Objective
This is a course about the basic part of Multimedia as much as about how to sew these parts together with current
technologies and tools and that shows you how to use the text, image, sound and video to delivering your message
and content in meaningful ways.

Unit 1
Platforms – Basic software tools

Unit 2
Making instant Multimedia – Multimedia Authoring tools

Unit 3
Multimedia Building Blocks: Text – Sound – Images

Unit 4
Multimedia Building Blocks: Animation – Video

Unit 5
Multimedia and the Internet: The Internet and how it works – Tools for World Wide Web – Designing for the World
Wide Web

Textbook:

Reference:


18FNA104  CHIAROSCURO 1 (OBJECT STUDY)  0 2 4 4

To Initiate the students to the technique of drawing forms, shapes and volume working with various grades of tones
using Pen, pencil, charcoal and pastelshatching, cross hatching, stumbing, blending and layer overlays over a
variety of surfaces.

18FNA105  INTRODUCTION TO PHOTOGRAPHY  1 1 3 3
Objective
The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera.

Unit 1
History of photography - Pinhole Camera, Camera Obscura, Normal Human Eye and Process of Seeing-Human eye and camera

Unit 2
Camera principles- Compact cameras and SLR’s - Working of SLR camera- Different image sensors-CCD and CMOS

Unit 3
Different parts of SLR Camera-Creative mode and basic modes in SLR camera-Basic features of SLR camera - Focusing-Aperture-shutter speed-slow and fast shutter speeds, applications of slow and fast shutter speeds, ISO, when to use ISO function.

Unit 4
Angle of view- Different types of lenses-normal lens, wide angle lens, fish eye lens, prime lens, telephoto lens. Depth of Field-Shallow depth of field, large depth of field, Depth of focus - circles of confusion

Unit 5
Different Image capturing formats-RAW, TIFF, JPEG, Storage Devices- SD card CF card, etc. Different camera accessories

INTRODUCTION TO VISUAL ARTS

Objective
Introduce the students to the world of Visual Arts so as to be enabling them competent and proficient in acquiring the knowledge about Visual Arts and Mass Communication.

Unit 1
History of Western Art: Principles of Composition-Prehistoric Art-Egyptian Art-Greek Art-Roman-Byzantine-Gothic Art-Renaissance-Baroque Art-Romanticism

Unit 2
Modernist Movements: Impressionism - Expressionism - Dadaism and Surrealism - History of Indian Art: Indus Valley to Vedic Art - Buddhist Art - Medieval Hindu Art - Mughal Art - Indian Miniature Tradition

Unit 3
Indian Art in the 20th century-Raja Ravi Varma, Amrita Shergil-Rabindranath Tagore and the Bengal School - Modernist Movements in Indian Art

Unit 4
Principles of Composition: Perspective - Space (Negative and Positive)

Unit 5
Directional lines-Golden Section and Rule of the Third, Colour Theory

Texts
1. Art & Visual Culture 1100-1600: Medieval to Renaissance edited by Kim W. Woods
2. Art History: The Basics By Diana Newall, Grant Pooke

Reference
1. Art and Illusion in The Winter’s Tale By B. J. Sokol
2. A World History of Art By Hugh Honour, John Fleming
3. Art History: A Very Short Introduction By Dana Arnold

18FNA115 NATURE STUDY 1 (DRAWING) 0 2 4 4
To make the students observe the details of nature like forms, shapes, textures, colors and atmospheric feel and translate the same in drawing.
Outdoor study, Study of shapes, forms and structures of trees and plants, land formations, water bodies, study of reflections and movement, study of rustic landscapes using drawing instruments only like Pen, Pencil, Charcoal and pastels.

18FNA180 MULTIMEDIA LAB I 0 1 2 2

18FNA181 MULTIMEDIA GRAPHICS AND ANIMATION LAB I 0 1 2 2
Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily, Add color to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Draw landscapes such as buildings and houses with ease using perspective, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.

