St. Xavier's College (Autonomous), Kolkata

M.Sc. 5 years Integrated in Multimedia with Specialisation in Animation / Design / Film Studies & Production

SYLLABUS
(Common: Year 1 to 3)
2023 - 2024

Department of Multimedia

30, Mother Teresa Sarani
Kolkata-700 016

M.Sc. in Multimedia (Sem. I – Sem. VI)

5 Years Integrated Multimedia (MMFI) Syllabus 2023

5 Years Integrated Multimedia (MMFI) Syllabus 2023

SEMESTER - I

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Introduction to Principles of Photography	Credits 4
I	Major (Core)	Composite

Course Objective:

The main purpose of this course is to familiarize students with the basic principles of photography and help them explore the world of pictorial realism keeping in mind both form and aesthetics. The course is also a launchpad for a larger training in creating a visual language which would enable students to create a base for future courses and specializations.

Students must devote at least 4 preparatory hours per week.

Syllabus:

- Basic Principles of Photography
- Visual Language of Photography
- Language of the Lens
- Exposure Theory
- Fundamentals of lighting
- Physical Basis of Optics, Focus and Depth of Field
- Language of Digital Imaging
- Advancement in Camera Technologies
- Foundations for Art and Design
- Pictorial Photography

Learning Outcomes:

The entire course is designed to provide detailed theoretical knowledge as well as practical training to be a 'visual storyteller' such as a photographer.

Evaluation:

Theory	Practical	Marks
CIA: Written 20 marks	CA: Individual 5 photo submissions 20 marks	=> 15
Semester Exam: Written 20 marks	Semester Exam: Group of 5 students' photo story project and Viva 60 marks	80

Paper Structure for Theory Semester Exam:
    A. Short Answer any two questions out of three   [2 x 2 = 4]
    B. Medium Answer any two questions out of three   [2 x 4 = 8]
    C. Long Answer any one question out of two   [1 x 8 = 8]

Reading/Reference Lists:

- The Step by Step Guide to Photography by Michael Langford, Ebury Press/Mermaid, London (1985)
- Langford's Basic Photography, Focal Press (2015)
- The Digital Photography Handbook by Doug Harman, Smith-Davis Publishing Ltd., London (2005)
- Digital Photographer's Handbook by Tom Ang, Dorling Kindersley Ltd. London (2008)

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Graphic Design 1: Typography	Credits 4
I	Major (Core)	Composite

Course Objective:

In this module, we will explore the basic understanding and some of the fundamental principles of Graphic Design and Typography. Through theoretical discussion regarding the history and evolution of design as well practical training in design basics we will try and arrive at a preliminary understanding of the vast world of design. We will simultaneously try to understand how we can arrive at a position of visualizing our everyday life with the eye of a designer.

Students must devote at least 4 preparatory hours per week.

Syllabus:

Students will finish the course with knowledge in the following:

- The basic historical outline of Graphic Design till Modernism.
- Understanding typography; Anatomy of typography, Understanding scripture, sign language, origin of Icons, Symbols, and Alphabets.
- Understanding the Space and Form in Graphic Design.
- Understanding the elements of Graphic Design, Design as Art.

Learning Outcomes:

Students will understand the presence of Graphic Design in everyday life, how to read the regular world through a language and lens of design. They will be given assignments on design in life and on typography. Students will make a physical copy of the Artbook/ Book/ Designer's Book, etc. as an expression of their learning outcome at the end of the course.

Evaluation:

Theory	Practical	Marks
CIA: Written 20 marks	CA: 3 to 4 submissions 20 marks	=> 15
Semester Exam: Written 20 marks	Semester Exam: Create fonts, Artbook, Book - 60 marks	80

Paper Structure for Theory Semester Exam:
   A. Short Answer any two questions out of three   [2 x 2 = 4]
   B. Medium Answer any two questions out of three   [2 x 4 = 8]
   C. Long Answer any one question out of two   [1 x 8 = 8]

Reading/Reference Lists:

- Sahaj Path, Rabindranath Tagore, Visva Bharati
- The King and The Little Man, K.G. Subramaniyan, Seagull Books
- Why Fonts Matter, Sarah Hyndman, Virgin Books

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Understanding Drawing 1	Credits 4
I	Minor (Gen. Elective)	Composite

Course Objective:

The course will provide a basic overview of the visual world that exists beyond the classroom with training in reading and understanding visuals, from both the perspective of popular and fine arts. The course will also give training in the essentials of illustrations and drawing, including basic objects and gestures.

