**ADIKAVI NANNAYA UNIVERSITY**

**3RD YEAR 1ST MID SYLLABUS**

**INDUSTRY ORIENTATION**

**UNIT - I**

Management : concept and scope, Principles of management, Theories of management

 Finance management, New trends in management Media Management : concept, need and scope, Operations and structure of news media companies, Media business and new technology, New trends in media business, Legal issues in media business Nature and Scope of Marketing Research in relation to:- , Graphic designing, Animation Industry (TV advt Film and animated film) ,Challenge in Business Market, Market surveys, planning Significance of Research, Marketing Research Process,

**UNIT - II**

Fundamentals concepts Research Designs, objectives & hypothesis Data Collection Market, Geomorphic Distribution-Segments, Introduction to media management: basic management principles, Managerial skills in visual media production, and promotion; Market for visual media products; market analysis and meeting the demand. Online marketing, mob sourcing.

**UNIT III:**

Media production planning: production objectives/goals; Mobilising human resources – production crew and cast, contracts and call sheets; Acquiring/hiring equipment and properties; Booking studio floor and time, mounting sets, Out-door shoot planning – location search, suitability of locations; Seeking permission from legal and official bodies; Production schedules; logistics management; time management

**3RD YEAR 1ST MID SYLLABUS**

**GAME DESIGN THEORY**

**Unit I: Game industry and technology**

Global game industry ,Indian game industry, Production pipelines, software used ,formats, Documentations, Platforms, Business, Xbox live, steam, PSN network, app store.

**Unit II: Principles of Game Design**

Elements of games, Aesthetics, Game play Mechanics, Story, Technology, Theme, Principles of game design, Pacing, Game flow

**Unit III: Critical study**

How to generate Ideas for games, Iterations, Pilot study based on the context, Visual Presentations , High Concept Document

**3RD YEAR 1ST MID SYLLABUS**

**COMPOSITING – II (THEORY)**

**Unit I**

Introduction to Nuke User Interface, menu bar, tool bar, pane, tab, viewer, node graph, curve editor, properties bin, progress bars, script editor, UI Customization, split pane, moving tabs & floating bins, preferences, save & restore custom UI layouts & reset to manufacturer default layouts, Organization of Tools in Nuke, tool groups / node types / node indicators, multiple views & multiple viewers, viewer-only controls, play controls, Basic Compositing Workflow in Nuke, auto-save, Project Settings, Read & Write nodes – Nuke file name variables, file formats, color space in Nuke, color space LUT & viewer LUT, Reformat, adding / deleting / connecting / finding nodes, Merge, Properties Bin & Control Panel controls Multi-channel Workflow, reading & writing multi-channel EXR, working with multi-channel images, separating & combining channels, hard cache, Where to Find Supporting Resources for Nuke?, from The Foundry other online resources, Transforming, control overlay vs control panel, key framing, Curve Editor, Crop.

**Unit II**

Warping & Morphing, Color Manipulation, ColorCorrect / Grade / HueCorrect / Histogram, matching grade, Keying, luminance key / chroma key / difference key, Primatte, Keylight, image based keyer – IBK, color spill treatment, Rotoscoping, RotoPaint tools & controls, rotoscoping with RotoPaint, Tracking, 1&4 point tracking / off screen tracking, tracking data modification, application of tracking data beyong stabilization, corner-pinning, Precomp, Motion Blur,

 **Unit III**

Gizmo, making a Gizmo, exporting & using a Gizmo,3D Workspace, 2D vs 3D compositing, card / obj / camera / light / scene, basic 3D compositing setup, Scanline Render

**3RD YEAR 1ST MID SYLLABUS**

**ADVANCED 3D (THEORY)**

**UNIT I**

Introduction to bone system/Joints and IK handles, Creating bone system and maintaining naming conventions,Skinning types, import and export of skin weights, IK and FK basics, IK and FK switch, Introduction to Deformers, Introduction to constrains and implementation to rig. Maintaining proper hierarchy, grouping and creating controls, rigging the characters, Use of deformers in rigging process.

**Unit II**

Brief about animation principles, Animation tools in 3D, "Applying classical 2D animation techniques i.e; Stretch squash for 3D character". Creating the illusion of weight, Overview of Maya’s playback controls, Exploring maya's animation preferences. Details about graph editor, Bouncing Ball Exercise, Body language. Animating object along a motion path, Utilizing the trax-editor to blend animation clips. Controlling attributes with set driven keys, Animating with constraints,

**Unit III**

Previewing animations in real-time with play blasts, Introduction to scene animation and key framing, dope sheet. Animal walk& run cycles