



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM

B.Sc Animation Course Syllabus (w.e.f:2023-24A.B)

B.Sc Animation

Single Major

From 2023-24 (Syllabus-Curriculum)

Course Structure

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Art Foundation	3+2	4
	2	Animation industry Perspectives	3+2	4



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM
B.Sc Animation Course Syllabus (w.e.f:2023-24A.B)

SEMESTER-I
COURSE 1: ART FOUNDATION

Theory

Credits: 3

3 hrs/week

I. Course Objectives:

- Understand the basic art study
- Enhance the basic knowledge about the art and paint
- Apply different techniques about the art
- Demonstrate the handling of various types or art and paint

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Understanding of various concepts of art foundation
- Using different techniques to work on art and paint
- Apply design theory of art
- Analyze and critique design work, both their own and that of others, using design principles and effective visual communication techniques.
- Present design concepts and solutions effectively, both verbally and visually, to clients or stakeholders, articulating design choices and justifying design solutions.

III. Syllabus:

Unit - I: Introduction to art, Purpose of art, Art forms, Art and morality, Art and Religion, Art and methods, Art styles

Unit - II: Indian art, art concept, art and classification, line, shape, form, mass, value, color, texture, design principles, art balance, variety of art, emphasis of art

Unit - III: Art movement, art scale, art proportion, art repetition, drawing and painting tools, drawing techniques, painting techniques, arts of terms

Unit - IV: Nature drawing, bird life study, outdoor sketching, toon drawing, doodling, live study, animal study, time sketches, movement study

Unit - V: Clay modeling, designing character, props using box and oil based clay, animation using clay character and props, set designing, stone design, grass design, playing with water colors, poster color, dry brush, pastel colors

IV. References:

1. The Story of Art" by E.H. Gombrich: A classic and comprehensive introduction to art history, covering various artistic periods and styles from prehistoric times to the present day.
2. Ways of Seeing" by John Berger: This influential book explores how we perceive and interpret art, delving into the social and cultural contexts that shape our understanding of visual images.
3. Art Fundamentals: Theory and Practice" by Ocvirk, Stinson, Wigg, and Bone: An essential textbook that covers the fundamental principles of art, including elements such as line, shape, color, composition, and perspective.
4. The Elements of Color" by Johannes Itten: A valuable resource for understanding the principles of color theory, exploring concepts like hue, value, saturation, and color harmonies.
5. Drawing on the Right Side of the Brain" by Betty Edwards

Web resources suggested by the Teacher concerned and the college Librarian including reading material



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V. a) Co-Curricular Activities:

1. Art and paint assignments
2. Seminar/Workshop on art and design industry
3. The student will demonstrate the art works with print or manual
4. Getting the knowledge on the live experience
5. RVJ (Reflective Visual Journal) on the theory and particles

b) Suggested Co-Curricular Activities:

1. Oral presentations
2. Self-reflective blogs
3. Practical production works
4. Peers and self –assessment for output
5. Invited lectures and presentations on related topics



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SEMESTER-I
COURSE 1: ART FOUNDATION

Practical

Credits: 1

2 hrs/week

VI. List of Experiments:

1. Basic shapes and still life
2. Anatomy and portrait
3. Art using water color
4. Art using acrylic color
5. Drawing using crayon
6. Drawing with charcoal and pencil study



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SEMESTER-I
COURSE 2: ANIMATION INDUSTRY PERSPECTIVES

Theory

Credits: 3

3 hrs/week

Course Objectives:

- Understanding the fundamental principles of animation is crucial
- Learning industry-standard software tools is essential in animation
- Developing strong artistic skills is important in animation
- The animation industry offers various specialization areas such as character animation, visual effects, motion graphics, stop motion, 2D animation, and 3D animation

Learning Outcomes

Students at the successful completion of the course will be able to:

- Understanding of storytelling and narrative development
- Knowledge of the animation production pipeline
- Portfolio development showcasing student work
- Collaboration and teamwork skills.
- Familiarity with industry trends and practices.

