

**Scheme & Syllabus of
UNDERGRADUATE DEGREE COURSE**

**III Semester
(Visual Effects)**



Rajasthan Technical University, Kota

Effective from session: 2024-25



RAJASTHAN TECHNICAL UNIVERSITY, KOTA

Scheme & Syllabus

II Year-III Semester: Visual Effects

Teaching and Examination Scheme: BVE

II Year - III Semester

THEORY											
Sr. No.	Category	Course		Contact hrs./week				Marks			Credits
		Code	Title	L	T	P	Total Hrs.	IA	ETE	Total	
1	Applied Art & Craft	3BVE-01	History of Indian art-II	2	0	-	2	30	70	100	2.0
2	Applied Art & Craft	3BVE-02	Photography –II	3	1	-	4	30	70	100	4.0
3	Applied Art & Craft	3BVE-03	Fundamentals of Animation & Visual effects (VFX)-I	3	-	-	3	30	70	100	3.0
4	Applied Art & Craft	3BVE-04	Theory of Graphic Design – I	2	-	-	2	30	70	100	2.0
5	Applied Art & Craft	3BVE-05	Theory of Advertising- I	3	-	-	3	30	70	100	3.0
Sub Total				13	1	-	14	150	350	500	14.0
PRACTICAL & SESSIONAL											
6	Applied Art & Craft	3BVE-06	Drawing & Illustration –I	-	-	3	3	60	40	100	1.5
7	Applied Art & Craft	3BVE-07	Basics of Photography Lab	-	-	2	2	60	40	100	1.0
8	Applied Art & Craft	3BVE-08	Animation Lab-I	-	-	3	3	60	40	100	1.5
9	Applied Art & Craft	3BVE-09	Digital Art Lab – II	-	-	4	4	60	40	100	2.0
10	Applied Art & Craft	3BVE-10	Advertising Design-I	-	-	3	3	60	40	100	1.5
11	Applied Art & Craft	3BVE-11	Industrial Training	-	-	1	1	60	40	100	1
12	Applied Art & Craft	FECxx	Foundation course	-	-	-	-	-	-	100	0.5
Sub Total				-	-	16	16	300	200	700	9.0
TOTAL OF III SEMESTER				13	1	16	30	450	550	1200	23.0

L: Lecture, T: Tutorial, P: Practical.

ETE: End Term Exam, IA: Internal Assessment

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II Year-III Semester: Visual Effects

3BVE-01: History of Indian art-II

Credit: 2
2L+0T+0P

Maximum Marks: 100 (IA: 30, ETE: 70)
End Term Exam: 3 Hours

Sr. no.	Topic	No. of Hours
1.	Udaygiri and Khandgiri Caves:- i.) Introduction to Udaygiri and Khandgiri Caves. ii.) Study of Famous Stone relief and Sculptures of Udaygiri and Khandgiri Caves (Hathi Gumpha, Rani Gumpha, Ganesha Gumpha, Navmuni Gumpha)	6
2.	Buddhist Art:- Ajanta Caves i.) Introduction to Ajanta Caves. ii.) Techniques of Ajanta Mural Paintings. iii.) Main features of Ajanta Paintings. iv.) Famous Paintings of Cave No. 1, 2, 16, 17. v.) Relief and Sculptures of Ajanta Caves.	10
3.	Ellora Caves:- i.) Introduction to Ellora Caves. ii.) Kailash Temple. iii.) Stone carving and Sculpture of Ellora Caves.	6
4.	Elephanta Caves:- i.) Introduction to Elephanta Caves. ii.) Famous Sculptures of Elephanta Caves.	4

Reference Books:

- A Concise History of Indian Art–Roy C Craven
- Indian Art–Dr. Alka Pandey
- Art and Visual Culture in India, 1857-2007 Gayatri Sinha
- Indian Art and Over view Gayatri Sinha
- History of Indian Art by Vidya vachaspati Gerola

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II Year-III Semester: Visual Effects

3BVE-02: Photography –II

Credit: 4
3L+1T+0P

Maximum Marks: 100 (IA: 30, ETE: 70)
End Term Exam: 3 Hours

Sr. no.	Topic	No. of Hours
1.	Photography Lighting:- i.) Natural Light. ii.) Artificial Light.	12
2.	Camera Lens:- i.) How does a Lens work? ii.) Focal Length. iii.) Different Type of Camera Lenses a) Prime Lens. b) Wide angle Lens. c) Telephoto Lens. d) Zoom Lens. e) Macro Lens.	12
3.	Camera Functions in Detail:- i.) Focus Modes in Digital Camera. ii.) Focus Points in Digital Camera. iii.) Different Shooting Modes in Digital Camera.	12
4.	Exposure Metering in Camera:- i.) Exposure meter in a Camera. ii.) Different types of Exposure Metering in Digital Camera.	12
5.	White Balance in Digital Camera.	4

Reference Books:

1. Photography Made Simple Subhadeep Kundu.
2. Practical Photography course A.H. Hashmi.
3. Complete Guide to Digital Photography - Rick Sammon.
4. Digital Photography: An Introduction - Tom Ang.

