

ELECTIVES

ELECTIVE COURSES:

Objectives:

- Elective courses are offered in the allied subjects mean to add additional skills or knowledge other than the core subjects.
- Elective courses are offered in some of the Digital and technical specialization for the students who are not studying them as their core subjects but still need the knowledge to add value to their core subjects.
- Since electives are technical courses, there is increase in the job opportunities.

Note:

- Elective Courses listed below are in the growing order of their complexity and there is a prerequisite of the software / subject knowledge at every semester
- Students will chose the electives based on their interest in particular skills
- Mentors will play a lead role in helping the students to chose their electives

LIST OF CORE ELECTIVE COURSES FOR CREATIVE PAINTING STUDENTS :

Semester 3		
Digital Design I [Intermediate]	Revitalization of Arts & Crafts	Graphic Design –I
Semester 4		
Digital Design II [Advance]	Digital Animation	Graphic Design -II
Semester 5		
Digital Matte Painting	Video editing	Photography
Semester 6		
Interaction Design	Motion Graphics	Digital Illustration Technique
Semester 7		
Game Design	Videography	Art appreciation

SYLLABUS

Elective Courses / Semester 3

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS

Course Title: Digital Design I

Course Code: EL 35.1

Course Credit: 1 credit Hours

Brief description of the Course:

The purpose of this subject is to provide the students with training methodologies and specific industry skills that will assist them in developing creative ideas into digital art with emphasis on image manipulation, matte painting and fundamental digital 2D animation

Learning Objectives:

The students will receive information that will enable them to:

- Understand the design principles used in creation of digital art.
- Familiarize with the terminologies and concepts for creating and manipulating digital images. To be proficient in using image editing and digital 2D animation tools and software's.

Pedagogy: Lecture, demonstrations, Studio based projects

Software Requirement: Adobe Photoshop

Course Outline:

- Elements of a Multimedia Application
- ADDIE Process
- Introduction to Graphics

Concept of digital computer, Computer Basics, Hardware and Software, Hardware Sub Modules, Various Platforms, Workstations, Dedicated Machines Software, Operating Systems, BIOS, Firmware Utilities, Application Software.

IMAGE AND FILE FORMATS : Vector format, Pixel format, File Compression Image formats, File formats, File compression, (Lossy and non lossy compression) Properties of Bitmap Images, Monitor resolution, Image resolution, Resolution for printing, Resolution for display, Pixilation, Interpolation.

COLOR REPRESENTATION IN COMPUTERS: RGB, HLS, CMYK, Greyscale, Colour pallets. Graphics packages Image formats Vector Formats Pixel format.

PHOTOSHOP -Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop Environment, Using the File Browser Basic Photo Corrections

Working with Selection Tools Layer Basics, Masks and Channels Retouching and Repairing, Working with Brushes, Customizing Brushes, Speed Painting, Matte Painting, Creating a workspace for painting, Using Colour Palette, Painting and Editing.. Basic Pen Tool, Techniques, Vector Masks, Paths and Shapes, Advanced Layer Techniques. Creating Special Effects, Preparing Images for Printing

Text Books:

- I. *Principles of Form and Design* by Wucius Wong John Wiley & Sons, New York

Year 2 / SEMESTER3 / SPECIALIZATION SYLLABUS

Program: ELECTIVE

Course Title: Revitalization of Arts & Crafts

Course Code: 35.2

Course Credit: 1 credit Hours

Brief description of the Course:

The course provides an understanding of the role of revitalization of Art/craft form in interior spaces

Learning Objectives:

Dexterity; knowledge of materials, process, technology and products of craft forms- production of craft forms and technology.

Pedagogy: Studio project

Course Outline:

Identification of private and public craft activity around the nation – various crafts and its perception in the society - design issues in transforming old craft forms into modern context by keeping its original spirits.

Assignment: Select one of the art/ craft form with the consultation of the faculty. Visit to the craft pockets. Document people, life , culture and craft and understand the materials, tools, technology, processes and forms. Suggest suitable changes in technology to improve the products so as to make it acceptable in today's context.

Note: The work will be periodically reviewed. The study has to be presented in the form of a report with illustrations and as a seminar for final assessment, along with the final product.

