

**DEEN DAYAL UPADHYAY KAUSHAL KENDRA**  
**LOYOLA COLLEGE (AUTONOMOUS, CHENNAI – 600 034**

**B.Voc. 3D ANIMATION**  
**COURSE SYLLABUS**

B.Voc. 3D ANIMATION							
COURSE SYLLABUS – RESTRUCTURING - 2019-20 Batch onwards							
Sl. No	SECTION	SUBJECT CODE	SUBJECT TITLE	GC/SC	T/L/P	CATEGORY	CR
<b>SEMESTER - I</b>							
1	PART-I		Language – I – Tamil (Voc) - I / Basic French (Voc) – I / Advanced French (Voc) - I / Hindi (Voc) – I	GC	T	RL	3
2	PART-II		General English (Voc) – I – Stream -A General English (Voc) – I – Stream -B	GC	T	GE	5
3	PART-III		Basic Tamil – I (Voc) (L)/ Advanced Tamil (Voc) – I (T)/ Leadership Skills - I (T)	GC	T/L	NME	2
4	PART-III		Value Education - I (Voc)	GC	T	VE	2
5	PART-IV	19UAN1MC01	Fundamentals of Animation	SC	T	MC	6
6	PART-IV	19UAN1MC02	Basics of Drawing	SC	L	MC	6
7	PART-IV	19UDJ1AL01	Visual Art & Design	SC	L	AL	6
			<b>Total Credits for Semester - I</b>				<b>30</b>
<b>SEMESTER - II</b>							
8	PART-I		Language – II – Tamil (Voc) – II / Basic French (Voc) –II /Advanced French (Voc) – II / Hindi (Voc) – II	GC	T	RL	3
9	PART-II		General English (Voc) – II– Stream – A General English (Voc) – II– Stream – B	GC	T	GE	5
10	PART-III		Basic Tamil (Voc) – II (L)/ Advanced Tamil (Voc) – II (T)/ Leadership Skills - II (T)	GC	T/L	NME	2
11	PART-III		Value Education – II (Voc)	GC	T	VE	1
12	PART-III		Extension Activities	GC	L	EA	1
13	PART-IV	19UAN2MC01	Anatomy & Animation Drawing	SC	L	MC	6
14	PART-IV	19UAN2MC02	Stop-Motion Animation	SC	L	MC	6
15	PART-IV	19UDJ2AL01	Graphic Design & Multimedia	SC	L	AL	6
			<b>Total Credits for Semester - II</b>				<b>30</b>
<b>SEMESTER - III</b>							
16	PART-II		General English (Voc) – III– Stream – A General English (Voc) – III– Stream – B	GC	T	GE	4
17	PART-III		Environmental Studies (Voc)	GC	T	EVS	2

18	PART-III	19UDJ3FC01	Story & Scriptwriting	GC	T	SS	6
19	PART-IV	19UAN3MC01	Traditional Animation	SC	L	MC	6
20	PART-IV	19UAN3MC02	Fundamentals of 3D	SC	L	MC	6
21	PART-IV	19UDJ3AL01	Story-boarding and Character Design	SC	L	AL	6
			<b>Total Credits for Semester – III</b>				<b>30</b>
<b>SEMESTER – IV</b>							
22	PART-II		General English (Voc) – IV – Stream –A General English (Voc) – IV – Stream –B	GC	T	GE	4
23	PART-III	19UDJ4FC01	ICT and Soft Skills Training	GC	T	SS	4
24	PART-III	19UDJ4FC02	Basics of Photography and Videography	GC	L	SS	4
25	PART-IV	19UAN3MC01	3D Set-Modeling & Texturing	SC	L	MC	6
26	PART-IV	19UAN3MC02	Introduction to 2D Animation	SC	L	MC	6
27	PART-IV		User Interface Design	SC	L	AL	6
			<b>Total Credits for Semester – IV</b>				<b>30</b>
<b>SEMESTER – V</b>							
28	PART-III		Media Laws & Cyber Ethics	GC	T	SS	6
29	PART-IV		3D Character Modeling	SC	L	MC	6
30	PART-IV		Rigging & Animation	SC	L	MC	6
31	PART-IV		Advanced 2D Animation	SC	L	MC	6
32	PART-IV		Audio & Video Editing	SC	L	MC	6
			<b>Total Credits for Semester - V</b>				<b>30</b>
<b>SEMESTER - VI</b>							
33	PART-IV		Dynamics and Effects	SC	L	MC	6
34	PART-IV		VFX & Compositing	SC	L	MC	6
35	PART-IV		Short Film Production	SC	L	MC	6
36	PART-IV		Internship & Project	SC	P	PJ	12
			<b>Total Credits for Semester - VI</b>				<b>30</b>

# SEMESTER - I

**TITLE OF THE PAPER** : GENERAL ENGLISH (VOC) - I – STREAM-A

**Course Code** :

**No. of Hrs/week** : 5

**Credits** : 5

## **Course Objectives:**

- To immerse students in English language learning.
- To build their skills in all four language skills – Reading, Writing, Listening and Speaking.
- To produce independent, critically thinking students who can use English confidently in a variety of situations.

## **Learning Outcomes:**

Students will

- Learn the essentials of grammar & enhance their vocabulary and pronunciation skills.
- Acquire basic skills in oral and written communication
- Learn the skills and sub skills of listening & reading
- Acquire confidence to address the audience
- Learn basic presentation skills

### **Unit-1: Basic Grammar, Vocabulary & Pronunciation**

**Hours: 12**

Parts of speech – Tenses in grammar and grammar concepts – Phrasal verbs, idioms & idiomatic expressions – Features of English pronunciation - Phonemic awareness – Phonics –Word stress - Sentence stress - Intonation – Most common grammatical & pronunciation errors.

### **Unit-2: Introduction to Reading Skills & Strategies**

**Hours: 12**

Scanning (Reading for specific information) – Skimming (Reading for gist) - Detailed reading and note taking – Developing reading speed – Understanding text and distinguishing text style.

