SCHEME OF EXAMINATION
&
SYLLABUS
of
UG Programme (Interdisciplinary)
B.Sc. Multimedia (Honours)
&
(Honours with Research)
Scheme: D
As per National Education Policy 2020
(Multiple Entry-Exit, Internships and Choice Based Credit System)
w.e.f. Academic Session: 2025-2026(In Phased Manner)
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INSTITUTE OF MASS COMMUNICATION & MEDIA TECHNOLOGY
Kurukshetra University, Kurukshetra
(A+ Grade NAAC Accredited)
under
Faculty of Commerce and Management,
Kurukshetra University, Kurukshetra

Scheme of Examination of UG Programme (Interdisciplinary)
B.Sc. Multimedia (Honours) Scheme: D in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based Credit System) w.e.f. Academic Session 2025-26.

Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks					Duration of Exam
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)	Total	
B23-MMT-701	Story, Script & Storyboarding	CC-H1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-702	Graphic Design	CC-H2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-703	Multimedia Technologies	CC-H3	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-704	Web Analytics and SEO	DSE-H1 (Choose any one)	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-MMT-705	Introduction to 3D Animation		3	-	2	5	3	-	1	4	50	20	20	10	100	
B23-MMT-706	Digital Design Lab	PC-H1	-	-	8	8	-	-	4	4	-	-	70	30	100	3 Hours
B23-MMT-707	Visual Art and Creativity	CC-HM1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
Total Credits :24											**Total Marks**				**600**	

Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks					Duration of Exam
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)	Total	
B-23-MMT-801	Research Design	CC-H4	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B-23-MMt-802	User Interface and User Experience	CC-H5	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-803	Animation Techniques	CC-H6	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-804	3D Modeling and Texturing	DSE-H2 (Choose any one)	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-MMT-805	Lighting and Rendering		3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-MMT-806	Production Lab	PC-H2	-	-	8	8	-	-	4	4	-	-	70	30	100	3 Hours
B23-MMT-807	Monetization and Revenue Generation	CC-HM2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
Total Credits :24											**Total Marks**				**600**	

Scheme of Examination of UG Programme (Interdisciplinary)
B.Sc. Multimedia (Honours with Research) Scheme: D in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based Credit System) w.e.f. Academic Session 2025-26.

Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks					Duration of Exam
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)	Total	
B23-MMT-701	Story, Script & Storyboarding	CC-H1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-702	Graphic Design	CC-H2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-703	Multimedia Technologies	CC-H3	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-704	Web Analytics and SEO	DSE-H1 (Choose any one)	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-MMT-705	Introduction to 3D Animation		3	-	2	4	3	-	1	4	50	20	20	10	100	
B23-MMT-706	Digital Design Lab	PC-H1	-	-	8	8	-	-	4	4	-	-	70	30	100	3 Hours
B23-MMT-707	Visual Art and Creativity	CC-HM1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
										Total Credits :24	**Total Marks**				**600**	

Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks					Duration of Exam
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)	Total	
B-23-MMT-801	Research Design	CC-H4	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B-23-MMt-802	User interface and user experience	CC-H5	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-807	Monetization and Revenue Generation	CC-HM2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-MMT-808	Project / Dissertation	Evaluation Report=8 Credits Viva-Voce Examination=4 Credits								12	Evaluation Report= 200 Marks Viva-Voce Examination=100 Marks				300	-
										Total Credits :24	**Total Marks**				**600**	

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Story, Script & Storyboarding		
Course Code	B23-MMT -701		
Course Type	CC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Learn the idea creation for writing a story. CLO 2: Understand the grammar fundamentals for writing content CLO 3: Understand the language, dialect and script CLO 4: Convert the written content into the multimedia format.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

I 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	Story : Elements of story, Resources and ideas from life, Story Genres, Characters and the story, character driven stories, Event driven stories. Story structures and styles (Linear, Non-Linear, Circular and Episodic) Narrative, non-narrative, abstract, absurd with reference to stories for animated film Basic writing for Animation, Story Structure, Plot, Dramatic structure, Conflict, Setting mood, Rising action, Falling Action, Dénouement, Resolution	15
II	Script : Anatomy of a Script, Script Elements and Scene Heading, Action, Characters, Dialogue, Parenthetical, Extension, Transition, Shots, Page Breaking, Finer Points, Dual Dialogue, and Adlibs, Abbreviations and Montages, A Series of Shots and Short Lines/Poetry/Lyrics, transitions, continuity etc. Titles or Opening Credits, and Superimpose or Title, Title Page, Production Drafts, Top Continued and Bottom Continued, Locking Script Pages and Locking Scenes, Header, Do's and Don'ts. Script Formats, Radio scripts, TV scripts, Animation film scripts.	15
III	Storyboarding : Introduction to Storyboard, Importance of StoryBoard, difference between storyboard and Graphic Comic, Difference between Story, Script and Storyboard. Advantages of Storyboard in Animation and Anatomy of a Storyboard.	15

IV	Shots : Introduction to various shots, Camera angles and Camera Movements used in Storyboard panels. continuity and Timing, Building a sequence of shots. Use of Perspective, Composition, Light & Shadow in Storyboarding. Script to Storyboard Designing a storyboard based on a short script, Use of Thumbnails and Quick story sketches, Creating visual narrative using Animatics	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Bordwell, D., & Thompson, K. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.
- Field, S. (2005). *Screenplay: The foundations of screenwriting* (Revised ed.). Delta.
- Henderson, C. (2011). *The storyboard workbook: A practical guide to creating effective storyboards*. Watson-Guptill.
- McKee, R. (1997). *Story: Substance, structure, style, and the principles of screenwriting*. ReganBooks.
- Thomas, F., & Johnston, O. (1995). *The illusion of life: Disney animation*. Hyperion.
- Hart, J. (2009). *Digital storytelling: A creator's guide to interactive entertainment*. Focal Press.
- Clevett, D., & Simpson, M. (2012). *Writing for animation, comics, and games*. Routledge.
- Halas, J. (1999). *Timing for animation*. Focal Press.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Graphic Design		
Course Code	B23-MMT -702		
Course Type	CC-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the basic principles of graphic design. CLO 2: Learn the major tools of graphic designing. CLO 3: know about the color theory and color scheme CLO 4: Understand different kind of layouts in graphic designing.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Introduction to graphics, tools of graphics, uses & types of graphics Meaning and definition of graphics design Elements and principles of graphic design Graphics Overview: Raster graphics, Vector graphics	15
II	Understanding the role of graphic design in advertising Design Theory: Gestalt Principal, Visual Perception Elements of Art: Point, Line, Form, Shape, Space, Color, Texture, Value Principles of Art: Balance, Rhythm, Harmony, Contrast, Proportion, • Dominance, Unity	15
III	Logo Design: Principal, element and types Poster Design: Types, Elements Brochure Design: Types Infographics: concept and uses Colour Theory: Colour wheel, colour scheme	15
IV	Authoring and process of publishing Publishing types, newspaper and magazine publishing Research papers and publications Packaging and its types, Functions of Packaging	15