6. Syllabus:

Unit - I: Fundamentals of computer graphics, types of graphics, different file formats, different video formats, Aspect ratio, Resolution(PPI,DPI, Color wheel

Unit - II: History of animation, history of pioneers, basic of films, basic cinematic terms and concepts, development of the animation industry, development of visual effects industry

Unit - III: 12 principles of animation, dialoguer recording, Origin of modern art, Stylistic movements, periods and artistes, Realism – millet, Corot, Courbet, artist and their paintings, Impressionism, Post – impressionism,

Unit - IV: Fauvism, Cubism, Picasso, Dadaism, Surrealism, POP art, Performing art forms, Early reference to art and beauty, Film and animation

Unit - V: Time, Space and other formal elements of art, New media art form, site specific works, environmental art, digital works, AR/VR and Emerging new forms, Casting and performance, settings and location, pipeline

IV. References:

6. "The Animator's Survival Kit" by Richard Williams: This book is considered a classic in the field of animation
7. "Character Animation Crash Course!" by Eric Goldberg
8. "The Illusion of Life: Disney Animation" by Frank Thomas and Ollie Johnston
9. "Timing for Animation" by Harold Whitaker and John Halas

Web resources suggested by the Teacher concerned and the college Librarian including reading material



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V. a) Co-Curricular Activities:

7. Animation Film Festivals
8. Animation Competitions
9. Online Communities and Forums
10. Getting the knowledge on the live experience
11. RVJ (Reflective Visual Journal) on the theory and particles

b) Suggested Co-Curricular Activities:

6. Oral presentations
7. Self-reflective blogs
8. Practical production works
9. Peers and self –assessment for output
10. Invited lectures and presentations on related topics

SEMESTER-I

COURSE 2: ANIMATION INDUSTRY PERSPECTIVES

Practical

Credits: 1

2 hrs/week

VI. List of Experiments:

7. Develop a compelling story, design and animate characters
8. Design and create a visually stunning visual effects sequence that could be used in a cinematic production
9. Create a short animated documentary that explores a real-life event,
10. Develop a pilot episode for a short animated series
11. Choose a scene from a live-action film or TV show and recreate the visual effects elements from scratch

Course – I & II Model Paper (70 Marks)

SECTION A (Multiple Choice Questions)

30 x 1 = 30 M

30 Multiple Choice Questions (Each Unit 6 Questions)

SECTION B (Fill in the blanks)

10 x 1 = 10 M

10 Fill in the Blanks (Each Unit 2 Questions)

SECTION C (Very short answer questions)

10 x 1 = 10 M

10 Very short answer questions (Each Unit 2 Questions)

SECTION D (Matching) (From 5 Units)

2 x 5 = 10 M

1 A

B

C

D

E

2 A

B

C

D

E

SECTION E (True or False)

10 x 1 = 10 M

10 True or False (Each Unit 2 Questions)



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Single Major B.Sc Animation (w.e.f:2023-24A.B)

Programme: B.Sc. Honours Animation (Major)

SEMESTER – II

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	3	Basic Drawing	3	3
		Basic Drawing Lab	2	1
	4	Graphic Design	3	3
		Graphic Design Lab	2	1



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SEMESTER-II

COURSE 3: BASIC DRAWING

Theory

Credits: 3

3 hrs/week

Course Objectives:

- Develop foundational drawing skills: The course aims to help students develop a solid foundation in drawing by teaching them fundamental techniques such as line work, shading, perspective, proportion, and composition.
- Enhance observation and perception skills: Through various exercises and activities, the course seeks to improve students' ability to observe and perceive details, shapes, forms, and textures in their surroundings.
- Learn and practice light and shadow techniques: Students will learn how to effectively use shading techniques to create depth, volume, and realistic forms in their drawings.
- Explore different drawing mediums: The course may introduce students to a range of drawing mediums such as graphite, charcoal, ink, and colored pencils.
- Develop perspective drawing skills: Students will learn the principles of perspective drawing, including one-point, two-point, and three-point perspective.

