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Pimpri Chinchwad Education Trust's

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Sate, Pune - 412106

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Curriculum Structure

BSc in Animation, VFX and Multimedia Sciences

(2025 Pattern)

School of Media and Communication Studies

Effective from Academic Year 2024-25

Program Structure

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Preamble

Media has an increasingly significant impact on our daily lives. The training offered is designed to provide students with the skills and knowledge necessary to succeed in various roles within the TV industry, Print Industry, Advertising Industry, Radio Industry, Digital Media, News Portals and more.

This undergraduate program in mass communication, typically covers Principals of Communication, Reporting and Writing skills, Print and TV Journalism, Beats of Journalism (Sports, Political, Entertainment), Development Communication, Advertising and Public Relations, Graphics and Software's, Photojournalism, Film Appreciation, Media Management, Media Ethics-Laws along with basket of subjects related to Media. Students also master in Audio- Visual Production, honing their skills in Camera and Visual Editing. School of Media is imparting practical, hands-on experience, with the state-of-the-art facilities, including studio, editing suites and equipment. Students will be part of various media projects and productions, giving them valuable experience and building their portfolios to the world of Print and Electronic Media.

Vision and Mission of Program:

Vision:

To build a strong foundation in traditional media forms like print, radio and television as well as in the latest digital media technologies and platforms.

Mission:

The mission of a school of media is to provide students with a comprehensive education in media, for successful careers in the media industry.

The school should strive to:

- Provide a cutting-edge education and challenging curriculum for the new media.
- Encourage innovation, experimentation, and collaboration across different media forms and disciplines, fostering creativity and adaptability.
- Emphasize the ethical and social responsibilities of media
- Elaborating the role of media in shaping society and culture.

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Program Educational Objectives:

Program Educational Objectives (PEOs) for a BA in Journalism, Media and Communication Studies program are as follows:

- PEO 1:To provide students with knowledge and skills to become leading experts in the field of Journalism, Media and Communication Studies
- PEO 2:To provide an innovative and comprehensive curriculum that integrates theoretical knowledge with practical experience, research opportunities, and professional development
- PEO 3:To groom the student's overall personality for professional growth.
- PEO 4:To inculcate values and ethics among the students and making them aware about their social commitments.

Program Outcome :

PO1	Problem-solving skills: Capability to solve problems in familiar and non-familiar contexts and apply one's learning to real-life situations.
PO2	New Skills: To have knowledge of modern tools.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge, including the analysis and evaluation of policies and practices, as well as evidence, arguments, claims, beliefs and the reliability and relevance of evidence.
PO4	Creative thinking: Ability to create or think in different and diverse ways about same issues or scenarios deal with problems and situations that do not have simple solutions.
PO5	Communication Skills: Skills that enable a person to listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups/audiences.
PO6	Coordinating/collaborating with others: Ability to work effectively and respectfully with diverse teams, facilitate cooperative or coordinated effort on the part of a group, act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO7	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organisation and setting direction.
PO8	Environmental awareness and action: Demonstrate the Acquisition and ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.
PO9	Skills to apply digital and technological solutions: Demonstrate the ability for judiciously using and deploying information and communication tools and technologies to improve teaching-learning process and provide enriched learning experiences to students to enable them to achieve enhanced learning outcomes.

PO10	Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

Program Specific Object

PSO1	Critically evaluate media content and actively engage with diverse platforms to contribute to informed public discourse.
PSO2	Master multimedia storytelling techniques to produce compelling content across diverse media formats and platforms.