### **Unit-3: Listening & Oral Communication Skills**

**Hours:**

**12**

**Listening Skills** - Active listening – Informational listening – Critical listening - Listening to understand the feelings and emotions of the speaker – **Oral communication skills** – small talk – daily conversations – impromptu speech – persuasive speech – Strategies to achieve fluency in English.

### **Unit-4: Introduction to writing techniques & strategies**

**Hours: 12**

Structure & content development for formal & informal writing – mechanics of writing – coherence & cohesion in writing – Letter & email writing – Story writing – Note-making, Summarizing & paraphrasing.

### **Unit -5: Basic Presentation Skills**

**Hours: 12**

Self-introduction – Making presentations using PPT – Strategies for developing confidence to address the audience and deliver short speeches – Ways to make effective & powerful presentations.

#### **Teaching Methodology:**

- Classroom Facilitation
- Guided Quiz
- Panel Discussion
- Debate
- Group Activities
- Weekly Journal writing
- Compulsory Reading
- Library Visit
- Field Visit
- Screening of feature films in English
- Video recording and presentation of students' speeches
- In-classroom Presentations
- Seminars & Workshops

#### **Assignments:**

- Weekly tests in grammar usage
- Short speeches on daily routines & mundane topics
- Speech Presentation (impromptu & prepared)
- Paragraph & Essay Writing
- Speaking & Writing tasks based on prominent videos & feature films
- Letter writing for all occasions
- Power point Presentations
- Weekly Journal Writing (BBC.Com)
- Presentation of videos of interviews with students, professors & local celebrities
- Skit Presentation (group activity)
- Projects

#### **Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

#### **Essential Reading:**

1. English Grammar in Use by Raymond Murphy Fourth Edition
2. Level English by Helen Toner & John Reynolds (2008) (CUP)
3. Face to face – Advanced Student’s Book by Gillie Cunningham & Jan Bell (CUP)
4. Business Communication Today by Courland L. Bovee, John V. Thill, Roshan Lal Raina (2017)

**Recommended Reading;**

1. The man who knew too much – Alexander Baron
2. Matilda – Hilaire Belloc
3. Toasted English – R.K. Narayan
4. Refugee Mother and Child – Chinua Achibe
5. The Gypsy Goddess – Meena Kandasamy

**TITLE OF THE PAPER** : GENERAL ENGLISH (VOC) - I – STREAM-B

**Course Code** :

**No. of Hrs/week** : 5

**Credits** : 5

**Course Objectives:**

- To make sure students are able to **observe** rather than just see, **listen** rather than just hear and **think** rather than just feel in order to get inspired as a writer or speaker.
- To consciously create environment for inspiration - like habitual reading, listening.
- To get students well versed in basics of grammar to express themselves effectively and flawlessly.

**Learning Outcomes:**

Students will

- Have developed listening comprehension skills reasonably.
- Be able to read fluently and comprehend simple fiction and nonfiction writing.
- Be able to pen basic sentences and paragraphs confidently.

**Unit-1: Basic Writing and Speaking skills:**

**Hours:**

**12**

Parts of Speech –Sentences-Tenses. Written: How to write simple sentences and how to write paragraphs. Spoken: How to greet people and how to give pep talks.

**Unit-2: For reading, paraphrasing and appreciation:**

**Hours:**

**12**

Selected stories of renowned writers like R.K.Narayan, Ambai, Ashokamitran, Anita Desai, etc.

**Unit-3: Different types of sentences, and paragraph writing.**

**Hours: 12**

Attempting basic sentence in S+V+C; S+V+O; S+V+V A forms, paragraphs and short stories in the 3 basic tenses. Familiarizing power adjectives, adverbs, words as different parts of speech. Fill in the blanks exercises.

**Unit-4: Short story Writing:**

**Hours:**

**12**

Introduction to basics of short story writing through Hints development, Exercises with stories, Jumbled sentences.

**Unit-5: Letter Writing and paraphrasing news stories.**

**Hours:**

**12**

Writing formal and informal letters, loud reading and silent reading and reading comprehension. Reading newspaper articles and writing articles.

**Teaching Methodology:**

- A lot of written activities given in basic grammar, sentence and paragraph writing.
- Class-room lectures, group activities and student presentations.
- Reading texts in class as a mandatory activity
- Basic grammar tests regularly.

**Assignments:**

- Tests in grammar and essay writing.
- Letter writing for all occasions.
- Grammar exercises periodically completed from prescribed book.

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

**Essential Reading:**

1. Raymond Murphy Essential English Grammar: Cambridge university press.
2. Communicative Grammar of English by Geoffrey Leech and Ian Svartik.
3. English workbook tailor made for students.
4. Alexander, L. G. Longman English grammar practice 1999 - Longman -

- New York
5. Adair, John. Effective Communication. London: Pan Macmillan Ltd.

**Recommended Reading:**

1. Barkas, J.L. How To Write Like a Professional (Arco, 1984).
2. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South
3. Western College Pubg., 2000.
4. Strunk, William, Jr. and White, E.B. The Elements of Style, 3rd ed. (Macmillan, 1979)
5. AZAR, B. S. Fundamentals of English grammar 2003 - Longman - White Plains, NY

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**TITLE OF THE PAPER** : LEADERSHIP SKILLS (VOC) - I

**Course Code** :

**No. of Hrs/week** : 2

**Credits** : 2

**Course Objectives:**

- Life skills training to equip people with the social and interpersonal skills that enable them to cope with the demands of everyday life.
- To build self-confidence, encourage critical thinking, foster independence and help people to communicate more effectively.

**Learning outcomes:**

- Self-motivated, positive attitude driven personality.
- To have acquired time and stress handling strategy and efficiency.

**Unit-I Basic understanding of soft skills:**

**Hours:**

**6**

Purpose driven pursuit of life, creator-creation alignment, self-discovery and self-esteem, character versus personality traits, power of positivity and the **attitude** factor. The checklist for life habits.

**Unit-II Goals setting and mind mastery:**

**Hours:**

**6**

Subconscious mind programming; universal laws of the mind-research. Dreaming big, action commitment and written goal setting. Comfort zone breaking skill. Creative visualization process and procedure.

