

ADIKAVI NANNAYA UNIVERSITY
B.Sc. Animation Under CBCS with effect from 2017-18 Admitted Batch

SEMESTER – II

Sno	Course	Total Marks	Mid Sem Exam*	Sem End Exam	Teaching Hours	Credits
1	First Language English	100	25	75	4	3
2	Foundation course – 3 Idea & Research	50	0	50	2	2
3	Design Theory	50	0	50	3	2
4	Object Oriented Programming using Java Theory	50	0	50	3	2
5	Java Lab	100	25	75	4	3
6	Web Technologies Theory	50	0	50	2	2
7	Web Publishing Lab	100	25	75	4	3
8	Layout Design Theory	50	0	50	2	2
9	Design Theory & Layout Design Lab	100	25	75	4	3
Total		650	100	550	28	22

Semester – II
IDEA and RESEARCH (Theory)

Unit – I: Creative thinking and problem solving, what is creative thinking, How to think out of the box. Creative thinking vs. Critical thinking, Divergent thinking, Convergent thinking, Six Thinking Hats, Lateral Thinking

Unit – II: Brain storming, Idea generation techniques, Mind map, Group discussions, inspirations, Idea management, Experiments, Dealing with subconscious mind etc...

Unit – III: Iteration techniques, defining design problems, Generate ideas, Evaluation of ideas by filtering process. (Key questions like feasibility, uniqueness, relevance etc...) Risk assessment and prototyping. Risk mitigation

Unit – IV: Research methodology, Problem analysis, Planning, Qualitative research, Quantitative research, Hypotheses, Culture and Communication – Culture as Communication – Inter-cultural Communication – Values, World view and perception – Values in Culture –Values and Communication – From ethnocentrism to Ethno relativism

Unit – V: Marketing Research Process, Fundamentals concepts, Research Designs, objectives & hypothesis, Data Collection, Market-Geomorphic Distribution-Segments, Nature and Scope of Marketing, Research in relation to:-- Graphic designing- Animation Industry (TV advt Film and animated film) □ Challenge in Business Market surveys, planning Significance of Research Media Management : concept, need and scope □ Operations and structure of news media companies Media business and new technology New trends in media business □ Legal issues in media business

References:

1. Lateral Thinking: Creativity Step by Step by Edward de bono
2. Six thinking hats by Edward de bono
3. Start with Why: How Great Leaders Inspire Everyone To Take Action by Simon Sinek
4. The Shape of Ideas: An Illustrated Exploration of Creativity by Grant Snider (Author)
5. Research Methodology: A Step-by-Step Guide for Beginners Paperback by Ranjit Kumar (Author) Art of game design

DESIGN (Theory)

Unit – I: Color balance -Properties of color –Hue -Reflective Value –Tint –Shade –Color tone - Intensity -Colour in terms of weight –Sub ordinate color -Color scheme - Color domination - Colours for elements - Exterior paint colours - Cool colours -Warm colours -Colour personality- Proportion, contrast and effects with colour.

Unit – II: Colour swatches – Colour Charts & Color Books - Safety Colours & Industrial Identification -Additive Colour System (RGB) -Subtractive Colour System (CMYK).

Unit – III: Making Colour Wheel - Making composition with colors - Color Journal -- Interactions of Gradation and contrast - Warm and cool Colour - Color symbolism - Mixing of primary, Secondary, Tertiary Colors, Tints, Tones and Shades.

Unit – IV: BALANCE – Balance in design is similar to balance in physics. **PROXIMITY** – Proximity creates relationship between elements. **ALIGNMENT** – Allows us to create order and organization. **REPETITION** – Repetition strengthens a design by tying together individual elements. **CONTRAST** – Contrast is the juxtaposition of opposing elements (opposite colors on the color wheel, or value light / dark, or direction – horizontal / vertical). **SPACE** – Space in art refers to the distance or area between, around, above, below, or within elements. Both positive and negative space is important factors to be considered in every design

Unit – V: Copy Preparation, Design and Layout - The Printers' Point System, Principles of Design, Margins, Layouts for DTP & Printing, Type Faces - Classification of Types, Type Setting, Proof Reading

Reference

1. Color Psychology and Color Therapy Faber Birren
2. The Color Revolution Regina Lee Blaszczyk
3. Color and Space Sandu Cultural Media
4. Historical Color Guide: Primitive to Modern Times with Thirty Plates in Color Elizabeth Burris-Meyer
5. Logo Modernism by Jens Müller
6. Two-Dimensional Man by Paul Sahre

OBJECT ORIENTED PROGRAMMING USING JAVA (Theory)

Unit –I : FUNDAMENTALS OF OBJECT ORIENTED PROGRAMMING :Introduction, Object Oriented paradigm, Basic Concepts of OOP, Benefits of OOP, Java features, Java Environment. **OVERVIEW OF JAVA LANGUAGE:** Introduction, Simple Java program structure, Java tokens, Implementing a Java Program, Java Virtual Machine, Command line arguments.