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INDEX

Sr. No.	Type of course	Abbreviations
1	Major	MAJ
2	Elective (Minor Stream/Vocational/Program Specific)	MIN
3	Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Vocational Skill Course	VSC
7	Summer Internship/ On Job Training	OJT
8	Project	PROJ
9	Field Project	FP
10	Indian Knowledge System	IKS
11	Community Engagement Program	CEP
12	Value Education Course	VEC

Sr. No.	Type of course	No. of Courses	Total Credits for Bachelor's with Honors Research		**No. of Courses**	Total Credits for Bachelors Degree	
			No	%		No	%
1	Major	25	88	51.16	23	84	61.76
2	Minor	5	10	5.81	5	10	7.3
3	Open Electives	6	12	6.97	6	12	8.82
4	Ability Enhancement Courses	12	19	11.04	12	19	13.6
5	Skill Enhancement Courses	6	7	4.06	6	7	5.14
6	Summer Internship/On Job Training	2	8	4.65	1	4	2.94
7	Major Project	2	16	9.30	-	-	-
8	Indian Knowledge System	2	-	-	2		-
9	Research Project	2	12	6.97	-	-	-
10	Audit course (Value Education Course)	6	-	-	6	-	-
	Total	-	**172**	**100**		**136**	**100%**

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CREDIT DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Credits/Semester								Total
		1	2	3	4	5	6	7	8	
1	Major	14	12	12	12	12	12	4	4	82
2	Minor	-	2	2	2	2	2			10
3	Open Electives	2	2	2	2	2	2	-	-	12
4	Ability Enhancement Courses	2	2	2	2	2	2	-	-	12
5	Skill Enhancement Courses	2	2	2	2	2	2	-	-	12
6	Vocational Skill Course									
7	Summer Internship/On Job Training	-	-	-	-	4	-	4		8
8	Field Project	-	-	-	-	-	-	8	8	16
9	Indian Knowledge System	-	-	-	-	-	-	-	-	-
11	Research Project	-	-	-	-	-	-	4	8	12
12	Audit course(Value Education Course)	-	-	-	-	-	-	-	-	-
Total		20	20	20	20	20	20	20	20	160

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BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester III

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Pra	Total
UBSAM201	3D Animation Introduction	**MAJM**	1	2	-	3	5	40	-	60	100
UBSAM202	Rigging and Animation	**MAJM**	1	2	-	3	5	40	-	60	100
UBSAM203	Lighting and Rendering Techniques	**MAJM**	1	2	-	3	5	40	-	60	100
UBSAM204	Foundation of Compositing	**MAJM**	-	3	-	3	6	40	-	60	100
UBSAM205	MOOC Elective-I	OE	-	-	1	2	-	25	25	-	50
UBSAM206	MOOC Elective-II	DE	-	-	1	2	-	25	25	-	50
UBSAM207	Advertising Design	SEC	1	1	-	2	3	20		30	50
UEG208	Corporate Communication	AEC	2	-	-	-	2	50	-		50
ACCOI201	Constitution of India	AC	1	-	-	-	1	50	-	-	50
UFLI201	Foreign Language 1	AC	2	-	-	-	2	50	-	-	50
	Minor – 2	MIN	2	-	-	2	2	20	30	-	50
		Total	11	10	2	20	31	400	80	270	750

Foreign Language

Course Code	Course Type	Subject name: Foreign Language 1
UFLI 201A	AEC	German
UFLI 201 B	AEC	Japanese

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Curriculum Structure Semester IV

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme			
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Practical	Total
UBSAM208	Advanced Visual Effects (VFX)	**MAJM**	1	2	-	3	5	**40**	-	60	**100**
UBSAM209	Advance Motion Graphics	**MAJM**	1	2	-	3	5	**40**	-	60	**100**
UBSAM210	Introduction to UI UX Design	**MAJM**	1	2	-	3	5	**40**	-	60	**100**
UBSAM211	Advanced 3D Animation	**MAJM**	-	3	-	3	6	**40**	-	60	**100**
UBSAM212	MOOC Elective-I	MAJM	-	-	1	2	-	25	25		50
UBSAM213	MOOC Elective-II	MAJM	-	-	1	2	-	25	25		50
UBSAM14	Introduction to Gaming	SEC	1	1	-	2	3	20	-	30	50
UEG103	Applied Communication	AEC	2	-	-	-	2	50	-		50
ACUHV201/ ACCOI201	Understanding Harmony / Constitution of India	AC	1	-	-	-	1	50	-		50
UFLI201	Foreign Language 1	AC	2	-	-	-	2	50			50
	Minor – 2	MIN	2	-	-	2	2	20	30		50
		Total	11	10	2	20	31	400	350		750