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS

I. ELECTIVE

Course Title: Graphic Design I

Course Code: EL 35.3

Course Credit: 1 credit

Hours

Brief description of the Course:

This Course aims to provide knowledge in various communications prevailing in life and the role of Graphic Design in communication. Course provides introduction to Visual Communication in various contexts and explores the design strategy. Introduces Graphic Design for contemporary communication process. Students work on simple assignments culminating in to a project.

Learning Objectives:

After completing this course students will be able to ;

Define and interpret visual communication through Design.

Achieve design solutions in a given context and problem

Use simple visual elements in communication successfully.

Understand and analyse designs as applied in different context

Pedagogy: Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Introduction to Graphic Design : To discuss the visual communication process from the history to present. Relation between the Society and the Graphic Design. Research and practical exercises on form and text.
- Graphic Design : To find out solutions to the typical design problems. Ex; Book Cover
- Different stages of simplification of design
- To design a symbol or a logo with specific objective. Different aspects of Letter form.
- To takeup design problems in designing Visiting cards, Letter Heads, Envelop Design, Greetings Designs Invitation Cards etc.

Textbooks:

- i. Graphic Design as Communication by Malcolm Barnard / Routledge
- ii. Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Sons

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS

Digital Design II [Advance]

Course Code: EL 45.1

course Credit: 1 credit Hours

Brief description of the Course: The purpose of this subject is to provide the students with training methodologies and specific industry skills that will assist them in developing creative ideas into digital art with emphasis on image manipulation, matte painting and fundamental digital 2D animation

Learning Objectives:

The students will receive information that will enable them to:

Understand the concept of creating textures, brushes, abstract and thematic designs.

Create effective typography designs used for raster and vector illustrations and designs.

Course Outline:

- Understanding Colour Modes-Working with different colour modes. Image Adjustments Levels, Histogram Exposure Variations, Threshold Equalize Calculations.
- Using Photoshop as an artistic tool-Colour, Symbolism, Ink and Painting, Colorizing ,Artistic Filters.
- Abstract Design-Creating Abstract and Thematic Designs, Creating Abstract Brushes, Multilayered Background Design using Blend Modes.
- Filters and its Use- Blending Modes - Lighting Blends, Additive Blends, Subtractive Blends, Colour Blends and Transparency Blends.Text Design-Creating work paths, Warping Text, Applying filter effects, Perspective transformation of text, SFX in text, Masking, Bonsai.
- Contemporary and Hi –Tech Interface Design. Studying different interfaces, Working with multilayered colour blend, Props and Material design.
- Setting up the workspace, Brush definition and configuration, Colour palette study, Matte painting for compositing, Understanding different Lighting modes, Organic Lighting, Metallic Lighting Texture Channels.

Text Books:

- 1 *The Visual Display of Quantitative Information*, 2nd edition by Edward R. Tufte (Hardcover - May 2001)
- 2 *Envisioning Information* by Edward R. Tufte (Hardcover - May 1990)
- 3 *Visual Explanations: Images and Quantities, Evidence and Narrative* by Edward R. Tufte

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS

Course Title: Digital Animation

Course Code: EL 45.2

Course Credit: 1 credit Hours

Brief description of the Course:

The purpose of this subject is to provide the students with training methodologies and specific industry skills that will assist them in developing creative ideas into digital art with emphasis on image manipulation, matte painting and fundamental digital 2D animation

Learning Objectives:

After completing this course students will be able to;

Construct characters using flash symbols and rig it for animation.

Animate background layouts and characters using 2D animation principles

Pedagogy: Lecture, demonstrations, Studio projects / Adobe Flash

Course Outline:

- **FLASH :**Introduction to Flash Environment ,Drawing in Flash - Basic animation, working in the timeline, Key frame Animation, working with symbols, Motion tween, Shape tween, Break apart and distribute. Intro to Motion, Guide Motion, Guide Paths, Mask layers, Creating Buttons, Setting up scenes for first project, Publishing movies, Working with custom colours and gradients, Practicing principles of Animation.
- :FLASH- Rotoscopy and In Betweening, Onion Skin, Ease In & Ease Out, Transformation, Morphing.
- Character Construction, Character Rigging, Symbol Construction, Symbol Animation, Symbol Library Management.
- Layout Composition – Background, Composition, Background colouring, -Camera Movements Staging, Scaling, Proportional tweening.
- Using Principles of animation,Loops, Cycles and Holds, Walk cycles, SFX in Flash, Creating Shadows Lighting Reflections