**Unit III- Managing Time and stress:**

**Hours:**

**6**

Time management and stress management basics; self-discipline, concentration and concentration. Coping with anger, failure, criticism, conflict and change (change adaptation and failure managing principle)

**Unit IV- Leadership mastery principle:**

**Hours:**

**6**

Effective communication (art of speaking and listening); the win-win attitude building blocks; problem solving, decision making and idea generation methods and manners.

**Unit-V: Inspirational Leadership skills:**

**Hours:**

**6**

Having a role-being and becoming one; the journey from ordinary to extraordinary; entrepreneurship and self-mastery design.

**Teaching Methodology:**

- Classroom Lectures
- Group Discussion
- Workshops
- Guest Lectures
- Student presentations orally and written

**Assignments:**

- Check list for life habits regular filling and monthly review
- Reading and review of personality enrichment books.

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

**Essential Reading:**

1. 60 success principles for your success Dr. A. Peter.
2. Seven habits of highly effective people, Stephen Covey.
3. Think and grow rich by Napoleon Hill.
4. Infinitism- Monthly magazine by Rangarajan (Mahathria)

**Recommended Reading:**

1. Think and grow rich by Napoleon Hill.
  2. You can win by Shiv Khera.
  3. Power of positive thinking by Norman Vincent Peale.
  4. “ Success Through Soft Skills”, a Havard Business school study.
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**TITLE OF THE PAPER** : VALUE EDUCATION (VOC) - I

**Course Code** :

**No. of Hrs/week** : 2

**Credits** : 2

## **PERSONALITY DEVELOPMENT**

### **Course Objectives:**

- To understand one's own motives and character (Self-knowledge)
- To accept one's own understanding of self and focus on areas of development (Self-acceptance)
- To maximize one's own potential in enabling holistic development

## **OUTLINE**

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**TITLE OF THE PAPER** : FUNDAMENTALS OF ANIMATION

**Course Code** : 19UAN1MC01

**No. of Hrs/week** : 6

**Credits** : 6

**Course Objectives:**

- To provide an overview of the history of Animation
- Introduction to the fundamentals of Animation, Types & Principles of Animation
- To guide the student through the various stages of the production process
- Students will be exposed to many creative process of story writing and Animation glossary
- Students will be given Introduction to 2D Cel animation and essential observational studies

**Learning Outcomes:**

After completing this subject, Students will be able to:

- Understand the technical terms associated with animation and Identify animation requirements
- Plan tools and workflow for the animation
- Apply principles of animation and the character turn around, pose sheet, expression chart.
- Breakdown different stages of animation production
- Understand the requirements for creating 2D Cel animations

**Unit-I: Introduction to Animation & History of Animation**

**Hours:**

**10**

What is Animation, History of Animation – Starting from Early approaches to motion in art, Animation before film, Early Animation devices, Traditional Animation – The silent era, Walt Disney & Warner Bros., Snow White & the seven dwarfs, The Television era, Stop-motion, CGI Animation - till date. Major animation studios all over the world, Pioneer Animators and Experimental animations.

**Unit-II: Different Types of Animation**

**Hours:**

**20**

- Traditional Animation - Cel Animation or hand drawn Animation
- Stop Motion Animation – Puppet Animation, Clay Animation, Cut-out Animation, Silhouette Animation, Model Animation, Object Animation etc.
- Computer Animation – 2D Animation, 3D Animation
- Experiment different types of animation – Stop motion, cut-out, silhouette, Cel etc.

**Unit-III: The 12 basic Principles of Animation**

**Hours:**

**20**

Squash and stretch, Anticipation, Staging, Straight Ahead Action and Pose to Pose, Follow Through and Overlapping Action, Slow In and Slow Out, Arc, Secondary Action, Timing, Exaggeration, Solid drawing, Appeal.

#### **Unit-IV: Animation Production Process**

**Hours:**

**20**

Understand Animation Requirements, Basic steps in Pre-Production, Production and Post-Production.

**Pre-Production:** Story – Script – Storyboard - Audio recording – Animatic - Design – Characters, Props - Colour Styling. **Production:** Layout - Background Painting – Animation – Key frame, In-between and Clean-up - Exposure Sheet - Pencil test – Scanning - Ink and Paint – Compositing – Export. **Post-production:** Musical score and sound effects – Editing - Colour-correction and other corrections - Converting SD to HD - Final output

#### **Unit-V: Animation Glossary**

**Hours:**

**20**

Animation techniques, Technical advancements in animation. Animation equipment - Cel - Light box - Peg holes and Peg bars - Line/Pencil tests, Field charts. Animation Glossary - The exposure sheet (X Sheet), Key frames, In-betweens, Clean-up etc. Layers, Timing for Animation, Ease in & Ease out, X-Sheet handling, Field Chart usage, Camera Panning, Zoom-in & Zoom-out, Cut-shot, Dissolve transform, trick shot, hook-up poses etc. Basic Traditional Animation Samples: To apply the principles of animation, Posing and character emotion. How to observe and study human behaviour and expressions to help visualize concepts. How to enact and emote.

#### **Teaching Methodology:**

Extensive Theory & Practical sessions, Seminars and Presentations, Drawing Sessions, Traditional Animation Sessions using Light-box, Workshops, Guest Lectures, Industry Experts, Assignments, Industry Visits, Movie Showcase

#### **Assignments:**

Seminars, Presentations, Group Presentations, Story creation, story-board creation, Flip book animation, Cel animation samples - Bouncing Ball, Walk cycle etc. Animation Movie Studies – Analysing Traditional Animation Movies – Snow White and Seven Dwarfs, Bambi, Pocohontas, Lion King, Dumbo, Mulan, Prince of Egypt etc.

