

**CENTRAL INSTITUTE OF TECHNOLOGY
DEEMED TO BE UNIVERSITY, MHRD, GOVT. OF INDIA
KOKRAJHAR, ASSAM-783370
(M. Des. Course Structure in Multimedia Communication and Design)**

SEMESTER - 1						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMMD 101	Design: An Introduction	1	1	4	8
02	PMCD 102	Communication Design	1	1	4	8
03	PMCD 103	Understanding Aesthetics: Analytical studies	0	1	6	8
04	PMCD 191	Semester Project - 1 <i>(A hypothetical Project should be based on students' preference on subjects taught)</i>	0	0	12	12
Total			2	3	26	36
SEMESTER - 2						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMMD 201	Design research	1	1	4	8
02	PMCD 202	Approach to New media Technologies	1	1	4	8
03	PMCD 291	Semester Project - 2 <i>(Experimental / Developmental Animation / Digital media Project: Production)</i>	0	0	12	12
04	PMCD 21*	<i>Elective-I (Practical Based Course)</i> 1. 3D Sculpture & Visualization Techniques 2. Animation & Visual Effects 3. Documentary film and mass media 4. Animation Production Techniques	0	0	4	4
Total			2	2	24	32
SEMESTER - 3						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMCD 391	Semester Project - 3 <i>(Experimental / Developmental Animation / Digital media Project: Production)</i> Minor Thesis Project <i>(Based on specialization)</i>	0	0	22	22
02	PMCD 31*	<i>Elective-II (Practical Based Course)</i> 1. Game Design for digital media 2. Digital Technology in Video Production 3. Internet media: Web and beyond	0	0	12	12
Total			0	0	34	34
SEMESTER - 4						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMCD 491	Major Thesis Project <i>(Based on specialization)</i>	0	0	22	22
02	PMCD 492	Colloquium Paper/Seminar	0	0	8	8
Total			0	0	30	30

(Abbreviation: PMMD / PG in Multimedia Main Design, PMCD / PG in Multimedia Communication and Design)

***Elective subject/course which is directly related with the programme/decided by the department shall be added in the semesters in future.**

***The Colloquium Paper/Seminar/Project is Practical/Studio based, so they may be taught based on instructors teaching plan along with hands on experiences and assignments.**

Consolidated statement of total credits in each semester

Semester	L	T	P/S	Credit
1	2	3	26	36
2	2	2	24	32
3	0	0	34	34
4	0	0	30	30
Total	4	5	114	132

As per CIT Academic Ordinance:

1 h Lecture (L) per week	2 credit
1 h Tutorial (T) per week	2 credit
1 h Studio Project	2 credit
1 h Practical (P) per week	1 credit
1 h Project Work	1 credit
1 h Seminar / Training / Industrial Training	1 credit

SYLLABUS CONTENTS -----

SEMESTER – I

PMMD 101 / Design: An Introduction

L-1, T-1, P/S-4, C-8

Early Classical Period

Prehistoric Cave paintings – Primitive Designs- Interiors during Egyptian, Greek, Roman, Gothic, Early Christian & Renaissance Periods. Interiors in Romanesque, Gothic, and renaissance periods

Colonial to the beginning of the 20th Century

Colonial, Victorian designs, Arts & Crafts movement, Art Nouveau, Elitism, Frank Lloyd Wright.

Design Vocabulary

Form – point, line, volume, shape, texture & colour – in relation to light, pattern etc. and application of the same in designing interiors.

Design Principles

Ratio; proportions – golden section; relationships; scale; Balance – symmetrical, radial, occult; harmony; unity; variety; rhythm; emphasis.

Anthropometrics

Definition, theory of standard dimension based on human figures for activities, functions, circulation, furniture design, spatial requirements etc. Study of Ergonomics Design of Furniture for Living, Dining, Kitchen, Office etc.

Design Control

Design process – Analysis, synthesis, design evaluation; Design criteria – function and purpose, utility and economy, form and style; human factors - human dimensions, distance zones, activity relationships; fitting the space – plan arrangements, function, aesthetics.

Texts/References:

1. Francis. D. K. Ching, Interior design Illustrated, Van Nostrand Reinhold
2. John. F. Pile, Interior Design, Harry Abrams Inc.
3. Sam. F. Miller, Design process – a primer for Architectural and Interior Design, Van Nostrand Reinhold.
4. Gary Gordon, Interior lighting for designers, John Wiley & Sons Inc.
5. Harold Linton, Colour in Architecture, McGraw Hill
6. Jonathan Poore, Interior Colour By Design, Rock Port Publishers.
7. Sherrill Winton, Interior Design and Decoration, Prentice Hall.
8. Johannes Itten, The Art of Colour, John Wiley and Son

PMCD 102 / Communication Design

L-1, T-1, P/S-4, C-8

Understanding design as applied to solving communication problems within the context of our society.

Structuring information in terms of classifications, hierarchy, order, sequence, etc.

Design of magazine, textbook, picture books, Children's books, exhibition, website, e-book, etc.