Text Books:

- i. *Animation from pencils to pixels: classical techniques for digital animators*, Tony White
- ii. *Animation Art: From Pencil to Pixel, the world of Cartoon Anime and CGI-* Jerry Beck
- iii. *The Animator's Survival Kit* by Richard Williams
- iv. *Animation: The Whole Story-* Howard Beckerman

**Year 2 / SEMESTER 4/ SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Graphic Design -II

Course Code: EL 45.3

Course Credit: 1 credit Hours

Brief description of the Course:

This course will introduce the ideas for designing the Visual Symbols and logos and other brand or public welfare design initiatives. Course will also discuss various aspects of design process, conceptualization and visualization of the design. Students will get opportunity to research and explore the Social, corporate and other cultural initiatives through dialog, interaction to arrive their design concepts.

Learning Objectives:

Students will be able to;

- Understand the importance of the symbols and signs and visual elements and use them effectively in their design concepts
- Interact with people from social, cultural and corporate backgrounds to derive what people are looking for and their visual literacy level.
- Explore and experiment with representational designs and abstract designs to achieve their concepts
- Students will be effectively interact with their clients and communicate their ideas

Pedagogy: Demonstrations, lectures and instructor guided project assignments

Course Outline:

- Press Layout Designing: Study of different spatial arrangements
- Collage and contour drawings for rearrangements of the layouts
- Layout elements in gray scales
- Context based Press layouts
- To design posters and other display materials: To design poster and other layout designs for the themes such as , environmental, social issues.
- Commercial aspects of posters : Poster as publicity materials for promoting different commercial and state activities.

Text Books:

- i. Graphic Design as Communication by Malcolm Barnard / Routledge
- ii. Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Sons

**Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Digital Matte Painting

Course Code: EL 55.1

Course Credit: 2 credit Hours

Brief description of the Course: To impart Knowledge and Technical skills in creating BG. Matte Paintings for Animation/ and live action films

Learning Objectives:

After completing this course students will be able to;

Use digital brushes to create matte paintings
Learn to paint in digital environment

Pedagogy: Lecture, demonstrations, Studio projects

Course Outline:

Introduction – History of Matte Painting, Matte painting in early cinema- front, rear & latent image projections, Digital Matte Painting- Paint v/s pixel - Analyzing work

Setting Digital tools- Photoshop panels- To work with layers- Using custom brushes –Working with Image based Brushes

Composition and concepts- Visual elements –colour – light and textures and Basic Principles- Perspective study, projections in space.

Study of dark and light spaces – cast shadows – create seamless effects of realistic / semi realistic, Fantasy and symbolic visuals using paintings, photographs

Exercises:

1. To create Landscapes, cityscapes, Buildings, Interiors and exteriors, Objects, Ancient Architectures, pavilions, parks etc.
2. Blending two or more images to create entirely new and imaginative
3. Compositions at various eye levels and perspectives moods and sensual emotions in paintings using various colour concepts, depth, illusion of space in paintings
4. Matte painting techniques and concepts for 3D scenes

Text Books:

- The Invisible Art: The Legends of Movie Matte Painting - Bargain Price, Publisher: Chronicle Books (November 2002).
- Beginner's Guide to Digital Painting in Photoshop - Nykolai Aleksander , Richard Tilbury, 3DTotal Team, Publisher: 3DTotal Publishing (January 31, 2012)

Year 3 / SEMESTER 5/ SPECIALIZATION SYLLABUS
ELECTIVE

Course Title: Video editing

Course Code: EL 55.2

Course Credit: 2 credit Hours

Brief description of the Course:

This course introduces the history and techniques of Editing

Discuss digital tools for editing film using the techniques and art of film

Learning Objectives:

After completing this course students will be able to;

- To understand the Camera and the history of editing
- Apply digital editing tools for the video footage created as part of the Course

Pedagogy: Lecture, demonstrations, Studio projects

Course Outline:

- To create a video of a fictional story/ Documentary of a theme
- Or to use the film clips from different sources for the purpose of learning editing
- To learn the editing techniques by using the raw footage of the video files created.

