



ASSAM SCIENCE AND TECHNOLOGY UNIVERSITY

Guwahati

Course Structure and Syllabus

MULTIMEDIA COMMUNICATION AND DESIGN (MCD)

SEMESTER III / MCD /B.DES. (BACHELOR OF DESIGN)

SL.NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY/TUTORIAL/PRACTICAL						
1	BMD 171301	World of Images and Objects	3	0	2	4
2	BMD 171302	History of Art and Appreciation	3	0	0	3
3	BMD 171303	Fundamentals of Animation Design	2	0	4	4
4	BMD 171304	Concept of Storyboarding and Script Writing	2	0	4	4
5	BMD 171305	Concept of Film Making	2	0	4	4
6	BMD 171316	Design Studio - III	0	0	8	4
TOTAL			12	0	22	23
Total Contact Hours : 34						
Total Credit : 23						

Course Title: WORLD OF IMAGES AND OBJECTS

Course Code: BMD 171301

L-T-P-C: 3-0-2-4

Class Hours/week	5
Expected weeks	12
Total hrs. of classes	60

MODULE	TOPIC	COURSE CONTENT	HOURS
1	UNIT - 1	1. Understanding of images 2. Study of types of images, meaning/expression of images. 3. Colour representation in images. 4. Object types – 2D/3D figure study, form study etc. 5. Understanding shape, form, colour in objects. 6. Brief history on Art, Images and Objects.	24
2	UNIT - 2	1. Study of photograph, painting, sketch etc. 2. Experimenting with images and objects – photographic image, objects. 3. Images and objects in digital and virtual world.	36
TOTAL			60

TEXTBOOKS / REFERENCES:

1. *The Designed World: Images, Objects, Environments*- By Richard Buchanan (Editor), Dennis Doordan (Editor), Victor Margolin (Editor), ISBN-13: 978-1847885852, ISBN-10: 1847885853.
2. *Images, Objects, and Ideas* - by Barry Nemett (Author), ISBN-13: 978-0697274595, ISBN-10: 0697274594.

Course Title: HISTORY OF ART AND APPRECIATION

Course Code: BMD 171302

L-T-P-C: 3-0-0-3

Class Hours/week	3
Expected weeks	12
Total hrs. of classes	36

MODULE	TOPIC	COURSE CONTENT	HOURS
1	Introduction to Art history	Importance of “Art History” as a discipline while studying Visual Arts,	6
2	Pre & Proto Historic Period	Prehistoric Cave paintings from Bhopal, Harappa & Mohenjodaro Civilization (town planning, sculpture-Beard man, dancing girl, seals and script), Rock cut architecture, Architecture- Ajanta, Brahminical cave, Architecture - Ellora,	10
3	Indian Artist & Works	Gagendranath Tagore, Jamini Roy, Rabindranath Tagore, Amrita Sher Gill, Ramkinker Vaij etc.	10
4	Western artists & Works:	Michelangelo, Leonardo da Vinci, Vincent van Gogh, Paul Gauguin, Georges Seurat, Salvador Dali, Pablo Picasso etc.	10
TOTAL			36

TEXTBOOKS / REFERENCES:

1. *Typology* - G.M. Rege, Bombay..
2. *Kalatmak Lykhai*, published by D.A.V.P.
3. *Figure Painting in Water Colour*, Charles Reid Watson, Guptill Publication.

**Course Title: FUNDAMENTALS OF ANIMATION
DESIGN**

Course Code: BMD 171303

L-T-P-C: 2-0-4-4

Class Hours/week	6
Expected weeks	12
Total hrs. of classes	72

MODULE	TOPIC	COURSE CONTENT	HOURS
1	Introduction	Introduction to Animation, Animation History, Animation techniques: Traditional animation practices and their importance and relation to contemporary animation techniques. Introduction to specialized areas: Cel-animation, character animation, clay animation and puppet animation, Principles of Animation, Production Pipeline.	12
2	Pre-Production	Introduction to Pre-Production, Scripting, Storyboarding, Layout, Character Designing, Props Designing, Background Designing, Camera Angles, Frame Length.	20
3	Visual Culture	Importance of visual culture in the study of animation. Applying visual technology for animation.	4
4	Production	Animation production: techniques for production and analyzing 2D and 3D animation. 3D Modeling, Texturing, Rigging, 3D Animation, CG Lighting, Visual Effects	20
5	Post-Production	Post Production processes, Importance of post-production, Compositing, and Rendering.	16
TOTAL			72