#### **Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

**Essential Reading:**

1. The Illusion of Life: Disney Animation - Frank Thomas and Ollie Johnston
2. The World History of Animation: Stephen Cavalier
3. Cartoon Animation - Preston Blair
4. Timing for Animation: Harold Whitaker and John Halas
5. How to Make Animated Films: Tony White
6. Character Animation-2D Skills for Better 3D: Steve Roberts
7. The Animator's Survival Kit - Richard Williams

**Recommended Reading:**

1. The Anime Encyclopaedia: A Guide to Japanese Animation Since 1917: Lowry
2. Animation from Pencils to Pixels: Classical Techniques for the Digital Animator: Tony White
3. History of Animation - [https://en.wikipedia.org/wiki/History\\_of\\_animation](https://en.wikipedia.org/wiki/History_of_animation)
4. Principles of Animation - [https://en.wikipedia.org/wiki/12\\_basic\\_principles\\_of\\_animation](https://en.wikipedia.org/wiki/12_basic_principles_of_animation)
5. YouTube Video - <https://www.youtube.com/watch?v=haa7n3UGyDc&feature=youtu.be>
6. Enchanted Drawings: The History of Animation: Charles Solomon
7. Cartoons: One Hundred Years of Cinema Animation: Giannalberto Bendazzi
8. Of Mice and Magic: Leonard Maltin
9. Before Mickey: The Animated Film, 1898-1928: Donald Crafton
10. The Animator's Workbook: Step-By-Step Techniques of Drawn Animation: Tony White

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**TITLE OF THE PAPER** : BASICS OF DRAWING

**Course Code** : 19UAN1MC02

**No. of Hrs/week** : 6

**Credits** : 6

**Course Objectives:**

- To understand and master the basic drawing techniques
- To teach them the principles of Line, shape, light and shade.
- To become fluent with shading techniques
- To teach them different types of perspective and its vanishing points.

**Learning Outcomes:**

After completing this subject, Students will be able to:

- Understand the basics of shapes in drawing.
- Capable of producing perspective views, worm's eye view and bird's eye view.

- Understand the importance of light and shade in sketching.
- Capable of presenting movements, emotions, postures and gestures in drawings.

**Unit-1: Basic Drawing Techniques:**

**Hours:**

**10**

Basic Drawing techniques starting with different lines like vertical, horizontal, curve and shapes like circle, rectangle, triangle, square, cylinder, sphere, cube and ways to use these skills to advance in sketching adventure.

**Unit-2: Basic Perspective Drawings:**

**Hours:**

**20**

How to draw Shapes, Buildings and Figures in 1 point, 2 point and 3 point perspectives, Worm's Eye View, Bird's Eye View – Out-door study. To understand the vanishing point and horizon line appropriately.

**Unit-3: Light & Shade**

**Hours:**

**20**

Study with – light to dark and dark to light practice. Light source, shadows, cast shadow. Light values, dark values. Source light, Reflection light, bounce light.

**Unit -4: Still life Study**

**Hours:**

**20**

Object study with proper lighting arrangements. Geometric shapes, pot, fruits, focus light etc.

**Unit-5: Basic Life Drawing Skills**

**Hours:**

**20**

Stick Figures, Line of action, Basic Human, Animals and Birds Actions & Movements, Emotions, Postures & Gestures in Drawings. Life drawing including actions, emotions and expressions as outdoor study

**Teaching Methodology:**

- Extensive Practical sessions, Drawing Sessions,
- Industry Experts and Guest lectures
- Field Visits for out-door studies – Zoo, Park etc.
- Movie study – Walt Disney films study for animation.
- Different types of 2D Animation films to check the technique used in the film making.
- Making of the Film to show the importance of Drawing.

**Assignments:**

- Still Life Study - Shapes, Organic & In-organic studies, Indoor and Outdoor Study, Light & Shade, Perspective.

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

**Essential Reading:**

1. Dynamic Figure Drawing by Burne Hogarth
2. The Vilppu Drawing manual – Glen Vilppu
3. The Art of Animal Drawing – Ken Hultgren
4. Bridgman's complete guide to drawing from life
5. Anatomy and Drawing – Victor Perard
6. Animals in Motion – Eadweard Muybridge

**Recommended Reading:**

1. The Human Figure in Motion - Eadweard Muybridge
2. Betty Edwards, The New, Drawing on the Right Side • of the Brain, Harper Collins Publishers, 2001
3. Betty Edwards, The New, Drawing on the Right Side of • the Brain, Workbook Souvenir Press Ltd., London, 2002
4. The Animator's Survival Kit – Richard Williams
5. The Animator's workbook – Tony White
6. Animation from Script to Screen – Shamus Culhane
7. The Illusion of Life: Disney Animation.
  
8. Cartoon Animation by Preston Blair.

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**TITLE OF THE PAPER** : VISUAL ART & DESIGN

**Course Code** : 19UAN1AL01

**No. of Hrs/week** : 6

**Credits** : 6

**Course Objectives:**

- To provide knowledge in various communications prevailing in life and the role of Graphic Design in communication.
- Provides an introduction to Visual Art in various contexts and explores the design strategy.
- Introduces Graphic Design for contemporary communication process. Students work on simple assignments culminating into a project.

**Learning Outcomes:**

- Understand the role of graphic design in communication

- Create design based on the principles
- To effectively use colour theory in their designs
- Learn to communicate an idea through design

**Unit-1: Fundamental Principles of Visual Arts**

**Hours: 10**

Material and Method: Art equipment, [Tools and Techniques] – Drawing board, Paper, Pencil, Charcoal, Pastel, Colour, Visual effects and uses of Water, Poster & Oil colours. Elements of Design - Dot, Line, Shape, Value/Tone, Texture, Space, Color, Free flowing designs, Geometric Designs

**Unit-2: Principles of Design**

**Hours: 20**

Balance - Symmetrical or Asymmetrical, Repetition / Rhythm, Focus / Emphasis / Dominance, Unity / Harmony, Scale, Proportion, Contrast, Movement, Depth, Gestalt Principle.

**Unit-3: Colour Theory and Composition**

**Hours: 20**

Relationship between Value and Hue, Color Systems and the Color Wheel, Theories of Color Relationships/Harmonies: Monochromatic, Analogous, Complementary, Split Complementary, Picture Plane, Closed & Open Composition, Positive & Negative Space.