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II Year-III Semester: Visual Effects

3BVE-03: Fundamentals of Animation & Visual effects (VFX)-I

Credit: 3
3L+0T+0P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic	No. of Hours
1.	Define Animation	4
2.	History of Animation:- i.) Origin of Animation. ii.) History of cartoon & Animated cartoon. iii.) Early Animation Devices. iv.) Early attempt of Animation on Film (Between 1828-1909).	8
3.	Development of Animated Film:- i.) Early Animated cartoon film & Their Artist (Between 1910-1919). ii.) Development of cartoon film with Synchronized sound from 1920 (Rise of Walt Disney).	8
4.	Early Animation Techniques:- i.) Classical Animation (All Animation) ii.) Cutout Animation. iii.) Silhouette Animation. iv.) Clay Animation (Claymation)	8
5.	Visual Effects (VFX):- i.) Define Visual Effects. ii.) History of Visual Effects. iii.) SFX. iv.) SFX vs VFX.	8

Reference Books:

1. Aspects of animation, steps to learn animated cartoon, Dr. Jiang Tan, Serials Publications Pvt. Ltd.
2. Animation Survival Kit revised edition, Faber; Richard Williams, Main-Revised edition 2009.
3. The Animation book: A complete guide to animated film making, Kit Laybourne and John Canemaker, Three Rivers Press, 1998.
4. Enchanted Drawings: The history of animation, Charles Solomon.
5. The Art of Animation, Bob Thomas.

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3BVE-04: Theory of Graphic Design–I

Credit: 2
2L+0T+0P

Maximum Marks: 100 (IA: 30, ETE: 70)
End Term Exam: 3 Hours

Sr. no.	Topic	No. of Hours
1.	Graphic Design:- i.) History of Graphic Design. ii.) Define Graphic Design. iii.) Role of Graphic Designer.	6
2.	Layout:- i.) Define Layout. ii.) Grids in Layout Design. iii.) Layout importance in Graphic Design.	6
3.	Corporate Identity:- i.) Sign & Symbol. ii.) Logo & Logotype. iii.) Characteristics of good Logo. iv.) Importance of Logo. v.) Define corporate identity. vi.) Elements of corporate identity design.	8
4.	Typography:- i.) Define Typography. ii.) The origin and development of Typography. iii.) Type Face and fonts. iv.) Classification of Type Face. v.) Type/Type Face Anatomy. vi.) Importance of Typography in Graphic Design.	6

Reference Books:

1. Making a Good Layout – Lorisieber and Lisa Balla.
2. Type in Use–Alex White.
3. Twentieth century graphics – Jean & Aphember.
4. Graphic Design - Narendra Singh Yadav.
5. Sign Design: Graphics, Material Techniques – Mitzi Sims.
6. A history of graphic design'-By Meggs, Philip B. Meggs.

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3BVE-05: Theory of Advertising-I

Credit: 3
3L+0T+0P

Maximum Marks: 100 (IA: 30, ETE: 70)
End Term Exam: 3 Hours

Sr. no.	Topic	No. of Hours
1.	History of Advertising:- i.) Origin of Modern Advertising. ii.) Development of Modern Advertising. iii.) Evolution of Indian Advertising.	13
2.	Advertising & Communication:- i.) Define Advertising & Communication, Types of Communication. ii.) Advertising as a tool of communication. iii.) Basic model of Advertising (Communication Process) iv.) AIDA model of Communication. v.) Define Integrated marketing Communication.	14
3.	Basics of Advertising:- i.) Functions of Advertising. ii.) Classification of Advertising. iii.) Role of Advertising in Modern Business World. iv.) Benefits of Advertising to consumers, manufacturers and society.	12

Reference Books:

1. Foundations of Advertising - Chunawalls & Sethia.
2. Kleppner's advertising Process -J Thomas, Russell, W. Ronald lane.
3. Advertising – its role in modern marketing-S.W.Dunn.
4. Advertising theory and practice- C.H. Sandage.
5. Advertising Art & Ideals -G. N. Rege.

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3BVE-06: Drawing & Illustration Lab-I

Credit: 2
0L+0T+4P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic
1.	Drawing Techniques(Shading) i.) Smudge. ii.) Stippling. iii.) Hatching. iv.) Scribble. v.) Contour. Apply above techniques on any object shape or form.
2.	Still Life:- i.) Detail Study of still life object with drapery. Emphasis should be given to textures (Any still life composition) ii.) Change of Treatment of above still life.
3.	Perspective Drawing:- i.) One point perspective. ii.) Two point perspective. iii.) Three point perspective. Apply above perspective rules on any one of the topic like i.e. land scape/Countryside/Architectural Buildings.