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<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>18FNA182</td>
<td>LANGUAGE AND COMMUNICATION PRACTICE LAB</td>
<td>0 0 2 1</td>
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<td>Communication Practice including correct verbal usage, vocabulary and pronunciation in Regional Languages, Discussion of case studies.</td>
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<td>18FNA184</td>
<td>MULTIMEDIA, GRAHICS AND ANIMATION LAB II</td>
<td>0 1 22</td>
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<td>Animation Basics, Creating 2D Animations, Flash Websites, Basic Action Scripting.</td>
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<td>18FNA205</td>
<td>ART THROUGH AGES</td>
<td>3 1 0 4</td>
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<td>Objective:- The course introduces the students to the history of art through the ages</td>
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<td>Unit 1 Prehistoric to Gothic Art</td>
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<td>Unit 2 An over view of Art from Renaissance to 19th Century Art</td>
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<td>Unit 3 An over view of Modern Art</td>
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<td>Unit 5 An over view of Indian Art</td>
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<td>18FNA206</td>
<td>INTRODUCTION TO AESTHETICS</td>
<td>2 1 0 3</td>
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<td>Unit 1</td>
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Indian Aesthetics vs Western Aesthetics. Indian And Western Philosophical frame work and intellectual traditions.
Indian and Western Philosophers and Aestheticians - their works

Unit 2
Introduction to Plato, Republic, Mimetic theory

Unit 3
Introduction to Aristotle, Theory of Catharsis

Unit 4

Unit 5
Visual Art and Aesthetics: Understanding Visual art and Visual Culture

Texts
1. Pandey, KC, 'Comparative Aesthetics: Indian and Western'
2. Read, Herbert, 'The Meaning of Art'. Faber & Faber, 1961

Reference

18FNA207 CHIAROSCURO 2 (PAINTING) 0 2 4 4

To Initiate the students to Advanced Painting techniques of representing shape, form and volume with various media like Oil paint, Watercolours, Gouache, Acrylic, Pastels etc.
A detailed study of Light and Shade with the above media. to understand the visual language of the past and to experiment with new techniques. Still life, General Object Study, and Human forms.

18FNA210 WESTERN AESTHETICS 1 1 2 3

Unit 1
Introduction to western philosophy and the philosophical terminologies and its application in theoretical discourse

Unit 2
Introduction to Plato, Plato's idea of 'Form' and Mimetic theory and the Functions of Art

Unit 3
Introduction to Aristotle, Theory of Catharsis, Tragedy, The Six elements and Three Units of a Tragedy

Unit 4
Introduction to western intellectual traditions from Descartes, Immanual Kant, Alexander Baumgarten Aesthetic Judgement
Unit 5
An Overview of the Art Movements throughout history - Modern aesthetic movements and theories.

Texts:
1. Pandey, KC, 'Comparative Aesthetics: Indian and Western'
2. Read, Herbert, 'The Meaning of Art'. Faber & Faber, 1961

References

18FNA212 NATURE STUDY 2 (PAINTING) 0 2 4 4
To make the students observe the details of nature like forms, shapes, textures, colors and atmospheric feel and translate the same using various styles and technique in Painting.
Painting with a variety of media like Oil on Canvas, Acrylic on Canvas, Acrylic on paper, Gouache on Paper, Watercolor on Paper, and Oil and Dry Pastels on Paper and Canvas.
Outdoor study, Study of shapes, forms and structures of trees and plants, land formations, water bodies, study of reflections and movement, study of rustic landscapes using Various types of paint like Oil, Acrylic, Watercolors, Gouache, Oil Pastels and Dry Pastels

18FNA303 Elements of Design 1 1 4 4
Introducing the students to all the fundamental elements of design namely: Color. Line, Shape, Texture, Space, Form, Unity/harmony and Balance, using various media.
Learning through exercises in Rhythm, Visual Hierarchy, Balance, Dominance / Emphasis, Similarity and Contrasts etc.

18FNA304 Life Study 1 (Drawing) 0 2 4 4
To make the students observe the structure and composition of Human body. Translating though drawings the anatomy and structure of Human body, with detailed drawings of each part, under various lighting conditions and various postures and various viewpoints. Detailed facial Anatomy. Detailed Facial Expressions, Skin tones etc. Full Figure Drawings with Pencils, Pen, Charcoal and Pastels.

18FNA311 Perspective Study - City Scape 1 2 3 4
To make the students observe, study and translate in two dimension, the phenomena of Perspective and to represent the feeling of depth in two-dimensional plain.
A detailed study of One point, Two Point and Three Point Perspectives. Referencing from buildings, nature and other man-made structures in the real world. Outdoor study. Using various media.