**Unit- 4: Typography and application in Design**

**Hours: 20**

Typography and its power for expressive qualities, To explore the aesthetical aspects of colour, form and the expressionistic quality of letter form, Copy based Advertisements from Magazines, Understanding of letter Forms, spacing, words, mechanical and optical spacing, grid system Lettering and Typography, Construction of a San – Serif Font, Serif Font, Parts of the letter, Assignments based on Optical spacing and Mechanical spacing, Expressive Typography.

**Unit-5: Introduction to Graphic Design**

**Hours: 20**

To discuss the visual communication process from the history to present, relation between Society and Graphic Design, practical exercises on form and text.

Graphic Design : Different stages of simplification of design, to design a symbol or a logo with specific objective. Different aspects of Letter form, design Visiting cards, Letter Heads, Envelop Design, Greetings, Invitation Cards etc.

**Teaching Methodology:**

Extensive Theory & Practical sessions, Drawing & Coloring Sessions, Computer Lab sessions, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits

**Assignments:**

Abstract designs representing Principles & Elements of Design, Simplification of form, Typography, designing of consumer products

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

**Essential Reading:**

1. Rawson, Philip, “Design, Prentice Hall, 1987.
2. Bryson, Norman, Ann Holly, Michael, Moxey, Keith, “Visual Theory: Painting and Interpretation,” Harper Collins, 1991.
3. Rose Gillian, “Visual Methodologies, “Sage, 2006.
4. Sturken, Marita, “The Practices of Looking,” OUP, 2009.
5. Cooper, Alan et.al, “About Face: The Essentials of Interaction Design,” Wiley, 2007.

**Recommended Reading:**

1. Computer Graphics and Multimedia - [http://www.academia.edu/6709255/LECTURE\\_NOTES\\_on\\_Computer\\_Graphics\\_and\\_Multimedia\\_Table\\_of\\_Contents](http://www.academia.edu/6709255/LECTURE_NOTES_on_Computer_Graphics_and_Multimedia_Table_of_Contents)
2. Graphic Design - <http://www.slideshare.net/AfshanKirmani/an-introduction-to-graphic-design-presentation>
3. Multimedia - <http://www.slideshare.net/kenshin1017/introduction-to-multimedia-4663053>
4. Elements & Principles of Design - <http://teaching.ellenmueller.com/drawing-i/resources/elements-principles-of-2d-design/>
5. Design Principles - [http://www.design-skills.org/design\\_principles\\_guidelines.html](http://www.design-skills.org/design_principles_guidelines.html)

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## SEMESTER - II

**TITLE OF THE PAPER** : GENERAL ENGLISH (VOC) - II – STREAM-A

**Course Code** :

**No. of Hrs/week** : 5

**Credits** : 5

## **Course Objectives:**

- To immerse students in English language learning.
- To build their skills in all four language skills – Reading, Writing, Listening and Speaking.
- To produce independent, critically thinking students who can use English confidently in a variety of situations.

## **Learning Outcomes**

Students will

- Learn to use the English language that will help them become effective communicators in real world.
- Learn basic skills and strategies to communicate orally.
- Acquire basic strategies & skills in writing and contribute to the print and electronic media.
- Understand the various terminologies and basic concepts in academic writing.
- Acquire basic skills in the art of influencing people and learn basic basic corporate communication skills.

### **Unit-1: Grammar and real world**

**Hours: 6**

Grammar structures for usage in daily routines and real world. Functional language - Finding the right information and planning how to respond - Expressing Opinion - Making Suggestion - Expressing Preference – Expressing Agreement, Partial Agreement, Slight Disagreement, Strong Disagreement - Invitations - Listening, interrupting politely and moving things on - Asking questions, being clear and persuading people - Using formal or informal language

### **Unit 2: English for Oral Communication**

**Hours: 10**

Longer conversations, Speeches presentation on current and socially relevant topics, persuasive speech, debates, and panel discussions, barriers in oral communication & strategies to overcome the barriers.

### **Unit-3: English for Written Communication**

**Hours: 15**

Writing letters, effective formal and informal email writing, writing abstracts, writing for newspapers, magazines and social media, argumentative essay writing, report writing.

### **Unit-4: Introduction to Academic Writing**

**Hours: 12**

Basic concepts and terminologies of academic writing - cohesion & coherence - grammatical accuracy – correct & effective use of linkers - phrases & clauses - plagiarism in writing – Formal language Vs Informal language – Basic rules for referencing.

### **Unit-5: English for Professional Communication**

**Hours: 12**

Communicative language for professionals - group discussion language - effective language use, strategies and techniques in corporate interactions - effective online interaction

### **Teaching Methodology:**

- Classroom Facilitation
- Guided Quiz
- Panel Discussion
- Debate
- Group Activities
- Weekly Journal writing
- Compulsory Reading
- Library Visit
- Field Visit
- Screening of feature films in English
- Video recording and presentation of students' speeches
- Presentations
- Seminars & Workshops

### **Assignments:**

- Weekly tests in grammar usage
- One Minute Speech A Day
- Argumentative Essay Writing
- Contributing articles to newspapers
- Persuasive Speech Writing & Presentation
- Speaking & Writing tasks based on TED Talks
- Power point Presentations (individual & group presentations)
- Weekly Journal Writing (BBC.Com)
- Report Writing (Group Activity)
- Group Discussion based on various scenarios
- Skit Presentation (group activity)

### **Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

### **Essential Reading:**

1. English Grammar in Use by Raymond Murphy Fourth Edition
2. Level English by Helen Toner & John Reynolds (2008) (CUP)
3. Academic Writing: A guide to tertiary level writing – Edited by Dr Natilene Bowker (2007)
4. Business Communication Today by Courland L. Bovee, John V. Thill, Roshan Lal Raina (2017)

## Recommended Reading;

1. When Can I Sing A Song Of India – Dr.APJ Abdul Kalam
2. I Know Why The Caged Bird Sings – Maya Angelou
3. Speaking and Writing for Effective Business Communication – Francis Soundararaj
4. Foundations of Business Communication: An integrative approach- New Delhi: Tatal McGraw Hill, 2006
5. Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively – Archana Mathur (Amazon)

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**TITLE OF THE PAPER** : GENERAL ENGLISH (VOC) - II – STREAM-B

**Course Code** :

**No. of Hrs/week** : 5

**Credits** : 5

### Course Objectives:

- To enhance students' confidence in acquiring language through consistent and persistent practice.
- Motivate the learners to become aware and adapt LSRW approach to English language learning.
- Improve students' loud reading, silent reading and on the feet thinking and speaking skills.