Learning Outcomes

Students at the successful completion of the course will be able to:

- Students will acquire a solid understanding of fundamental drawing techniques, including line work, shading, perspective, proportion, and composition.
- Students will develop their ability to observe and analyze their surroundings, paying attention to details, shapes, forms, and textures.
- Students will develop a strong understanding of how light interacts with objects and how to represent it in their drawings.
- Students will grasp the principles of perspective drawing and be able to create drawings that accurately represent three-dimensional space.
- Students will explore their creative potential and develop their unique artistic style.

Syllabus:

Unit - I: Sketching Materials: Gather essential sketching materials such as pencils (varying in hardness), erasers, sketching paper, and a sharpener. Experiment with different types of pencils to understand their range of values and textures.

Unit - II: Drawing Exercises and Prompts: Engage in regular drawing exercises and prompts to improve your skills and creativity. These can include timed sketches, drawing from memory, drawing using limited lines, or experimenting with different styles and techniques.



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Unit - III: Lines and Contour Drawing: Learn about different types of lines and how to control their weight and direction. Practice contour drawing by observing objects or subjects and following their outlines with your eyes and pencil, without looking at your paper.

Unit - IV: Perspective: Study the fundamentals of perspective drawing to understand how objects appear in three-dimensional space. Learn about one-point, two-point, and three-point perspective and practice drawing simple objects and scenes using these principles.

Unit - V: Light and Shadow: Explore the concepts of light and shadow in drawing. Learn about different lighting techniques, shading, and rendering to create depth and dimension in your drawings. Practice observing how light falls on objects and replicate those effects in your sketches.

IV. References:

1. "Drawing on the Right Side of the Brain" by Betty Edwards - This book is a classic resource for beginners, focusing on teaching the fundamental skills of drawing, perception, and artistic expression
2. "Keys to Drawing" by Bert Dodson - This book covers a range of drawing techniques and exercises to help students develop their skills in line drawing, shape, shading, and composition.
3. "Drawing for the Absolute and Utter Beginner" by Claire Watson Garcia - A beginner-friendly guide that provides step-by-step instructions and exercises to help aspiring artists gain confidence in their drawing abilities.

Web resources suggested by the Teacher concerned and the college Librarian including reading material

V. a) Co-Curricular Activities:

12. **Art Club:** Start an art club at your school or join an existing one. This can be a platform for students to come together, share their drawings, collaborate on art projects, participate in group exhibitions, and organize art-related events or workshops.
13. **Drawing Workshops:** Organize or participate in drawing workshops conducted by professional artists or art educators.
14. **Competitions and Exhibitions:** Encourage students to participate in drawing competitions or art exhibitions. This can be at the school level, local art festivals, or regional/national events.
15. **Art Contests and Challenges:** Engage students in online art contests or drawing challenges that focus on specific themes or techniques.
16. **Sketching Outings:** Organize sketching outings to local parks, museums, historical sites, or nature reserves. This allows students to practice drawing from observation, explore different subjects, and engage with their surroundings. It also encourages a sense of community among fellow artists.

b) Suggested Co-Curricular Activities:

1. Training of students by a related field expert
2. Group discussions, Quiz, Debates, etc
3. Preparation of videos and PPT for the subject related presentations
4. Collection of material on the topics
5. Invited lectures and presentations on related topics



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SEMESTER-II
COURSE 3: BASIC DRAWING

Practical

Credits: 1

2 hrs/week

List of Experiments:

1. **Materials:** Gather the necessary drawing materials, such as pencils, erasers, drawing paper, and any additional preferred mediums (e.g., charcoal, ink, colored pencils).
2. **Warm-up Exercise:** Start with a warm-up exercise to loosen up your hand and practice drawing different types of lines. Experiment with straight lines, curved lines, dashed lines, thick lines, thin lines, and any other variations you can think of. Fill a page or two with these line exercises.
3. **Line Study:** Choose an object or scene with interesting shapes and contours. Using light pencil strokes, create an outline of the object, focusing on the various lines and contours that define its form. Pay attention to the direction and weight of the lines, as well as the negative spaces created by the object.
4. **Shape Exploration:** Select a few everyday objects around you (e.g., a mug, a book, a fruit). Instead of drawing detailed outlines, focus on capturing the basic shapes that make up the objects. Start by identifying the basic geometric shapes (circles, squares, triangles) and then add more complex shapes as needed.
5. **Still Life Drawing:** Set up a simple still life arrangement using objects of your choice. Arrange them in an interesting composition with varying shapes and sizes. Using your preferred drawing medium, create a detailed drawing of the still life, paying attention to the shapes, proportions, and relationships between the objects.



SEMESTER-II
COURSE 4: GRAPHIC DESIGN

Theory

Credits: 3

3 hrs/week

I. Course Objectives:

- Students will learn to effectively communicate visually and create aesthetically pleasing designs.
- Students will gain a deep understanding of the design process from concept development to final execution
- Through hands-on projects and assignments, students will develop their own visual style and learn to effectively use elements like imagery
- Throughout the course, students will work on various design projects that will contribute to the development of their professional portfolio
- The course will provide guidance on creating a well-curated portfolio that showcases their skills and demonstrates their design abilities to potential employers or clients.

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Understand and apply the principles of design, including composition, typography, color theory, and layout, to create visually appealing and effective designs.
- Generate creative ideas, conduct research, and develop design concepts that effectively communicate messages and solve visual communication problems.
- Apply design principles and techniques to different design mediums, including print, web, branding, advertising, and packaging,
- Analyze and critique design work, both their own and that of others, using design principles and effective visual communication techniques.
- Present design concepts and solutions effectively, both verbally and visually, to clients or stakeholders, articulating design choices and justifying design solutions.

III. Syllabus:

Unit - I: Overview of graphic design principles and concepts - History and evolution of graphic design - Introduction to design software and tools - Understanding the design process - Using grids and guides in design - Elements of brand identity (logo, colors, typography).

Unit - II: Introduction: Getting started with Photoshop - Document dimension – Working with selections - Drawing toolbar - Healing tool - Clone stamp tool - Status bar - Ruler - Grid - Working with Colors - Color mode - Resolution - Guide - Working with Layers - New layer - Delete layer - Working with quick mask - Applying filters - Adding and Manipulating type - Saving and printing images

Unit - III: Illustrator: Getting started with Illustrator - Interface – Workspace – Tools – Menus – Working with paths – Pathfinder – Paths - Live Paint - Compound Path - Working with Objects and Symbols – Clip Mask - Working with type - Text Wrap – Types of Tools - Gradient – Working with Layers - Logos - Tracing images – Drawing – Effects, Filters and Style - Hotkeys – Saving & Printing – Export and Import - Save for web - Convert PDF



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Unit - IV: In design: Getting started – Introduction the workspace – Tools & Menus – Working with panels - Working with styles – Working with graphics – Working with Layer - Flowing Text – Working with Typography - Creating Table

Unit - V: Creating a professional design portfolio - Selecting and curating work samples - Developing a personal brand as a designer - Presenting design work effectively - Sustainability in packaging design

IV. References:

1. Master Adobe Photoshop, Illustrator, Premiere and After Effects by Wiley- dreamtech India Pvt. Ltd.
2. Adobe InDesign CC Classroom in a Book – Pearson
3. Adobe InDesign CC Classroom in a Book (2017 release) 1st, Kindle Edition
4. Adobe Illustrator CC Classroom in a Book by Wood Brian (Author)
5. Adobe InDesign CS6 Classroom in a Book by Adobe Creative Team

Web resources suggested by the Teacher concerned and the college Librarian including reading material

