Kurukshetra University, Kurukshetra

(Established by the State Legislature Act-XII of 1956) ("A++" Grade, NAAC Accredited)



Syllabus for Post Graduate Programme M.Sc. Graphic Animation and Multimedia

as per NEP 2020 Curriculum and Credit Framework for Postgraduate Programme

With Multiple Entry-Exit, Internship and CBCS-LOCF With effect from the session 2025-26 (in phased manner)

Institute of Mass Communication and Media Technology FACULTY OF COMMERCE AND MANAGEMENT

KURUKSHETRA UNIVERSITY, KURUKSHETRA-136119 HARYANA, INDIA

Programme Learning Outcomes (PLOs) for PG Programmes as per NEP-2020

PLOs	M.Sc. Graphic Animation and Multimedia
	After the completion of Master degree in Graphic Animation and
	Multimedia the student will be able to:
PLO-1: Knowledge	Demonstrate the fundamental and advanced knowledge of the subject and
and Understanding	understanding of recent developments and issues, including methods and techniques, related to Graphic animation and Multimedia.
PLO-2: General Skills	Acquire the general skills required for performing and accomplishing the
	tasks as expected to be done by as Skilled professional in the fields of
	Graphic animation and Multimedia.
PLO-3:	Demonstrate the learning of advanced cognitive technical/professional
Technical/Professional Skills	skills required for completing the specialized tasks related to the Profession and for conducting and analyzing the relevant research tasks in
Skills	different domains of Graphic animation and Multimedia.
PLO-4:	Effectively communicate the attained skills of Graphic animation and
Communication Skills	Multimedia in well-structured and productive manner to the society
	At large.
DIO 7 A II II C	
PLO-5: Application of Knowledge and Skills	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge
Knowledge and Skins	and skills can be applied by carrying out research investigations to
	formulate evidence-based solutions to complex and unpredictable problems
	associated with the field of Graphic animation and Multimedia or
	otherwise.
PLO-6: Critical	Attain the capability of critical thinking in intra/inter-disciplinary areas of Graphic animation and Multimedia enabling to formulate, synthesize, and
thinking and Research Aptitude	articulate issues for designing of research proposals, testing
ripituuc	hypotheses, and drawing inferences based on the analysis.
PLO-7:	Know constitutional, humanistic, moral and ethical values, and intellectual
Constitutional,	property rights to become a scholar/professional within grained values in
Humanistic, Moral	expanding knowledge for the society, and to avoid unethical practices such
Values and Ethics	as fabrication, falsification or misrepresentation of data or committing plagiarism.
	pragrantsin.
DI O O.	
PLO-8: Capabilities/qualities	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that
and mindset	requires new/strategic approaches.
	1
PLO-9:	Attain the knowledge and skills required for increasing employment
Employability and	potential, adapting to the future work and responding to the rapidly
job-ready skills	changing demands of the employers/industry/society with time.

Session: 2025-26				
Part A - Introduction				
Name of Programme	M.Sc. Graphic	Animation and Multin	media	
Semester	Third			
Name of the Course	Gaming Conce	epts		
Course Code	M24-GAM-30	1		
Course Type	CC-7			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understanding the basis of Game Design CLO 2: Students will know about the technical knowledge of game design process CLO 3: Explore different stages of 3D game Design CLO 4: Understanding the different types of game and game design techniques.			
Credits	Theory	Practical	Total	
	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70 0 70			
Max. Marks	100	0	100	
Examination Time		3 hours		

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to 3D Game Design	15
	Production Pipeline of Game Design	
	The history of games and game design	
	Elements of Game Design	
	3D game design concepts and terminology	
II	Game design principles	15
	Understanding different game genres and their characteristics	
	Environmental storytelling	
	Character development and interaction	
	The role of dialogue and exposition	
III	User experience (UX) in game design	15
	Creating visual mood boards and concept art	
	Developing game themes and aesthetic	
	Writing game narrative concepts and scripts	
	Game concept documents and presentations	
	Understanding player motivations and behaviours	
IV	Concept of Game Engine	15
	Game engines (Unity, Unreal Engine)	
	Game Engine for VR	

	Game engine resources				
	Overview of Game Industry				
			To	tal Contact Hour	s 60
	Suggested Evaluation	on N	1ethoc	ls	
	Internal Assessment: 30 End Term Examin		amination: 70		
> The	ory	30	>	Theory:	70
• Class	Participation:	5	Written Examination		kamination
• Semin	nar/presentation/assignment/quiz/class test etc.:	10			
• Mid-T	Ferm Exam:	15			

- o The Art of Game Design: A Book of Lenses" by Jesse Schell
- Game Design Workshop: A Playcentric Approach to Creating Innovative Games" by Tracy Fullerton
- o A Theory of Fun for Game Design" by Raph Koster
- Rules of Play: Game Design Fundamentals" by Katie Salen and Eric Zimmerman
- Game Engine Architecture" by Jason Gregory

Session: 2025-26					
Part A - Introduction					
Name of Programme	M.Sc. Graphic	Animation and Multin	nedia		
Semester	Third	hird			
Name of the Course	3D Rigging and	Lighting			
Course Code	M24-GAM-30	2			
Course Type	CC-8				
Level of the course	500-599				
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understanding the basis of Rigging CLO 2: Students will be able to rig different objects CLO 3: Explore how to assemble the whole setup into a master rig and skinning. CLO 4: Understanding the different types of Lighting techniques				
Credits	Theory	Practical	Total		
	4	0	4		
Teaching Hours per week	4	0	4		
Internal Assessment Marks	30	0	30		
End Term Exam Marks	70	0	70		
Max. Marks	100	0	100		
Examination Time		3 hours			

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Overview of 3D rigging	15
	Importance of rigging in character animation	
	Forward Kinematics (FK) vs. Inverse Kinematics (IK)	
	Constraints (Point, Orient, Parent, Scale)	
	Creating custom attributes for animation controls	
	Spline IK and Ribbon setups	
II	Set Driven Key, Setting up IK/FK switches	15
	Connection Editor, Expression Editor, Reference Editor	
	IK Handle Tool, IK Solvers (Rotate Plane, Single Chain, Spline), IK	
	Controls, IK Preferred Angle, Pole Vector Constraint	
	Mechanical Rig Setup: Props, Robots etc.	
	Biped Rig Setup	
	Quadruped Rig Setup	
III	Introduction to skinning and weight painting	15
	Skinning: Smooth Binding, Interactive Binding	
	Editing Skin Weights: Weight Painting, Mirror Skin Weights, Copy Skin	
	Weights, Hammer Skin Weights, Component Editor, Export/Import Skin	
	Weights	
	Advanced skinning techniques	

IV Basics of lighting in 3D environments			15
Types of 3D lights (Point, Directional, Spot, A	Area)		
Three-point lighting system (Key, Fill, Rim)			
Shadows and their types (Ray-traced vs. Shad	ow ma	ans)	
Colour temperature and mood setting with lig			
Volumetric lighting and fog effects	1105		
	ion (A	.(1)	
· /	Global Illumination (GI) and Ambient Occlusion (AO)		
HDRI lighting for realistic rendering			
		T I I C I I II	
		Total Contact Hours	60
Suggested Evaluat	tion M	lethods	
Internal Assessment: 30		End Term Exa	mination: 70
> Theory	30	> Theory:	70
Class Participation:	5	Written Exa	amination
• Seminar/presentation/assignment/quiz/class test etc.	: 10		

- o Animation Methods-Rigging Made Easy: Rig Your First Character in Maya: David Rodriguez
- o Maya Character Rigging: Cheryl Cabrera
- Rig IS Right! Maya Animation Rigging Concepts by Tina
 Essential Skills in Character Rigging by Nicholas B. Zeman

Session: 2025-26					
Part A - Introduction					
Name of Programme	M.Sc. Graphic	Animation and Multin	nedia		
Semester	Third				
Name of the Course	Film Apprecia	Film Appreciation			
Course Code	M24-GAM-30)3			
Course Type	DEC-1				
Level of the course	500-599				
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO)	CLO 1: Introduce to the narrative and stylistic techniques				
After completing this course, the learner will be	used in film making.				
able to:	CLO 2: Understand the fundamentals of cinematic				
		cluding plot structure, c	haracter development,		
	and visual composition.				
	CLO 3: Recog	nize different filmmaki	ng styles (e.g., realism,		
	expressionism,	neorealism) and their is	mpact on cinematic		
	expression.				
	CLO 4: Identi	fy the key concepts, mo	del and tools in film		
	criticism.				
Credits	Theory	Practical	Total		
	4	0	4		
Teaching Hours per week	4	0	4		
Internal Assessment Marks	30	0	30		
End Term Exam Marks	70	0	70		
Max. Marks	100	0	100		
Examination Time	3 hours				
Dout D. Contents of the Course					