### Learning outcomes:

- To understand and interpret different texts that the students might encounter.
- To develop awareness of lifelong learning.
- To confidently communicate orally and through writing in different contexts that they may encounter in their daily and professional lives.

### Unit-1: Communication and attitude enhancement

**Hours:**

**12**

Enhancing Communication and fine tuning attitude – through appreciation and application of literary texts

- Living Amicably from Dr. A.P.J. Abdul Kalam's Autobiography 'Wings of Fire'
- The way we see the Problem is the Problem– Stephen Covey (An excerpt from Seven Habits of highly effective people).
- An extract from 'The test of my life,' Yuvraj Singh.
- 'You can't be that, no, you can't be that' poem by Brian Patten.

**Unit 2: Basic Principles of Communication****Hours:****12**

Introduction - Understanding Communication - Communication Process, Barriers, channels of Communication (Intrapersonal and interpersonal).  
Importance of Communication in the Workplace. Common expressions for usage in communication.

**Unit-3 Forms of Communication****Hours:****12**

Different forms of communication. Advantages and disadvantages of Oral Communication and written communication - Advantages and Disadvantages of Media Communication.

**Unit-4- Employability oriented effective written skills****Hours:****12**

Resumes and Cover Letters – Introduction - Writing a Resume  
Writing Job Application Letters – proof reading process. Other Letters about Employment , g-mail, drafting formal and informal letters.

**Unit -5 Employability oriented effective oral skills:****Hours:****12**

Group Discussion – Interviews skills (self-introduction and FAQs). Common expressions in an interview, resume, and work communication. Describe the organization's health, safety and security policies and procedures.

**Teaching Methodology:**

Classroom Lectures, Group Discussion, Workshops, Guest Lectures, Reading texts in class made a mandatory activity and basic grammar test regularly.

**Assignments:**

- To interpret and present the content taught in class through oral and written exercises.
- To prepare resume, cover letters and job application letters on their own.
- Oral testing through mock GD and interview skills.

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

**Essential Reading:**

1. "Your first resume" Ron Fry, Pearson Education 2001.
2. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South Western College Pubg., 2000.
3. Strunk, William, Jr. and White, E.B. The Elements of Style, 3rd ed. (Macmillan, 1979)
4. Prasad, H. M. *How to Prepare for Group Discussion and Interview*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2001.
5. Pease, Allan. *Body Language*, Sudha Publications, Delhi, 1998

**Recommended Reading:**

1. Strunk, William, Jr. and White, E.B. *The Elements of Style*, 3rd ed. (Macmillan, 1979).
  2. Barkas, J.L. *How To Write Like a Professional* (Arco, 1984).
  3. Adair, John. *Effective Communication*, Pan Macmillan Ltd, London,2003
  4. Prasad, H. M. *How to Prepare for Group Discussion and Interview*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2001
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**TITLE OF THE PAPER** : LEADERSHIP SKILLS (VOC) - II

**Course Code** :

**No. of Hrs/week** : 2

**Credits** : 2

**Course Objectives:**

- To enable students gain holistic growth through the awareness and attainment of emotional and spiritual intelligence.
- Help students lead a principal based life of positive inspirational leadership.

**Learning outcomes:**

- Enhanced self-awareness and self-esteem.
- Intrapersonal and Interpersonal skill enhancement.

**Unit-I Life changing habits:****Hours:****6**

Principles of growth and change. Habits defined. a. Proactivity b. Begin with the end in mind. c. Prioritization d. Win-win attitude. e. Empathy d. Synergy.

**Unit-II Life changing attitudes:****Hours:****6**

Attitude awareness creation. Thoughts to destiny manifestation process. Relationship between attitude and success. Three factors influencing attitude. -environment, education and experience. Benefits of positive attitude. Consequence of negative attitude. Characteristics of an optimist. Winner versus losers.

**Unit III Transformational leadership:****Hours:****6**

Daily check list for life: time mastery-gaining more invested time, habitual reading, written goal setting, gestures of love and care to all, gratitude meditation, planning and reflection, intrapersonal positive self-talk, being a volunteer.

**Unit IV-Subconscious mind–the connecting link:****Hours:****6**

An introduction to NLP, the principle behind. An approach to communication and personal development through NLP. Stories from the great masters- motivational stories for NLP.

**Unit-V: Concept of Success revisited:****Hours:****6**

The definition and measure of success. The problems or challenges to success (real versus imaginary); the gifts of failure; life of choices or chances; qualities of a successful person. 10 qualities that make you a successful person. 20 qualities that make you a failure.

**Teaching Methodology**

- Topics brainstormed through reading, paraphrasing and analysing, Classroom Lectures, Group, Discussion, Workshops, Guest Lectures, Ted talks and other relevant videos

**Assignments**

- Check list for life habits regular filling and monthly review
- Reading and review of personality enrichment books.

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

**Essential Reading:**

1. 60 success principles for your success Dr. A. Peter.
2. Seven habits of highly effective people Stephen Covey
3. Life Skills Resource Manual, Schools Total Health Program, (2006).
4. Health Education and Promotion International Inc. Oxford Journals.
5. Infinitheism- Monthly magazine by Rangarajan (Mahathria).
6. You can win by Shiv Khera.

**Recommended Reading:**

1. Morgan and King, (1993). Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. Think and grow rich by Napoleon Hill.
3. Understanding Life Skills-UNESCO Digital Library.
4. Who will cry when you die by Robin Sharma.
5. The 8<sup>th</sup> habit by Stephen Covey; first published in 1989.

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**TITLE OF THE PAPER** : VALUE EDUCATION (VOC) - II

**Course Code** :

**No. of Hrs/week** : 2

**Credits** : 2

## **LIFE ISSUES AND COPING STRATEGIES**

### **Course Objectives:**

- To help the students to identify the various challenges faced in adolescence
- To develop a sense of empathy in interpersonal relationship
- To regulate their own behavioural patterns for an improved state of well-being

### **Unit-1: Physical Wellbeing**

#### 1.1 Physical Fitness & Exercise

- Personal Hygiene
- Habitual Actions
- Grooming and other Deviations

#### 1.2 Eating & Sleeping Disorders

#### 1.3 Physiology of sex (Adolescent sexual Health)

### **Unit-2: Mental Wellbeing**

#### 2.1 Adolescent Idealism and egocentrism

2.2 Cognitive Perspectives: Thinking, Intelligence, Creativity, Problem Solving, Decision Making, conflict resolution, Stress Management, Optimism Vs Pessimism

2.3 Emotional Perspectives: Anger, Anxiety, Depression, Phobia, Shame, Guilt, Grief, Frustration, Inhibition, Resilience, Success and Failure

2.4 Behavioural Perspectives: Maladjustments, Attitude, Withdrawal, Attention Seeking Behaviour, Etiquettes (Class, phone, worship place, public)

### **Unit-3: Interpersonal Relationship (Social Wellbeing)**

#### 3.1 Family Relationship

- Values in family relationship
- Nuclear Vs joint family
- Dependence Vs overdependence
- Happy family Vs Broken Family
- Special lecture on Love, Sex, Marriage

#### 3.2 Rapport Building with Peers/ Friends, Strangers, Transgender

#### 3.3 Professional Relationship

- Officials
- Mentors

- Staff & Service Personnel

**Unit-4: Addiction**

- 4.1 Introduction to the stages of addiction: Passion Vs Addiction
- 4.2 Gadgets addiction
- 4.3 Substance abuse
- 4.4 Media addiction
- 4.5 Pornography addiction

**TITLE OF THE PAPER** : ANATOMY AND ANIMATION DRAWING

**Course Code** :

**No. of Hrs/week** : 6

**Credits** : 6

**Course Objectives:**

- To understand the basics of Human Anatomy and Cartoon Anatomy.
- To become fluent with capturing the human and animal form, proportions, structure, volume.
- To understand the relationship of bones and muscles at rest and in movement. To be able to translate this to creating and maintaining correct volumes. Studying human and animal movement through sequential drawings, gesture drawing.

**Learning Outcomes:**

- Understand the human anatomy of both genders proportionately.
- Understand the anatomy, shapes and postures of different age groups.
- Capable of drawing facial expressions of cartoon characters and their gestures.

**Unit-1: Basic Anatomy Drawings**

**Hours: 20**

Introduction to human Anatomy, skeleton and skull proposition, male body proportion, Female body proportion.

**Unit-2: Detailed Figure Drawing**

**Hours: 20**

Human body proportions for different age groups. Eyes, nose, mouth, ear, finger proportions(different age group), hand, feet and body proportions. Human anatomy for different human body shapes and postures, studies using Mannequins, Group figure studies.

**Unit-3: Animal & Bird Anatomy**

**Hours: 10**

Animal and Bird anatomy - bone structure, proportion of both animal and birds.

**Unit-4: Dynamic Figure Drawing:****Hours: 20**

Drawing the moving figure in deep space and foreshortening. Actions & Movements, Emotions, Postures & Gestures in Drawings, including emotions, actions and expressions, attitude, Facial expressions etc.

**Unit -5: Cartoon Anatomy Drawings:****Hours: 20**

Actions & Movements, Emotions, Postures, Gestures in Drawings & Facial expressions

**Teaching Methodology:**

Extensive Practical sessions, Drawing Sessions, Industry Experts, Assignments, Field Visits for out-door studies – Zoo, Park etc.

**Assignments:**

Human Anatomy and Cartoon Anatomy, poses of gesture drawing, thumbnails.

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

**Essential Reading:**

1. Dynamic Figure Drawing by Burne Hogarth
2. The Vilppu Drawing manual – Glen Vilppu
3. The Art of Animal Drawing – Ken Hultgren
4. Bridgman's complete guide to drawing from life
5. Anatomy and Drawing – Victor Perard
6. Animals in Motion – Eadweard Muybridge
7. The Human Figure in Motion - Eadweard Muybridge

**Recommended Reading:**

1. Betty Edwards, The New, Drawing on the Right Side • of the Brain, Harper Collins Publishers, 2001
  2. Betty Edwards, The New, Drawing on the Right Side of • the Brain, Workbook Souvenir Press Ltd., London, 2002
  3. The Animator's Survival Kit – Richard Williams
  4. The Animator's workbook – Tony White
  5. Animation from Script to Screen – Shamus Culhane
  6. The Illusion of Life: Disney Animation.
  7. Cartoon Animation by Preston Blair.
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**TITLE OF THE PAPER** : STOP MOTION ANIMATION

**Course Code** : 19UAN2MC02

**No. of Hrs/week** : 6

**Credits** : 6

**Course Objectives:**

- To provide an overview of clay-modeling & stop-motion animation
- Understanding the process of clay-modeling & stop-motion animation
- Introduction to techniques of clay-modeling and software for stop-motion animation

**Learning Outcomes**

- Understand the 3 dimensional quality of a sculpture
- Create a simple animation using the various techniques of stop motion
- Creation and execution of concept

**Unit-1: Basics of Clay Modeling**

**Hours: 10**

Model from a still life set-up in the classroom, a sculptural equivalent in clay, emphasizing inter-relationships of form, space and surface, use different types of clay; plasticine, terracotta

**Unit-2: Types of Clay Modeling**

**Hours: 20**

Create different characters in clay, Cartoons, human figures, Animals, Props etc. **ClayModeling Techniques:** Sculpting tools handling, Clay handling techniques, Analyzing and understanding the challenges faced during clay modeling and shooting, Props & lip-synch handlings, Preparation of a prototype work product/pre-visualisation for review