		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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Golombisky, K., & Hagen, R. (2017). White space is not your enemy: A beginner's guide to communicating visually through graphic, web & multimedia design. CRC Press.
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for imaging professionals. Peachpit Press.
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Multimedia Technologies		
Course Code	B23-MMT -703		
Course Type	CC-H3		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the file organization of different multimedia elements. CLO2:Learn the knowledge of various multimedia equipment's and kiosks. CLO 3: Create the linking inputs of interconnected multimedia systems. CLO 4: Learn to secure the created multimedia content.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

I 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	Multimedia Elements, Multimedia Applications, Multimedia System Architecture, Multimedia Databases; Types of Compression, Binary Image Compression Schemes, Color, gray scale, still-video image compression, video Image compression, audio compression; Data and File format standards- RTF, TIFF, RIFF, MIDI, JPEG, AVI, JPEG	15
II	Key Technology Issues, Pen Input, Video and Image Display Systems, Print Output Technologies, Image Scanners, Digital Voice and Audio, Video Images and Animation, Full Motion Video; Magnetic Media Technology, Optical Media, WORM optical drives , Cache Management for storage systems.	15
III	Types of Multimedia systems, Virtual Reality Design, Components of Multimedia system, Distributed Application Design Issues, Multimedia Authoring and User Interface, Hypermedia Messaging, Distributed Multimedia Systems	15
IV	Secured Multimedia, Digital Rights Management Systems, Technical Trends, Multimedia encryption, Digital Watermarking, Security Attacks; Multimedia Authentication, Pattern, Speaker and Behavior Recognition,	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Weixel, Fulton, Barksdale.Morse, "Multimedia Basics", Easwar Press 2004.
- Andleigh PK and Thakrar K, "Multimedia Systems", Addison Wesley Longman, 1999.
- Fred Halsall, "Multimedia Communications", Addison Wesley, 2000.
- Ralf Steinmetz, KlaraNahrstedt, "Multimedia, computing, communications and applications", Prentice Hall, 1995.
- Tay Vaughan, "Multimedia making It work", TMH 5th Edition 2001.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	7th		
Name of the Course	Web Analytics and SEO		
Course Code	B23-MMT- 704		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the fundamentals of web analytics and how it supports data-driven decision-making. CLO 2: Configure and use web analytics tools such as Google Analytics (GA4) for tracking and reporting. CLO 3: Understand and apply SEO techniques for optimizing website visibility on search engines. CLO 4: Analyze web traffic data to measure SEO performance and user engagement. CLO 5: Develop and present integrated strategies combining web analytics insights with SEO practices.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
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	Introduction to Web Analytics – Concepts and Importance Understanding Website Metrics – Users, Sessions, Bounce Rate, Pages/Session Types of Analytics – Descriptive, Diagnostic, Predictive, Prescriptive Setting up Google Analytics (GA4) – Configuration and Property Creation Exploring GA4 Dashboard – Real-time, Audience, and Acquisition Reports	11
II	Goal Setting and Conversion Tracking in Google Analytics Events, Parameters, and Enhanced Measurement in GA4 UTM Parameters and Campaign Tracking Funnel Visualization and User Flow Analysis Integrating Google Analytics with Google Ads and Search Console	11
III	Introduction to SEO – Meaning, Importance, and Types	11

	How Search Engines Work – Crawling, Indexing, and Ranking Keyword Research and Content Strategy On-Page SEO – Meta Tags, Headings, Internal Linking Technical SEO – Site Speed, Mobile Optimization, XML Sitemap, Robots.txt	
IV	Off-Page SEO – Link Building Techniques and Domain Authority Local SEO – Google Business Profile and Local Listings Social Media Signals and Their Impact on SEO SEO Tools – SEMrush, Ahrefs, Moz, Screaming Frog SEO Performance Reporting – KPIs, Analytics Interpretation, Strategy Development	12
V	**Practicals:** • Set up Google Analytics on a demo website and generate a basic traffic report. • Install and configure Google Search Console to monitor site performance. • Conduct a keyword research using Google Keyword Planner or Ubersuggest. • Write a blog post optimized for SEO using focus keywords, title tags, and meta descriptions. • Perform an on-page SEO audit of a sample website (check headers, image alt text, internal links). • Analyze bounce rate, session duration, and page views from Google Analytics reports. • Check website speed and performance using tools like Google PageSpeed Insights. • Submit a sitemap and robots.txt file in Google Search Console. • Track SEO performance using tools like Moz, SEMrush, or Ahrefs (free trial or demo). • Create a simple SEO report summarizing key metrics like traffic sources, top pages, and keyword rankings.	30
	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Cutroni, J. (2010). Google Analytics. O'Reilly Media.
- Enge, E., Spencer, S., Fishkin, R., & Stricchiola, J. (2015). The art of SEO: Mastering search engine optimization (3rd ed.). O'Reilly Media.
- Clifton, B. (2012). Advanced web metrics with Google Analytics (3rd ed.). Wiley.
- Kaushik, A. (2010). Web analytics 2.0: The art of online accountability and science of customer centricity. Wiley.
- Ledford, J. L. (2009). SEO: Search engine optimization bible (2nd ed.). Wiley.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	7th		
Name of the Course	Introduction to 3D Animation		
Course Code	B23-MMT- 705		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Apply the 3D animation pipeline: modeling, texturing, animation, lighting, and rendering. CLO 2: Use 3D software to create and manipulate objects and scenes. CLO 3: Apply basic animation principles in 3D environments. CLO 4: Create textured 3D models using UV mapping and materials. CLO 5: Produce a short animated sequence demonstrating key 3D skills.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
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	Overview of 3D animation and its industry applications History and evolution of 3D animation 3D production pipeline: Pre-production, Production, Post-production Introduction to interface and navigation in 3D software Working with objects: transformations, views, layers Introduction to storyboarding and planning an animation	11
II	Principles of 3D modeling (polygonal, NURBS, sculpting basics) Creating 3D assets: characters, props, and environments UV mapping and unwrapping	11

	Applying textures and materials Introduction to shaders and texture maps (diffuse, bump, specular)	
III	12 principles of animation (principles in 3D context) Keyframes and timelines Motion paths and interpolation Object and character animation basics Simple animations: bouncing ball, pendulum, walk cycle Introduction to rigging and constraints	11
IV	Basics of 3D lighting: point, spot, area, ambient Introduction to cameras and camera animation Scene composition and visual storytelling Introduction to rendering engines and render settings Rendering techniques and output formats Final project planning and execution	12
V	**Practicals:** 1. Model basic 3D shapes using primitive objects and transform tools. 2. Create a low-poly house using extrusion and loop cuts. 3. Unwrap UVs and apply textures to a 3D model. 4. Animate a bouncing ball using squash and stretch principles. 5. Create a pendulum swing animation demonstrating easing. 6. Animate a basic biped walk cycle using keyframes. 7. Model a simple character or prop with clean topology. 8. Set up a 3-point lighting system for a 3D object. 9. Animate a camera fly-through in a 3D environment. 10. Develop a short final animation combining all learned skills.	30
	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Derakhshani, D. (2020). *Introducing Autodesk Maya 2020*. Sybex.
- Van Gumster, J. (2020). *Blender for dummies* (4th ed.). For Dummies.
- Williams, R. (2009). *The animator's survival kit: A manual of methods, principles and formulas for classical, computer, games, stop motion and internet animators* (Expanded ed.). Faber & Faber.
- Birn, J. (2014). *Digital lighting and rendering* (3rd ed.). New Riders.
- Beane, A. (2012). *3D animation essentials*. Wiley.
- Parent, R. E. (2012). *Computer animation: Algorithms and techniques* (3rd ed.). Morgan Kaufmann. *(More technical, useful for students progressing into algorithmic animation.)*

