

**Year: B. Tech IV (Semester VII)**

**Subject Name:** Multimedia and Animation

**Subject Code:** BTCO15701

**Type of course:** Open Elective - 3

**Prerequisite (if any):** -

**List of Courses where this course will be a prerequisite:**

**Rationale:** This course aim students to learn about concepts of Multimedia and Animation. The course will help students to understand various tools for 2D and 3D animation. By learning animation tools will help students to create better marketing strategies for digital marketing.

**Teaching and Examination Scheme:**

Teaching Scheme				Theory Marks			Practical Marks		Total
L	T	P	C	TEE	CA1	CA2	TEP	CA3	
2	0	2	3	60	25	15	30	20	150

CA1: Continuous Assessment (assignments/projects/open book tests/closed book tests CA2: Sincerity in attending classes/class tests/ timely submissions of assignments/self-learning attitude/solving advanced problems TEE: Term End Examination TEP: Term End Practical Exam (Performance and viva on practical skills learned in course) CA3: Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

**Content:**

Sr. No.	Content	Total Hrs
1	Art & Science of Multimedia : Multimedia Hardware, Multimedia Software, Multimedia operating systems, Multimedia communication systems, Audio fundamentals (Audio quality, formats and devices), Understanding Image and Video (Resolution, Color, Video standards, formats), Film and Digital photography (technology, techniques, composition & lighting etc.), Introduction to Printing technology Media Management & Marketing Ownership of Media, Media as Business & Media Economics, Income sources of Different Media, Government Policies for Media Ownership, Career avenues in multimedia	6

2	Transmedia Storytelling : Understanding a Transmedia Audience, Creative Ideas Generation - Building a Storyworld, Stories from Industry - Professionals' Career Journeys and Advice, Using creative technologies	5
3.	Animation : Animation Basics, Working with Layers, Creating Shapes, Animation Shapes, Converters, Layers, Tools, Animation tools : Synctig ,SVG Animation : Animation logo, Animation Properties , Hand drawn text animation, Social Icons Project	7
4	Graphics and advertising Creating Digital Layout, Professional image editing (PHOTOSHOP), Advertising and relevant case , Graphics and illustration (Corel Draw, Paint), Vector Composition	6
5	3D Animation : Character Creation and Animation with Blender, Creating Walcycle, Creating Pose, Navigation, Rendering the Animation	6

**Suggested Specification table with Marks (Theory): (For B.Tech only)**

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	15	5	5	5

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Reference Books:**

Sr No	Title of book /article	Author(s)	Publisher and details like ISBN	Year of publication	Publication Edition
1	Multimedia: Making it Work (with CD)	Tay Vaughan	McGraw Hill Education	2011 2	8th Edition
2	Principles of Multimedia	Ranjan Parekh	McGraw Hill Education	2013	2nd Edition

w.e.f. AY 2024-25

**Course Outcomes:**

Sr. No.	CO statement	Marks % weightage
CO-1	To understand the basics of multimedia and animation	20
CO-2	Building a Storyworld using creative technologies	15
CO-3	Discuss the working of animation using animation tools	25
CO-4	Creating digital layout using Coreldraw and Photoshop	15
CO-5	Create a character building with help of Blender	25

**List of Open learning website:**

**List of Open Source Software:**

**FOR LAB SESSIONS:**

**List of Experiments:**

Sr. No.	Practical
1	Drawing fundamentals using lines
2	Sketching of cartoon characters
3	2D Logo designing
4	Storyboarding of a 30 seconds film
5	Portfolio making of an organization
6	Create 2D Animation using synfig tool
7	Create 3D Animation using Blender
8	Design an animated video for specific Product Campaign

**Major Equipment Needed: NA**