**Unit-3: Process and techniques of stop-motion animation**

**Hours: 20**

Camera angles, Character positioning, Frame by Frame controls, Positioning and actions of secondary characters and Props, Different types of stop motion animation

- Traditional frame-by-frame capture
- Claymation, Cut-out animation, Silhouette animation, Found object animation, hand drawn animation

**Unit-4: Introduction to stop-motion animation software**

**Hours: 20**

Introduction to available software for Stop-Motion Animation, Learning to use Monkey Jump Software, Preparation of the following stop motion animation end-products, Film, Television series, Advertisement, Education content, Application of stop motion animation techniques, adding audio to animation

**Unit-5: Concept Creation for Stop Motion Animation**

**Hours: 20**

How to create action and movement of form, How to create your own concept, understanding the limitations and challenges of the medium, Creation and Execution of the concept

**Teaching Methodology:**

Extensive Practical sessions with required theory classes, Drawing Sessions, Sculpting using clay, Studio Practice, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits

**Assignments:**

Use clay to create a stop-motion animation, use objects like coins, puppets, marbles, toys and mannequins to create a stop-motion animation. Create a short animation to show movement

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

**Essential Reading:**

1. The Art of Stop motion animation: Ken A Priebe
2. Stop motion: Craft skills for model Animation: Susannah Shaw
3. Stop motion: Passion, Process and Performance: Barry JC Purves
4. Creating 3D Animation - The Aardaman Book of Film making: Peter Lord & Brian Sibley
5. Stop motion Armature Machining: A Construction Manual: Tom Brierton

**Recommended Reading:**

1. Stop motion Filming and Performance: Tom Brierton
2. Stop motion Puppet Sculpting: Tom Brierton
3. A Century of Stop Motion Animation from Melies to Aardaman: Ray Harry Hausen

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**TITLE OF THE PAPER** : GRAPHIC DESIGN AND MULTIMEDIA

**Course Code** : 19UDJ2AL01

**No. of Hrs/week** : 6

**Credits** : 6

**Course Objectives:**

- This course will brief about the Graphic design in complex form and application of Symbols, signage, different forms of reproduction process and mediums.
- Understand the importance of the symbols and signs and visual elements and use them effectively in their design concepts
- Interact with people from social, cultural and corporate backgrounds to derive what people are looking for and their visual literacy level.
- Explore and experiment with representational designs and abstract designs to achieve their concepts

**Learning Outcomes:**

- Understand the role of typography in design
- Understand simplification of form
- Use of software to aid in the design concept
- Basic requisites of print media and packaging design

**Unit-1: Principle of Layout Design**

**Hours: 10**

Theory of Typography, History of reproduction and methods and types Print media – Newspaper and Magazines, Press Layout Designing: Study of different spatial arrangements Collage and contour drawings for rearrangements of the layouts, Context based Press layouts, design posters and other display materials. Designing the layouts on the basis of purpose, context and using type form appropriately suitable to the design and concept

**Unit-2: Introduction to Adobe Photoshop, Illustrator**

**Hours: 20**

Expertise in the tools and application in the Design art works and rendering the images, image manipulations, Colour corrections etc, Understand the concept of creating textures, brushes, abstract and thematic designs, Create effective typography designs used for raster and vector illustrations and designs.

**Unit-3: Image Editing and Manipulation**

**Hours: 20**

Creating Tile-able and seamless textures -Creating Textures Defining Patterns Defining Brushes Tiling patterns, Understanding colour channel ,Working with colour channels, with negatives, and colour adjustment levels - Understanding Colour Modes-Working with different colour modes. Image Adjustments Levels, Using Photoshop as an artistic tool-Colour, Symbolism, Ink and Painting, Colorizing , Artistic Filters, Creating Abstract and Thematic Designs, Multi-layered Background Design using Blend Modes.

**Unit- 4: Graphic Design for Print Media****Hours: 20**

Visually communicate and prepare work for printed reproduction of catalogs, brochures, book jackets, advertisements, Newspapers and Magazines, Use of Illustrations and Photography in layout designs, image manipulation in digital medium as required for design.

**Unit-5: Advance Layout design for advertising and Packaging****Hours: 20**

Advertisement for non-commercial services like Educational Institutions, Hospitals, Advertisements for consumer goods, Pictorial based advertisements, branding process for Hotels, travel and hospitality, Typography, and Colour schemes analysis for packaging design. Packaging design for Consumer products like, Health care products, Advertisement for public and social welfare events and awareness

**Teaching Methodology:**

Extensive Theory & Practical sessions, Drawing & Coloring Sessions, Computer Lab sessions, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits

**Assignments:**

Logo designs, Layouts, Advertisements, Branding and Packaging

**Evaluation Methodology:**

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

**Essential Reading:**

1. Rawson, Philip, "Design, Prentice Hall, 1987.
2. Bryson, Norman, Ann Holly, Michael, Moxey, Keith, "Visual Theory: Painting and Interpretation," Harper Collins, 1991.
3. Rose Gillian, "Visual Methodologies, "Sage, 2006.
4. Sturken, Marita, "The Practices of Looking," OUP, 2009.
5. Cooper, Alan et.al, "About Face: The Essentials of Interaction Design," Wiley, 2007.

**Recommended Reading:**

1. Computer Graphics and Multimedia -  
[http://www.academia.edu/6709255/LECTURE\\_NOTES\\_on\\_Computer\\_Graphics\\_and\\_Multimedia\\_Table\\_of\\_Contents](http://www.academia.edu/6709255/LECTURE_NOTES_on_Computer_Graphics_and_Multimedia_Table_of_Contents)

2. Graphic Design - <http://www.slideshare.net/AfshanKirmani/an-introduction-to-graphic-design-presentation>
  3. Multimedia - <http://www.slideshare.net/kenshin1017/introduction-to-multimedia-4663053>
  4. Elements & Principles of Design - <http://teaching.ellenmueller.com/drawing-i/resources/elements-principles-of-2d-design/>
  5. Design Principles - [http://www.design-skills.org/design\\_principles\\_guidelines.html](http://www.design-skills.org/design_principles_guidelines.html)
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