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to Cinema: Origin and evolution	15
	Characteristics of the film medium and comparison with other art	
	forms (theatre, painting, photography)	
	Language and grammar of cinema	
	Difference between fiction and non-fiction films	
II	Film interpretation: Analysis of theme, characters, and narrative	15
	structure	
	Impact of visual and sound elements	
	Social, cultural, and political interpretations of films	
	Analysis of classic and contemporary films	
III	Movie Genres: Westerns and Gangster Films, Mysteries and Horror,	15
	Fantasy and Science Fiction (Sci-fi), Thrillers, Romantic Comedy	
	Musicals and Documentaries, Drama	
	Noir and Neo-Noir Cinema	
	Contemporary World Cinema: Characteristics of Hollywood,	
	European, Asian, and Latin American cinema	
	Contributions of significant filmmakers (e.g., Alfred Hitchcock,	
	James Cameroon, Stanley Kubrick, Akira Kurosawa, Quentin	
	Tarantino, Christopher Nolan)	

Indian and South Asian Cinema Indian Parallel Cinema Bollywood and Regional Cinema: Contributions of Indian filmmakers like Satyajit Ray, Ritwik Ghatak, Mrinal Sen, and Shyam Benegal Contemporary independent cinema and changes in the digital era How to review a film Role of a film critic			15
Total Contact Hours			60
Suggested Evaluation Methods Internal Assessment: 30		End Term Examin	
	30	> Theory:	70
, 111001		•	70
Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.	10		

• Mid-Term Exam: Part C-Learning Resources

Recommended Books/e-resources/LMS

 Allen, Robert & Douglas Gomery. Film History: Theory and Practice. New York: McGraw-Hill, Inc., 1987.

15

- Carroll, Noel. Mystifying Movies: Fads and Fallacies in Contemporary Film Theory. New York: Columbia University Press, 1988.
- Gledhill, Christine & Linda Williams, Eds. Reinventing Film Studies. London: Arnold, 2000.
- Stam, Robert & Toby Miller. Eds. Film and Theory: An Anthology. London: Blackwell Publishers, 2000.
- Stam, Robert & Toby Miller. Eds. A Companion to Film Theory. London: Blackwell Publishers
- o Giannetti, L. (2017). *Understanding Movies* (14th ed.). Pearson.
- o Prince, S. (2010). Movies and Meaning: An Introduction to Film (5th ed.). Pearson.
- Elsaesser, T., & Hagener, M. (2015). Film Theory: An Introduction through the Senses (2nd ed.).
 Routledge.
- Corrigan, T., & White, P. (2012). The Film Experience: An Introduction (3rd ed.). Bedford/St. Martin's.
- Buckland, W. (2015). Film Theory and Contemporary Hollywood Movies. Routledge.
- o Braudy, L., & Cohen, M. (2016). *Film Theory and Criticism: Introductory Readings* (8th ed.). Oxford University Press.
- King, G. (2002). New Hollywood Cinema: An Introduction. Columbia University Press.
- Nichols, B. (2017). Introduction to Documentary (3rd ed.). Indiana University Press.
- McKee, R. (1997). Story: Substance, Structure, Style and the Principles of Screenwriting. HarperCollins.
- Thompson, K., & Bordwell, D. (2010). Film History: An Introduction (3rd ed.). McGraw-Hill.
- o Rosenstone, R. A. (2006). *History on Film/Film on History*. Routledge.

Session: 2025-26				
Part A - Introduction				
Name of Programme	M.Sc. Graphic Animation and Multimedia			
Semester	Third			
Name of the Course	Artificial Intelligence (AI)			
Course Code	M24-GAM-30	4		
Course Type	DEC-1			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO)	CLO 1: helping learners to understand the world of AI and its			
After completing this course, the learner will be	applications	-		
able to:	CLO 2: understand the basics of intelligent agents and			
	learning types			
	CLO 3: learn the different components of AI such as natural			
	language proces	ssing, expert system, neu	ıral network basics and	
	knowledge repr	resentation		
	CLO 4: learn a	bout the impact, opportu	inities and challenges	
	in the future of	AI		
Credits	Theory	Practical	Total	
	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100	0	100	
Examination Time	3 hours			

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unitand the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Definition of artificial intelligence (AI)	15
	Brief history and evolution of AI	
	Applications of AI in various fields	
	Basics of machine learning and deep learning	
II	Intelligent agents: Types of agents	15
	Turing test in AI	
	Knowledge based agents	
	Knowledge representation techniques	
	Neural Networks: ANN, RNN and CNN	
III	Introduction to NLP	15
	Text preprocessing techniques	
	Introduction to expert system	
	Introduction to robotics; Applications of AI in robotics	
	Types of robots (industrial robots, autonomous vehicles, drones, etc.)	
IV	AI applications in healthcare	15
	Medical imaging and diagnosis	
	AI in Finance: Algorithmic trading and financial forecasting	
	Opportunities and challenges in the future of AI	
	Ethical considerations and challenges in AI-driven finance	
	Impact of AI on employment and the workforce	

Fraud detection and risk management				
Total Contact Hours	60			
Suggested Evaluation Methods				
Internal Assessment: 30		End Term Examina	ation: 70	
> Theory	30	➤Theory:	70	
Class Participation:	5	Written Examination		
• Seminar/presentation/assignment/quiz/class test etc.	10			
• Mid-Term Exam:	15			

- "Artificial Intelligence: A Modern Approach" by Stuart Russell and Peter Norvig
- "Deep Learning" by Ian Goodfellow, Yoshua Bengio, and Aaron Courville
- "Natural Language Processing with Python" by Steven Bird, Ewan Klein, and Edward Loper
- "Robotics: Modelling, Planning and Control" by Bruno Siciliano and Lorenzo Sciavicco
- "AI Superpowers: China, Silicon Valley, and the New World Order" by Kai-Fu Lee
- "Ethics of Artificial Intelligence and Robotics" edited by Vincent C. Müller and Nick Bostrom

Session: 2025-26				
Part A - Introduction				
Name of Programme	M.Sc. Graphic	Animation and Multin	nedia	
Semester	Third			
Name of the Course	Advertisement I	Design		
Course Code	M24-GAM-30	5		
Course Type	DEC-1			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO)	CLO 1: Applying the principles of design			
After completing this course, the learner will	CLO 2: The	CLO 2: The creative process of Advertisement Design		
be able to:	CLO 3: Layout Tools, Techniques, Stages and Formats			
	CLO 4: Pern	nanence in advertising	design	
Credits	Theory	Practical	Total	
	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100	0	100	
Examination Time 3 hours				

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Part B-Contents of the Course

Unit	Topics	Contact Hours
I	Advertising: Meaning, concept and nature,	15
	Types /Forms of Advertising	
	Functions of Advertising	
	The creative process	
	Fundamentals of Design: Definition. Approaches to Design	
	Centrality of Design, Elements of Design.	
II	Principles Advertising Design; Meaning	15
	Layout steps and design, Function of Layout,	
	Types of Layouts; Layout Design Principles,	
	Thumbnail Sketch, Story board	
III	Copy Writing; Types of Copy Writing	15
	Body Copy, Headlines, Subheads, Body copy, slogans,	
	Radio and TV and Print advertisement script writing	
	Use and importance of Animation in Advertising	
	Tools and Techniques of Animation in Advertising	
IV	Conceptualization and Ideation, Translation of ideas into campaigns	15
	Visualization; Typography, Physical structure,	

Printing process; Process of production, color p	photo	graphy	and color	
separation;				
Desk Top Publishing (DTP)				
Modern printing technologies				
		Tot	al Contact Hours	60
Suggested Evaluati	on N	1ethod	S	
Internal Assessment: 30 End Term Exa			amination: 70	
> Theory	30	A	Theory:	70
• Class Participation: 5 Written Examination			amination	
• Seminar/presentation/assignment/quiz/class test etc.:	10			
Mid-Term Exam:	15			
1/114/1 4/111 2/14/11.	Part C-Learning Resources			

- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
- Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
- Advertising Handbook: A Reference Annual on Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications Mohan:
- Advertising Management: Concepts and Cases. Tata McGraw-Hill Jewler, E (1998):
- o Creative Strategy in Advertising. Thomon Learning
- Advertising Management Jethwaney, Jaishri and Jain, Shruti (2012),
- Advertising Management, OUP India Ogilvy, David. (2001).
- Ogilvy on Advertising, Prion. Valladares, June A. (2000).