Foreign Language

Course Code	Course Type	Subject name: Foreign Language 2
UFLI 201A	AEC	German
UFLI 201 B	AEC	Japanese

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Name of the Program:		**BSCAVMS**		**Semester: III**		**Level: UG**	
Course Name		**3D Animation Introduction**		**Course Code/Course Type-**		UBSAM201/MAJM	
Course Pattern		**2024**		**Version**		2.0	
Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/Oral**
1	2	-	3	75	40	-	60
Pre-Requisite: **NIL**							

Course Objectives (CO): 1.	**The objectives of the course are:** 1. To introduce the core principles and workflow of 3D animation in the context of the animation industry. 2. To familiarize students with key 3D software such as Autodesk Maya or Blender for basic animation tasks. 3. To develop foundational skills in modeling, rigging, animation, and rendering. 4. To encourage visual storytelling and character movement understanding through exercises and short projects. 5. To bridge the gap between academic learning and industry-ready practices through assignments aligned with studio pipelines.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Understand and apply the 12 principles of animation within a 3D environment. 2. Create basic 3D models and apply rigging techniques for animation. 3. Animate simple to intermediate-level objects and characters using industry-standard tools. 4. Demonstrate an understanding of keyframe animation, timeline usage, and graph editor manipulation. 5. Produce a short-animated sequence applying learned skills in storytelling, motion, and timing.

Descriptors/Topics	CLO	Hours
UNIT I		
Unit 1: Introduction to 3D Animation • History and evolution of 3D animation. • Overview of the 3D animation production pipeline. • Introduction to software (Autodesk Maya/Blender). • Interface navigation and basic tools. • Scene setup, project organization, and file management.	**CLO 1**	15
UNIT II		
Principles of Animation in 3D • Understanding classic animation principles • Applying squash and stretch, anticipation, staging, and timing • Use of exaggeration, arcs, and follow-through in 3D space • Practical exercises for each principle.	**CLO 2**	**15**
UNIT III		
Modelling and Rigging Basics • Polygon modeling vs. NURBS modeling • Creating simple props and basic character models • Introduction to rigging and skeleton setup • Forward and inverse kinematics (FK/IK)	**CLO 3**	**15**
UNIT IV		
Animation Techniques and Tools • Keyframe animation and dope sheet usage • Graph editor: curves, tangents, and timing adjustments • Pose-to-pose and straight-ahead animation • Looping cycles (walk, run, jump basics)	**CLO 4**	**15**
UNIT V		
Short Animation Project • Script and storyboard creation for a 10-15 second animation • Asset creation, animation blocking, and refinement • Lighting and basic rendering • Peer review and self-assessment	**CLO 5**	**15**
Total Hours		**75**

Learning Resources:

Textbooks:

- Introducing Autodesk Maya 2023 by Dariush Derakhshani – Wiley
- The Animator's Survival Kit by Richard Williams – Faber & Faber
- Digital Character Animation 3 by George Maestri – New Riders
- Blender 3D: Noob to Pro (Wikibook) – Community Source
- 3D Animation Essentials by Andy Beane – Wiley

Reference Books:

- Animation Methods - Rigging Made Easy by David Rodriguez
- 3D Animation for the Raw Beginner Using Maya by Roger King
- Acting for Animators by Ed Hooks
- Cartoon Animation by Preston Blair
- Mastering Autodesk Maya 2022 by Todd Palamar

Online References:

- https://www.pluralsight.com – Courses on Maya and Blender animation
- https://www.cgcookie.com – Blender tutorials
- https://www.animatorisland.com – Animation tips and principles
- https://www.autodesk.com/education – Free student version and tutorials
- https://www.youtube.com/c/BlenderGuru – Blender and general animation tutorials

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Name of the Program:	BSCAVMS	Semester: III	Level: UG
Course Name	Rigging and Animation	Course Code/Course Type-	UBSAM202/MAJM
Course Pattern	2024	Version	2.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	75	40	-	60