Session: 2025-26			
Part A - Introduction			
Name of the Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Digital Design Lab		
Course Code	B23-MMT -706		
Course Type	PC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO:1. Understand the difference between different graphics and image file formats. CLO:2. Understand Vector Graphic tools. CLO:3. Know About Design Process. CLO:4. Learn the Techniques to Create Digital Graphics		
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-Contents of the Course

	Practical's	Contact Hours
	1. Create five Logos 2. Draw two Posters 3. Make a Web Banner 4. Make two Hoardings 5. Create Emailers 6. Make four Flyers 7. Make two Magazine covers 8. Make Two Newspaper Advertisement 9. Infographics Discussion 10. Make a Trifold brochure 11. Make a French fold brochure 12. Create a Gatefold brochure 13. Make Bi fold brochure 14. Create a Accordian brochure 15. Create Five PowerPoint presentations 16. Make a Webpage 17. Typography Practice 18. Packaging Drawing Practice 19. Make a Vehicle wrap design 20. Make a Mock up design	120

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	

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Corel Draw Training Guide, Author: Satish Jain, M. Geetha Basics of Illustration
- Corel draw 2020 User Guide
- A Textbook of Vector Calculus by Shanti Narayan (Author), P.K. Mittal (Author)
- Guide to Graphics Design by Scott W. Santoro, Library of Congress Cataloging-in-Publication Data, ISBN 978-0-13-230070-4 (pbk.)
- Graphic Designer's Essential Reference, Visual Elements, Techniques, and Layout Strategies for Graphic Designers by Timothy Samara, ROCKPORT PUBLISHER

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	7th		
Name of the Course	Visual Art and Creativity		
Course Code	B23-MMT -707		
Course Type	CC-HM1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Know about Art and Indian concept of Art and Diversity of Shapes. CLO 2: Know about the Color Concept and different Color schemes. CLO 3: Understand the Anatomy and Proportions of human body. CLO 4: Develop knowledge of Digital Drawing in Photoshop		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

I 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	Define Art Origin of Art: Study of Prehistoric Indian Art , Visual Arts & Its Forms & Creative Pedagogies Diversity of Shapes, Form, Lines, Textures Drawing: Line, Contour, Stippling and Hatching Sketching and Concept Drawing, Understanding of Light and Shadow Landscapes and Composition Mandala art: Concept, Doodling: Concept	15
II	Perception of Color and Color Wheel Mixing of Primary, Secondary and Tertiary Colors Tint, Shades, Hues, Tones, Warm Colors and Cool Colors. Different Color schemes (Complimentary, Split Complimentary, Analogous, Triadic etc.	15

III	Pattern Design and 3D Design Perspectives on the Creative Process Anatomy & Proportions: Body Types, Poses, Facial Expression Painting: Water color, Pencil color Typography: Elements and Features, Calligraphy: Elements and Features	15
IV	Overview of Photoshop Interface Understanding of Pen tool, Brush Tool and Brush Panel Shading and Painting techniques in Photoshop Use of Opacity, Flow and Pattern Digital Panting: Object, Character and Illustration	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Gombrich, E. H. (2000). *The story of art* (16th ed.). Phaidon Press.
- Arnheim, R. (1974). *Art and visual perception: A psychology of the creative eye* (2nd ed.). University of California Press.
- Lauer, D. A., & Pentak, S. (2018). *Design basics* (11th ed.). Cengage Learning.
- Edwards, B. (2012). *Drawing on the right side of the brain* (4th ed.). TarcherPerigee.
- Birren, F. (1988). *Color, environment, and human response: An interdisciplinary understanding of color and its use as a beneficial element in the design of the architectural environment*. Van Nostrand Reinhold.
- McCloud, S. (1994). *Understanding comics: The invisible art*. HarperCollins.
- Halas, J., & John, S. (1999). *Timing for animation*. Focal Press.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	Research Design		
Course Code	B23-MMT-801		
Course Type	CC-H4		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Formulate clear research problems, objectives, and hypotheses based on foundational research concepts. CLO 2: Identify and choose appropriate research designs for different types of research problems. CLO 3: Select suitable sampling techniques and design effective data collection tools for their research. CLO 4: Analyze, interpret, and present research findings using appropriate academic and ethical standards.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Foundations of Research Meaning, need, and purpose of research Types of research: qualitative, quantitative, mixed-methods Research process and scientific inquiry Formulating research problems Constructing objectives, questions, and hypotheses Variables: types, operationalization Review of literature: sources, process, and writing a conceptual framework	15
II	Research Design Types and Strategies	15

	Meaning and importance of research design Exploratory, descriptive, and explanatory designs Experimental research design Non-experimental designs Mixed-methods research designs	
III	Sampling concepts: population, sampling frame, sampling error Probability sampling: simple random, systematic, stratified, cluster, multistage Non-probability sampling: purposive, quota, snowball, convenience Tools and techniques of data collection Survey, interview, focus group, observation Content analysis, document analysis Measurement and scaling: Likert, semantic differential, rating scales Reliability and validity of instruments Ethical considerations in data collection	15
IV	Data Analysis, Interpretation & Report Writing Quantitative data analysis: Descriptive statistics (mean, median, mode, dispersion) Inferential statistics (correlation, t-test, chi-square, ANOVA—overview) Qualitative data analysis: Thematic coding, categorization, narrative analysis Interpreting results and drawing conclusions Research report structure: introduction to bibliography Academic writing style, referencing (APA/MLA/Chicago) Plagiarism, ethics in publication, and use of research software (SPSS, NVivo, Excel—overview)	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques* (4th ed.). New Age International.
- Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Babbie, E. (2021). *The practice of social research* (15th ed.). Cengage Learning.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**8th**		
Name of the Course	User Interface & User Experience (UI /UX)		
Course Code	B23-MMT- 802		
Course Type	CC-H5		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Generating design ideas based on well-defined goals and scenarios CLO 2: Developing impactful user interfaces using design systems CLO 3: Employing Wire framing, prototyping, and testing tools for design evaluation CLO 4: Applying user-centered design principles to enhance User Experiences		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Concept of User Interface Design (UI) Scope of Interface Design Process of UI Design: Empathize, Define, Ideate, Deliver, Test / Components Elements of UI Design: Input Controls, Navigation Components, Informational Components, Containers, Principles of UI Design Clarity, Consistency, Accessibility, Feedback, Familiarity, Design Standards, Structure and Hierarchy, Simplicity, Control, Empathy Types of UI Design	15
II	Concept of UX Design Process of UX Design: Product Definition, Product Research, Analysis, Design, Validation (Testing) 8 Stages: Project Definition and Scope, Understanding the problem, UX Research, Ideation (Sketching and low fidelity prototyping), High fidelity mockups and prototype, Usability Testing, Design handoff, Quality Assurance or UX Audit, Elements of User Experience Functional Layout & Interaction design	15