Text/References:

1. Meggs, Phillip B.; Type and Image: the language of graphic Design, VNR, 1992
2. R. Carter, D. B. Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons, 2000
3. Kimberly Elam, Grid Systems: Principles of Organizing Type (Design Briefs), Princeton Architectural Press, 2004
4. Erik Spiekermann, E.M Ginger; Stop Stealing Sheep & Find Out How Type Works, Second Edition, Adobe Press; 2 edition, 2002

PMCD 103 / Understanding Aesthetics: Analytical studies L-0, T-1, P/S-6, C-8

This course explores philosophical accounts of the nature of art, aesthetic experience, creative activity, imagination, expression, interpretation, and aesthetic evaluation. Kant's writings on judgements of the beautiful and the sublime will be closely examined along with more recent influential thinkers in the field of aesthetics.

Rigorous in analysis, critique and reflection, Capable of effective communication, Capable of life-long learning, Culturally aware and capable of respecting diversity and acting in socially just/responsible ways.

Texts/References:

1. Immanuel Kant, The Critique of Judgement, trans. James Creed Meredith (Oxford: Oxford University Press, 2008).
2. Gilles Deleuze and Félix Guattari, Kafka: Toward a Minor Literature, trans. Dana Polan (Minneapolis: University of Minnesota Press, 1986).
3. ARTS2367 Course Reader. All of the above are available from the UNSW bookshop.

SEMESTER - II

PMMD 201 / Design Research

L-1, T-1, P/S-4, C-8

The course is preparatory for the thesis and focuses on the appropriate use of theory and methods in writing a master's thesis. The course pays particular attention to developing their ability to read research literature and to conduct an advanced literature review. It is designed to help train students as both researchers in academia, as well as in other fields of professional life. The course content includes critical discussions of research in the field of global political studies as well as techniques of communicating social science research issues.

Texts/References:

1. Farr, Mihael; Design Management, Hodder and Stoughton, London, 1966.
2. Goslet Dorothy, The Professional Practice of Design, Batsford, London 1971.
3. Pulos, Arthur J, Contract Selling Industrial Design Services, Office of Design, Department of Industry, Trade and Commerce, Ottawa, 1975.
4. Abbott Howard, Safer by Design, Design Council, London, 1987.
5. Brustein David & Frank Stasiowski, Project Management for the Design Professional, Whitney Library of Design New York, 1982.
7. Stuart W Rose, Achieving Excellence in Your Design Practice, Whitney Library of Design, New York, 1987.
8. Oakley, Mark (ED.), Design Management a Handbook of Issues and Methods, Basil Blackwell Ltd. 1990.
9. Case studies by Design Management Institute, USA

Nature and Characteristics of Communication: Communication: definition, nature and scope- Human needs of communication- Functions of communications - Types of communication: intrapersonal- interpersonal, group and mass communication- Indian concept of communication.

Process of Communication Elements and process of communication- Communication flows: one-step, two-step, and multi-steps- Barriers in communication- Verbal and non-verbal communication

Introduction to Media Characteristics of media- Print, electronic, new media and traditional media, Print & Digital Technologies, Media Management (Print & Radio), Film Production Analysis, Cinematography tools & Techniques, Media research & evaluation, Video Production & Technologies, Web Technology, Multimedia communication, Tools & Techniques of still photography, Graphics Design, Web Design & Social Media, Virtual Environments, Printing Technology, TV Satellite Communication.

Texts/References:

- 1) Mass Communication & Journalism in India -D S Mehta,
- 2) Mass Communication in India -Keval J. Kumar, Jaico Publishing House.
- 3) International Communication – N. Prabhakar & N. Basu, Commonwealth publishers, New Delhi.
- 4) Understanding Development Communication – Uma Joshi.Mcquail’s Mass Communication Theory – Denis Mcquail, Sage Publication.Mass Communication Models-Uma Narula
- 5) T. Thyagarajan, K.P. Sendur Chelvi and T.R. Rangaswamy, “Engineering Basics” 3rd Edition, New Age International Publishers,2001
- 6) T. Thyagarajan, “Fundamentals of Electrical and Electronics Engineering”, Scitech Publications (Ind) Pvt. Ltd., Fourth Edition August 2006.
- 7) Paranjothi S.R.,“Electric Circuit Analysis” New Age International Ltd., Delhi, 2nd Edition, 2000.
- 8) Peter ward “Studio and outside broadcast Camera”
- 9) BernardWilkie “Creating special effects for TV & Video”
- 10) Roy Thomson “Grammar of the shot”
- 11) Der Lyur & Graham “Basics of Video Production”
- 12) Steven Katz “Film Directing: Cinematic Motion “ Focal Press publishers
- 13) Antony Friedman “Writing for media”–Focal press
- 14) Dwight V Swain “ Film Scriptwriting” Focal Press publishers
- 15) Steve Katz “Film Directing Shot” Focal Press publishers
- 16) The Ultimate Multimedia Handbook, Tata Mc Graw Hill
- 17) Multimedia at Work, Tata Mc Graw Hill
- 18) Adobe Photoshop Unleashed, Tata Mc Graw Hill
- 19) Guide to Radio Journalism, Kendall / Hunt, Dubuque, Iowa, USA.
- 20) Sr.Mary Peter Claver & Sr.Mary Jyosita “First steps to TV-video production”
- 21) Margarete Mehring, Blending of content and form.
- 22) Basu, Law of the Press in India, Practice Hall of India(2003)
- 23) Basu, Introduction to Indian Constitution, Practice hall of india(2003)
- 24) R.K Ravindran, Press in the Indian Constitution, Indian Publishers, Distributors (1997)
- 25) Radha Krishna Murthi , Indian Press Laws.
- 26) Promotion & Marketing for Broadcasting Cable ofthe web by Eastman , Susantylen
- 27) Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, Prentice Hall. India
- 28) The Basic Book of Photography (Fourth Edition) (Paperback)-by Tom Grimm (Author), Michele Grimm (Author)
- 29) Research Methods in Mass Communication by Stempel and Westley Prentice Hall,1981.
- 30) ‘Communication Theories: Origins, Methods and Uses’ by Severin and Tankard, hastings House Publishers, 1979.
- 31) ‘Mass Media Research– an introduction’ by Roger Wimmer and Joseph Dominick, (III EDITION), Wadsworth Pub., 1991.
- 32) ‘Handbook of Radio and TV Broadcasting’ Ed. By James Fletcher, Van Nostrand Reinhold Company, London, 1981.
- 33) ‘Studies in Mass Communication and Technology’ Ed. By Sari Thomaas, Ablex Publishing Company.1984.