18FNA312 Installation Art 1 0 2 4 4
To introduce to the students the genre of modern contemporary art of Installations. To instill in them the idea of Non site specific installations, mostly, Indoors, occupying small spaces, designed to transform the perception of space. Studio work. Mixed media.
To Introduce to students, the historical and aesthetic traditions of Mural paintings of various parts of India and World. Introduction to Traditional Kerala Mural Painting, its aesthetics and philosophy. A study of traditional symbols and motifs along with their meanings and significance. Iconography using DhyanaShlokas.

Advanced Life study using various Painting techniques and various media of Painting like Oil on Canvas, Acrylic on Canvas, Acrylic on paper, Gouache on Paper, Watercolor on Paper, and Oil and Dry Pastels on Paper and Canvas. Advanced Human Anatomy study including skin tones, textures and expressions.

To introduce to the students the idea of creative painting-using various techniques, putting into practice various aesthetic theories. Experimentation with a wide variety of media and techniques in representing Themes and Ideas. To ideate and compose elements of a painting in a creative way. To work with spontaneity of the mind and Spontaneity of the medium. Introduction to creative abstraction.

To Introduce the concept of traditional Printing techniques for creative expression. Etching using metal, wood or synthetic materials, the process of engraving, inking and pressing. Introduction to Intaglio Printing, Wood and Lino cut. Working with single Colour and multiple colors.

To take the students through the advanced levels of Installation Art. Site specific Art with traditional media as well as found materials. Out-door and indoor, permanent and temporary installations. Advanced space transformation techniques with light, sound and Objects.

Painting of the human face with live models using various media namely Oil on Canvas, Acrylic on Canvas, Acrylic on paper, Gouache on Paper, Watercolor on Paper, and Oil and Dry Pastels on Paper and Canvas. Detailed study of the Human Head and Face. Working towards likeness using Light and Shade represented through paint. Representation of Age, Ethnicity, Expressions etc. of Human faces.

To take the students through advanced levels of mural Painting (Traditional Kerala Mural Painting) by introducing to the stories, legends and lores from history and mythology found in Ancient Texts (Puranas, Upanishads and
Ithihasas) and iconographic prescriptions in temples (Agamas). To conduct detailed studies in the composition of symbolic elements on the wall space. To represent stories on single or multiple panels.

18FNA405  Digital Painting Practice  0 0 4 3

To introduce the students, the digital medium for painting, using single or multiple software’s and platforms. To use the digital colour palette for mixing and blending colors and over laying multiple layers to give a painterly finish and to find their own ways of creative expression using the possibility of millions of colors in the digital platform.

18FNA498  Degree Show  10

Introduces the students to the methodology of curating exhibitions. Their project works and class works will be exhibited in the Degree show exhibition and evaluated.

18FNA499  Project  6

The students have to work on a specified number of styles and techniques of their choice and submit the works in a mountable format for the degree show exhibition.

18FNA605  Art Direction  0 2 4 4

To introduce the students to all the areas of art direction, for the film industry, theatre and advertising industry. The course introduces various painting and sculpting techniques for the making of props and sets, as well as advanced ideas for design for print and visual media for the media industry.

18FNA614  Portrait Photography  0 2 4 4

Posing
Composition
Portrait Lighting
Old Age

18FNA615  Sculpture  0 2 4 4

The course introduces a student to visualize in three dimension. Introduction to various sculpting tools to make sculptures with various media, like clay, plaster, cement, wood, fibre, etc. The course expects the students to try out various sculpture types like Busts, Full figures, Contemporary, Abstract etc.

18FNA616  Illustration  0 2 4 4

Introduces the student to the art of illustrations and imparts expertise in line drawings with various instruments like pencil, pen, brush, brushpens, pastels etc. Drawing from reference of photographs, and real life objects. Compositions of human actions in the backdrop of architecture and nature. Advanced referencing techniques with mannequines and miniature models. Techniques of choosing the angle for illustrations. Tracing and transferring techniques in manual illustrations. Using watercolours, acrylic and oil paint for advanced manual illustrations. Introduction to digital illustrations, working on layers of colour tones. Illustrations with raster techniques. Illustration
with cut colours. Illustrations with vector graphics. Illustrations for packaging. Illustrations as brand identity. Illustration for works of literature. Digital illustration as Art practice. Illustrations for advertising and corporate communication.