- To learn the following during the process of Video editing.:
 - I. (Maintaining and file management of digital film stock, Capturing from analog film tapes, Film Size and aspect ratios, Timeline management)
 - II. Splicing and Slicing, EDL, Continuity of shots, transitions and effects, time management, Editing for Music Video, Editing for Video Art, Intro and Title sequence editing,
 - III. Contemporary style editing, Editing for music, Foleys and background score, Editors Cut, Directors Cut and Final Cut
 - IV. Exporting for film and various mediums, Compressions.
 - V. Censorship Certificate

Text Books:

- i. Video Editing and Post-Production: A Professional Guide By Gary H. Anderson
- ii. The Technique of Film and Video Editing: History, Theory, and Practice By Ken Dancyger

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
ELECTIVE

Course Title: Photography

Course Code: EL 55.3

Course Credit: 2 credit Hours

Brief description of the Course:

This course introduces basic knowledge in photography. Course introduces Camera, and its functioning and other technical information. Course discuss History of photography and some of the best photographers and case studies. Course briefs about Framing and conditions suitable to capture best images.

Learning Objectives:

After completing this course students will be able to;

- Know the history of Photography
- Knowledge about Camera, lens and other accessories
- Know about the camera functions
- Capture best images
- Know about art photography, commercial photography, journal photography

Pedagogy: Coputer lab and studio for capturing photography with lighting facility, lecture and demonstration

Course Outline:

- Introduction to Photography – History and evolution. To discuss some of the best photographers and their works
- Characteristics of light , Spectrum, Color Temprature. Camera - structure and function of camera

- Exposure – focusing, aperture, shutter speed. Depth of field
- Types of cameras ,Lenses and their function ,Types of lenses and their use
- Characteristics of lens, lens speed, covering power and other features.
- Lighting techniques ,Kinds or lights indoor and outdoor - Electronic flash and artificial lights, Light meters, Different kinds or lilt 'T' lor B& \V and colour photography.
- Types of Films and film speeds,Photography Paper - developing and printing
- Accessories used in photography
- Digital photography, optical system, power system, memory storage, resolution;
- Understanding exposure and controls, Flash and lighting. Transferring images to PC file formats, managing digital pictures. To create a port folio on different themes using the above knowledge
- To understand the basic principles of Art photography, Commercial photography, journal photography and exercise

Text Books:

1. *The Photographer's Eye: Composition and Design for better photography...* by Michael Freeman

**Year 3 / SEMESTER 6/ SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Interaction Design

Course Code: EL 65.1

Course Credit: 2 credit Hours

Brief description of the Course:

This Course introduces basic concepts in Interaction Design. Interaction Models – issues in man- machine interface, ergonomic considerations, dialog.

Learning Objectives:

After completing this course students will be able to ;

Apply knowledge learnt in this course in designing the interactive model of different devices.

Apply the knowledge in designing the web page, standard operating key boards for example Mobile phone, ATM machine etc.

Evolve simple, user friendly Minimalistic design ideas for application

Pedagogy:

Lecture, Demonstrations, field research , Studio based practical projects

Course Outline:

- **Paradigms for interaction** – time sharing, Video *display* units, Programming toolkits, Sensor based context aware interaction, Multi-modal displays etc.
- **Interaction Design Process:** User focus; Scenarios; Navigation Design; Screen Design and Layout; Iteration and Prototyping. Design: Principles; Standards; Guidelines; Rules and Heuristics Principles.
- **Design Techniques:** Scenario building; Personas, Brain Storming, Story Boarding, Wire framing etc.
- **Evaluation Techniques:** Expert Analysis; Heuristic Evaluation; Evaluation through User Participation. Case examples in Human computer interaction.

Textbooks:

- i. Designing the User Interface: Strategies for Effective Human-Computer Interaction
B.Shneiderman, , 3rd Ed., Addison Wesley, 2000.
- ii. Design: Beyond Human –Computer Interaction, J. Preece, Y. Rogers and H. Sharp, John Wiley & Sons, Delhi, 2003.
- iii. Human Computer Interaction , A. Dix, J. Finlay, G.D Abowd and R. Beale, 3rd Ed., Pearson Education Ltd., 2004.
- iv. The Essential Guide to User Interface Design of Interaction Design, W.O. Galitz, John Wiley & Sons, 2002.

**Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Motion Graphics

Course Code: EL 65.2

Course Credit: 2 credit Hours

Brief description of the Course:

The purpose of this course is to provide the students with training methodologies and specific industry skills that will assist them in understanding the theory of motion design and to apply the same in creating content for broadcast and information media.

Learning Objectives:

After completing this course students will be able to;

- Understand the theory of Motion Design.
- Create motion design for narrative and non narrative content.
- Create effects for 2D and 3D motion design.
- Workflow optimization to complete projects faster.

Pedagogy: Lecture with Demo using computers and sound editing equipments. Requires Computers, Cameras, Green screen and lighting equipments. Software's used Adobe After Effects , Boujou, Trapcode Suite.

Course Outline:

-Motion Graphics, a History : Introduction and Definition, History, Early example of Motion Graphics (Flipbook, Zoetrope), study various works done in Motion Graphics without the use of CGI. Motion Graphic vs Films, Computer generated Motion Graphics, Contribution of John Whitney and Saul Bass.

-Creating Motion Graphics: Music Visualization, Audio Visual Art, Abstract films, Opening and End credit design for films, Video Art, History of Video Art, Prominent Video Artists, Video Art Today - Collage and Cut out animation as motion graphics, Typography, Animating text and shapes, Creating Montages, Photomontage, Video Montage, Hybrid animation.

-2D and 3D Motion Graphics : Multimedia and Motion Graphics, Application of Motion Graphics, Presentation, Websites, Logo Animation.

-Plugins and Tools : 2D Motion Graphic , exercises using Flash, Photoshop, After Effects - 3D Motion Graphics, Exercises using Maya. Default Plugins - Third Party Plugins – Workflow for creating content using other softwares.

-Complex Motion Design : Creating Motion Graphic using combination of mediums, 2D & 3D, Integration of styles, Incorporation of Mediums, Creating gags, TV commercials, Channel Ads.

Text Books:

- i. *Motion Design and Animation* by Arun.L , i-Nurture Education Solutions Pvt Ltd.
- ii. *Motion graphic design: applied history and aesthetics* By Jon S. Krasner
- iii. *Motion Graphics with Adobe Creative Suite 5 Studio Techniques* By Richard Harrington, Ian Robinson

**Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Digital Illustration Technique

Course Code: EL 65.3

Course Credit: 2 credit Hours

Brief description of the Course:

This course will brief about how to use digital medium in Place of traditional illustration or combining traditional and digital medium to achieve speed, quality and suitable for various purposes. This course will be based on the principles and design concept learnt in the previous semesters. This course examines the use of the computer as a medium and an additional tool for the illustrator. You will explore a variety of digital techniques and working methods as well as review the historical development and current directions of digital illustration. Other topics will include:

- proper file setup and preparing files for clients
- saving and organizing your digital work
- preparing digital images for web use and gallery exhibits

Learning Objectives:

On completion of the course students will be able to;

- Develop the advanced knowledge in the basic tools and techniques involved in Photoshop which was taught previously
- Understand the digital environment, work efficiency, back up and storage, File formats and file transfer etc
- Do Image research, usage, manipulations
- Create illustrations based on the fundamentals and principles taught.
- Printing issues

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline :

introduction to the digital environment, equipment and software

- computer and application setup
- personalizing the workspace
- work efficiency
- backup and storage
- file formats and file transfer
- vector vs. bitmap
- image research, usage, and copyright
- working between applications, importing, exporting, placing

- color space, color mode, calibration
- input issues (tablet, scanner, camera)
- printing issues
- experimentation and discovery, incorporating traditional imagery
- optimizing images for web use

Textbooks:

- Digital Painting Techniques, Volume 1 by Taylor & Francis, 2009
- 500 Digital Illustration Hints, Tips, and Techniques: The Easy, All-in-One Guide to Those Inside Secrets for Better Image-Making by RotoVision SA, 2009

**Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Game Design

Course Code: EL 75.1

Course Credit: 2 credit Hours

Brief description of the Course:

Introduction to the Game design. Developments of gaming Industry. Gaming as modern entertainment. Scope for Visualization of story, Concept and development of visual narratives. Designing the Game assets, Backgrounds and characters etc. Development of a style and visual quality. Drawing story boards. To understand the role of the designer / artist in game development