Unit – II: CONSTANTS, VARIABLES & DATA TYPES: Introduction, Constants, Variables, Data Types, Declaration of Variables, Giving Value to Variables, Scope of variables, Symbolic Constants, Type casting, operators & expressions. **DECISION MAKING & BRANCHING:** Introduction, Decision making with if statement, Simple if statement, if. Else statement, Nesting of if Else statements, the else if ladder, the switch statement, the conditional operator. **LOOPING:** Introduction, The While statement, the do-while statement, the for statement.

Unit – III: CLASSES, OBJECTS & METHODS: Introduction, Defining a class, Adding variables, Adding methods, Creating objects, Accessing class members, Constructors, Method overloading **INHERITANCE:** Types of Inheritance, Extending a class, Overriding methods, Final variables and methods, Final classes **INTERFACES: MULTIPLE INHERITANCE:** Introduction, Defining interfaces, Extending interfaces, Implementing interfaces

Unit – IV: MULTITHREADED PROGRAMMING: Introduction, Creating Threads, Extending the Threads, Stopping and Blocking a Thread, Lifecycle of a Thread, Using Thread Methods, Thread Exceptions, Thread Priority, Synchronization, Implementing the ‘Runnable’ Interface. **MANAGING ERRORS AND EXCEPTIONS:** Types of errors: Compile-time errors, Run-time errors, Exceptions, Exception handling, Multiple Catch Statements

Unit – V: APPLET PROGRAMMING: local and remote applets, Applets and Applications, Building Applet code, Applet Life cycle: Initialization state, running state, idle or stopped state, dead state, Display state.

Reference:

1. E. Balaguruswamy, Programming with JAVA, A primer, 3e, TATA McGraw-Hill Company.
2. Java Programming: From Problem Analysis to Program Design- D.S Mallik
3. Object Oriented Programming Through Java by P. Radha Krishna, Universities Press (2008)

JAVA Lab

1. Write a program to perform various string Operations
2. Write a program to perform various Operations on Array
3. Write a program to illustrate Overloading & Overriding methods in Java
4. Write a program to implement Exception handling
5. Write a program to write Applets to draw the various polygons
6. Write a program to print prime number up to the specific integer value
7. Write a program to print nth Element of Fibonacci series
8. Write a program to illustrate the implementation of abstract class
9. Write a program to create packages in Java
10. Write a program to Create Multiple Threads in Java
11. Write a program which illustrates the implementation of multiple Inheritance using Interfaces in Java
12. Write a program to illustrate the run time polymorphism
13. Write a program to store book record details in a file using streams and performs all Operations such as search delete and modify a record

WEB TECHNOLOGIES (Theory)

Unit – 1: (WEB DESIGNING) Designing the Page – Aligning the page – Defining a Site – Creating a Page with Text – Format Text with CSS – Animate Text – Adding Images and Hyper links to the web page – Creating Tables – Working with layers – Frames & Frame Sets – Forms – Rollovers – Publishing the Web Site.

Unit – II: (WEB PROGRAMMING) Introduction HTML – Structure of HTML program – Commonly used HTML tags – Text Formatting – Text Styles – Other Text Effects – Lists – Tables – Frames – Adding Graphics to HTML Document – Cascading Style Sheets – Font Attributes – Color and Background Attributes – Text Attributes – Border Attributes – Margin Attributes – List Attributes.

Unit – III: (WEB DEVELOPMENT) Introduction to JavaScript – Writing JavaScript into HTML – Data Types – Creating Variables – Incorporating variables in a script – Operators and Expressions in JavaScript – JavaScript Programming Constructs – Functions in JavaScript styles – Managing styles sheets – Dynamic Content – Changing HTML content – Adding Document content – Positioning – Absolute position – Relative position – Filters and Transitions.

Unit – IV: (INTERNET CONCEPTS) Basic Internet concepts – Communicating on the Internet – Overview of TCP/IP and its Services – Web Servers – Web Clients/Browsers.

Unit – V: (WEB HOSTING) Introduction to Protocols – About FTP – Web Hosting – Hosting through DOS- Hosting through Character Interface & Graphics Interface.

