

# DEPARTMENT OF ANIMATION & VIRTUAL REALITY

## PHD PROGRAMME

### SYLLABUS

### ANIMATION

#### **Module 1: History and Global Influence of Animation**

Global History of Animation: Evolution of animation techniques worldwide. Key figures and milestones in global animation history. Animation in India: Development and contributions of Indian animation. Cultural impact and unique aspects of Indian animation.

#### **Module 2: Animation Design Foundations**

Animation Design Fundamentals: Exploration of design elements in animation. Application of principles and theories specific to animation design. Design Process and Thinking in Animation: Workflow and design thinking methodologies in animation. Tools and methods for effective animation design.

#### **Module 3: Ethics, Intellectual Property, Society, and Filmmaking**

Ethics and Intellectual Property in Animation Design: Considerations for ethical animation design. Understanding intellectual property rights in animation. Animation, Economics, Society, and Filmmaking: Economic dynamics and societal impact of the animation industry. Case studies on economic aspects, social perceptions, and filmmaking in animation.

#### **Module 4: Visual Communication Theories in Animation and Filmmaking**

Visual Communication Theories in Animation and Filmmaking: Application of Gestalt, Semiotics, and Cognitive Theories in animation and filmmaking. Design applications in various animation and filmmaking media. Types of Visual Communications in Animation and Filmmaking: Exploration of visual communication across digital, print, and audio-visual media in animation and filmmaking. Analysis of design applications in diverse animation and filmmaking formats.

#### **Module 5: Research, Popular Arts, Filmmaking, and Advanced Animation**

Research Methods for Animation and Filmmaking Studies: Qualitative and quantitative research methods in animation and filmmaking. Application of research methodologies to analyze trends and audience reception. Popular Arts and Crafts in Indian Animation and Filmmaking: Influence of traditional arts and crafts on animation and filmmaking in India. Regional practices and their impact on contemporary animation design and filmmaking. Advanced Animation Techniques and Filmmaking: Cutting-edge animation technologies and techniques. Integration of advanced animation techniques in filmmaking.

### **References:**

1. Furniss, M. (2017). *Animation: The Global History*. United Kingdom: Thames & Hudson.
2. *Animation: Art and Industry*. (2009). United Kingdom: John Libbey Publishing.
3. Bendazzi, G. (2015). *Animation: A World History: Volume I: Foundations - The Golden Age*. United States: CRC Press.
4. Khandelwal, V. (2023). *Animation Impact on Visual Art*. Denmark: MEEM PUBLISHERS.
5. *Media and Information Literacy Curriculum for Educators and Learners: Think critically, click wisely!*. (2021). (n.p.): UNESCO Publishing.
6. Block, B. (2020). *The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media*. United Kingdom: Taylor & Francis.
7. *Global Animation Theory: International Perspectives at Animafest Zagreb*. (2018). India: Bloomsbury Publishing.