



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code : 10130104

Subject Name : Basics of Animation & Motion Graphics

| | |
|--------------------------|---------|
| WEF Academic Year : | 2024-25 |
| Semester : | 3 |
| Category of the Course : | Core |

| | |
|----------------------|--|
| Prerequisite: | Learning the basic tools of animation |
| Rationale : | Utilize the basic animation principle in their animation shorts. |

Course Scheme :

| Teaching Scheme | | | Total Credits | Assessment Pattern and Marks | | | | Total Marks |
|-----------------|----------|----------|---------------|------------------------------|-----------|-----------|-----------|-------------|
| L | T | PR | | C | Theory | | Practical | |
| | | | ESE (E) | | PA(M) | ESE (V) | PA (I) | |
| 0 | 2 | 2 | 3 | 0 | 30 | 50 | 20 | 100 |

Course Content:

| Sr. No. | Course Content | No. of Hours | % of Weightage |
|----------|--|--------------|----------------|
| 1 | Animation is an applied art that makes still images appear to move. The images can be 2D or 3D and are created using one or multiple technologies to create a specific effect. A common use of animation is to bring characters to life in a movie | 8 | 16 |
| 2 | The types of animation include traditional (or cel animation), motion graphics, stop motion, 2D, and 3D. The styles may combine these approaches within each type of animation | 8 | 14 |
| 3 | Birth of moving image and evolution | 8 | 14 |
| 4 | Utilize the basic animation principle in their animation shorts. | 8 | 14 |
| 5 | Utilize traditional and digital media in creation of variety of animation shorts and advertisements | 8 | 14 |
| 6 | introduction to narration and scripting | 8 | 14 |
| 7 | introduction to principles of motion design and title animation | 8 | 14 |
| | | 56 | 100 |



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Reference Book :

- Williams, Richard (2009). The Animator’s Survival Kit. UK. UK: Faber and Faber publication.
- Whitaker, H., Halas, J. (2009). Timing for Animation (2 nd Ed.) Burlington. MA: Focal Press.
- Hultgren, Ken (2016). The Art of Animal Drawing: Construction, Action Analysis, Caricature, Green Point Books.

Course Outcome:

After Completion of the Course, Student will able to:

| No | Course Outcomes | RBT Level* |
|----|---|------------|
| 01 | During the early 1900s, animation in the US was rapidly developing. Independent artists, such as Winsor McCay, who created Gertie the Dinosaur in 1914, used cel animation to create short films for children. Gradually, production studios began hiring animation artists and reaping the rewards of the popularity of the film genre | |
| 02 | The iconic Mickey Mouse was created (and initially voiced by Walt) in 1928. Snow White and the Seven Dwarves (1937) was the first feature-length film to be entirely hand-drawn. Until this time, animation was viewed in the form of a short, lasting around 10–15 minutes | |
| 03 | BOUNCING BALL - slow movement of the slow speed, pendulum - showcasing time | |
| 04 | wave - showing movement in speed, stretch and squash - again different movements | |
| 05 | animation was used as wartime propaganda. It also began appearing as TV series for children, adult-oriented films, video games, and music videos. | |

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

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