Session: 2025-26				
Part	A - Introducti	on		
Name of the Programme M.Sc. Graphic Animation and Multimedia				
Semester	Third			
Name of the Course	UI & UX Lab			
Course Code	M24-GAM-30	7		
Course Type	PC-5			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO)	CLO: 1. Und	lerstand the process of	f UI Design.	
After completing this course, the learner will		•	C	
be able to:	CLO: 2. Abl	le to create User Inter	face by using digital	
CLO: 3. Know User Experience Process.				
CLO: 4. Learn the Techniques to Create Dig Prototype Design				
Credits	Theory	Practical	Total	
	0	4	4	
Teaching Hours per week	0	8	8	
Internal Assessment Marks	0	30	30	
End Term Exam Marks	0	70	70	
Max. Marks	0	100	100	
Examination Time		4 hours		
Part B-C	Contents of the	Course		
Practical'			Contact Hours	
Analyze existing websites/apps for U	JI/UX strengths	and weaknesses	120	
User Persona			_	
Creating user flows and scenarios			-	
Information architecture (IA) and sit			-	
Paper wireframes for a mobile app s Low-fidelity wireframes	CIECII.		-	
UI components			1	
Typography	-			
Splash Screen				
Onboarding Screens				
Login/Signup Screens				
Home Screen				
Navigation Screens/Menus				
List Screens			-	
Detail Screens			-	
Forms/Input Screens Confirmation/Success Screens			-	
Profile Screens			1	
Checkout Screens			1	
Prototyping			1	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			1	

Suggested Evaluation Methods					
Internal Assessment: 30		End Term Examination: 70			
> Practicum	30	Practicum	70		
• Class Participation:	5	Lab record, Viva-Voce, write-up and			
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	execution of the practical			
• Mid-Term Exam:	15	5			

- The Design of Everyday Things" by Don Norman
- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug
- 100 Things Every Designer Needs to Know About People" by Susan Weinschenk
- Designing Interfaces" by Jenifer Tidwell
- UX for Beginners: A Crash Course in 100 Short Lessons" by Joel Marsh

Se	ssion: 2025-26		
Part	A - Introducti	on	
Name of the Programme	M.Sc. Graphic	Animation and Multi	media
Semester	Third		
Name of the Course	Motion Design		
Course Code	M24-GAM-308	8	
Course Type	PC-6	<u> </u>	
Level of the course	500-599		
Pre-requisite for the course (if any)	300 377		
Course Learning Outcomes (CLO)	CLO: 1 Und	erstand the Motion D	ecian
After completing this course, the learner will		erstand the Motion D	CSIGII
be able to:		e to create Typograph	v Motion Design
de doie to.	CEO. 2. 71010	e to create Typograph	y Wodon Design
	CLO: 3. Lear	rn and Apply Principa	als of Motion Desig
	CLO: 4 Los	rn the Techniques to	Croata Proadoastis
	Graphic	rn the Techniques to	Cicale Divadeastil
Credits	Theory	Practical	Total
Citatis	0	4	4
Tanahing Haura par waak	0	8	8
Teaching Hours per week Internal Assessment Marks	0	30	30
End Term Exam Marks	0		70
Max. Marks	0	100	100
Examination Time	0 1	4 hours	100
	Contents of the		
		Course	C44 II
Working With Different Tools	S		Contact Hours
Composition and layer management			120
Working With Timeline			-
Keyframing fundamentals			-
Create a simple animated logo reveal			1
Animate basic shapes using keyframe	s and easing		1
Animation with Path and Stroke			
Kinetic Typography Animation			
Working with Mask and its applicatio			
Logo Animation			
Animated Titles	_		
3D Composition	_		
Creating Animated Icons and UI elem	-		
Create animated transitions using mas	-		
Using expressions for dynamic anima Animate a character	иоп		-
Animate a character Animated social media Ad			-
Motion Graphics for broadcasting			1
Exporting motion graphics for various	s platforms (web	social media video)	†
Create a Show Reel	o pracronnis (web,	social inicala, video)	†

Suggested Evaluation Methods				
Internal Assessment: 30		End Term Ex	amination: 70	
> Practicum	racticum 30 > Practicum 70			
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical		
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10			
• Mid-Term Exam:	15			

- Universal Principles of Design" by William Lidwell, Kritina Holden, and Jill Butler
- Design for Motion: Fundamentals and Techniques of Motion Design" by Austin Shaw
- Motion Graphics in Branding
- After Effects Apprentice
- Creating Motion Graphics with After Effects: Essential and Advanced Techniques" by Chris Meyer and Trish Meyer

Session:	2025-26

Part A - Introduction

Name of Programme	M.Sc. Graphic Animation and Multimedia			
Semester	Third	Third		
Name of the Course	Image Retouch	mage Retouching & Photo Editing		
Course Code	M24-OEC-327	7		
Course Type	OEC			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understanding the basis of Image Retouching CLO 2: Students will know about the technical knowledge Retouching CLO 3: Explore different image formats CLO 4: Understanding the difference between vector and raster image			
Credits	Theory	Practical	Total	
	2	0	2	
Teaching Hours per week	2	0	2	
Internal Assessment Marks	15	0	15	
End Term Exam Marks	35	0	35	
Max. Marks	50	0	50	
Examination Time		3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	The role of retouching in different photographic genres (portrait,	7
	fashion, commercial, etc.)	
	Understanding the psychology of image perception	
	Understanding the difference between "retouching" and "manipulation	
	Differene between raster and vector graphics	
II	Layer Pannel	8
	Layers and Types of Layers	
	Color theory and its application in retouching	
	Working with HSB mode, Levels and Curves	

III	Analysis of lighting in various photographic	e styles		7
	Image resolution and pixel density	,		
	Understanding histograms and tonal range			
	Techniques for color correction			
IV	Gradient and types of graident			8
	Understanding digital image formats (RAW	, JPEG	, TIFF, etc.)	
	Filleters and Effects			
	Export amd Page setup			
			Total Contact Hou	·s 30
	Suggested Evalua	tion M	ethods	
	Internal Assessment: 15		End Term Ex	camination: 35
The	eory	15	> Theory:	35
• Class	Participation:	4	Written E	xamination
• Semir	nar/presentation/assignment/quiz/class test etc.:	4		
●Mid-7	Term Exam:	7		

- The Complete Guide to Digitally Lighting, Photographing, And Retouching Faces And Bodies" by Lee Varis
- The Adobe Photoshop CC Book for Digital Photographers" by Scott Kelby
- The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques" by Glyn Dewis

Session: 2025-26				
Part A - Introduction				
Name of Programme M.Sc. Graphic Animation and Multimedia				
Semester	Fourth			
Name of the Course	Research Meth	nodology		
Course Code	M24-GAM-40)1		
Course Type	CC-9			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO) After completing this course, the learner will be abl to: Credits	CLO 1: Understand the core principles, types, and ethical considerations involved in research methodology. CLO 2: Utilize suitable research designs, sampling strategies, and data collection techniques to carry out effective research. CLO 3: Interpret and evaluate data using statistical methods and apply relevant software tools for data analysis. CLO 4: Produce clear and organized research reports with accurate citations and effectively communicate findings through presentations.			
Credits	Theory 4	Practical 0	Total 4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100	0	100	
Examination Time	3 hours			

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
Ι	Definition and Concept of Research: Meaning, nature, and purpose of	15
	research, Characteristics of good research;	
	Types of Research: Basic vs. applied research, Qualitative vs.	
	quantitative research, Exploratory, descriptive and explanatory	
	research	
	Research Process: Identifying the research problem, Review literature,	
	Setting objectives and hypothesis formulation	
	Ethics in Research: Importance of ethical considerations, Plagiarism and	
	academic integrity, Informed consent and confidentiality	
II	Research Design: Definition and importance, Components of research	15
	design, Types of research design (experimental, correlational,	
	observational, etc.)	
	Sampling Methods: Probability sampling (random, systematic,	
	stratified, cluster), non-probability sampling (convenience, purposive,	
	snowball), Sample size determination	
	Data Collection Methods: Primary Data: Surveys, questionnaires,	
	interviews, Observation methods; Secondary Data: Government	
	reports, articles, journals, and online sources	

	Measurement and Scaling: Nominal, ordinal, in Likert scale and semantic differential scale	ıterva	l, and ratio scales,	
III	Data Preparation: Data cleaning and coding organization of data	g, Tał	oulation and	15
	Descriptive Statistics: Measures of central	tende	ency (mean, median,	
	mode), Measures of dispersion (range, vari	ance,	standard deviation),	
	Frequency distribution and graphical repre-			
	Inferential Statistics: Hypothesis testing (n			
	hypotheses), p-value and significance testing ANOVA	1g, t-1	test, chi-square test,	
	Correlation and Regression Analysis: Pears		*	
	correlation, Simple and multiple regression			
	Use of Software for Data Analysis: Introdu	ction	to SPSS, Excel, R, or	
TT 7	Python for data interpretation		1	1.7
IV	Research Report Writing: Structure of the research report, Title page,			15
	abstract, introduction, methodology, results			
	Formatting and referencing (APA, MLA, Chicago, etc.)			
	Citations and Referencing: In-text citations and bibliography,			
	Reference management tools (Zotero, Mendeley, EndNote) Presentation of Research Findings: Preparing PowerPoint			
	presentations, Data visualization (charts, gr	_		2
	communication and presentation skills	upiis	, and tables), Effective	
	Plagiarism and Citation Tools: Checking pl	agiar	rism (Turnitin	
	Grammarly), Importance of originality in r	_	,	
	Assessment Methods: Assignments and qu			
	of data collection and analysis methods, Re	eseard	ch report submission,	
	Presentation of research findings			
Total Contact Hours			60	
	ed Evaluation Methods		,	
	Internal Assessment: 30		End Term Examina	
	> Theory	30	> Theory:	70
• Cl	ass Participation:	5	Written Examination	
 Seminar/presentation/assignment/quiz/class test etc. 				