Reference:

1. DAVID, RHONDA – Web Design with HTML/Flash/Java Script Bible.
2. RON WODASKI – Web Graphics Bible.
3. WEST – Complete Reference.
4. MATHEWS – FrontPage 2002: The complete reference.
5. JOHN DUCKETT – Beginning Web Programming
6. BRYAN PFAFFENBERGER, STEVEN SCHAFTER – HTML, XHTML, AND CSS bible.

WEB PUBLISHING LAB

Unit – I (PHOTOSHOP & FLASH)

1. Designing Web Layouts
2. Designing Web Pages
3. Publishing Flash Intros with Links
4. Publishing the Web site

Unit – II (HTML)

1. HTML Page Layouts
2. HTML Page Development
3. Adding Graphics to HTML Document

Unit – III (DHTML & JAVASCRIPT)

1. Creating Dynamic Styles
2. Managing Style Sheets
3. Positioning
4. JavaScript Operators & Expressions

Unit – IV (DREAMWEAVER)

1. Creating Web Pages and aligning through Dreamweaver
2. Creating web page college/institution
3. Any Brand of Product/Services web page;
4. Fashion Design/Creative studio web pag
5. Create web page software company
6. Forms web page
7. Flash web page
8. Incorporating Audio & Video Files
9. Database Linking
10. Web Hosting

LAYOUT DESIGN (Theory)

Unit - I: Introduction of workspace; Tools & Menus; Working with panels; Using context menus; Page setup; Baseline Grid – Baseline Grid; Units & Increments; Document Grid

Unit - II: Creative visualization of newspapers and magazines; Newspaper Terminology; Newspaper size; Columns; Gutter size; Category of newspapers and magazines; Categories of newspapers – Main page, Editorial Pages, City pages; Back page, Supplementary pages; Special Supplementary pages; Images; Font & Size; Caption and sub caption; Basics of newspaper photo journalism; Process of collecting content of newspapers, Editing by Editors, Press Photographers; Layout and Design pages; Printing and delivery

Unit - III: Working with pages; Working with text; Master Pages; Left and Right Master pages; Pages – Add page; Delete Page; Duplicate spread; Working with objects – Placing text, Flowing text; Resizing text automatically; Editing text

Unit - IV: Working with typography; Intends and Tabs; Changing fonts and styles; Fine-tuning columns; Changing paragraph alignments; Creating Drop Cap; Text Wrap; Working with styles – Paragraph styles; Character styles; Object styles

Unit - V: Working with color; Creating and applying colors; Applying advanced gradient techniques; Import images; Links; Working with alpha channels; Working with clipping paths; Working with transparency; Creating Tables; Working with long documents (Books) – Header; Footer; Synchronizing the book; Generating of Table of Contents

Reference:

1. Adobe InDesign CC Classroom in a Book (2017 release) 1st , Kindle Edition
2. The Non-Designer's InDesign Book 1st, Kindle Edition
3. Adobe InDesign CS6 on Demand 2nd, Kindle Edition
4. Adobe InDesign CC Classroom in a Book 1st Edition (English, Paperback, Adobe Creative Team)
5. Adobe InDesign CS6 Classroom in a Book by Adobe Creative Team
6. Adobe InDesign CS5 Classroom in a Book: The Official Training Workbook from Adobe Systems by Adobe Creative Team|author;-English-Pearson Adobe Press-Paperback
7. Indesign CC Creative Classroom Paperback – by Bone Peter (Author, Photographer)
8. Adobe Indesign Creative Cloud Revealed (English, Paperback, Chris Botello)

DESIGN & LAYOUT DESIGN (Lab)

1. Draw a color wheel
2. Primary color and secondary color
3. Tint and shade color
4. Cool colors and warm color
5. Exterior background color or interior color
6. Additive color system or tertiary color tints color
7. Color symbolism - Mixing of primary, Secondary, Tertiary Colors, Tints, Tones and Shades.

(Typography Lab)

8. Identify and mark the typography content key points in the given newspapers
9. Create typography concept artwork of wall paper in adobe paper work
10. Make craftwork of typography in drawing model
11. Collect different publications of newspaper and magazines and make you own layout design by observing
12. Using typography content prepare Dangers/ Obstacles in any exhibition

(Adobe In Design Practical)

1. Magazine A4 size
2. Magazine Centre Spread
3. Legal size Magazine
4. Legal size Magazine centre spread
5. Newspaper first page (newspaper size)
6. Newspaper first page (centre spread)
7. Special Supplement
8. Different categories of Books
9. Info Graphics
10. Caricatures
11. Newspaper advertisements
12. Special Supplement (Centre Spread)

13. Books layout design - general
14. Books layout design – science and mathematics
15. New paper layout design – fine arts