	UX Principles: Doherty Threshold, Occam's Razor, Pareto Principle, Postel's Law, Tesler's Law	
III	Gestalt Principles Concept of Microcopy Concept of Wireframing: low fidelity and high fidelity Difference Between UI and UX	15
IV	Concept of Grids User Persona and Scenario, Concept Of Prototypes Market Competitive Analysis, Research Methodology	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- A Project Guide to UX Design: For user experience designers in the field or in the making (2nd. ed.). Russ Unger and Carolyn Chandler. New Riders Publishing, USA, 2012.
- The Elements of User Experience: User-Centered Design for the Web and Beyond, Second Edition Jesse James Garrett, Pearson Education. 2011.
- The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, Third Edition by Wilbert O. Galitz, Wiley Publishing, Inc.
- Adobe XD in CC,Classroom in a Book, The official training workbook from Adobe By Brian Wood, ADOBE PRESS
- The UX Book Process and Guidelines for Ensuring a Quality User Experience, Rex Hartson and Pardha S. Pyla, Elsevier, 2012

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**8th**		
Name of the Course	Animation Techniques		
Course Code	B23-MMT- 803		
Course Type	CC-H6		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1:Understand about the origin and development of animation. CLO 2: Know about the different Styles of Animation around the word. CLO 3: Learn Different Principals of Animation CLO 4: Understanding of Animation industry and its scope in different areas.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Ancient Origin of animation Development of Animation: 19th Century, Early 20th Century, Golden Age of Animation Techniques of Animation: Cel Animation / Frame by Frame, Traditional Animation, Stop Motion Animation, Computer Animation – 2D, 3D, Particles Animation and VFX. Animation Styles: Anime, Manga-Inspired Animation**, Weston's,** Filipino Animation	15
II	12 Principals of Animation Compare: Straight ahead action and pose-to-pose Pipeline of Animation: Pre-Production, Production and Post-Production Compare production process of 2D and 3D Animation	15
III	Persistence of Vision: Illusion and Motion of Illusion LightBox, FlipBook , Frame with types, X-Sheet Frame Rate (FPS): 8fps, 10fps, 12fps, 24fps, 30fps, 60fps, 120fps	15

	Stop Motion Animation: Cut-Out Animation, Sand Animation, Shadow Animation, Clay Animation	
IV	Scope of Animation in Advertising, E-Learning, Games Pioneers of Indian Animation: Uday Shankar, Ram Mohan, Rajendra Kumar, Rajiv Chilaka Cartoon Channels and about their Animation Styles: Cartoon Network, Nickelodeon, Disney, Pogo, Hungama. Animation Studio and their role in growth of animation: Warner Bros, Disney, Hanna-Barbera, Pixar, Dreamworks, Aardman	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Lasseter, J. (2001). Principles of Traditional Animation. Pixar Animation Studios.
- Thomas, F., & Johnston, O. (1995). The Illusion of Life: Disney Animation. Disney Editions.
- Kerlow, I. V. (2009). The Art of 3D Computer Animation and Effects. John Wiley & Sons.
- Williams, R. (2012). The Animator's Survival Kit. Faber & Faber.
- Hooks, E. (2017). Acting for Animators: A Complete Guide to Performance Animation. Routledge.
- Birn, J. (2016). Digital Lighting and Rendering. New Riders.
- Whitaker, H., & Halas, J. (2009).

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	3D Modeling & Texturing		
Course Code	B23-MMT- 804		
Course Type	DSE-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand principles and tools of 3D modeling. CLO 2: Create high-quality 3D models using various techniques. CLO 3: Apply UV mapping and unwrapping for texturing. CLO 4: Develop textures using procedural and image-based methods. CLO 5: Present textured 3D models in rendered scenes with lighting and cameras.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
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	Overview of 3D production pipeline Introduction to 3D software interfaces (Maya, Blender, etc.) Coordinate systems, transforms, and viewport navigation Polygonal modeling basics: vertices, edges, faces Primitive objects and object manipulation, Naming conventions and scene organization	11
II	Polygonal modeling: extrusion, bevel, bridge, inset, knife tools Edge loops, topology, and mesh flow for animation-ready models Subdivision modeling and sculpting basics, Hard-surface vs. organic modeling Modeling a complex object (e.g., furniture, vehicle, or character base mesh) Exporting and optimizing models for different platforms	11
III	Introduction to UV coordinates and texture space Manual and automatic UV unwrapping techniques Seams, islands, and UV layout strategies, UV packing and distortion correction Baking normal maps, ambient occlusion, and curvature maps Creating UV templates for texturing	11
IV	Principles of digital texturing and material properties Texture maps: color (albedo), bump, normal, roughness, specular, metallic, etc.	12

	Working with image-based and procedural textures Introduction to PBR (Physically Based Rendering) workflows Using Substance Painter or similar tools for texture painting Applying textures in a 3D environment and rendering a final output	
V	**Practicals:** • Create a low-poly chair model using basic polygonal primitives and apply subdivision modifiers. • Model a stylized cartoon character base mesh focusing on proper edge loop placement and topology. • Design a 3D prop (e.g., a sword or lantern) using extrude, bevel, and mirror functions. • Construct a detailed room interior scene including furniture and props with modular design principles. • Model a realistic human hand or face using reference images and organic modeling techniques. • Create a hard-surface sci-fi crate or mechanical object using booleans and creases. • Reconstruct a famous architectural monument (e.g., the Eiffel Tower or Taj Mahal) using polygonal modeling. • Model a complete 3D vehicle (car or bike) with emphasis on smooth curves and panel separation. • Develop a game-ready asset (e.g., a treasure chest or barrel) with optimized topology for export. • Design a fantasy creature or robot by blocking out primary forms and refining with sculpting tools.	30
	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Lanier, L. (2008). *Advanced Maya texturing and lighting* (2nd ed.). Sybex.
- Totten, C. W. (2012). *An architectural approach to level design*. CRC Press.
- Murdock, K. L. (2020). *Autodesk Maya 2020 basics guide*. SDC Publications.
- Derakhshani, D. (2014). *Introducing Autodesk Maya 2015*. Sybex.
- Wright, S. (2010). *Digital compositing for film and video: Production workflows and techniques* (3rd ed.). Focal Press.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	Lighting and Rendering		
Course Code	B23-MMT- 805		
Course Type	DSE-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand concepts of light, shadows, and color in 3D. CLO 2: Apply lighting techniques to enhance mood and realism. CLO 3: Use rendering engines and optimize settings for output. CLO 4: Troubleshoot lighting and rendering issues in workflows. CLO 5: Create and optimize photo-realistic 3D scenes using advanced techniques.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
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	Nature of light: Real-world vs. virtual lighting Types of virtual lights: Point, Spot, Directional, Area, Ambient, and Image-based Lighting (IBL) Light attributes: Intensity, color temperature, falloff, shadows Three-point lighting system Importance of lighting in storytelling and visual composition	11
II	Global Illumination (GI) and Indirect Lighting High Dynamic Range Imaging (HDRI) lighting Volumetric lighting and fog effects Interior vs. exterior lighting setups Daylight simulation and time-of-day lighting Cinematic lighting: mood, emotion, contrast, and visual narrative	11
III	Overview of rendering engines: Arnold, V-Ray, Redshift, Octane, Eevee, and Cycles Ray tracing vs. rasterization Shading models and materials (Phong, Lambert, PBR)	11