Pre-Requisite: NIL

Course Objectives (CO):	The objectives of the course are:
2.	1. To introduce students to the concepts and technical processes of rigging in 3D animation. 2. To train students in building functional character rigs using industry-standard software (e.g., Autodesk Maya). 3. To develop animation techniques based on principles of body mechanics and character performance. 4. To enable students to create animation-ready assets and troubleshoot rigging issues. 5. To integrate rigging and animation into a complete character pipeline through practical assignments.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Understand and apply the technical components of rigging including joints, controls, constraints, and skinning. 2. Create and implement efficient character rigs suitable for animation. 3. Animate biped and quadruped characters with an understanding of body mechanics and motion. 4. Apply the 12 principles of animation in the context of character performance and physicality. **5.** Deliver a short animated performance using custom-rigged characters.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Rigging • Overview of rigging in 3D animation production • Joint hierarchy and skeleton structure • Pivot placement and joint orientation • Creating control objects and constraints • Introduction to naming conventions and rigging best practices	**CLO 1**	15
UNIT II		
Skinning and Deformation • Skinning techniques: smooth bind and rigid bind • Weight painting and geometry deformation • Influences, falloff, and corrective shapes • Use of blend shapes and corrective sculpting • Testing rigs with basic animations	**CLO 2**	**15**
UNIT III		
Biped Rigging Techniques • Building a basic biped rig • IK (Inverse Kinematics) and FK (Forward Kinematics) systems • Switchable IK/FK setups • Spine rigging, foot roll, reverse foot rig • Facial rigging basics using blend shapes and joints	**CLO 3**	**15**
UNIT IV		
Animation Techniques • Introduction to keyframe animation, timeline, dope sheet, and graph editor • Blocking poses, in-betweens, and refining motion • Walk cycles, run cycles, and jump animations • Overlapping action, follow-through, arcs, and timing • Emotional expression and facial animation basics	**CLO 4**	**15**
UNIT V		
Integrated Project and Workflow: • Design and rig a custom character • Create a short 10–15 second animation featuring full body movement • Troubleshooting common rigging and animation problems • Final polish, lighting, and playblast rendering	**CLO 5**	**15**
Total Hours:		**75**

Learning Resources

Textbooks :

1. Learning Autodesk Maya: The Modeling & Animation Handbook – Autodesk Press
2. Stop Staring: Facial Modeling and Animation Done Right by Jason Osipa – Wiley
3. The Art of Rigging by Brandon Davis – CG Toolkit
4. Digital Character Animation 3 by George Maestri – New Riders
5. The Animator's Survival Kit by Richard Williams – Faber & Faber

Reference Books :

1. Rig it Right! Maya Animation Rigging Concepts by Tina O'Hailey
2. Character Animation Crash Course! by Eric Goldberg
3. Mastering Autodesk Maya 2022 by Todd Palamar
4. Animation Methods: Rigging Made Easy by David Rodriguez
5. Acting for Animators by Ed Hooks

Online References :

1. https://www.pluralsight.com – Courses on rigging and animation in Maya
2. https://www.riggingdojo.com – Specialized rigging tutorials and training
3. https://www.youtube.com/c/AnimationMentor – Industry tutorials on animation
4. https://www.autodesk.com/education – Maya learning resources and student licenses
5. https://www.cgmeetup.net – Rigging demos and professional breakdowns

Name of the Program:	BSCAVMS	Semester: III	Level: UG
Course Name	Lighting and Rendering Techniques	Course Code/Course Type-	UBSAM203/MAJM
Course Pattern	2024	Version	2.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	75	40	-	60

Pre-Requisite: NIL

Course Objectives (CO):	The objectives of the course are:
3.	1. To introduce students to the artistic and technical aspects of lighting in 3D environments. 2. To develop an understanding of the behavior of light and its application in storytelling and mood creation. 3. To train students in using industry-standard tools for rendering (e.g., Arnold, V-Ray, Blender Cycles). 4. To familiarize students with rendering techniques including optimization, sampling, and compositing passes. 5. To enable students to produce portfolio-quality renders for animation and visual effects.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate an understanding of light types, properties, and functions in 3D software. 2. Apply lighting setups to enhance visual storytelling and mood. 3. Utilize advanced rendering engines and understand their settings for high-quality output. 4. Optimize rendering performance using sampling, AOVs (Arbitrary Output Variables), and render layers. 5. Produce fully lit and rendered scenes suitable for showreel or production use.

