device Independent Color Model – Gamma and Gamma Correction - Production Budgets - 3D Animated Movies.

TEXT BOOK:

Multimedia Technologies – Ashok Banerji, Ananda Mohan Ghosh – McGraw Hill Publication.

Subject	Theory 2 : Drawing Concept & Color Theory
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Course Goals:

The primary goal of this course is to obtain a good match across color devices. Course Activities and Schedule:

UNIT: 1

Colour balance - Properties of colour – Hue - Reflective Value – Tint – Shade – Colour tone - Intensity - Colour in terms of weight – Sub ordinate colour - Colour scheme .

UNIT: 2

Colour domination - Colours for elements - Exterior paint colours - Cool colours - Warm colours - Colour personality - Proportion, contrast and effects with colour.

UNIT: 3

Colour swatches – Colour Charts - Safety Colours& Industrial Identification - Additive Colour System (RGB) - Subtractive Colour System (CMYK).

UNIT: 4

Create your own colour - Sponging: creation of a gently mottled or cloud-like effect with harmonizing colours – Colour washing: creation of soft dappled effects and striking contrasts of diluted colour - Rag rolling adds subtle or bold textured effects reminiscent of marble and crushed velvet - Dragging creates a finely striped effect often associated with antiques.

UNIT: 5

General guides to colour self help - Colours for living and learning - Provide helpful and professional advice on colour selection.

Suggested books for Reading:

- Faber Birren's, the Elements of Color, Color and Human Response.

Subject	Theory 3 : DIGITAL IMAGING
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Unit - I

Interface overview - Color Correction - Layer Blends - Resolution- Masking- Application of all above .

Unit - II

Familiarity with the color tools- contrast –levels-brightness - contrast under image menu - Match color- Duotone-Replace Color-Hue & Saturation- Retouching (intermediate) – change replace and match BG and color

Unit - III

Blends styles (intermediate)- create layers- name the layers- arranging works in separate layers while working on a project/design - change layer styles Using the Styles Panel- handling pen tool

Unit - IV

Masking techniques (intermediate) – intermediate selection commands - Editing palette – understanding parameters - short cuts using Quick Mask mode- familiarizing vector paths- improving Tracing speed.

Unit - V

Webpage layout- Header banner Design – Design aesthetics- layouts- Poster Layout Design – collage - inputting Text - Adding Title - Matte painting for webpage – creating webpages to suit client needs. REFERENCE: Photoshop book for Digital Photographers - Scott Kelby

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Photoshop book for Digital Photographers - Scott Kelby

Subject	Practical 1 : Digital Imaging
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- 1.Create a location using Matte painting technique
- 2.Recreate an old damage image
- 3.Convert a grey scale image into a colored one
- 4.Create an digital photo manipulation image
- 5.Create a low poly portrait
- 6.Create a web template
- 7.Create a pamphlet or brochure
- 8.Create a typography art
- 9.Draw a realistic portrait using brush
- 10.Create and design an advanced Photo manipulation

Subject	Practical 2 : Desktop Publishing
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1. Create an object using basic shapes
2. Create and edit clone shapes
3. Trace an image using pentool
4. Create a colourful logo
5. Create a word art with 3D effects
6. Create a brochure or flier
7. Draw a realistic illustration
8. Draw an environment with colors and lights
9. Create a banner for print media
10. Save files in different formats

Subject	Theory 4 : Foundation Course in Classical Animation
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UNIT I:

Fundamentals of Art, Design & Visualization – Fundamentals of design -Principles of design- Fundamental of drawing,- Introduction to perspective - Colour Theory- Anatomy Study,(man & animal) Introduction to 2D and 3D.Pre Historic paintings-Traditional Art-Variou eras & isms- Prehistoric Sequential Drawings.

UNIT II:

Object - Getting to know about Pencil, Paper- Intro to Lines, shapes and Forms - Drawing with different shapes and forms- Drawing complicated forms with the help of shapes. Layout & Background Painting – Basic and Advanced techniques layout -Basic and Advanced techniques in BG Painting. The Student will learn everything from introductory concepts of perspective, color keys to advanced techniques in layout and Background painting. The class is geared up towards the beginner to intermediate student, and is centered on layout for animation.