	Texture mapping: bump, normal, displacement maps Render settings and passes (diffuse, specular, shadows, AO, Z-depth) Real-time vs. offline rendering	
IV	Render optimization: sampling, noise reduction, denoising techniques Baking lighting for performance, Troubleshooting lighting and rendering artifacts Compositing basics: render layers and passes Color grading and post-processing Case studies from film, animation, and game production pipelines	12
V	**Practicals:** ● Create a 3D scene and light a character using three-point lighting. ● Use HDRI lighting to make a shiny object look realistic. ● Light a room interior using daylight and soft area lights. ● Show a day-to-night lighting change in an outdoor scene. ● Add fog and light beams to a forest or street for mood. ● Render a product with different materials to see how light reacts. ● Animate a spotlight moving across a stage or concert scene. ● Render the same scene in two different render engines and compare the results. ● Use render passes (like shadows and reflections) and combine them in post. ● Test different render settings in a complex scene and record how it affects time and quality.	30
	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Birn, J. (2013). *Digital lighting and rendering* (3rd ed.). New Riders.
- Keller, A. (2015). *Global illumination: Theory and applications*. A K Peters/CRC Press.
- Katz, S. D. (1991). *Film directing shot by shot: Visualizing from concept to screen*. Michael Wiese Productions.
- Gritz, L., & Apodaca, A. (2000). *Advanced renderMan: Creating CGI for motion pictures*. Morgan Kaufmann.
- Wright, S. (2010). *Digital compositing for film and video: Production workflows and techniques* (3rd ed.). Focal Press.

Session: 2025-26			
Part A - Introduction			
Name of the Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	Production Lab		
Course Code	B23-MMT-806		
Course Type	PC-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO: 1. Understand the concepts of web designing. CLO: 2Know the process of Web designing. CLO: 3 learn the coding of web designing. CLO: 4 Learn the various related technologies of web designing.		
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-Contents of the Course		
Practical's		**Contact Hours**
	1. Create a simple HTML page with a <header>, <main>, and <footer>. 2. Add a heading, a paragraph, and a list. 3. Design a basic form with different input types (text, email, password, checkbox, radio buttons, and a submit button). 4. Create an image gallery using HTML <figure>, <figcaption>, and <img> tags. 5. Use <a> tags to link images to their larger versions. 6. Add links to different sections of the page. 7. Create a table with <table>, <tr>, <th>, and <td> tags. 8. Create a responsive webpage that adjusts its layout based on the screen size using media queries. 9. Style text using CSS properties like font-family, font-size, font-weight, color, line-height, and text-align. 10. Create a box with a border, padding, and margin to understand the CSS box model. 11. Build a layout using Flexbox to create a responsive navigation bar or a grid of items. 12. Use CSS to make images responsive, ensuring they scale properly on different devices. 13. Create a program that performs basic arithmetic operations: addition, subtraction, multiplication, and division.	120

	14. Create a program that finds out the percentage of a students using control statement. 15. Write a program to check if a given number is prime. 16. Implement functions to perform operations on arrays: finding the maximum and minimum values, calculating the average, and sorting the array in ascending order. 17. String Manipulation functions Practice 18. Write a PHP script that prints "welcome message!" to the web page. **19.** Create an HTML form that collects user information (name, email) and process the form data using PHP. Display the submitted information on a new page. **20.** Develop a PHP script that performs basic arithmetic operations (addition, subtraction, multiplication, and division) based on user input from a form.	

Suggested Evaluation Methods			
Internal Assessment: 30		**End Term Examination: 70**	
➢ **Practicum**	**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		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Mercer, Kent, Nowicki, Squier and Choi, “Beginning PHP5”, John Wiley & Sons, Inc., 2004.
- Jeffrey C. Jackson, “Web Technologies: A Computer Science Perspective”, Pearson Education, 2006.
- Chris Bates, “Web Programming – Building Intranet applications”, Wiley Publications, 3rd Edition, 2009.
- Deitel, Deitel& Nieto, “Internet and World Wide Web - How to Program”, References:
- HTML & CSS: THE COMPLETE REFERENCE by Thomas Powell
- HTML & CSS Easy learn in 7 Days by Albert Irudaya Raj J
- Let Us C: Authentic guide to C programming language - 19th by Yashavant Kanetkar (Author)
- Programming in ANSI C || 9th Edition || by Balagurusamy || McGraw Hill by E Balagurusamy

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	Monetization and Revenue Generation		
Course Code	B23-MMT-807		
Course Type	CC-HM2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand and explain monetization models in digital and creative industries. CLO 2: Analyze the impact of ad-based, subscription, affiliate, and product revenue models. CLO 3: Use tools like AdSense, YouTube Studio, Patreon, and e-commerce for monetization. CLO 4: Create and present a revenue plan for a digital or creative project.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Fundamentals of Monetization and Revenue Generation Historical Overview of Revenue Models Difference between Profit, Revenue, and Cash Flow Business Model Canvas and Value Proposition Types of Business Models: B2B, B2C, C2C, D2C	15
II	Online Advertising Models Google AdSense, Facebook Ads, YouTube Monetization Affiliate Marketing and Influencer Marketing Subscription Models (Freemium, Premium, Membership) E-commerce & Dropshipping Monetization	15

	Mobile App Monetization (In-App Purchases, Ads)	
III	Content Creation Platforms: YouTube, Patreon, Substack Monetizing Podcasts, Blogs, eBooks, and Courses Social Media Monetization (Instagram, TikTok, LinkedIn) SaaS Monetization Models Licensing and Merchandising Strategies	15
IV	Fintech Innovations in Monetization (UPI, Wallets, BNPL) Blockchain, Cryptocurrency, and NFTs for Revenue Artificial Intelligence in Monetization (Personalized Ads, Chatbots) Data Monetization and Ethical Considerations Developing a Monetization Strategy: Tools and Templates	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Fishkin, R. (2015). *Lost and founder: A painfully honest field guide to the startup world*. Portfolio.
- Patel, N., & Flynn, P. (2016). *Monetize your expertise: How to turn knowledge, passion, and skills into profits*. CreateSpace Independent Publishing.
- Cutroni, J. (2010). *Google Analytics*. O'Reilly Media.
- Newberry, C. (2019). *YouTube secrets: The ultimate guide to growing your following and making money as a video influencer*. Self-published.
- Halligan, B., & Shah, D. (2014). *Inbound marketing: Get found using Google, social media, and blogs* (2nd ed.). Wiley.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education.
- Berman, K., & Knight, J. (2013). *Financial intelligence for entrepreneurs: What you really need to know about the numbers*. Harvard Business Review Press.
- Godin, S. (2018). *This is marketing: You can't be seen until you learn to see*. Portfolio.