Descriptors/Topics	CLO	Hours
UNIT I		
Fundamentals of Lighting • Nature and physics of light • Types of lights in 3D software (Point, Spot, Directional, Area, etc.) • Intensity, color temperature, and falloff • Three-point lighting setup • Real-world references and lighting theory in cinematography	**CLO 1**	15
UNIT II		
Lighting for Animation and VFX • Key, fill, and rim lighting for characters and environments • Mood and atmosphere creation through lighting • Day/Night and interior/exterior lighting setups • Shadow types and light linking. Volumetric lighting and fog	**CLO 2**	**15**
UNIT III		
Introduction to Rendering Engines • Overview of rendering concepts (ray tracing, rasterization) • Introduction to Arnold Renderer, V-Ray, and Blender Cycles • Render settings: resolution, aspect ratio, sampling, ray depth • Material interaction with light (diffuse, specular, transparency) • Physical-based rendering (PBR) workflow	**CLO 3**	**15**
UNIT IV		
Render Passes and Optimization • Understanding render layers and passes (AOVs: diffuse, specular, shadow, ambient occlusion, etc.) • Compositing render passes in software like Nuke or After Effects • Sampling control and denoising • Reducing render time with light path expressions and baking. Batch rendering and file management	**CLO 4**	**15**
UNIT V		
Project-Based Implementation • Lighting design for a short sequence • Character and environment lighting in a complete scene • Render using appropriate settings for quality and speed • Compositing the render passes for the final output.	**CLO 5**	**15**
Total Hours		**75**

Learning Resources

Textbooks:

1. Digital Lighting and Rendering by Jeremy Birn – New Riders
2. Lighting for Animation: The Art of Visual Storytelling by Jasmine Katatikarn and Michael Tanzillo – Routledge
3. Rendering with Arnold by James Schauf – Autodesk Official Press
4. Essential CG Lighting Techniques with 3ds Max by Darren Brooker – Focal Press
5. Blender for Visual Effects by Sam Vila – Packt Publishing

Reference Books:

1. The Art of 3D Computer Animation and Effects by Isaac Kerlow
2. Color and Light: A Guide for the Realist Painter by James Gurney (applies artistically to CG lighting)
3. The VES Handbook of Visual Effects by Jeffrey A. Okun and Susan Zwerman
4. Nuke 101: Professional Compositing and Visual Effects by Ron Ganbar
5. 3D Rendering for Beginners by Gianni Rinaldo

Online References:

1. https://www.arnoldrenderer.com – Arnold documentation and tutorials
2. https://docs.blender.org/manual/en/latest/render – Blender Rendering Documentation
3. https://www.fxphd.com – Advanced VFX training, including lighting and rendering
4. https://www.youtube.com/c/LightingBot – Professional lighting breakdowns
5. https://www.artstation.com/learning – Industry tutorials from working professionals

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Name of the Program:		**BSCAVMS**		**Semester: III**		**Level: UG**	
Course Name		**Foundation of Compositing**		**Course Code/Course Type-**		UBSAM204/MAJM	
Course Pattern		**2024**		**Version**		2.0	
Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/Oral**
-	3	-	3	90	40	-	60
Pre-Requisite: NIL							