• Mid-Term Exam: Part C-Learning Resources

Recommended Books/e-resources/LMS

• Kothari, C. R. (2004). Research Methodology: Methods and Techniques (2nd ed.). New Age International.

15

- Creswell, J. W. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). SAGE Publications.
- o Bryman, A. (2016). Social Research Methods (5th ed.). Oxford University Press.
- o Babbie, E. (2020). The Practice of Social Research (15th ed.). Cengage Learning.Bhattacharyya, D. K. (2009). Research Methodology (2nd ed.). Excel Books.
- o Graziano, A. M., & Raulin, M. L. (2013). Research Methods: A Process of Inquiry (8th ed.). Pearson.
- o Singh, Y. K. (2006). Fundamentals of Research Methodology and Statistics. New Age International.
- o Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods (12th ed.). McGraw-Hill Education.
- O Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson.

Session: 2025-26				
Part A - Introduction				
Name of Programme	M.Sc. Grap	hic Animation and M	Multimedia Tultimedia	
Semester	Fourth			
Name of the Course	3D Animat	ion and Rendering		
Course Code	M24-GAM	-402		
Course Type	CC-10			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO) After completing this course, the learner will be able CLO 2: Students will be able to Animate different objets CLO 3: Understanding the Setup of Animation Keys and In betweens CLO 4: Understanding the different types of Animation Render.				
Credits	Theory	Practical	Total	
	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100	0	100	
Examination Time	3 hours			

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Definition of Computer-based Animation.	15
	Basic Types of Animation .	
	Definition of Modelling.	
	Creation of 3D objects.	
	Exploring the Maya Interface, Controlling & Configuring	
	theViewports.	
	Working with Files-Selecting Objects & Setting Object Properties,	
	Duplicating Objects, Creating & Editing Standard Primitive &	
	extended Primitives objects,	
	Transforming objects, Pivoting, aligning etc.	
II	Quality-Custom, Anti-aliasing Quality, Preview quality, Intermediate	15
	quality and Production quality.	
	3D motion blur production, Motion Blur, Motion blur type, Blur by	
	frame, Blur sharpness and Smooth	
	Multi-pixel Filtering-Use multi pixel filter,Pixel filter type-	
	Field Options-Both fields, interlaced, Renders odd fields only, Even	
	fields.	
	Raytracing Quality, Raytracing- Reflections, Refractions, and	
	shadows.	
	Bias- 3D motion blurred objects and raytraced shadows, If the scene	
	does not contain 3D motion blurred objects or raytraced shadows,	
	leave the Bias value as 0.	

	Render Options-Post Processing, Environment fog.	
	Render tessellations- attribute tessellation, Helps manage how Maya	
	handles tessellation information for surfaces.	
III	Limitations of the Hardware 2.0 rendererRender region is not supported, IPR is not supported, Render layers is not supported, Only color output is supported. Depth channel is currently not supported. File name prefix. Image format. Frame/Animation ext. Frame padding. Frame Range.	15
IV	Image Size.	15
	Batch Rendering The full path to 'Render.exe' on the command line, There are several ways of exporting a Maya scene to Maxwell's MXS format,MXS file is a Maxwell Render Scene file,What is an MX file? Exporting Scenes to MXS-Export commands in the File menu-Use active camera: the renderable camera will be the camera in the active (focused) viewport. Camera to use: camera to make renderable. Animation: export the sequence of frames defined in the Frame Range group in the render options panel. Protect geometry: sets the protection flag in the output file. Pack'n'Go: copy the dependencies (textures, IES files etc.) next to the exported MXS file. Will Use Sequence Render	13
Total Cor	ntact Hours	60
	I Evaluation Mathada	

Suggested Evaluation Methods Internal Assessment: 30 End Term Examination: 70 30 Theory > Theory: **70** 5 Written Examination • Class Participation: 10 • Seminar/presentation/assignment/quiz/class test etc. 15 • Mid-Term Exam:

Part C-Learning Resources

- Autodesk Maya 2018 Basics Guide by Kelly L. Murdock
- The Animator's Survival Kit
- Understanding 3-D animation using Maya John Edgar Park
- Essential Skills in Character Rigging by Nicholas B. Zeman
- 3D Animation Essentials (Essentials (John Wiley)
- Disney Animation: The Illusion of Life
- o <u>The Animator's Survival Kit</u> by Richard E. Williams
- o 3D Animation for the Raw Beginner Using Maya Roger King
- o 3D Art Essentials: The Fundamentals of 3D Modeling, Texturing, and Animation by Ami Chopine
- The Art of 3D: Computer Animation and Effects
- Character Animation in 3D: Use Traditional Drawing Techniques to Produce Stunning CGI Animation Steve Roberts
- Mastering Lumion 3D by Ciro Cardoso
- o Animated Performance: Bringing Imaginary Animal, Human and Fantasy Characters to Life Nancy Beiman

		Session: 2025	-26			
	Pa	rt A – Introdu				
Name of Pro	ogramme		phic Animation and	Multimedia		
Semester		Fourth				
Name of the	Course	Print and I	Publishing			
Course Code			M24-GAM-403			
Course Type		DEC-2				
Level of the		500-599				
Pre-requisite	e for the course (if any)					
	rning Outcomes (CLO) eting this course, the learner will be a	concepts of CLO 2: Aptechniques CLO 3: Unincluding p	of print and publishing pply design principles to create visually a tilize various printing pre-press, press, and	es, typography, and layout ppealing print materials. g technologies and processes, post-press operations.		
		CLO 4: De	evelop skills in publ	ishing and distribution g and promotion of print content.		
Credits		Theory	Practical	Total		
Cicuito		1 Heory	0	И		
Teaching H	ours per week	4	0			
	essment Marks	30	0	30		
End Term E		70	0	70		
Max. Marks		100	0	100		
Examination		3 hours				
	ents of the Course	5 Hours				
Instructions compulsory (Question N questions, se	for Paper- Setter: The examiner will question by taking course learning or o. 1) will consist at least 4 parts covered one question from each unit	utcomes (CLO ering entire syll	s) into consideration labus. The examined	n. The compulsory question will be required to attempt 5 questions will carry equal marks.		
Unit	Topics			Contact Hours		
I	Evolution of printing techniques Print Media vs. Digital Media: A convergence Types of Print Publications: Boo banners, posters, and flyers Basics of Printing Processes: Pre Colour theory: CMYK vs. RGB Tone, tint, hue, gradiant, textures	dvantages and ks, newspapers press, press, as and shades	limitations, Differe	ures, 15		
II	Printing Techniques and Techno Traditional Printing Methods: Leflexography Modern Printing Techniques: Dipublishing Pre-Press Operations: Image pro Proofing and imposition Post-Press Operations: Binding a Lamination, varnishing, embossi	etterpress, offse gital printing (cessing and co and finishing te	inkjet, laser), 3D pri			

III	Elements: Line, shape, colour, texture, space		
	Principles: Balance, contrast, alignment, proximity		
	Page Layout and Composition: Grid systems, margin	s, and gutters	
	Typography: Fonts, spacing, readability	-	15
	Software used for Publishing: Adobe InDesign, Phot	oshop, Illustrator,	13
	CorelDRAW, QuarkXPress, MS Word, and PDF formatting		
	Print-Ready File Preparation: Resolution, colour pro-	files, and bleed setting	s
IV	Digital Publishing and Emerging Trends		
	E-books, digital magazines, and online newspaper		
	Formats and Platforms: EPUB, PDF, MOBI, and HT		
	Mobile publishing and Apps: Major e-newspapar apps, vblogs, podcast,		15
	Canva Distribution platforms: Kindle, Apple Books, Goog	la Raaks	13
	Legal and Ethical Issues: Copyright and licensing	IE DOOKS	
	Legal and Editical Issues. Copyright and licensing		
	Total Contact Hours		60
Suggest	red Evaluation Methods		
Interna	l Assessment: 30	End Term Examin	ation: 70
Theory	30	Theory:	70

Internal Assessment: 30		End Term Examina	tion: 70
Theory	30	Theory:	70
Class Participation:	5	Written Examination	
Seminar/presentation/assignment/quiz/class test etc.:	10		
Mid-Term Exam:	15		

- o Pipes, A. (2007). Foundations of Art and Design. Laurence King Publishing.
- o Ambrose, G., & Harris, P. (2011). *The Layout Book*. Bloomsbury Publishing.
- o Landa, R. (2014). *Graphic Design Solutions* (5th ed.). Cengage Learning.
- Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students (2nd ed.). Princeton Architectural Press.
- Hollis, R. (2006). Swiss Graphic Design: The Origins and Growth of an International Style, 1920–1965. Yale University Press.