Students must devote at least 4 preparatory hours per week.

Syllabus:

Unit-1
- Visual Reading; Basic study of world Visual Language (Sign, symbols, allegory etc.)
- Picture Reading: The potential of picture in daily life and to understand not only the surface, but also the Inner Power.
- Preliminary elements of Art history and aesthetics.
- Understanding Colour; Basic idea and understanding of colour and its language.

Unit-2
- Basic Object Drawing: Study of basic shapes and forms to understand the primary form and structure.
- Extensive still life study of different shapes, including organic and inorganic objects.
- Gesture drawing for animation and perspective study.
- Clinical study of animation art books prepared by famous artists to study different drawing styles.

Learning Outcomes:

The student will emerge with a theoretical as well as practical knowledge of basic drawing principles and the domain of the visual. The end semester submission will require them to produce their individual diaries of art historical data, drawing styles, studies, sketches and basic drawings to illustrate their own takeaways from the course and their initial ideas regarding visual language.

Evaluation:

Theory	Practical	Marks
CIA: Written 20 marks	CA: 2 submissions 20 marks	=> 15
Semester Exam: Written 20 marks	Semester Exam: Still life study drawing 60 marks	80

Paper Structure for Theory Semester Exam:
    A. Short Answer any two questions out of three   [2 x 2 = 4]
    B. Medium Answer any two questions out of three   [2 x 4 = 8]
    C. Long Answer any one question out of two   [1 x 8 = 8]

Reading/Reference Lists:

- Elements of Art, Richard Pumphrey, Prentice Hall.
- Indian Art: A Concise History, Roy. C. Craven, Thames and Hudson.
- A History of Modern Art, Arnason and Prather, Thames and Hudson.
- Ways of Seeing, John Berger, BBC
- Cartooning: Concepts and Methods, Part I: Figure Drawing Basics, Don Simpson

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Digital Methods 1: Raster & Vector Graphics	Credits 3
I	Multi-Disciplinary	Practical

Course Objective:

Photoshop, Illustrator helps to execute imagination digitally and enhance the technical skill of learners, especially to prepare them for professional engagements. The course seeks to provide essential foundational knowledge regarding software which is essential in every professional sphere irrespective of stream or specialization.

Students must devote at least 3 preparatory hours per week.

Syllabus:
- Basic knowledge about vector and raster graphics, pixels, resolution, different colour modes, units and how to implement research methods before starting digital projects.
- Opening, viewing, and saving files on various software
- How to control the canvas or art board (working area) and changing the different screen modes
- Working with layers, different type of masking, blending modes, styles, and essential functions of layers.
- Using images, guides, grids, rulers and transform tools.
- Working with text, brushes, and pen tools
- Vector drawing techniques
- Advanced compositing, retouching and correction of images with different retouching tools. Use of different image adjustment options.
- Use of effects & filters.
- Use of different file formats for the different purposes; how to export the file in different formats according to requirements.
- How to interact with Photoshop, Illustrator with other Adobe applications.

Learning Outcomes:

- Students will develop technical skills in both these applications for designing in different platforms.
- Students will develop photo retouching skills which is an essential component of their course on photography as well.
- Students will learn to create different types of digital and commercial designs as well as file and data management to enhance skill and productivity.

Evaluation:

Theory	Practical	
CIA:	CA: 4 to 5 submissions 30 marks	=> 7
Semester Exam:	Semester Exam: Practical Exam in Computer Lab	40

Paper Structure for Theory Semester Exam:

Reading/Reference Lists:

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	MIL: Bengali / Hindi / English	Credits 4
I	Ability Enhancement	Theory

Course Objective:

The courses aim at enabling the students to acquire and demonstrate the core linguistic skills, including critical reading and expository and academic writing skills, that help students articulate their arguments and present their thinking clearly and coherently and recognize the importance of language as a mediator of knowledge and identity.

They would also enable students to acquaint themselves with the cultural and intellectual heritage of the chosen MIL and English language, as well as to provide a reflective understanding of the structure and complexity of the language/literature related to both the MIL and English language.

Syllabus:

Learning Outcomes:

The courses will also emphasize the development and enhancement of skills such as communication, and the ability to participate/conduct discussion and debate.