V. a) Co-Curricular Activities:

1. Graphic assignments
2. Seminar/Workshop on Graphic design role in the industry
3. The student will demonstrate the graphic works with print
4. Visiting the Graphic design Studios/House for getting the knowledge on the live experience
5. RVJ (Reflective Visual Journal) on the theory and particles

b) Suggested Co-Curricular Activities:

1. Oral presentations
2. Self-reflective blogs
3. Practical production works
4. Peers and self –assessment for output
5. Invited lectures and presentations on related topics



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SEMESTER-II
COURSE 4: GRAPHIC DESIGN

Practical

Credits: 1

2 hrs/week

List of Experiments:

1. Create your visiting card
2. Digital Matte Paint
3. Convert Black and White to Color
4. Convert Day mode to Night mode
5. Design Image manipulation
6. Smooth skin and remove blemishes & scars
7. Create a 3D pop-out effect
8. Timeline Animation
9. Poster for a cultural event, movie, or music concert
10. Logo for a new startup or business

Adobe Illustrator:

1. Advertisement
2. Digital Illustrations
3. Brochure
4. Packet Design (Toothpaste packet, Soap cover, any Food product)
5. Menu cards
6. Calendar Design
7. Tracing image
8. Festival

Adobe in design:

1. Magazine A4 Size
2. Special Supplement
3. Different categories of Books
4. Corporate ID



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Single Major
Model Question Paper
SEMESTER-II
B.Sc Animation

Paper: Basic Drawing

Time:3hrs

MAX MARKS: 70 M

SECTION – A

Answer any 5 questions. Each question carries 4 marks

(5 X 4 = 20M)

(Total 8 questions, questions 1-5 from Units 1-5 & questions 6-8 from any of the units)

1. Explain about the sketching materials
2. Draw a picture from memory and explain
3. What is lines and draw the different lines
4. Explain and draw the one point perspective
5. Explain the light techniques
6. How to observing the light and objects
7. Explain different style of pencils
8. Write the color values and range

SECTION – B

Answer all the questions. Each question carries 10 marks.

(5 X 10 = 50M)

(Each question (both 'A' or 'B') from each Unit.

9. A. Explain sketching materials with the quality and quantity
(OR)
B. What is sketching and explain the method of drawing
10. A. Write between timed sketches and memory sketches
(OR)
B. Explain and Draw different lines including line stocks
11. A. What is lines and contour drawing? Draw the examples
(OR)
B. How to observing objects with your eyes? Draw the outlines with pencil
12. A. What is perspective? Explain in details
(OR)
B. Draw all perspective and explain in detail
13. A. What is light and shadow? Draw the objects using pencil
(OR)
B. Write the lighting techniques and shad depth



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Single Major
Model Question Paper
SEMESTER-II
B.Sc Animation

Paper: Graphic Design

Time:3hrs

MAX MARKS: 70 M

SECTION – A

Answer any 5 questions. Each question carries 4 marks (5 X 4 = 20M)
(Total 8 questions, questions 1-5 from Units 1-5 & questions 6-8 from any of the units)

1. What is graphic design
2. Write the Photoshop usage
3. Explain the live paint in detail
4. What is layer and give the example
5. How to design portfolio write in detail
6. Explain the typography styles
7. What is text wrap and text styles
8. Write any 3 filters with the examples

SECTION – B

Answer all the questions. Each question carries 10 marks. (5 X 10 = 50M)
(Each question (both 'A' or 'B') from each Unit.

9. A. Write the history of graphic design? In detail
(OR)
B. What are the elements of brand identity and guidelines?
10. A. Briefly explain Photoshop tool, menus with shortcuts
(OR)
B. Write and explain healing and clone stamp tools with shortcuts
11. A. Briefly explain illustrator tools and menus
(OR)
B. What are symbols and clip mask write with the examples
12. A. What is Indesign and explain the tool menus
(OR)
B How to creating table and styles? Explain in detail
13. A. Briefly explain to create personal brand and logo design
(OR)
B. Write about sustainability in packaging design for products