Learning Objectives:

- On completion of the course student will be able to;
- Understand the Game design process
- Execute drawings, story boards
- Create Game assets.
- To develop a particular style, look and feel

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Introduction to gaming and concepts. Meaning and definition
- Classification of gaming
- Game production process
- Pre production for Gaming – Concepts and ideas
- Game assets design
- Production environment steps and planning –Implementation in 2D Flash.
- Post production – Compositing and editing, sound designing

Textbooks:

- The Art of Game Design: A book of lenses BY Jesse Schell / CRC Press, 04-Aug-2008
- Game Feel: A Game Designer's Guide to Virtual Sensation (Morgan Kaufmann Game Design Books) by Steve Swink
- On the Way to Fun: An Emotion-Based Approach to Successful Game Design by Roberto Dillon

Course Title: Videography

Course Code: EL 75 .2

Course Credit: 2 credit Hours

Brief description of the Course:

This course offers technical knowledge in videography, It briefs about the camera, its function, lenses, filters, lighting devices etc. Apart from technicalities it also offers knowledge in image capturing methods, narration, documentation etc. It also brings knowledge in video and audio editing.

Learning Objectives:

After completing this course students will be able to;

Understand and handle the technical functioning of Video Camera.

Capture the best moving images

Add sound and edit the images

Pedagogy: Lecture, demonstrations, Studio projects

Course Outline:

THEORY

1. Script Basics

i) Structural Basics

ii) Dynamization

iii) Visual Scripting

iv) Script (Time, Space, Character)

v) Project Development

1. Camera Basics

i) Still Photography

Lenses

Exposure

Composition

Colour

ii) Videography

Shot

Angle

Camera Movement

Light

2. Sound Basics

Film Sound appreciation

Sound Track analysis

3. Editing Basics

Fragmentation

Juxtaposition: Frame, Shot, Sequence, Scene

Time, Pace, Rhythm

Mise-en-scène

Montage

Practical

Voice Over Exercise – Learning basic editing software and primary editing on available/given materials (silent rushes)

Submission project: Five minute Video work based on the script either of the following;

1. Narrative story
2. Narrative Documentary
3. Non narrative Music Video
4. Video Art

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Text Books:

1. Bordwell and Thompson, *Film art: An introduction*
2. Bill Nichols, *Movies & Methods:*
3. J. J. Langford, *Basic Photography*
4. Joseph V. Mascelli, *Five Cs of Cinematography*

**Year 3 / SEMESTER5/ SPECIALIZATION SYLLABUS
ELECTIVE**

Course Title: Art Appreciation

Course Code: EL 75.3

Course Credit: 2 credit Hours

Brief description of the Course:

Art Appreciation is a survey of Art, Architecture, Design, from the historical perspective to contemporary and traditional visual art themes. Emphasis is on current problems in communication through painting, sculpture, photography, film and architecture. To discuss the role of Art in society, Social factors influencing various visual forms. Important Artists, Movements which breaks the tradition and give rise to new approach and vision .

Learning Objectives:

- (a) Students will be able to develop an awareness of art in their future career and also in his/her everyday environment
- (b) Validate art as a global experience and phenomenon
- (c) Incorporate a working vocabulary of terms and concepts used to produce and analyze art into his/her experience
- (d) Students will be able to Interpret artwork through discussions, written responses and research papers
- (e) Students will be able to Consolidate knowledge and understanding of different artists and styles

Pedagogy: Lecture, Presentation, Discussions and seminars

Course Outline:

- Introduction to Art as a phenomenon to articulation, creation and communication of visual experiences, ideas and thoughts

- To discuss Art and its association to other visual mediums like, theater, Cinema, Animation, Dance etc
- To discuss, other forms of experience such as Sonic Art/ Sound Art, Light and Video Art etc.
- To discuss, relation between the Art and the society
- Art as Regional and global cultural phenomenon.

Textbooks:

- i. Preble, Preble & Frank . *Prebles' Artforms with MyArtsLab* . Edition: 11th . Publisher: Pearson/Prentice Hall . Year: 2014.
ISBN: 9780205989331 Edition/Copyright: 11TH Published Date: 2014 - Print version