UNIT III :

History of animation - Showcase of Animation films- Getting to know about the old Animation film process- Knowing the new Animation technology. 2D animation frame-sequencing features – Straight-ahead animation – Key frames animation – Motion paths – Applying geometric transformations over time – Intertwining options – Looping and palindrome motion – Features specific to the program in use.

UNIT IV:

Human Anatomy- Hand – Humerous Bone – Ulna Bone – Radius Bone – Carpals Bone – Meta Carpals Bone – Trachea Bone – Inner Cornville Bone – Outer Cornville Bone – Sternum Bone. Filmpipeline and the Different career opportunities in Animation- Development of Traditional Animation & Digital Animation.

UNIT V:

Digital 2D Animation orientation – Basic factors affecting the illusion of motion – Impact of digital techniques on the craft of film and video animation – Professional animation practice and job description – Prevailing file format standards and other compatibility issues – History and future trends of computer animation application in the visual arts.

REFERENCES :Wells, P;“Understanding Animation”. London & New York :Routledge,1998. Whitaker H & Halas J;“Timing for Animation”. Boston &Oxford : Focal Press,2002. VikasGubta&Kogent Solutions Inc; “Multimedia and Web Design”, Dream tech,2000VikasGubta; “A Revolutionary 3-Stage Sub learning System”. Dream tech , 2006. Adams T. R; “Tom and Jerry : 50 Years of Cat and Mouse” .New York : Crescent Books.1991 .

Subject	Theory 5 : Principles Of Animation and Media Laws
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Course Description:

Introduction to basic principles of computer generated animation, simply called as CGI or CG. In this course students will develop an understanding of the legal and ethical issues that frame media production and consumption.

Course Goals:

Provide students with skills, knowledge and understanding to recognize, articulate and discuss current legal and ethical issues in the media .

UNIT – 1:

History of Animation – Introduction to Animation - Terms used in Animation – Types of Animation - Skills for Animation Artist

Unit -2

Basic Principles of Animation - Animator's Drawing Tools - Rapid Sketching & Drawing- Developing Animation Character - Essentials & qualities of good animation characters

Unit - 3

Overview of Media Trends – Mass Media and the Imperative of Law and Ethics - Understanding Laws –Understanding Ethics - Mass Media Roles within the Scope of Law and Ethics - Media Regulation

Unit -4

Media Laws: Intellectual and Institutional- Copyright- New Media- Protection of News Sources- Reports of Parliamentary

Unit -5

Ethical Principles of Mass Media Regulation - Ethical Issues in Mass Communication - Regulatory Institutions

Reference Book

The Animator's Survival Kit - Richard William

Subject	Theory 6 : Introduction web design and Application
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UNIT -1 Web Design Principles

Basic principles involved in developing a web site - Planning process - Five Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept

UNIT -2 Basics in Web Design

Brief History of Internet - What is World Wide Web - Why create a web site - Web Standards- Audience requirement.

UNIT-3 Introduction to HTML

What is HTML - HTML Documents - Basic structure of an HTML document - Creating an HTML document - Mark up Tags - Heading-Paragraphs - Line Breaks - HTML Tags.

UNIT-4 Elements of HTML

Introduction to elements of HTML - Working with Text - Working with Lists, Tables and Frames - Working with Hyperlinks, Images and Multimedia - Working with Forms and controls.

UNIT -5 Introductions to Cascading Style Sheets

Concept of CSS - Creating Style Sheet - CSS Properties - CSS Styling(Background, Text Format, Controlling Fonts) - Working with block elements and objects - Working with Lists and Tables - CSS Id and Class - Box Model(Introduction, Border properties, PaddingProperties, Margin properties) - CSS Advanced(Grouping, Dimension, Display,Positioning, Floating, Align,Pseudo class, Navigation Bar,Image Sprites, Attribute sector) - CSS Color - Creating page Layout and Site Designs.

Reference Book:

Web Technologies: HTML, Javascript- Wiley

Subject	Practical 3: 2D Animation
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1. Trace an image using basic drawing tools
2. Create a bouncing ball animation using keyframe technique
3. Create a globe revolving animation using mask technique
4. Create a web banner and create control buttons
5. Create a character walk cycle
6. Create a camera pan and zoom animation in a scene
7. Create facial expressions for a character
8. Create multiple character animation for combining tween and key frame animation techniques
9. Create a character lip sync using audio
10. Complete a short animated movie

Subject	Project : Short Film
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