Course Objectives (CO): 4.	**The objectives of the course are:** 1. To introduce students to the core concepts, tools, and processes of digital compositing in visual effects. 2. To build foundational skills in using industry-standard compositing software like Adobe After Effects and Nuke. 3. To teach various compositing techniques such as keying, rotoscoping, masking, tracking, and color correction. 4. To integrate live-action footage with CG elements through practical compositing projects. 5. To prepare students for advanced compositing and post-production workflows used in film, TV, and web-based media.
Course Learning Outcomes (CLO):	**Students would be able to:** **1.** Understand the role of compositing in the post-production pipeline. **2.** Perform basic compositing operations including masking, rotoscoping, and layering. **3.** Use green screen footage to apply chroma keying and background replacement. **4.** Apply tracking and match-moving techniques to integrate VFX elements. **5.** Create a polished short composited sequence using live-action and CG components.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Compositing • History and evolution of compositing • Overview of VFX and post-production pipelines • Types of compositing: node-based vs. layer-based • Introduction to software: Adobe After Effects, Foundry Nuke • File formats, resolutions, frame rates, and aspect ratios	**CLO 1**	18
UNIT II		
Alpha Channels, Masking, and Rotoscoping • Understanding alpha, matte, and transparency • Masking techniques and feathering • Rotoscoping tools and methods • Garbage mattes and rotobrush tools. Roto clean-up and edge refinement	**CLO 2**	**18**
UNIT III		
Chroma Keying and Keying Techniques • Principles of green screen and blue screen • Color difference and luma keying • Using Keylight and other advanced keyers • Spill suppression and edge blending • Compositing keyed footage with background plates	**CLO 3**	**18**
UNIT IV		
Tracking and Stabilization • 2D tracking and planar tracking • Using trackers in After Effects and Nuke • Stabilizing shaky footage • Match-moving basics and integrating tracked elements • Corner pin and screen replacements	**CLO 4**	**18**
UNIT V		
Color Correction and Final Output • Primary and secondary color correction • Color grading for tone and mood • Layer blending modes and look integration • Rendering for various platforms (TV, film, web) • Final project: Composite a scene using rotoscoping, tracking, and keying	**CLO 5**	**18**
Total Hours		**90**

Learning Resources

Textbooks:

1. The Art and Science of Digital Compositing by Ron Brinkmann – Morgan Kaufmann
2. Digital Compositing for Film and Video by Steve Wright – Focal Press
3. After Effects Classroom in a Book (Latest Edition) by Adobe Creative Team – Adobe Press
4. Compositing Visual Effects in After Effects by Lee Lanier – Focal Press
5. The Nuke Survival Toolkit by Craig Zerouni – Self-published

Reference Books:

1. Green Screen Made Easy by Jeremy Hanke & Michele Yamazaki
2. Compositing Visual Effects: Essentials for the Aspiring Artist by Steve Wright
3. Matchmoving: The Invisible Art of Camera Tracking by Tim Dobbert
4. VFX Fundamentals by Wallace Jackson
5. Professional After Effects Compositing by David Dodds

Online References :

1. https://www.fxphd.com – VFX compositing training
2. https://www.nukepedia.com – Nuke scripts and tutorials
3. https://www.videocopilot.net – After Effects VFX tutorials
4. https://www.schoolofmotion.com – Courses in compositing and motion design
5. https://helpx.adobe.com/after-effects/tutorials.html – Adobe official tutorials

Name of the Program:	BSCAVMS	Semester: III	Level: UG
Course Name	Advertising Design	Course Code/Course Type-	UBSAM207/SEC
Course Pattern	2024	Version	2.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	1	-	2	45	20	-	30

Pre-Requisite: NIL

Course Objectives (CO):	The objectives of the course are:
5.	1. To introduce students to the fundamental principles of advertising and visual communication. 2. To train students in designing brand identities including logos, brand collaterals, and style guides. 3. To build skills in creating visual designs for print, outdoor (OOH), and digital advertising platforms. 4. To teach conceptual development through mood boards, campaign ideas, and brand storytelling. 5. To integrate design tools and software to produce advertising-ready materials adhering to real-world briefs.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Understand the structure and function of advertising in both traditional and digital media. 2. Design effective visual identities including logos and branding systems. 3. Create cohesive brand collaterals such as business cards, brochures, and packaging. 4. Develop advertising designs for multiple platforms including print, OOH, and digital formats. **5.** Present professional advertising campaigns including a brand style guide and mood board.