Reference Books:

1. Realistic Figure Drawing by Joseph Sheppard.
2. Complete art foundation course, Curtis Tappenden, Nick Tindam.
3. The art of Drawing Philip S. Rawson.
4. How to Paint & Draw Bodo W. Jaxtheirmer.
5. How to Paint & Draw Series Walter T. Foster.

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3BVE-07: Basics of Photography Lab-I

Credit: 1.0
0L+0T+2P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic
1.	Shutter Speed:- i.) Slow shutter speed photography. Practice with slow shutter speed in camera and submit a photograph of slow shutter speed effect (Blur Effect) on any topic. ii.) Fast shutter speed photography. Practice with fast shutter speed in camera and submit a photograph of fast shutter speed effect (Freeze the Motion) on any topic.
2.	Aperture:- i.) Photograph with deep depth of field and shallow depth of field. ii.) Practice and submit a photograph of Reep Depth of field and one of shallow depth of field on any topic.
3.	Still Life Photography available light. Photography of well composed small group of objects in artistic style.

Reference Books:-

1. Photography Made Simple Subhadeep Kundu
2. Practical Photography course A.H. Hashmi
3. Complete Guide to Digital Photography - Rick Sammon
4. Digital Photography: An Introduction - Tom Ang

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3BVE-08: Animation Lab-I

Credit: 1.5
0L+0T+3P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic
1.	Re-sketch/Redraw any to Famous 2D cartoon characters (one Human and one Animal/Bird) in different poses and Action with expression.
2.	Drawing for Animation:- <ol style="list-style-type: none">1. Bouncing Ball- Sketch by using Stretch & Squash and overlapping.2. Create your own simple cartoon character in line drawing (Human Character).3. Draw single person action and poses4. Complete action sequence of generic walk. Maximum 5 sketches first& last are the same, draw by using your created character from unit 2.ii in pencil/pen/ink brush medium.
3.	Draw jumping human figure with three modes of action: static, squashing, stretching (exaggerate the pose for dramatic effect) Draw by using your own created character.

Reference Books:

1. Aspects of animation, steps to learn animated cartoon, Dr. Jiang Tan, Serials Publications Pvt. Ltd,
2. Animation Survival Kit revised edition, Faber; Richard Williams, Main - Revised edition 2009
3. The Animation book: A complete guide to animated film making, Kit Laybourne and John Canemaker, Three Rivers Press, 1998
4. Enchanted Drawings: The history of animation, Charles Solomon
5. The Art of Animation, Bob Thomas.
6. VisualEffectsandCompositing byJonGress-20October2014

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3BVE-09: Digital Art Lab–II

Credit: 2
0L+0T+4P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic
1.	Introduction to Vector Graphics software:- (Open Sours software/coral draw) i.) Introduction to Vector Graphics software. ii.) Define Vector Art.
2.	Software Interface:- i.) Menu Bar, Tool Bar, Property Bar. ii.) Save, Save as, Import & Export of File.
3.	Tools:- i.) Introduction of Tool Box. ii.) Select, Transform, Cropping, Navigation, Align, and Distribute. iii.) Lines & Curves. iv.) Edit Shapes/curves (by nodes) and drawing by editing path/shape tool.
4.	Drawing Tools and their properties/option:- i.) Create rectangle, Square, circle, polygon, basic shapes. ii.) Draw free hand drawing, Bezier curve. iii.) Calligraphic and Brush strokes tools.
5.	Color:- i.) All coloring, fill and tools, their properties and option
6.	Text Tool, Their properties and Text Formatting.

Reference Books:

1. The Digital Designer's Jargon Buster Alastair Campbell
2. Design Made Easy with Inkscape Christopher Rogers
3. Teach Yourself Corel Draw Niranjan Jha Showman.
4. The Book of Inkscape Dmitry Kirsanov.

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3BVE-10: Advertising Design-I

Credit: 1.5
0L+0T+3P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic
1.	News Paper Advertisement:- i.) Prepare Black & White Typographical newspaper advertisement with the effective use of Typography on any type. ii.) Create a colorful Typographical newspaper advertisement with the creative use of Typography on any type.
2.	Re-Design any Two existing newspaper print advertisement in colour.

Reference Books:

1. The Uncommon Sense of Advertising -Sanjay Tiwari
2. Confessions of an advertising man–Ogilvy
3. Foundation of Advertising (Theory and Practice)– SA Chunawala & KC Sethia
4. Advertising and Sales Management–Mukesh Trehan & Ranju Trehan

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3BVE-11: Industrial Training

Credit:1

Sr. no.	Topic
1.	Practical Training of 15 days in Relevant Industry.

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