Evaluation:

Theory	Practical	
CIA:	CA:	
Semester Exam:	Semester Exam:	

Paper Structure for Theory Semester Exam:

Reading/Reference Lists:

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Foundation Course 1: Inter-religious Studies	Credits 2
I	Value-Added	Theory

Course Objective:

Religion is one of the primary means for people wanting to explore the human condition of existence. Religion is also inescapable and increasingly misrepresented in the modern world. Since our students come from different religious background, this academic study of religion is an ideal way to explore religious ideas from a variety of perspectives.

Students must devote at least 2 preparatory hours per week.

Syllabus:

1. Religion – The origin of religion, the religious and social role of religion.

2. Hinduism: Introduction-God-Man-World concept, Human destiny, Evil-Suffering, life after death, rites, rituals and worship, sacred texts, a popular prayer - Gayatri mantra, principal sects, Hinduism, caste system, samsara, festivals and holy places, comparative elements in other religions.

3. Christianity: Introduction-God-Man-World concept, Jesus Christ, Human destiny, Evil-Suffering, life after death, rites, rituals (Sacraments) and worship, sacred texts. A popular prayer – 'Our Father', principal sects, festivals and holy places, comparative elements in other religions.

4. Islam: Introduction-God-Man-World concept, Muhammad, Human destiny, Evil-Suffering, life after death, rites, rituals and worship, sacred texts, a popular prayer –'The Call to Prayer', principal sects, Sufism, festivals and holy places and comparative elements in other religions.

5. Spiritual Quotient: Prayer and spirituality in Personal and Public life (Social)

6. Faith Vs. Fanaticism: Communal and fanatic aspects of religion

7. Inter-Religious Dialogue: steps to foster unity among different followers of faith traditions.

Learning Outcomes:
The main idea of the course is to foster unity among different followers of various faith traditions and arrive at a shared space of mutual trust and communication.

Evaluation:

Students have to write two papers at different times in order to arrive at a well-read and greater understanding of their own religion as well as the others around them. One of them will revolve around the notion of religious tolerance and one of the topics is to be chosen by the students individually.

Theory	Practical	
CIA:	CA:	
Semester Exam:	Semester Exam:	

Paper Structure for Theory Semester Exam:

Reading/Reference Lists:

5 Years Integrated Multimedia (MMFI) Syllabus 2023

SEMESTER - II

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Animation Fundamentals	Credits 4
II	Major (Core)	Composite

Course Objective:

This course will provide students with a complete overview of the history of animation as well as the numerous pre-existing art-forms from which it has emerged. They will also get an overview of puppetry, ancient Greek art, Egyptian art, and Cave art in order to examine the potential and prehistory of animation in some of the oldest existing visual arts of the world. This module will demonstrate to students how technology and art come together to produce animation and to help them create their own animation films, taking inspiration from masters past and present.

Students must devote at least 4 preparatory hours per week.

Syllabus:

Unit-1
Type of Animation
Understanding of different types of animation AKA production pipeline – Animation Process and style – 2D classical animation – 3D animation – Stop Motion Animation.

Unit-2
History of Animation (Theory) – American, Japanese, Indian, and European

Unit-3
Applying Animation Principles (12 principles) - Coin rolling – Ball bouncing (Rubber and Iron Ball) – Pendulum with thread – Bird flying – Blob jump

Introduction to exposure sheet and field guide.

Learning Outcomes:

Students will emerge from the course with knowledge regarding both the theoretical as well as the basic practical aspects of animation. They will utilise their ideas and learning to produce a small animation, combining traditional art and basic animation principles, as their end semester submission.

Evaluation:

Theory	Practical	Marks
CIA: Written 20 marks	CA: 5 submissions 20 marks	=> 15
Semester Exam: Written 20 marks	Semester Exam: 25 drawings to animate with Light Box 60 marks	80

Paper Structure for Theory Semester Exam:
   A. Short Answer any two questions out of three   [2 x 2 = 4]
   B. Medium Answer any two questions out of three   [2 x 4 = 8]
   C. Long Answer any one question out of two   [1 x 8 = 8]

Suggested Reading:

- The Animator's Survival Kit expanded edition by Richard E. Williams, Faber; Main – Revised edition (5 November 2009)

- The ILLUSION OF LIFE: DISNEY ANIMATION (Disney Editions Deluxe) by Frank Thomas, Disney Editions; Revised, Subsequent edition (5 October 1995).

- Cartoon Animation (Collector's Series) by Preston Blair, Walter Foster Publishing; used edition (1 January 1994).

Sem.	Graphic Design 2: Visual Aesthetics	Credits 4
II	Major (Core)	Composite

Course Objective:

In this module, we will try to explore the basic principles and techniques of drawing for illustration. The course is designed to showcase to students how we perceive the vast world around us with the language of drawing and illustration in continuation of their training in developing a visual language of their own. One aspect of the course will specifically deal with how to see our everyday life with the eye of an artist or illustrator.

Students must devote at least 4 preparatory hours per week.

Syllabus:

- The basic historical outline of drawing for Illustration and Design
- How to read and understand works of art and illustrations
- Understanding black-n-white images and visuals
- Illustration for Printing, Publishing and E-Industry.
- Introduction to Semiotics

Learning Outcomes:

Students will understand how to convert the elements of everyday life into matter for their own illustrations and artworks. They will emerge with an advanced idea of how to read the world through the language of the visual through projects and assignments on illustrations. Students will make a physical copy of an illustrated book/ designer's book etc. as an expression of their learning outcome as their end semester submission.

Evaluation:

Theory	Practical	
CIA: Written 20 marks	CA: Practical 20 marks	=> 15
Semester Exam: Written 20 marks	Semester Exam: Illustrated book/ designer's book 60 marks	80

Paper Structure for Theory Semester Exam:
  A. Short Answer any two questions out of three   [2 x 2 = 4]
  B. Medium Answer any two questions out of three   [2 x 4 = 8]
  C. Long Answer any one question out of two   [1 x 8 = 8]

Suggested Reading:

- Design As Art, Bruno Munari, Penguin UK
- The Design of Everyday Things, Revised and Expanded by Don Norman, Basic Books
- The Tale of the Talking Face, K. G. Subramanyan, Seagull Books
- How Hanu Became Hanuman, K. G. Subramanyan, Seagull Books
- Ways of Seeing, John Berger, Penguin UK

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Understanding Drawing 2: Human and Animal Anatomy	Credits 4
II	Minor (Gen. Elective)	Composite

Course Objective:

This module will firstly give an overview of the course of visual art in India and the west, teaching students the visual vocabulary that have been at the core of design since its very beginning. Besides, in the practical aspects of the course, through the study of composition, structure, form and space, the course will help them in producing creative works of their own for their respective projects etc.

Students must devote at least 4 preparatory hours per week.

Syllabus:

Unit-1
- Major Art Movements – From Renaissance to Modernism
- Indian Art and Beginning of Modernism in India (theoretical and practical understanding of figure styles in Indian Classical Art as well as Modern Indian Art)
- Practical Understanding of Composition and Structure – Indian and Western concepts of composition.
- Drawing figures, forms and spaces – Indian and Western ways of seeing.

Unit-2
- Introduction to model studies.
- Study of anatomy – human and animal
- Study of human anatomy (dynamic figure drawing).
- Study of portraits.

Learning Outcomes:

End Semester Submission: Individual Portfolio (Minimum 20 drawings) to reflect their takeaways from these Basic Drawing courses and demonstrate what skill and knowledge of visual language they have acquired.

Evaluation:

Theory	Practical	Marks
CIA: Written 20 marks	CA: Practical 20 marks	=> 15
Semester Exam: Written 20 marks	Semester Exam: Project Paper and Figure drawing 60 marks	80

Paper Structure for Theory Semester Exam:
- A. Short Answer any two questions out of three   [2 x 2 = 4]
- B. Medium Answer any two questions out of three   [2 x 4 = 8]
- C. Long Answer any one question out of two   [1 x 8 = 8]

Suggested Reading:

- Indian Art, A Concise History, Roy. C. Craven, Thames and Hudson.
- A Chronology of Art, Iain Zaczek, Thames and Hudson, 2018.

- The Art of Animal Drawing: Construction, Action Analysis, Caricature, Ken Hultgren, Greenpoint Books (31 May 2016).
- Art of Drawing the Human Body, Sterling, (November 1, 2004).
- Bridgman's Life Drawing (Dover Anatomy for Artists)
- Rupabali, Nandalal Bose, Visva Bharati
- Anatomy & Drawing, Victor Perard, Grace Prakashan

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Digital Methods 2: Digital 2D	Credits 3
II	Multi-Disciplinary	Practical

Course Objective:

Animate CC as software helps students to build on and improve their knowledge of the key techniques for working in animation as well as demonstrating to them how to export the work for different platforms.

Students must devote at least 3 preparatory hours per week.

Syllabus:

- Introduction to the software and the basic tools
- Opening, viewing and saving files
- How to control the stage (working area).
- How to use the timeline and key frames. Details about the different key frames.
- Implementations of different tween animations like shape, classic and motion tween, etc.
- Applying mask and motion path method in different tween animations.
- Creating text and gradient animations.
- Implementation of frame-by-frame animations with different objects.
- Creating banner animations.
- Working with symbols and effects.
- How to trace, rig and animate a 2D Character.
- How to export the file in graphics and video format according to requirement.
- How to interact with other applications.

Learning Outcomes:

With this course future animators will be able to produce animations for 2D animation film, educational contents and motion graphics content for different platforms while also honing their technical knowhow further.

Evaluation:

Theory	Practical	Marks
CIA:	CA: 4 to 5 submissions 30 marks	=> 7
Semester Exam:	Semester Exam: Animate the given character digitally 40 marks	40

Paper Structure for Theory Semester Exam:

Reading/Reference Lists:

Sem.	Audiography/ Sound Design 1	Credits 3
II	Multi-Disciplinary	Practical

Course Objective:

This module will give the students a basic idea of sound recording and the aesthetic use of sound in developing narratives with visuals. The course is geared towards sparking in the students an interest in sound design as well as demonstrating to them the incredibly powerful effects of sound as they creatively develop a soundscape with visuals.

Students must devote at least 4 preparatory hours per week.

Syllabus:

I. Sound in Nature:

Nature of sound waves, Propagation process, Frequency, Amplitude, Wavelength, Pitch, Velocity of travel in different media, Loudness, Pitch, Reverberation, Reflection, Absorption, Diffraction, Refraction, Interference, Delay and Echo.

II. Sound in Recording:

- Historical aspects of sound recording and reproduction.
- Analogous and digital audio technologies.
- Signal chains and their different components: Microphones, interconnects, mixing consoles, monitoring systems.
- Microphones: basic designs, limitations and advantages of different types; Polar Responses and their connotations, Special types, Accessories.

III. Use Of Sound in Audio-Visual Media:

- An introduction to the creative use of audio in different fiction and non-fiction scenarios.
- Identifying and understanding the specifications of different audio equipment and learning their uses.
- Recording and using recording devices and Digital Audio Workstation.
- Making a short audio production.
- Radio Play

Evaluation:

Theory	Practical	Marks
CIA:	CA: Practical 30 marks	=> 7
Semester Exam:	Semester Exam: Group of 5 students' Audio-Visual project and Viva 40 marks	40

Paper Structure for Theory Semester Exam:

Suggested Reading:

- Tom Kenny, Sound for Picture: The Art of Sound Design for Film and TV (Mix Pro Audio Series). Artistpro. 2000.
- Francis Rumsey and Tim McCormick, Sound and Recording, Focal Press, Sixth Edition. 2009.
- F. Alton Everest and Ken C Pohlmann, Master Handbook of Acoustics, The McGraw-Hill Companies. 2009.

5 Years Integrated Multimedia (MMFI) Syllabus 2023

Sem.	Foundation Course 2: Personality Development	Credits 2
II	Value-Added	Theory

Course Objective:

Personality Development module will consist of three themes – Personal, Interpersonal and Social Skills. These three skills are essential for today's youth to face the demands and challenges of everyday life efficiently and effectively. The aim of the course is to develop the ability in students to maintain a state of well-being, to learn to adapt and to demonstrate positive behavior while interacting with others in everyday life situations.

Students must devote at least 2 preparatory hours per week.

Syllabus:

- Personal
  - Joe Harry Window
  - Creative thinking
  - Critical thinking
  - Decision making
  - Time and stress management
- Interpersonal
  - Resolving conflicts
  - expressing personal opinions and views
  - being empathetic towards others
- Social Skills
  - personal integrity
  - justice and equality in the society
- Positive behaviour

Learning Outcomes:

The students will be trained in developing a healthy attitude towards others with personal integrity, justice and equality in society. Students will write two papers on any of the above topics at different times in the course to demonstrate their understanding and viewpoints.

Evaluation:

Theory	Practical	Marks
CIA:	CA:	
Semester Exam: Written 50 marks	Semester Exam:	50

Paper Structure for Theory Semester Exam:

Reading/Reference Lists:

5 Years Integrated Multimedia (MMFI) Syllabus 2023