Descriptors/Topics	CLO	Hours
UNIT I		
Fundamentals of Advertising & Visual Communication • Definition and history of advertising • Purpose, types, and platforms: print, digital, OOH, broadcast • Principles of visual communication: hierarchy, alignment, contrast, proximity, balance • Branding vs. advertising • Understanding consumer behavior and targeting	**CLO 1**	9
UNIT II		
Logo Design and Visual Identity • What makes a good logo? Types of logos (wordmark, symbol, emblem, etc.) • Logo design process: research, sketching, digitization • Typography and color theory in branding • Creating logo variants and responsive logos • Case studies of successful logo redesigns	**CLO 2**	**9**
UNIT III		
Brand Collaterals & Style Book • Introduction to brand collateral and brand toolkit • Business cards, letterheads, packaging, email signatures • Designing a style guide: color palettes, fonts, imagery, iconography • Brand voice and tone guidelines • Usage rules and brand consistency	**CLO 3**	**9**
UNIT IV		
Mood Boards, Brand Design & Concept Development • Mood boards and style scapes: building visual direction • Brand storytelling: tone, mission, values • Crafting brand personas and messaging pillars • Ideation techniques for ad campaigns • Pitching brand concepts visually	**CLO 4**	**9**
UNIT V		
Advertising Design for Print, OOH & Digital Platforms • Formats and specifications for different media • Designing for print: brochures, flyers, posters, magazine ads • Outdoor advertising: hoardings, transit ads, billboards • Digital advertising: social media ads, banners, video thumbnails • Final project: Multi-platform advertising campaign with branding elements	**CLO 5**	**9**
Total Hours		**45**

Learning Resources

Textbooks (5):

Advertising by Design: Generating and Designing Creative Ideas Across Media by Robin Landa – Wiley

Logo Design Love by David Airey – Peachpit Press

Designing Brand Identity by Alina Wheeler – Wiley

Graphic Design: The New Basics by Ellen Lupton & Jennifer Cole Phillips – Princeton Architectural Press

The Advertising Concept Book by Pete Barry – Thames & Hudson

Reference Books:

Brand Gap by Marty Neumeier

How to by Michael Bierut

Making and Breaking the Grid by Timothy Samara

Creative Advertising: An Introduction by Miriam Sorrentino

Interaction of Color by Josef Albers

Online References:

https://www.behance.net – Professional design portfolios and campaigns

https://www.adsoftheworld.com – Advertising archive with global campaigns

https://www.creativebloq.com – Graphic design and branding inspiration

https://www.canva.com/learn/branding/ – Branding tutorials and mood board tips

https://99designs.com/blog/ – Logo, branding, and visual identity guides

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Name of the Program:		**BSCAVMS**		**Semester: III**		**Level: UG**	
Course Name		**Corporate Communication**		**Course Code/Course Type-**		UEG208	
Course Pattern		**2024**		**Version**		2.0	
Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/Oral**
2			-	30	50	-	-
Pre-Requisite:		**NIL**					

Course Objectives (CO):	**The objectives of the course Business Communication are:** 1. To introduce the fundamental concepts, scope, and types of corporate communication. 2. To understand and interpret internal communication strategies within organizations. 3. To explore the application of tools and platforms for external communication and stakeholder engagement. 4. To examine crisis communication and reputation management techniques. 5. To enable students to evaluate and design strategic corporate communication plans aligned with branding and organizational goals.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Define and recall basic concepts, functions, and components of corporate communication. 2. Describe and explain the role of internal communication in shaping organizational culture and employee engagement. 3. Apply appropriate tools and platforms to communicate effectively with external stakeholders. 4. Analyze real-life case studies to understand effective crisis communication and brand reputation strategies. **5.** Design and evaluate a basic strategic corporate communication plan for a hypothetical organization.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Corporate Communication: Definition, nature, and evolution of corporate communication. Importance in modern business organizations.Types: Internal and External Communication. Relationship with PR and Marketing Communication.	**CLO 1**	6
UNIT II		
Internal Communication Strategies: Communication within organizations: upward, downward, lateral. Tools: Emails, intranet, newsletters, internal meetings. Leadership and employee communication. Role of communication in building organizational culture.	**CLO 2**	**6**
UNIT III		
External Communication and Stakeholder Engagement: Media relations, press releases, investor relations. Government and community communication. Use of social media and digital platforms. CSR communication strategies.	**CLO 3**	**6**
UNIT IV		
Crisis Communication and Reputation Management: Identifying communication crises. Components of a crisis communication plan. Role of transparency and consistency. Monitoring and protecting corporate reputation.	**CLO 4**	**6**
UNITV		
Corporate Branding and Strategic Communication: Corporate identity, image, and branding. Designing strategic communication plans. Ethics in corporate communication. Evaluating communication effectiveness. Future trends in corporate communication	**CLO 5**	**6**
Total Hours		**30**