PMCD 214 / Animation Production Techniques (*Elective subject*) L-0, T-0, P/S-4, C-4

Animation Principles And History, Animation History, Animation Process - Preproduction, Production, Post Production, Visual Form- exploring the look and feel for animation through concept art Planning character design, layout design, illustration style, composition, staging, backgrounds ,A study of indigenous design and painting, both contemporary and traditional to understand and analyze a variety of styles and visual language, Life Drawing- o become fluent with capturing the human and animal form Proportions, structure, volume and shading techniques.

Texts/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.
7. Chawdhary, Nirmal Kumar, *How to write film screenplay*, Kanishka publishers, distributors, New Delhi- 110002, 2009, ISBN 978-81-8457-112-7.
8. 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
9. Whitaker, Harold, John Halas, Updated by Tom Sito, *Timing for Animation*, Focal Press Elsevier, New York & Singapore, 2009 ISBN: 978-0-240-52160-2
10. Renee Dunlop, *Production Pipeline Fundamentals for Film and Games*, Focal Press
11. Eve Light Honthaner, *The Complete Film Production Handbook*, Focal Press
12. Thomas, Frank and Ollie Johnston, *The Illusion of life Disney Animation*, Walt Disney production, New York, NY 10011, Revised Edition of Disney Animation, Popular Edition 1984 ISBN 0-7868-6070-70
13. “Principle of Traditional Animation applied to 3D computer Animation” pixer son Rofael California In ACM Computer Graphics (21) 4th July 1987Rubenstein, Paul Max, *Writing for Media*, Prentice Hall, Englewood Cliffs, New Jersey 07632, 1988. ISBN 0- 13-971508-8.
14. Murdock, Kelly C., 3ds Max 7 Bible, Wiley Dreamtech India Pvt. Ltd. New Delhi, 2005, ISBN: 81-265-0597-4
15. Kulagin, Boris, Dmitry Morozou, *3Ds Max & Animation with Character Studio 4 and Plug-Ins*, Firewall Media, New Delhi, 2006, ISBN: 81-7008-820-8
16. Kulagin, Boris, 3ds, Max 8 From Modeling To Animation, BPB Publications, B-14, Connaught Place, New Delhi-110001, 2007, ISBN: 81-8333-201-3.
17. Jeremy Birn, *Digital Lighting & Rendering*, Third Edition, New Riders, 2014.
18. Darren Brooker, *Essential CG Lighting Techniques with 3DS Max*, Third Edition, Focal Press, 2008.
19. Lee Lanier, *Advanced Maya Texturing and Lighting*, Third Edition, Autodesk Maya Press, Wiley Publishing Inc., 2015.
20. Chuck Gloman and Tom Letourneau, *Placing Shadows – Lighting Techniques for Video Production*, Third Edition, Focal Press, 2013.
21. Gerald Milerson, *Lighting for Television & Film*, Third Edition, Focal Press, 2013.
22. *The Animator's Survival Kit* - by Richard Williams.
23. *Mastering 3D Animation*, by Peter Ratner (Author)
24. *Acting in Animation: A Look at 12 Films* by Ed Hooks
25. *Digital Character Animation 3* - by George Maestri
26. *Timing for Animation* - by Harold Whitaker and John Halas
27. *Inspired 3D Advanced Rigging and Deformations* by Brad Clark, John Hood & Joe Harkins
28. *The Green Screen Handbook*. Author: Jeff Foster
29. *Maya Studio Projects Dynamics*. Author: Toddo Palamar
30. *The Visual Effects Arsenal*, Author: Bill Byrne