Honours with Research

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Story, Script & Storyboarding		
Course Code	B23-MMT -701		
Course Type	CC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Learn the idea creation for writing a story. CLO 2: Understand the grammar fundamentals for writing content CLO 3: Understand the language, dialect and script CLO 4: Convert the written content into the multimedia format.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

I 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	Story : Elements of story, Resources and ideas from life, Story Genres, Characters and the story, character driven stories, Event driven stories. Story structures and styles (Linear, Non-Linear, Circular and Episodic) Narrative, non-narrative, abstract, absurd with reference to stories for animated film Basic writing for Animation, Story Structure, Plot, Dramatic structure, Conflict, Setting mood, Rising action, Falling Action, Dénouement, Resolution	15
II	Script : Anatomy of a Script, Script Elements and Scene Heading, Action, Characters, Dialogue, Parenthetical, Extension, Transition, Shots, Page Breaking, Finer Points, Dual Dialogue, and Adlibs, Abbreviations and Montages, A Series of Shots and Short Lines/Poetry/Lyrics, transitions, continuity etc. Titles or Opening Credits, and Superimpose or Title, Title Page, Production Drafts, Top Continued and Bottom Continued, Locking Script Pages and Locking Scenes, Header, Do's and Don'ts. Script Formats, Radio scripts, TV scripts, Animation film scripts.	15
III	Storyboarding : Introduction to Storyboard, Importance of StoryBoard, difference between storyboard and Graphic Comic, Difference between Story, Script and Storyboard. Advantages of Storyboard in Animation and Anatomy of a Storyboard.	15

IV	Shots : Introduction to various shots, Camera angles and Camera Movements used in Storyboard panels. continuity and Timing, Building a sequence of shots. Use of Perspective, Composition, Light & Shadow in Storyboarding. Script to Storyboard Designing a storyboard based on a short script, Use of Thumbnails and Quick story sketches, Creating visual narrative using Animatics	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Bordwell, D., & Thompson, K. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.
- Field, S. (2005). *Screenplay: The foundations of screenwriting* (Revised ed.). Delta.
- Henderson, C. (2011). *The storyboard workbook: A practical guide to creating effective storyboards*. Watson-Guptill.
- McKee, R. (1997). *Story: Substance, structure, style, and the principles of screenwriting*. ReganBooks.
- Thomas, F., & Johnston, O. (1995). *The illusion of life: Disney animation*. Hyperion.
- Hart, J. (2009). *Digital storytelling: A creator's guide to interactive entertainment*. Focal Press.
- Clevett, D., & Simpson, M. (2012). *Writing for animation, comics, and games*. Routledge.
- Halas, J. (1999). *Timing for animation*. Focal Press.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Graphic Design		
Course Code	B23-MMT -702		
Course Type	CC-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the basic principles of graphic design. CLO 2: Learn the major tools of graphic designing. CLO 3: know about the color theory and color scheme CLO 4: Understand different kind of layouts in graphic designing.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	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	Introduction to graphics, tools of graphics, uses & types of graphics Meaning and definition of graphics design Elements and principles of graphic design Graphics Overview: Raster graphics, Vector graphics	15
II	Understanding the role of graphic design in advertising Design Theory: Gestalt Principal, Visual Perception Elements of Art: Point, Line, Form, Shape, Space, Color, Texture, Value Principles of Art: Balance, Rhythm, Harmony, Contrast, Proportion, • Dominance, Unity	15
III	Logo Design: Principal, element and types Poster Design: Types, Elements Brochure Design: Types Infographics: concept and uses Colour Theory: Colour wheel, colour scheme	15
IV	Authoring and process of publishing Publishing types, newspaper and magazine publishing Research papers and publications Packaging and its types, Functions of Packaging	15

		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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Golombisky, K., & Hagen, R. (2017). White space is not your enemy: A beginner's guide to communicating visually through graphic, web & multimedia design. CRC Press.
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for imaging professionals. Peachpit Press.
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Multimedia Technologies		
Course Code	B23-MMT -703		
Course Type	CC-H3		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the file organization of different multimedia elements. CLO2:Learn the knowledge of various multimedia equipment's and kiosks. CLO 3: Create the linking inputs of interconnected multimedia systems. CLO 4: Learn to secure the created multimedia content.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

I 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	Multimedia Elements, Multimedia Applications, Multimedia System Architecture, Multimedia Databases; Types of Compression, Binary Image Compression Schemes, Color, gray scale, still-video image compression, video Image compression, audio compression; Data and File format standards- RTF, TIFF, RIFF, MIDI, JPEG, AVI, JPEG	15
II	Key Technology Issues, Pen Input, Video and Image Display Systems, Print Output Technologies, Image Scanners, Digital Voice and Audio, Video Images and Animation, Full Motion Video; Magnetic Media Technology, Optical Media, WORM optical drives , Cache Management for storage systems.	15
III	Types of Multimedia systems, Virtual Reality Design, Components of Multimedia system, Distributed Application Design Issues, Multimedia Authoring and User Interface, Hypermedia Messaging, Distributed Multimedia Systems	15
IV	Secured Multimedia, Digital Rights Management Systems, Technical Trends, Multimedia encryption, Digital Watermarking, Security Attacks; Multimedia Authentication, Pattern, Speaker and Behavior Recognition,	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Weixel, Fulton, Barksdale.Morse, "Multimedia Basics", Easwar Press 2004.
- Andleigh PK and Thakrar K, "Multimedia Systems", Addison Wesley Longman, 1999.
- Fred Halsall, "Multimedia Communications", Addison Wesley, 2000.
- Ralf Steinmetz, KlaraNahrstedt, "Multimedia, computing, communications and applications", Prentice Hall, 1995.
- Tay Vaughan, "Multimedia making It work", TMH 5th Edition 2001.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	7th		
Name of the Course	Web Analytics and SEO		
Course Code	B23-MMT- 704		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the fundamentals of web analytics and how it supports data-driven decision-making. CLO 2: Configure and use web analytics tools such as Google Analytics (GA4) for tracking and reporting. CLO 3: Understand and apply SEO techniques for optimizing website visibility on search engines. CLO 4: Analyze web traffic data to measure SEO performance and user engagement. CLO 5: Develop and present integrated strategies combining web analytics insights with SEO practices.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
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	Introduction to Web Analytics – Concepts and Importance Understanding Website Metrics – Users, Sessions, Bounce Rate, Pages/Session Types of Analytics – Descriptive, Diagnostic, Predictive, Prescriptive Setting up Google Analytics (GA4) – Configuration and Property Creation Exploring GA4 Dashboard – Real-time, Audience, and Acquisition Reports	11
II	Goal Setting and Conversion Tracking in Google Analytics Events, Parameters, and Enhanced Measurement in GA4 UTM Parameters and Campaign Tracking Funnel Visualization and User Flow Analysis Integrating Google Analytics with Google Ads and Search Console	11
III	Introduction to SEO – Meaning, Importance, and Types	11

	How Search Engines Work – Crawling, Indexing, and Ranking Keyword Research and Content Strategy On-Page SEO – Meta Tags, Headings, Internal Linking Technical SEO – Site Speed, Mobile Optimization, XML Sitemap, Robots.txt	
IV	Off-Page SEO – Link Building Techniques and Domain Authority Local SEO – Google Business Profile and Local Listings Social Media Signals and Their Impact on SEO SEO Tools – SEMrush, Ahrefs, Moz, Screaming Frog SEO Performance Reporting – KPIs, Analytics Interpretation, Strategy Development	12
V	**Practicals:** • Set up Google Analytics on a demo website and generate a basic traffic report. • Install and configure Google Search Console to monitor site performance. • Conduct a keyword research using Google Keyword Planner or Ubersuggest. • Write a blog post optimized for SEO using focus keywords, title tags, and meta descriptions. • Perform an on-page SEO audit of a sample website (check headers, image alt text, internal links). • Analyze bounce rate, session duration, and page views from Google Analytics reports. • Check website speed and performance using tools like Google PageSpeed Insights. • Submit a sitemap and robots.txt file in Google Search Console. • Track SEO performance using tools like Moz, SEMrush, or Ahrefs (free trial or demo). • Create a simple SEO report summarizing key metrics like traffic sources, top pages, and keyword rankings.	30
	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Cutroni, J. (2010). Google Analytics. O'Reilly Media.
- Enge, E., Spencer, S., Fishkin, R., & Stricchiola, J. (2015). The art of SEO: Mastering search engine optimization (3rd ed.). O'Reilly Media.
- Clifton, B. (2012). Advanced web metrics with Google Analytics (3rd ed.). Wiley.
- Kaushik, A. (2010). Web analytics 2.0: The art of online accountability and science of customer centricity. Wiley.
- Ledford, J. L. (2009). SEO: Search engine optimization bible (2nd ed.). Wiley.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	7th		
Name of the Course	Introduction to 3D Animation		
Course Code	B23-MMT- 705		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Apply the 3D animation pipeline: modeling, texturing, animation, lighting, and rendering. CLO 2: Use 3D software to create and manipulate objects and scenes. CLO 3: Apply basic animation principles in 3D environments. CLO 4: Create textured 3D models using UV mapping and materials. CLO 5: Produce a short animated sequence demonstrating key 3D skills.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
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	Overview of 3D animation and its industry applications History and evolution of 3D animation 3D production pipeline: Pre-production, Production, Post-production Introduction to interface and navigation in 3D software Working with objects: transformations, views, layers Introduction to storyboarding and planning an animation	11
II	Principles of 3D modeling (polygonal, NURBS, sculpting basics) Creating 3D assets: characters, props, and environments UV mapping and unwrapping	11

	Applying textures and materials Introduction to shaders and texture maps (diffuse, bump, specular)	
III	12 principles of animation (principles in 3D context) Keyframes and timelines Motion paths and interpolation Object and character animation basics Simple animations: bouncing ball, pendulum, walk cycle Introduction to rigging and constraints	11
IV	Basics of 3D lighting: point, spot, area, ambient Introduction to cameras and camera animation Scene composition and visual storytelling Introduction to rendering engines and render settings Rendering techniques and output formats Final project planning and execution	12
V	**Practicals:** 11. Model basic 3D shapes using primitive objects and transform tools. 12. Create a low-poly house using extrusion and loop cuts. 13. Unwrap UVs and apply textures to a 3D model. 14. Animate a bouncing ball using squash and stretch principles. 15. Create a pendulum swing animation demonstrating easing. 16. Animate a basic biped walk cycle using keyframes. 17. Model a simple character or prop with clean topology. 18. Set up a 3-point lighting system for a 3D object. 19. Animate a camera fly-through in a 3D environment. 20. Develop a short final animation combining all learned skills.	30
	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Derakhshani, D. (2020). *Introducing Autodesk Maya 2020*. Sybex.
- Van Gumster, J. (2020). *Blender for dummies* (4th ed.). For Dummies.
- Williams, R. (2009). *The animator's survival kit: A manual of methods, principles and formulas for classical, computer, games, stop motion and internet animators* (Expanded ed.). Faber & Faber.
- Birn, J. (2014). *Digital lighting and rendering* (3rd ed.). New Riders.
- Beane, A. (2012). *3D animation essentials*. Wiley.
- Parent, R. E. (2012). *Computer animation: Algorithms and techniques* (3rd ed.). Morgan Kaufmann. *(More technical, useful for students progressing into algorithmic animation.)*

Session: 2025-26			
Part A - Introduction			
Name of the Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Digital Design Lab		
Course Code	B23-MMT -706		
Course Type	PC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO:1. Understand the difference between different graphics and image file formats. CLO:2. Understand Vector Graphic tools. CLO:3. Know About Design Process. CLO:4. Learn the Techniques to Create Digital Graphics		
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-Contents of the Course

	Practical's	Contact Hours
	21. Create five Logos 22. Draw two Posters 23. Make a Web Banner 24. Make two Hoardings 25. Create Emailers 26. Make four Flyers 27. Make two Magazine covers 28. Make Two Newspaper Advertisement 29. Infographics Discussion 30. Make a Trifold brochure 31. Make a French fold brochure 32. Create a Gatefold brochure 33. Make Bi fold brochure 34. Create a Accordian brochure 35. Create Five PowerPoint presentations 36. Make a Webpage 37. Typography Practice 38. Packaging Drawing Practice 39. Make a Vehicle wrap design 40. Make a Mock up design	120

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	

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Corel Draw Training Guide, Author: Satish Jain, M. Geetha Basics of Illustration
- Corel draw 2020 User Guide
- A Textbook of Vector Calculus by Shanti Narayan (Author), P.K. Mittal (Author)
- Guide to Graphics Design by Scott W. Santoro, Library of Congress Cataloging-in-Publication Data, ISBN 978-0-13-230070-4 (pbk.)
- Graphic Designer's Essential Reference, Visual Elements, Techniques, and Layout Strategies for Graphic Designers by Timothy Samara, ROCKPORT PUBLISHER

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**7th**		
Name of the Course	Visual Art and Creativity		
Course Code	B23-MMT -707		
Course Type	CC-HM1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Know about Art and Indian concept of Art and Diversity of Shapes. CLO 2: Know about the Color Concept and different Color schemes. CLO 3: Understand the Anatomy and Proportions of human body. CLO 4: Develop knowledge of Digital Drawing in Photoshop		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

I 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	Define Art Origin of Art: Study of Prehistoric Indian Art , Visual Arts & Its Forms & Creative Pedagogies Diversity of Shapes, Form, Lines, Textures Drawing: Line, Contour, Stippling and Hatching Sketching and Concept Drawing, Understanding of Light and Shadow Landscapes and Composition Mandala art: Concept, Doodling: Concept	15
II	Perception of Color and Color Wheel Mixing of Primary, Secondary and Tertiary Colors Tint, Shades, Hues, Tones, Warm Colors and Cool Colors. Different Color schemes (Complimentary, Split Complimentary, Analogous, Triadic etc.	15
III	Pattern Design and 3D Design Perspectives on the Creative Process	15

	Anatomy & Proportions: Body Types, Poses, Facial Expression Painting: Water color, Pencil color Typography: Elements and Features, Calligraphy: Elements and Features	
IV	Overview of Photoshop Interface Understanding of Pen tool, Brush Tool and Brush Panel Shading and Painting techniques in Photoshop Use of Opacity, Flow and Pattern Digital Panting: Object, Character and Illustration	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Gombrich, E. H. (2000). *The story of art* (16th ed.). Phaidon Press.
- Arnheim, R. (1974). *Art and visual perception: A psychology of the creative eye* (2nd ed.). University of California Press.
- Lauer, D. A., & Pentak, S. (2018). *Design basics* (11th ed.). Cengage Learning.
- Edwards, B. (2012). *Drawing on the right side of the brain* (4th ed.). TarcherPerigee.
- Birren, F. (1988). *Color, environment, and human response: An interdisciplinary understanding of color and its use as a beneficial element in the design of the architectural environment*. Van Nostrand Reinhold.
- McCloud, S. (1994). *Understanding comics: The invisible art*. HarperCollins.
- Halas, J., & John, S. (1999). *Timing for animation*. Focal Press.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	Research Design		
Course Code	B23-MMT-801		
Course Type	CC-H4		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Formulate clear research problems, objectives, and hypotheses based on foundational research concepts. CLO 2: Identify and choose appropriate research designs for different types of research problems. CLO 3: Select suitable sampling techniques and design effective data collection tools for their research. CLO 4: Analyze, interpret, and present research findings using appropriate academic and ethical standards.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Foundations of Research Meaning, need, and purpose of research Types of research: qualitative, quantitative, mixed-methods Research process and scientific inquiry Formulating research problems Constructing objectives, questions, and hypotheses Variables: types, operationalization Review of literature: sources, process, and writing a conceptual framework	15
II	Research Design Types and Strategies	15