Reference Books

1. Corporate communication- A guide to theory and Practice by Joep Cornelissen, **Publisher:** SAGE Publications
2. The Art of Communication by Jim Stovall, **Publisher:** Sound Wisdom
3. Corporate Communication Case study Approch by Paul A. Argenti, **Publisher:** McGraw-Hill Education

Online Resources

1. Business Communications on Coursera
2. Corporate Communication on edX

Learning Resources

1 Business Communications – Coursera
2. TED Playlist: Communication
3. https://studio.blender.org/

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Name of the Program:	B.Tech/B.B.A/B.C.A/B.Sc/B.Pham	Semester : 3/4	Level: UG
Course Name	Constitution of India	Course Code/Course Type	ACCOI201/AC
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	-	2	50	-	-

Pre-Requisite:	
Course Objectives (CO):	**The objectives of Constitution of India are:** 1. To familiarize the students with the key elements of the Indian constitution. 2. To enable students to grasp the constitutional provisions and values. 3. To acquaint the students with the powers and functions of various constitutional offices and institutions. 4. To make students understand the basic premises of Indian politics. 5. To make students understand the role of constitution and citizen oriented measures in a democracy
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Analyze the basic structure of Indian Constitution. 2. Remember their Fundamental Rights, DPSP's and Fundamental Duties (FD's) of our constitution. 3. know about our Union Government, political structure & codes, procedures. 4. Understand our State Executive & Elections system of India. 5. Access the Amendments and Emergency Provisions, other important provisions given by the constitution

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Indian Constitution: The Necessity of the Constitution, The Societies before and after the Constitution adoption. Introduction to the Indian constitution, The Making of the Constitution, The Role of the Constituent Assembly. The Preamble of Indian Constitution & Key concepts of the Preamble. Salient features of India Constitution.	**CLO 1**	**8**
UNIT II		
FR's, FD's and DPSP's: Fundamental Rights and its Restriction and limitations in different Complex Situations. Directive Principles of State Policy (DPSP) and its present relevance in our society with examples. Fundamental Duties and its Scope and significance in Nation building	**CLO 2**	**5**
UNIT III		
Governance and Constitution: Federalism in India - Features , Local Government -Panchayats –Powers and functions; 73rd and 74th amendments, Election Commission – Composition, Powers and Functions; Electoral Reforms, Citizen oriented measures – RTI and PIL – Provisions and significance..	**CLO 3**	**5**
UNIT IV		
Union Executive: Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet, Parliament - LS and RS, Parliamentary Committees, Important Parliamentary Terminologies. Supreme Court of India, Judicial Reviews and Judicial Activism.	**CLO 4**	**5**
UNIT V		
State Executive & Elections, Amendments and Emergency Provisions: State Executive, Election Commission, Elections & Electoral Process. Amendment to Constitution (How and Why) and Important Constitutional Amendments till today. Emergency Provisions.	**CLO 5**	**7**
Total Hours		**30**

Learning resources

Text Books

1. "Constitution of India" (for Competitive Exams) - Published by Naidhruva Edutech Learning Solutions, Bengaluru. – 2022.
2. "Engineering Ethics", M.Govindarajan, S.Natarajan, V.S.Senthilkumar, Prentice –Hall, 2004

Reference Books:

1. "SamvidhanaOdu" - for Students & Youths by Justice HN NagamohanDhas, Sahayana, kerekon.
2. "Constitution of India, Professional Ethics and Human Rights" by Shubham Singles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition – 2019.
3. "Introduction to the Constitution of India", (Students Edition.) by Durga Das Basu (DD Basu):Prentice –Hall, 2008.
4. "The Constitution of India" by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru.