

SCHOOL OF DESIGN
SWARNIM STARTUP & INNOVATION UNIVERSITY
 UG – DEGREE (40) – GRAPHICS & ANIMATION DESIGN

Course	Bachelor of Graphics & Animation Design
Aim & Objective	Graphic & Animation design course at School of Design, SSIU aims at transforming the creative ideas of the students into attractive designs and giving life to the characters. The course is designed in a way to transfer the knowledge of various nuances of graphic design, page layout design and interactive design along with an overall understanding of the 3D animation process through the mediums of story telling and key framing, pre-editing, post editing, sound editing and VFX. The intensive programme of Graphic & Animation Design at School of Design, SSIU give confidence to the students to work with leading design studios, animation industries i.e. TV & multimedia production houses with full of confidence and satisfactory knowledge of the industry requirement.
Pre-requisite	12 th Science, Commerce + University Examination
Semester – 1	Basics of Design – I
	Visual Literacy – I
	Workshop – I
	Introduction to Entrepreneurship
Semester – 2	Basics of Design – II
	Visual Literacy – II
	Workshop - II
	Introduction to Innovation & Ideation
Semester – 3	Design Project – I
	Basic Audio Literacy
	History of Western Art
	Sequential drawing & key framing
	Fundamental of story telling
	Fundamental of script writing
	Computer Basics - I
	Business Model (Plan & Execution)
Semester – 4	Design Project – II
	History of Graphics & Animation Design
	Computer Basics – II
	Photography & Key Framing
	Technical triad of film making – Cinematography, Editing & Sound Design
	Technical triad of film making – Editing & Sound Design
	New venture creation
Semester – 5	Design Project – III
	Web based Animation
	Advanced modelling – props & set
	Character modelling

	Texture & Lighting
	Visual storey telling & infography drawings
	Scale up the venture
Semester – 6	Design Project – IV
	Print production workflow
	Fashion illustration concepts
	Production & rigging
	Character & facial animation
	Camera techniques & rendering
	Growth & expansion of the venture
Semester – 7	Design Project – V
	Transmedia strategy & production
	Post production
	Corporate design – integrated branding
	User interface & experience design
	Digital media – Video shooting & editing
	VFX
Semester – 8	Internship/ Practical training