	Meaning and importance of research design Exploratory, descriptive, and explanatory designs Experimental research design Non-experimental designs Mixed-methods research designs	
III	Sampling concepts: population, sampling frame, sampling error Probability sampling: simple random, systematic, stratified, cluster, multistage Non-probability sampling: purposive, quota, snowball, convenience Tools and techniques of data collection Survey, interview, focus group, observation Content analysis, document analysis Measurement and scaling: Likert, semantic differential, rating scales Reliability and validity of instruments Ethical considerations in data collection	15
IV	Data Analysis, Interpretation & Report Writing Quantitative data analysis: Descriptive statistics (mean, median, mode, dispersion) Inferential statistics (correlation, t-test, chi-square, ANOVA—overview) Qualitative data analysis: Thematic coding, categorization, narrative analysis Interpreting results and drawing conclusions Research report structure: introduction to bibliography Academic writing style, referencing (APA/MLA/Chicago) Plagiarism, ethics in publication, and use of research software (SPSS, NVivo, Excel—overview)	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques* (4th ed.). New Age International.
- Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Babbie, E. (2021). *The practice of social research* (15th ed.). Cengage Learning.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**8th**		
Name of the Course	User Interface & User Experience (UI /UX)		
Course Code	B23-MMT- 802		
Course Type	CC-H5		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Generating design ideas based on well-defined goals and scenarios CLO 2: Developing impactful user interfaces using design systems CLO 3: Employing Wire framing, prototyping, and testing tools for design evaluation CLO 4: Applying user-centered design principles to enhance User Experiences		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Concept of User Interface Design (UI) Scope of Interface Design Process of UI Design: Empathize, Define, Ideate, Deliver, Test / Components Elements of UI Design: Input Controls, Navigation Components, Informational Components, Containers, Principles of UI Design Clarity, Consistency, Accessibility, Feedback, Familiarity, Design Standards, Structure and Hierarchy, Simplicity, Control, Empathy Types of UI Design	15
II	Concept of UX Design Process of UX Design: Product Definition, Product Research, Analysis, Design, Validation (Testing) 8 Stages: Project Definition and Scope, Understanding the problem, UX Research, Ideation (Sketching and low fidelity prototyping), High fidelity mockups and prototype, Usability Testing, Design handoff, Quality Assurance or UX Audit, Elements of User Experience Functional Layout & Interaction design	15

	UX Principles: Doherty Threshold, Occam's Razor, Pareto Principle, Postel's Law, Tesler's Law	
III	Gestalt Principles Concept of Microcopy Concept of Wireframing: low fidelity and high fidelity Difference Between UI and UX	15
IV	Concept of Grids User Persona and Scenario, Concept Of Prototypes Market Competitive Analysis, Research Methodology	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- A Project Guide to UX Design: For user experience designers in the field or in the making (2nd. ed.). Russ Unger and Carolyn Chandler. New Riders Publishing, USA, 2012.
- The Elements of User Experience: User-Centered Design for the Web and Beyond, Second Edition Jesse James Garrett, Pearson Education. 2011.
- The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, Third Edition by Wilbert O. Galitz, Wiley Publishing, Inc.
- Adobe XD in CC,Classroom in a Book, The official training workbook from Adobe By Brian Wood, ADOBE PRESS
- The UX Book Process and Guidelines for Ensuring a Quality User Experience, Rex Hartson and Pardha S. Pyla, Elsevier, 2012

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	**8th**		
Name of the Course	Monetization and Revenue Generation		
Course Code	B23-MMT-807		
Course Type	CC-HM2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand and explain monetization models in digital and creative industries. CLO 2: Analyze the impact of ad-based, subscription, affiliate, and product revenue models. CLO 3: Use tools like AdSense, YouTube Studio, Patreon, and e-commerce for monetization. CLO 4: Create and present a revenue plan for a digital or creative project.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
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	Fundamentals of Monetization and Revenue Generation Historical Overview of Revenue Models Difference between Profit, Revenue, and Cash Flow Business Model Canvas and Value Proposition Types of Business Models: B2B, B2C, C2C, D2C	15
II	Online Advertising Models Google AdSense, Facebook Ads, YouTube Monetization Affiliate Marketing and Influencer Marketing Subscription Models (Freemium, Premium, Membership) E-commerce & Dropshipping Monetization Mobile App Monetization (In-App Purchases, Ads)	15

III	Content Creation Platforms: YouTube, Patreon, Substack Monetizing Podcasts, Blogs, eBooks, and Courses Social Media Monetization (Instagram, TikTok, LinkedIn) SaaS Monetization Models Licensing and Merchandising Strategies	15
IV	Fintech Innovations in Monetization (UPI, Wallets, BNPL) Blockchain, Cryptocurrency, and NFTs for Revenue Artificial Intelligence in Monetization (Personalized Ads, Chatbots) Data Monetization and Ethical Considerations Developing a Monetization Strategy: Tools and Templates	15
	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 etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Fishkin, R. (2015). *Lost and founder: A painfully honest field guide to the startup world*. Portfolio.
- Patel, N., & Flynn, P. (2016). *Monetize your expertise: How to turn knowledge, passion, and skills into profits*. CreateSpace Independent Publishing.
- Cutroni, J. (2010). *Google Analytics*. O'Reilly Media.
- Newberry, C. (2019). *YouTube secrets: The ultimate guide to growing your following and making money as a video influencer*. Self-published.
- Halligan, B., & Shah, D. (2014). *Inbound marketing: Get found using Google, social media, and blogs* (2nd ed.). Wiley.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education.
- Berman, K., & Knight, J. (2013). *Financial intelligence for entrepreneurs: What you really need to know about the numbers*. Harvard Business Review Press.
- Godin, S. (2018). *This is marketing: You can't be seen until you learn to see*. Portfolio.

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.Sc. Multimedia		
Semester	8th		
Name of the Course	Project/Dissertation		
Course Code	B23-MMT -808		
Course Type	-		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	• To understand the fundamental of media research • To understand the research methodology and research design • To understand data analysis and data coding • To understand the research thesis / report/ dissertation writing • To understand the use of computer software		
	Evaluation Report	Viva-Voce Examination	Total
Credits	8	4	12
Teaching Hours per week	-	-	-
Max. Marks	200	100	300

Part B- Contents of the Course

Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for End term exam, showcasing applications of computer in journalism.

	Practical Assignments	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 charts and tables Write review of literature Data coding with SPSS software	

Suggested Evaluation Methods				
Internal Assessment			**End Term Examination : 300**	
	➢ **` Practicum**	**0**	➢ **Practicum**	300
	Evaluation Report	0	200	200
	Viva-Voce	0	100	100
	Max. Marks	0	300	300