

<b>Name of Faculty</b>	:	Faculty of Design
<b>Name of Program</b>	:	Bachelor of Design (B.Des.)
<b>Course Code</b>	:	1BAG03
<b>Course Title</b>	:	History of Design and Animation
<b>Type of Course</b>	:	PC
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	-
<b>Course Objective</b>	:	The course objective for a History of Design and Animation course typically revolves around providing students with an in-depth understanding of the evolution, significance, and impact of design and animation throughout history.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Remembrance examine the historical development of design and animation as art forms
	CO2	Analyse the impact of technological advancements on the evolution of design and animation
	CO3	The art of writing creative and effective dialogue
CO4	Understanding the major artistic movements and their influence on design and animation	

#### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
SEE	CIA	SEE	CIA					
2	0	4	4	50	25	50	25	150

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C – Credit, SEE – Semester End Examination, CIA – Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

**Course Content**

Module No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	<b>Introduction to Design and Animation</b> , Definition and significance of design and animation, Overview of the course objectives and structure <b>Pre-20th Century Design and Animation</b> , Ancient and medieval design influences, Early forms of animation: zoetropes, phenakistoscopes, and praxinoscopes, Contributions of pioneers like Emile Reynaud and J. Stuart Blackton	8	17%	CO1 CO3
2	<b>The Birth of Animation</b> , Eadweard Muybridge and the development of motion studies, Winsor McCay and the advent of character animation, Early animation studios: Bray Studios, Fleischer Studios, and Walt Disney Studios <b>The Golden Age of Animation</b> , The impact of Disney's "Snow White and the Seven Dwarfs", Warner Bros. and the rise of Looney Tunes, The influence of World War II on animation	8	17%	CO2
3	<b>Mid-Century Modern Design and Animation</b> , The Bauhaus movement and its influence on design, UPA (United Productions of America) and the shift in animation aesthetics, Saul Bass and the evolution of title sequence design <b>Experimental Animation and the Avant-Garde</b> , Norman McLaren and abstract animation, Oskar Fischinger and visual music, The impact of computer-generated imagery (CGI)	8	17%	CO2 CO4
4	<b>The Digital Revolution</b> , The rise of computer animation: Pixar and the impact of "Toy Story", The role of technology in shaping design practices, Video games and interactive design <b>Contemporary Design and Animation</b> , Contemporary animation studios and their unique styles, The influence of anime and global animation trends, Design thinking and its application in animation	7	17%	CO3 CO4
5	<b>Design and Animation in Advertising and Marketing</b> , The use of design and animation in commercials and branding, Case studies of successful advertising campaigns <b>Design and Animation in the Digital Age</b> , Web design and user experience (UX), Motion graphics and visual effects in film and television, Augmented reality (AR) and virtual reality (VR)	7	16%	CO1 CO3
6	<b>The Future of Design and Animation</b> , Emerging technologies and their impact on design and	7	16%	CO2 CO3

	animation, Ethical considerations in design and animation practices, Speculative and visionary design and animation projects			
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Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	32	32	10	10	0	16

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

#### Reference Books

Sr. No.	Name of Reference Books
1	The Animator's Survival Kit Author: Richard Williams
2	Timing for Animation Authors: Harold Whitaker and John Halas
3	Character Animation Author: Eric Goldberg
4	Frames of Anime: Culture and Image Building Author: Tze-yue Hu

#### List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Think Further, Design Beyond