TEXTBOOKS / REFERENCES:

1. K. Laybourne, *The animation book: a complete guide to animated filmmaking, from filp-books to sound cartoons*, Revised Edition, Three Rivers Press, 1998.
2. S. Roberts, *Character Animation in 3D: Use of traditional drawing techniques to produce stunning CGI animation*, Focal Press, 2004.
3. *Beginner's Guide to Animation* – by Mark Murphy; Watson-Guptill Publication.
4. O. Johnston, and F. Thomas, *The Illusion of Life: Disney Animation*, Walter Foster Publishing.
5. W. T. Foster, *Cartooning: Animation Basics*, Revised Edition, Walter Foster Publishing.
6. M. Nicholas, *Introduction to Visual Culture*, Routledge, London.

**Course Title: CONCEPT OF STORYBOARDING
AND SCRIPT WRITING**

Course Code: BMD 171304

L-T-P-C: 2-0-4-4

Class Hours/week	6
Expected weeks	12
Total hrs. of classes	72

MODULE	TOPIC	COURSE CONTENT	HOURS
1	Layout of the story	Character design, Situation, Background Building of the story, Insurmountable problems, Gradual or sudden crumbling, Types of screenplay- Proposal script, shooting script, post-production script,	10
2	Story Content for a Screenplay	High concept, Originality and familiarity, Subplots, Character growth, Theme, Identification & Motivation, Obstacle & Courage, Familiarity of setting, Film category & Cost,	12
3	Developing a Screenplay	Developing a Hero & other characters, Creating sympathy or hatred for the character, Make the character likeable.	14
4	Structure of Screenplay	Three act - Individual scene	10
5	Terminology	Fade in and Fade out, Cut to.	10
6	Introduction to Storyboard	Parts of storyboard - Advantages of storyboarding - Interactive Storyboarding - Designing of Storyboard exercise	16
TOTAL			72

TEXTBOOKS / REFERENCES:

1. Chawdhary, Nirmal Kumar, *How to write film screenplay*, Kanishka publishers, distributors, New Delhi- 110002, 2009, ISBN 978-81-8457-112-7.
2. Rubenstein, Paul Max, Martin Jo Maloney, *Writing For the Media, Film Television, Video And Radio*, Prentive Hall, Englewood Clifts, New Jersey 07632, 1988, ISBN: 0-13-971508-7-01.
3. Whitaker, Harold, John Halas, Updated by Tom Sito, *Timing for Animation*, Focal Press Elsevier, New York & Singapore, 2009 ISBN: 978-0-240-52160-2.

Course Title: CONCEPT OF FILM MAKING
Course Code: BMD 171305
L-T-P-C: 2-0-4-4

Class Hours/week	6
Expected weeks	12
Total hrs. of classes	72

MODULE	TOPIC	COURSE CONTENT	HOURS
1	Introduction	Definition of Film, Concept and idea generation, Scope of Documentary/Film, Story development - treatment -scriptment -plot points – structure, Writing the screenplay, Re-writing the screenplay, Scenic design and props, Concept of virtual studio, Financing the movie.	18
2	Pre-production	Casting Locations, Shot list, Script, Tech scout, Film Production design.	16
3	Production	Principle of photography / videography – setting up, Rehearsal Setting up shots, Single and multi-camera shooting, Checking the take.	16
4	Post-production	Editing, Sound mixing, Music, Test screenings, Movie distribution.	22
TOTAL			72

TEXTBOOKS / REFERENCES:

1. Renee Dunlop, *Production Pipeline Fundamentals for Film and Games*, Focal Press.
2. Eve Light Honthaner, *The Complete Film Production Handbook*, Focal Press.

Course Title: DESIGN STUDIO – III
Course Code: BMD 171316
L-T-P-C: 0-0-8-4

Class Hours/week	8
Expected weeks	12
Total hrs. of classes	96

MODULE	TOPIC	COURSE CONTENT	HOURS
1	Project 1	Project based on following contents: Implementation of design or art elements, principle, drawing techniques, Principle of photography / videography, etc. in making Story Board on a select topic/story	30
2	Project 2	Project based on following contents: Implementation of Principle of photography / videography, editing techniques, etc. in making short film / Documentary on any story / topic	36
3	Project 3	Final design based project report	30
TOTAL			96
