

Central Institute of Technology Kokrajhar

Deemed to be University, MHRD, Govt. of India

Kokrajhar, BTR, Assam



SYLLABUS FOR MASTER OF DESIGN (M. Des.) IN MULTIMEDIA COMMUNICATION AND DSEIGN

(Updated in August 2021)

Department of Multimedia Communication and Design

(M. Des. Course Structure in Multimedia Communication and Design)
 UPDATED VERSION AS PER CITK ORDINANCE

SEMESTER - 1						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMMD 101	Design: An Introduction (Theory)	1	1	0	4
02	PMCD 102	Communication Design (Theory)	1	1	0	4
03	PMMD 171	Design: An Introduction (Lab)	0	0	4	4
04	PMCD 172	Communication Design (Lab)	0	0	4	4
05	PMCD 173	Understanding Aesthetics: Analytical studies (Lab)	0	1	6	8
06	PMCD 191	Semester Project - 1 (An exploration on how to do design project in various creative areas)	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 (Theory)	1	1	0	4
02	PMCD 202	Approach to New media Technologies (Theory)	1	1	0	4
03	PMMD 271	Design research (Lab)	0	0	4	4
04	PMCD 272	Approach to New media Technologies (Lab)	0	0	4	4
05	PMCD 21*	<u>Elective-I</u> (Practical Based Course) 1. 3D Sculpture & Visualization Techniques 2. Visual Communication and Advertising 3. Animation & Visual Effects 4. Animation Production Techniques	0	0	4	4
06	PMCD 291	Semester Project - 2 (Experimental / Developmental Animation / Digital media Project: Production)	0	0	12	12
		Total	2	2	24	32
SEMESTER - 3						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMCD 31*	<u>Elective-II</u> (Practical Based Course) 1. Game Design for digital media 2. Internet media: Web and beyond 3. Digital Technology in Video Production	0	0	12	12
02	PMCD 391	Semester Project – 3 (Minor Thesis Project) (Experimental / Developmental Animation / Digital media Project: Production) (Based on specialization)	0	0	22	22
		Total	0	0	34	34
SEMESTER - 4						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	PMCD 471	Colloquium Paper/Seminar	0	0	8	8
02	PMCD 491	Major Thesis Project (Based on specialization)	0	0	22	22
		Total	0	0	30	30

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

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

COURSE CONTENTS

SEMESTER – 1

PMMD 101/171: Design - An Introduction

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

PART – 1:

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. Johanness Itten, The Art of Colour, John Wiley and Son

PART – 2:

Introduction to Design specialization

- Design and Multimedia
- Photography and videography
- 2D animation technique
- 3D modeling and texturing
- Rigging and 3D animation
- Audio-Video editing
- Compositing and visual effects

To be demonstrated by esteemed faculty members of the department.

PMCD 102/172: 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. Introduction to digital design such as website design, banner design, basic of UI/UX, digital publication, etc. Introduction to latest digital tools and techniques to work on print and digital design projects.

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 173: 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.

PMCD 191: Semester Project – 1**L-0, T-0, P/S-12, C-12**

The semester project will be based on an exploration on how to do design project in various creative areas

COURSE CONTENTS**SEMESTER – 2****PMMD 201/271: 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. Staurt 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

Course Title: ELECTIVE – 1**L-T-P-C: 0-0-4-4****Course Code: UMCD 21*****Elective subject – 1 (Code: PMCD 211): 3D Sculpture & Visualization Technique****Elective subject – 2 (Code: PMCD 212): Visual Communication and Advertising**

Elective subject – 3 (Code: PMCD 213): Animation and Visual Effects

Elective subject – 2 (Code: PMCD 214): Animation Production Techniques.

As all these are project based courses, hence the contents of these courses will be planned and informed by the concerned course instructors as and when the courses will be floated.

PMCD 291: Semester Project – 2

L-0, T-0, P/S-12, C-12

The semester project will be based on Experimental / Developmental Animation / Digital media Project Production.

COURSE CONTENTS

SEMESTER – 3

Course Title: ELECTIVE – 2

L-T-P-C: 0-0-12-12

Course Code: UMCD 31*

Elective subject – 1 (Code: PMCD 311): Game design for digital media

Elective subject – 2 (Code: PMCD 312): Internet media – Web and beyond

Elective subject – 3 (Code: PMCD 313): Digital technology in video production

As all these are project based courses, hence the contents of these courses will be planned and informed by the concerned course instructors as and when the courses will be floated.

PMCD 391: Semester Project – 3 (Minor Project)

L-0, T-0, P/S-22, C-22

The semester project – 3 or minor project will be based on Experimental / Developmental Animation / Digital media Project: Production (Based on specialization).

COURSE CONTENTS

SEMESTER – 4

PMCD 471: Colloquium Seminar/Paper presentation **L-0, T-0, P/S-8, C-8**

This course consist of a seminar or paper presentation on a research based subject to be assigned to the students based on their specialization or interest area which could be related to Multimedia Communication and Design.

PMCD 491: Semester Project – 4 (Major Project) **L-0, T-0, P/S-22, C-22**

The major project will be based on a student's specialization on a subject or area that he/she have studied during the previous semesters. All students have to submit a thesis report along with a formal presentation on the project.

END OF SYLLABUS