Session: 2025-26					
Part A - Introduction					
Name of Programme	Name of Programme M.Sc. Graphic Animation and Multimedia				
Semester	Fourth				
Name of the Course	Information Security				
Course Code	M24-GAM-40	4			
Course Type	DEC-2				
Level of the course	500-599				
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Define what information is and appreciate the value of information . CLO 2: Understand the CIA triad of Confidentiality, Integrity and Availability CLO 3: Analyze and resolve security issues in networks and computer systems CLO 4: Analyze and resolve security issues in networks and computer systems				
Credits	Theory	Practical	Total		
	4	0	4		
Teaching Hours per week	4	0	4		
Internal Assessment Marks	30	0	30		
End Term Exam Marks	70	0	70		
Max. Marks	100	0	100		
Examination Time	3 hours				

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unitand the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction: Basic concepts: threats, vulnerabilities, controls; risk; confidentiality, integrity, availability; security policies, security mechanisms; assurance; prevention, detection, deterrence Basic cryptography: Basic cryptographic terms, Historical background, Symmetric crypto primitives, Modes of operation, Cryptographic hash functions, Asymmetric crypto primitives	15
II	Program security: Flaws: Malicious code: viruses, Trojan horses, worms: Program flaws: buffer overflows, time-of-check to time-of-use flaws, incomplete mediation; Defenses: Software development controls, testing techniques Security in conventional operating systems: Memory, time, file, object protection requirements and techniques, Protection in contemporary operating systems	15
III	Identification and authentication: Identification goals, Authentication requirements, Human authentication, Machine authentication Trusted operating systems: Assurance, trust, design principles, evaluation, criteria, Evaluation process Database management systems security: Database integrity, Database secrecy, Inference control, multilevel databases	15
IV	Network security: Network threats: eavesdropping, spoofing, modification, denial of service attacks; Introduction to	1

networks, intrusion detection, Management of security: Security policies, Rand controls	isk a	, 1	
Total Contact Hours 60			
aluation Methods			
essment: 30		End Term Examina	ntion: 70
Theory	30	> Theory:	70
Class Participation:	5	Written Examination	
Seminar/presentation/assignment/quiz/class test	10		
Mid-Term Exam:	15		
	networks, intrusion detection, Management of security: Security policies, Ri and controls Legal aspects of security, Privacy and eth t Hours aluation Methods ssment: 30 Theory Class Participation: Seminar/presentation/assignment/quiz/class test	networks, intrusion detection, Management of security: Security policies, Risk a and controls Legal aspects of security, Privacy and ethics t Hours aluation Methods ssment: 30 Theory 30 Class Participation: 5 Seminar/presentation/assignment/quiz/class test 10	networks, intrusion detection, Management of security: Security policies, Risk analysis, Physical threats and controls Legal aspects of security, Privacy and ethics t Hours aluation Methods ssment: 30 End Term Examina Theory Class Participation: Seminar/presentation/assignment/quiz/class test Description

- o Information Security: The Complete Reference, Second Edition; Mark Rhodes-Ousley McGraw Hill Professional, 03-Apr-2013
- Fundamentals of Information Security: A Complete Go-to Guide for Beginners to Understand All the Aspects of Information Security by Sanil Nadkarni
- o INFORMATION SECURITY (English, Paperback, Dr. Bhavana S. Karmore)
- o Information Security by Pankaj Sharma, S.K. Kataria & Sons

Session: 2025-26					
Part A - Introduction					
Name of Programme	of Programme M.Sc. Graphic Animation and Multimedia				
Semester	Fourth				
Name of the Course	Audio Video P	roduction			
Course Code	M24-GAM-40	5			
Course Type	DEC-2				
Level of the course	500-599				
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Gain a deep understanding of digital audio and video production principles. CLO 2: Proficiently use industry-standard digital audio and video production tools and software. CLO 3: Produce videos with proper camera settings along with various shots, angles and movements CLO 4: Work on post-production for various projects				
Credits	Theory	Practical	Total		
	4	0	4		
Teaching Hours per week	4	0	4		
Internal Assessment Marks	30	0	30		
End Term Exam Marks	70 0 70				
Max. Marks	100 0 100				
Examination Time	3 hours				

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to Digital Audio Production – Audio Equipment and	15
	Techniques	
	Overview of digital audio principles	
	Introduction to industry-standard equipment and software	
	Basic recording process	
	Different cables, connectors and pins	
	Microphones types and their applications	
	Working on Mixing, Dubbing & Foley	
	Basic audio editing tools	
	Setting up Sound for Live events using audio consoles	
II	Video production: Pre-production and production	15
	Types of cameras and their features	
	Camera operations, Exposure triangle, White balance	
	Different types of shots, angles and movements	
	Rule of 180-degree and 30-degree	
	Video composition and framing	
III	The Importance of Lighting – Working with lights	15
	Understanding lighting principles	
	Working with different types of lights	
	Working with shadows & Reflectors	

	Multi-point lighting techniques	
	Mood lighting (RGB)	
IV	Introduction to post-production	15
	Overview of post-production workflow	
	Workspace of video editing software and tools	
	Working with timeline	
	Working with chroma key	
	Adding video effects using software	
	Synchronization with audio tracks and voice-overs	
Total Contac	t Hours	60

Suggested Evaluation Methods

Internal Ass	Internal Assessment: 30			End Term Examination: 70	
>	Theory	30	> Theory:	70	
•	Class Participation:	5	Written Examination		
•	Seminar/presentation/assignment/quiz/class test	10			
etc.:					
•	Mid-Term Exam:	15			

Part C-Learning Resources

- Senior, Mike; Mixing Secrets for the Small Studio (2nd Edition), Published by Focal Press, a division of Taylor & Francis, ISBN 978-1-13-855637-9
- CLOok, Frank D.; Cubase 101; Music Production with Cubase 10, Hal Leonard, 2019
- Kaye, Deena; Lebrecht, James (1992). Sound and Music For The Theatre. Back Stage Books, an imprint of Watson-Guptill Publications.
- o Zettl, H. (2017). Video basics (8th ed.). Cengage Learning. ISBN 978-1-305-08990-3.
- o Millerson, G., & Owens, J. (2012). *Video production handbook* (5th ed.). Focal Press. ISBN 978-0-240-82415-4.
- Kindem, G., & Musburger, R. B. (2012). *Introduction to media production: The path to digital media production* (4th ed.). Focal Press. ISBN 978-0-240-82184-9.
- Farnham, J. (2018). *Video production: Disciplines and techniques* (12th ed.). Pearson. ISBN 978-0-13-460989-4.
- Bowen, C. J., & Thompson, R. (2017). *Grammar of the shot* (3rd ed.). Focal Press. ISBN 978-1-138-20824-8.
- o Box, H. C. (2020). Set lighting technician's handbook: Film lighting equipment, practice, and electrical distribution (5th ed.). Routledge. ISBN 978-1-138-34366-6.
- o Brown, B. (2012). *Motion picture and video lighting* (3rd ed.). Focal Press. ISBN 978-0-240-82151-1.

Session: 2025-26					
Part	Part A - Introduction				
Name of the Programme M.Sc. Graphic Animation and Multimedia					
Semester	Fourth				
Name of the Course		d Game Engine			
Course Code	M24-GAM-40				
) /			
Course Type	PC-7				
Level of the course	500-599				
Pre-requisite for the course (if any)	CI O 1 II	1 1 1 1 1 0 0	D : D		
Course Learning Outcomes (CLO)		derstand the 3D Game	Design Process		
After completing this course, the learner will			TD 1		
be able to:	CLO: 2. Abi	le to use Game Engine	e Tools		
	CI O 2 I	1 1 7	1 :		
			echniques to Create		
	Gamin	g Assets			
	CLO 4 I	41 T 1 .	- C + 2D C		
		earn the Techniques	to Create 3D Game		
C I'	Setup	D 4: 1	T / 1		
Credits	Theory	Practical	Total		
	0	4	4		
Teaching Hours per week	0	8	8		
Internal Assessment Marks	0	30	30		
End Term Exam Marks	0	70	70		
Max. Marks	0	100	100		
Examination Time		4 hours			
	Contents of the	Course			
Practical'	S		Contact Hours		
Over View of Game Engine			120		
Import and Compose in Game Engine			_		
Understanding game objects, compon	ents, and transfo	rms.	_		
Library and Asset management Tool			4		
Compose and Arrange Assets			4		
Level creation and basic geometry			-		
Physic Simulation Work with Partials			-		
Applying materials to objects			-		
Setting up basic lighting in a scene			-		
Graphic and Material Assets			-		
Model Assets			-		
Low & High Polygon Modelling					
Texture and Baking					
Create Environment			1		
Gameplay Mechanics: Create Control	S				
Game Engine Resources					
Multi Virtual Camera Angle			_		
Rendering					
Suggestee	Suggested Evaluation Methods				
Internal Assessment: 30		End Term Ex	amination: 70		
> Practicum	30	> Practicum	70		

• Class Participation:	5	Lab record, Viva-Voce, write-up and			
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	execution of the practical			
• Mid-Term Exam:	15				
Part C-Learning Resources					
Recommended Books/e-resources/LMS:					

- Game Engine Architecture" by Jason Gregory
- Mathematics for 3D Game Programming and Computer Graphics" by Eric Lengyel
- 3D Math Primer for Graphics and Game Development" by Fletcher Dunn
- Real-Time Rendering" by Tomas Akenine-Möller, Eric Haines, and Naty Hoffman
- Graphics Shaders: Theory and Practice
- Physics for Game Developers: Science, Math, and Code for Realistic Effects" by David Bourg

Se	ssion: 2025-26					
Part	A - Introducti	ion				
Name of the Programme	me of the Programme M.Sc. Graphic Animation and Multimedia					
Semester	Fourth					
Name of the Course	VFX Production Lab					
Course Code	M24-GAM-40	18				
Course Type	PC-8					
Level of the course	500-599					
Pre-requisite for the course (if any)						
Course Learning Outcomes (CLO)	CLO: 1. Uno	derstand the VFX				
After completing this course, the learner will						
be able to:	CLO: 2. Abl	e to Create and Use E	ffects digital VFX			
	CLO: 3. Lea	rn and Apply tools of	VFX			
	CLO: 4. Le Effects	earn the Techniques t	o Create 3D Visual			
Credits	Theory	Practical	Total			
	0	4	4			
Teaching Hours per week	0	8	8			
Internal Assessment Marks	0	30	30			
End Term Exam Marks	0	70	70			
Max. Marks	0	100	100			
Examination Time		4 hours				
Part B-C	Contents of the	Course				
Practical'	's		Contact Hours			
Masking			120			
Rotoscoped animation sequence						
Keyed green screen composite						
Working with mattes and alpha chann	els.					
Background Change						
Superimpose Technique						
colour correction and grading Virtual Camera						
Object Tracking and Stabilization						
Working with effects and presets in A	fter Effects					
Introduction to particle systems						
1 1	Creating particle effects					
	Compose 3D assets for VFX					
Introduction to fluid simulations						
Working with Element 3D						
	Creating a sci-fi scene with 3D elements and particle effects					
•	Create a short VFX sequence					
- * * *	Apply visual effects to video clips					
Explainer video project						
Rendering and Authoring						

Suggested Evaluation Methods				
Internal Assessment: 30	End Term Ex	amination: 70		
> Practicum	30	> Practicum	70	
• Class Participation:	5	5 Lab record, Viva-Voce, write-up and		
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	execution of the practical		
•Mid-Term Exam:	15			

- The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures
- The Art and Science of Digital Compositing" by Ron Brinkmann
- Matchmoving: The Invisible Art of Camera Tracking" by Tim Dobbert
- The Digital Matte Painting Handbook" by David B. Mattingly
- Physics for Animators

Session 2025-26					
Part A - Introduction					
Name of the Programme	M.Sc. Graphi	c Animation and Mult	imedia		
Semester	4 th				
Name of the Course	Digital Marke	eting Entrepreneurship	p		
Course Code	M24-GAM-40	9			
Course Type	EEC				
Level of the course (As per Annexure-I 500-599					
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO)	CLO 411.1:	Understand the concep	ot of Digital		
After completing this course, the learner will		Marketing			
be able to:	CLO 411.2:	Understand the term se	earch engine and		
	j	its techniques			
	CLO 411.3:	Do career planning and i	improve self-		
		esteem.			
		Enhance the employabil			
Credits	Theory	Tutorial	Total		
	2	0	2		
Teaching Hours per week	2	0	2		
Internal Assessment Marks	15	0	15		
End Term Exam Marks	35 0 35				
Max. Marks	50	0	50		
Examination Time	3 hours	-	-		

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Part B- Contents of the Course

Unit	Topics	Contact Hours
I	Concept and Importance of Digital Marketing, Traditional Marketing	8
	vs Digital Marketing	
	Digital Marketing Channels and Trends, Customer Journey and Digital	
	Consumer Behavior	
	Website Structure and Design, Domain, Hosting, Landing Pages and	
	Conversion Optimization	
II	Search Engines, Keyword Research and Content Optimization	7
	On-Page, Off-Page, and Technical SEO, Local SEO and SEO Tools,	
	Introduction to Paid Advertising, Google Ads: Account Setup,	
	Campaign Types, and Bidding, Ad Copywriting and Quality Score	
	Performance Tracking and Optimization	

					+		
III	Concept of Entrepreneur & Entrepreneu	nployment vs	7				
	entrepreneurship; Role of employment & entrepreneurship in						
	economic development; objectives of employment generation; Career						
	planning: Individual's role, values and motiv	vatio	ı; Sel	f-esteem; Goal			
	setting; Institutes to promote employmen	t an	d en	trepreneurship;			
	development of entrepreneurial mind set						
IV	Employability skills: Importance, types- Re-	ading	and	comprehension	n 8		
	skills; Listening skills; Speaking skills; Writing skills; Thinking skills						
critical thinking, creative thinking; Note taking system, role of IT in not					e		
taking; Preparation for test taking; Multiple intelligence; Time management.							
	Total Contact Hours						
	Suggested Evaluation Methods						
Internal Assessment: 15 End Term Exa					amination: 35		
> Theory 15 > Theory			35				
• Class	• Class Participation: 4 Written Ex			xamination			
	• Seminar/presentation/assignment/quiz/class test etc.: 4						

Recommended Books/e-resources/LMS:

• Mid-Term Exam:

- Dixit, S. and Yadav, N.: Employability Skills, BFC Publications, Lucknow.
- Janki Ram, B. and Rizwana, M.: Entrepreneurship Development, Excel Books, New Delhi.
- Khanka, S.S.: Entrepreneurial Development, S. Chand and Company, New Delhi.

\$	Session: 2025-20	6			
Par	rt A - Introduct	ion			
Name of Programme	M.Sc. Graph	M.Sc. Graphic Animation and Multimedia			
Semester	Fourth				
Name of the Course	Research Me	ethodology			
Course Code	M24-GAM-	401			
Course Type	CC-9				
Level of the course	500-599				
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO) After completing this course, the learner will be able considerations involved in research methodology. CLO 2: Utilize suitable research designs, sampling strategies, and data collection techniques to carry out effective research. CLO 3: Interpret and evaluate data using statistical methods and apply relevant software tools for data analysis. CLO 4: Produce clear and organized research reports with accurate citations and effectively communicate findings					
Credits	through prese Theory 4	Practical 0	Total 4		
Teaching Hours per week	4	0	4		
Internal Assessment Marks	30	0	30		
End Term Exam Marks	70	0	70		
Max. Marks	100	0	100		
Examination Time	3 hours		-		

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Definition and Concept of Research: Meaning, nature, and purpose of	15
	research, Characteristics of good research;	
	Types of Research: Basic vs. applied research, Qualitative vs.	
	quantitative research, Exploratory, descriptive and explanatory	
	research	
	Research Process: Identifying the research problem, Review literature,	
	Setting objectives and hypothesis formulation	
	Ethics in Research: Importance of ethical considerations, Plagiarism and	
	academic integrity, Informed consent and confidentiality	
II	Research Design: Definition and importance, Components of research	15
	design, Types of research design (experimental, correlational,	
	observational, etc.)	
	Sampling Methods: Probability sampling (random, systematic,	
	stratified, cluster), non-probability sampling (convenience, purposive,	
	snowball), Sample size determination	
	Data Collection Methods: Primary Data: Surveys, questionnaires,	
	interviews, Observation methods; Secondary Data: Government	
	reports, articles, journals, and online sources	
	Measurement and Scaling: Nominal, ordinal, interval, and ratio scales,	
	Likert scale and semantic differential scale	

***				1 4.5
III	Data Preparation: Data cleaning and coding	, Tab	ulation and	15
	organization of data			
	Descriptive Statistics: Measures of central to			
	mode), Measures of dispersion (range, varia	-		
	Frequency distribution and graphical represe			
	Inferential Statistics: Hypothesis testing (nu			
	hypotheses), p-value and significance testing	g, t-t	est, chi-square test,	
	ANOVA			
	Correlation and Regression Analysis: Pearso			
	correlation, Simple and multiple regression			
	Use of Software for Data Analysis: Introduc	tion	to SPSS, Excel, R, or	
	Python for data interpretation			
IV	Research Report Writing: Structure of the re			15
	abstract, introduction, methodology, results,			
	Formatting and referencing (APA, MLA, Ch	_		
	Citations and Referencing: In-text citations			
	Reference management tools (Zotero, Mend			
	Presentation of Research Findings: Preparin			
	presentations, Data visualization (charts, gra	ιphs,	and tables), Effective	2
	communication and presentation skills			
	Plagiarism and Citation Tools: Checking pla			
	Grammarly), Importance of originality in re			
	Assessment Methods: Assignments and quiz			
	of data collection and analysis methods, Research report submission			
	Presentation of research findings			
Total Conta				60
	Evaluation Methods			
	sessment: 30	20	End Term Examina	
>	Theory	30	> Theory:	70
• Class 1	Participation:	5	Written Examination	

Internal Assessment: 30		End Term Examination: 70	
> Theory	30	> Theory:	70
Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.	10		
• Mid-Term Exam:	15		

- Kothari, C. R. (2004). Research Methodology: Methods and Techniques (2nd ed.). New Age International.
- Creswell, J. W. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). SAGE Publications.
- Bryman, A. (2016). Social Research Methods (5th ed.). Oxford University Press.
- Babbie, E. (2020). The Practice of Social Research (15th ed.). Cengage Learning. Bhattacharyya, D. K. (2009). Research Methodology (2nd ed.). Excel Books.
- Graziano, A. M., & Raulin, M. L. (2013). Research Methods: A Process of Inquiry (8th ed.). Pearson.
- Singh, Y. K. (2006). Fundamentals of Research Methodology and Statistics. New Age International.
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods (12th ed.). McGraw-Hill Education.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.).

	Se	ssion: 2025-26		
	Part .	A – Introduction	n	
Name of Programme M.Sc. Graphic Animation and Multimedia				dia
Semester Fourth				
Name of the Co	purse	Print and Publis	shing	
Course Code		M24-GAM-403	}	
Course Type		DEC-2		
Level of the cou		500-599		
Pre-requisite fo	r the course (if any)			
Course Learnin	g Outcomes (CLO)	CLO 1: Unders	stand of the history, evo	lution, and fundamental
	g this course, the learner will be able	concepts of prir	nt and publishing.	·
to:		CLO 2: Apply of	design principles, typog	raphy, and layout
			eate visually appealing	
			various printing technol	
			ress, press, and post-pre	
			p skills in publishing an	
Credits			ding marketing and pro Practical	Total
Credits		Theory	Practical	1 Otal
T. 1: II		4	0	4
Teaching Hours	-	4	0	4
Internal Assessi		70	0	30
End Term Exan Max. Marks	n Marks	100	0	70 100
Examination Ti	ma	3 hours	U	100
Part B-Contents		D Hours		
	Paper- Setter: The examiner will set	0 quartians aski	na two questions from a	and and an
	estion by taking course learning outc			
) will consist at least 4 parts covering			
	ting one question from each unit and			
Unit	Topics	tile compaisory	question. Till questions	Contact Hours
Ī	Evolution of printing techniques (from	om letterpress to	digital)	
	Print Media vs. Digital Media: Adv			
	convergence			
	Types of Print Publications: Books,	newspapers, mag	gazines, brochures,	15
	banners, posters, and flyers			13
	Basics of Printing Processes: Pre-pr	ess, press, and po	ost-press stages	
	Colour theory: CMYK vs. RGB	1 1 1		
11	Tone, tint, hue, gradiant, textures ar			
II	Printing Techniques and Technolog		very and Caraan	
	Traditional Printing Methods: Letterpress, offset, gravure, and Screen,			
	flexography Modern Printing Techniques: Digital printing (inkjet, laser), 3D printing in			
	publishing			15
	Pre-Press Operations: Image proces	sing and colour o	correction	
Proofing and imposition				
	Post-Press Operations: Binding and	finishing technic	ques	
	Lamination, varnishing, embossing			

III	Elements: Line, shape, colour, texture, space		
	Principles: Balance, contrast, alignment, proximity		
	Page Layout and Composition: Grid systems, margin	s, and gutters	
	Typography: Fonts, spacing, readability	-	15
	Software used for Publishing: Adobe InDesign, Phot	oshop, Illustrator,	13
	CorelDRAW, QuarkXPress, MS Word, and PDF for	matting	
	Print-Ready File Preparation: Resolution, colour pro-	files, and bleed setting	s
IV	Digital Publishing and Emerging Trends		
	E-books, digital magazines, and online newspaper		
	Formats and Platforms: EPUB, PDF, MOBI, and HT		
	Mobile publishing and Apps: Major e-newspapar a	ipps, vbiogs, poacast,	15
	Canva Distribution platforms: Kindle, Apple Books, Goog	la Raaks	13
	Legal and Ethical Issues: Copyright and licensing	IE DOOKS	
	Legal and Editical Issues. Copyright and licensing		
	Total Contact Hours		60
Suggest	red Evaluation Methods		
Interna	Internal Assessment: 30 End Term Examinat		
Theory	30	Theory:	70

Internal Assessment: 30		End Term Examination: 70	
Theory	30	Theory:	70
Class Participation:	5	Written Examination	
Seminar/presentation/assignment/quiz/class test etc.:	10		
Mid-Term Exam:	15		

- o Pipes, A. (2007). Foundations of Art and Design. Laurence King Publishing.
- o Ambrose, G., & Harris, P. (2011). *The Layout Book*. Bloomsbury Publishing.
- o Landa, R. (2014). *Graphic Design Solutions* (5th ed.). Cengage Learning.
- Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students (2nd ed.). Princeton Architectural Press.
- Hollis, R. (2006). Swiss Graphic Design: The Origins and Growth of an International Style, 1920–1965. Yale University Press.

So	ession: 2025-	26		
Part	A - Introdu	ction		
Name of Programme	M.Sc. Graphic Animation and Multimedia			
Semester	Fourth			
Name of the Course	Informatio	n Security		
Course Code	M24-GAM	[-404		
Course Type	DEC-2			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Define what information is and appreciate the value of information. CLO 2: Understand the CIA triad of Confidentiality, Integrity and Availability CLO 3: Analyze and resolve security issues in networks and computer systems CLO 4: Analyze and resolve security issues in networks and computer systems			
Credits	Theory	Practical	Total	
	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100	0	100	
Examination Time	3 hours			
Dant D Contents of the Course		•		

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unitand the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction: Basic concepts: threats, vulnerabilities, controls; risk; confidentiality, integrity, availability; security policies, security mechanisms; assurance; prevention, detection, deterrence Basic cryptography: Basic cryptographic terms, Historical background, Symmetric crypto primitives, Modes of operation, Cryptographic hash functions, Asymmetric crypto primitives	15
II	Program security: Flaws: Malicious code: viruses, Trojan horses, worms; Program flaws: buffer overflows, time-of-check to time-of-use flaws, incomplete mediation; Defenses: Software development controls, testing techniques Security in conventional operating systems: Memory, time, file, object protection requirements and techniques, Protection in contemporary operating systems	15
III	Identification and authentication: Identification goals, Authentication requirements, Human authentication, Machine authentication Trusted operating systems: Assurance, trust, design principles, evaluation, criteria, Evaluation process Database management systems security: Database integrity, Database secrecy, Inference control, multilevel databases	15

IV	15			
Total Contac	et Hours			60
Suggested Ev	valuation Methods			
Internal Ass	essment: 30		End Term Examina	tion: 70
>	Theory	30	> Theory:	70
•	Class Participation:	5	Written Examination	
•	Seminar/presentation/assignment/quiz/class test	10		
etc.:				
•	Mid-Term Exam:	15		

- o Information Security: The Complete Reference, Second Edition; Mark Rhodes-Ousley McGraw Hill Professional, 03-Apr-2013
- Fundamentals of Information Security: A Complete Go-to Guide for Beginners to Understand All the Aspects of Information Security by Sanil Nadkarni
- INFORMATION SECURITY (English, Paperback, Dr. Bhavana S. Karmore)
- Information Security by Pankaj Sharma, S.K. Kataria & Sons

Session: 2025-26				
Part A - Introduction				
Name of Programme M.Sc. Graphic Animation and Multimedia				
Semester	Fourth			
Name of the Course	Audio Video P	roduction		
Course Code	M24-GAM-40	5		
Course Type	DEC-2			
Level of the course	500-599			
Pre-requisite for the course (if any)				
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Gain a deep understanding of digital audio and video production principles. CLO 2: Proficiently use industry-standard digital audio and video production tools and software. CLO 3: Produce videos with proper camera settings along with various shots, angles and movements CLO 4: Work on post-production for various projects			
Credits	Theory	Practical	Total	
	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100 0 100			
Examination Time	3 hours			

<u>Instructions for Paper- Setter:</u> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to Digital Audio Production – Audio Equipment and	15
	Techniques	
	Overview of digital audio principles	
	Introduction to industry-standard equipment and software	
	Basic recording process	
	Different cables, connectors and pins	
	Microphones types and their applications	
	Working on Mixing, Dubbing & Foley	
	Basic audio editing tools	
	Setting up Sound for Live events using audio consoles	
II	Video production: Pre-production and production	15
	Types of cameras and their features	
	Camera operations, Exposure triangle, White balance	
	Different types of shots, angles and movements	
	Rule of 180-degree and 30-degree	
	Video composition and framing	
III	The Importance of Lighting – Working with lights	15
	Understanding lighting principles	
	Working with different types of lights	
	Working with shadows & Reflectors	

	Multi-point lighting techniques	
	Mood lighting (RGB)	
IV	Introduction to post-production	15
	Overview of post-production workflow	
	Workspace of video editing software and tools	
	Working with timeline	
	Working with chroma key	
	Adding video effects using software	
	Synchronization with audio tracks and voice-overs	
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30			End Term Examination: 70	
>	Theory	30	> Theory:	70
•	Class Participation:	5	Written Examination	
•	Seminar/presentation/assignment/quiz/class test	10		
etc.:				
•	Mid-Term Exam:	15		

Part C-Learning Resources

- Senior, Mike; Mixing Secrets for the Small Studio (2nd Edition), Published by Focal Press, a division of Taylor & Francis, ISBN 978-1-13-855637-9
- CLOok, Frank D.; Cubase 101; Music Production with Cubase 10, Hal Leonard, 2019
- Kaye, Deena; Lebrecht, James (1992). Sound and Music For The Theatre. Back Stage Books, an imprint of Watson-Guptill Publications.
- o Zettl, H. (2017). Video basics (8th ed.). Cengage Learning. ISBN 978-1-305-08990-3.
- o Millerson, G., & Owens, J. (2012). *Video production handbook* (5th ed.). Focal Press. ISBN 978-0-240-82415-4.
- Kindem, G., & Musburger, R. B. (2012). *Introduction to media production: The path to digital media production* (4th ed.). Focal Press. ISBN 978-0-240-82184-9.
- Farnham, J. (2018). *Video production: Disciplines and techniques* (12th ed.). Pearson. ISBN 978-0-13-460989-4.
- Bowen, C. J., & Thompson, R. (2017). *Grammar of the shot* (3rd ed.). Focal Press. ISBN 978-1-138-20824-8.
- o Box, H. C. (2020). Set lighting technician's handbook: Film lighting equipment, practice, and electrical distribution (5th ed.). Routledge. ISBN 978-1-138-34366-6.
- o Brown, B. (2012). *Motion picture and video lighting* (3rd ed.). Focal Press. ISBN 978-0-240-82151-1.

Session 2025-26						
Part A - Introduction						
Name of the Programme	M.Sc. Graphic Animation and Multimedia					
Semester	4 th	1				
Name of the Course	Digital Marke	eting Entrepreneurship	p			
Course Code	M24-GAM-40	9				
Course Type	EEC					
Level of the course (As per Annexure-I	500-599					
Pre-requisite for the course (if any)						
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	1					
	its techniques CLO 411.3: Do career planning and improve selfesteem. CLO 411.4: Enhance the employability skills					
Credits	Theory	Tutorial	Total			
	2	0	2			
Teaching Hours per week	2	0	2			
Internal Assessment Marks	15	0	15			
End Term Exam Marks	35 0 35					
Max. Marks	50 0 50					
Examination Time 3 hours						

Part B- Contents of the Course structions for Paper- Setter: The examiner will set 9 questions aski

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Concept and Importance of Digital Marketing, Traditional Marketing	8
	vs Digital Marketing	
	Digital Marketing Channels and Trends, Customer Journey and Digital	
	Consumer Behavior	
	Website Structure and Design, Domain, Hosting, Landing Pages and	
	Conversion Optimization	
II	Search Engines, Keyword Research and Content Optimization	7
	On-Page, Off-Page, and Technical SEO, Local SEO and SEO Tools,	
	Introduction to Paid Advertising, Google Ads: Account Setup,	

	Campaign Types, and Bidding, Ad Copywri				
	Performance Tracking and Optimization				
III	Concept of Entrepreneur & Entrepreneurship; Employment vs				7
	entrepreneurship; Role of employment				
	economic development; objectives of emplo	ymer	nt gene	eration; Career	
	planning: Individual's role, values and motiv	vatio	n; Self	esteem; Goal	
	setting; Institutes to promote employmen	ıt ar	d ent	repreneurship;	
	development of entrepreneurial mind set				
IV	Employability skills: Importance, types- Reading and comprehension				8
	skills; Listening skills; Speaking skills; Writing skills; Thinking skills-				
	critical thinking, creative thinking; Note taking system, role of IT in note				
	taking; Preparation for test taking; Multiple intelligence; Time management.				
	Total Contact Hours				30
	Suggested Evaluation Methods				
Internal Assessment: 15 End Term Exa				amination: 35	
> Theory 15		>	Theory	35	
• Class Participation: 4		4		Written Ex	amination
• Seminar/presentation/assignment/quiz/class test etc.: 4					

Recommended Books/e-resources/LMS:

• Mid-Term Exam:

- Dixit, S. and Yadav, N.: Employability Skills, BFC Publications, Lucknow.
- Janki Ram, B. and Rizwana, M.: Entrepreneurship Development, Excel Books, New Delhi.
- Khanka, S.S.: Entrepreneurial Development, S. Chand and Company, New Delhi.

Session: 2025-26					
Par	t A – Introducti	on			
Name of Programme	Name of Programme M.Sc. Graphic Animation and Multimedia				
Semester	4 th				
Name of the Course	Dissertation/Pro	Dissertation/Project Work			
Course Code	M24-GAM -410				
Course Type					
Level of the course	<u> </u>				
Pre-requisite for the course (if any) -					
Course Learning Outcomes (CLO)	_	stand the fundamental of	f media research		
After completing this course, the learner will be		stand the research met			
able to:	design	staria the research met	nodology and research		
		stand data analysis and o	lata codino		
		estand the research thesi			
	writing	stand the research thes.	is / report/ dissertation		
	_	stand the use of compute	er coftware		
Credits	Theory	Practical	Total		
Citatis	0	12	12		
m 1: II					
Teaching Hours per week	0	0	0		
Internal Assessment Marks	0	0	0		
End Term Exam Marks	0	0	0		
Max. Marks	0	300	300		
Part B-	Contents of the	Course			
Research Project and Guidelines			Contact Hours		
Research Project and Guidelines Identify Research Problem Write a synopsis Do review of Literature Frame Research questions and Hypothesis Frame objectives Design Methodology Prepare data collection tool Collect Data Draw conclusions Write thesis / Dissertation Every student has to publish and write a research paper alongwith dissertation. Evaluation of the thesis will be on the basis of Quality of Above Research. Supervisor will be allotted to each student of research honors Viva vice will be conducted in front of a three member committee constituted by the Institute. Submissions related to research Prepare a Questionnaire Prepare a Code book Prepare Google form Prepare Constituted Write review of literature Data coding with SPSS software					
	ed Evaluation M				
Internal Assessment End Term Examination: 300					

> `Practicum	0	> Practicum	300
Report	0	100	100
Viva-Voce	0	200	200
Max. Marks	0	300	300