ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

Subject: Film Studies

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Design Principle	3	3
		Design Principle Lab	2	1
Semester-III	2	Idea & Research	3	3
		Idea & Research Lab	2	1
Semester-IV	3	Web Design	3	3
		Web Design Lab	2	1
	4	Photography	3	3
		Photography Lab	2	1
Semester-V	5	Game Tester	3	3
		Game Tester Lab	2	1
	6	Film Making	3	3
		Film Making Lab	2	1

SEMESTER-II

COURSE 1: DESIGN PRINCIPLES

Theory Credits: 3 3 hrs/week

I. Course Objectives:

- Understand the core principles: Gain a comprehensive understanding of the fundamental design principles, such as balance, contrast, hierarchy, alignment, repetition, and space.
- Apply design principles: Apply design principles effectively in the creation of visual designs, including composition, layout, and typography.
- Create functional designs: Understand how to utilize design principles to create designs that are not only visually appealing but also functional and user-friendly.
- Develop critical thinking skills: Enhance critical thinking abilities through analyzing and evaluating design choices based on design principles, as well as providing constructive feedback to peers.
- Use design software/tools: Develop proficiency in using design software and tools relevant to the field, such as Adobe Creative Suite, Sketch, or Figma, to implement design concepts and apply design principles effectively.

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Understand the fundamental design principles.
- Apply design principles to solve design
- Develop critical thinking skills
- Create visually appealing designs.
- Ability to Create Effective Layouts

III. Syllabus:

Unit - I: Introduction to design,exploring its history, purposes, and the role of designers in various industries, Elements of Design, line, shape, form, color, value, texture, and space., about 2d and 3d designs, manual designs

Unit - II: Principles of Design: balance, contrast, emphasis, movement, pattern, rhythm, and unity.Logo Design, different brands or businesses, Poster Design, Packaging Design, Interior Design Concept, Infographic Creation, Brand Identity Design, Typography Exploration

Unit - III: Understand the Brand, Design Brief, Conduct Market and Competitor Research, Concept Development, Digital Rendering, Presentation and Feedback, Finalization, Logo Guidelines, guideline document, specifications on logo size, clear space, color variations

Unit - IV: Design Principles for 2D and 3D: Composition, Color Theory, Contrast, Proportion and Scale, Perspective, Lighting and Shadows, Movement and Animation, Lighting and Shadows, Texture and Materials, User Experience.

Unit - V: Typography: Typeface, Font, Hierarchy, Kerning, Leading, Tracking, Alignment, Typeface Design, Editorial Design. Calligraphy: Stroke Variation, Penmanship, Flourishing, Script Styles, Rhythm and Flow, Ink and Tools, Projects: Hand-Lettered Quotes, Envelope Art, Illustrated Lettering, Art Prints..

IV. References:

- "The Non-Designer's Design Book" by Robin Williams
- "Universal Principles of Design" by William Lidwell, Kritina Holden, and Jill Butler
- "Grid Systems in Graphic Design" by Josef Müller-Brockmann
- "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton

Web resources suggested by the Teacher concerned and the college Librarian including reading material

V. a) Co-Curricular Activities:

- Establish a design club where students
- Encourage students to participate in design competitions
- Organize design exhibitions within the school or collaborate with local art galleries
- Invite design professionals or educators to conduct workshops and seminars.
- Assign research projects that focus on exploring and analyzing design principles

b) Suggested Co-Curricular Activities:

- Design Workshops
- Design Competitions
- Design Club or Society
- Design Exhibitions
- Design Projects

SEMESTER-II

COURSE 1: DESIGN PRINCIPLES

Practical Credits: 1 2 hrs/week

VI. List of Experiments:

1. Typography Exploration
2. Color Harmony Project
3. Logo Redesign
4. User Interface Wireframing
5. Packaging Design

SEMESTER-III
COURSE 2: IDEA & RESEARCH

Theory Credits: 3 3 hrs/week

I. Course Objectives:

- Foster a mindset that encourages creative thinking and innovation. Enable students to think outside the box and generate unique ideas.
- each students various research methods and techniques to gather, analyze, and interpret relevant data and information
- Enable students to identify and analyze the characteristics, needs, and preferences of target audiences
- Educate students about ethical considerations in idea generation and research, such as intellectual property rights, plagiarism, and responsible use of information
- Students develop problem-solving skills by analyzing complex challenges and identifying creative solutions

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Apply various ideation techniques to generate a wide range of ideas.
- Demonstrate fluency, flexibility, and originality in idea generation.
- Think critically and creatively to solve problems and identify opportunities.
- Refine initial ideas based on feedback and evaluation.
- Develop and iterate concepts through prototyping and testing

III. Syllabus:

Unit – I: Creative thinking and problem solving, what is creative thinking, How to think out of the box. Creative thinking vs. Critical thinking, Divergent thinking, Convergent thinking, Six Thinking Hats, Lateral Thinking

Unit – II: Brain storming, Idea generation techniques, Mind map, Group discussions, inspirations, Idea management, Experiments, Dealing with subconscious mind etc...

Unit – III: Iteration techniques, defining design problems, Generate ideas, Evaluation of ideas by filtering process. (Key questions like feasibility, uniqueness, relevance etc...)

Unit – IV: Research methodology, Problem analysis, Planning, Qualitative research, Quantitative research, Hypotheses, Culture and Communication – Culture as Communication – Inter-cultural Communication – Values, World view and perception – Values in Culture –Values and Communication

Unit - V: Nature and Scope of Marketing, Research in relation to:-- Graphic designing - Animation Industry - TV & Film industry – Gaming industry – Visual effects industry – Vital reality Industry

IV. References:

1. Lateral Thinking: Creativity Step by Step by Edward de bono
2. Six thinking hats by Edward de bono
3. Start with Why: How Great Leaders Inspire Everyone To Take Action by Simon Sinek
4. The Shape of Ideas: An Illustrated Exploration of Creativity by Grant Snider (Author)
5. Research Methodology: A Step-by-Step Guide for Beginners Paperback by Ranjit Kumar (Author) Art of game design

Web resources suggested by the Teacher concerned and the college Librarian including reading material

V. a) Co-Curricular Activities:

- Conduct workshops focused on different idea generation techniques, such as brainstorming sessions, creative problem-solving exercises, or design thinking workshops
- Assign research projects or case studies that require students to conduct in-depth research on a specific topic or problem
- collaborate on projects that require idea generation and research
- Organize sessions where students present their research papers or findings on a particular topic
- RVJ (Reflective Visual Journal) on the theory and particles

b) Suggested Co-Curricular Activities:

- Oral presentations
- Self-reflective blogs
- Practical production works
- Peers and self –assessment for output
- Invited lectures and presentations on related topics

SEMESTER-III

COURSE 2: IDEA & RESEARCH

Practical Credits: 1 2 hrs/week

VI. List of Experiments:

1. Task students with identifying a specific problem or challenge in a particular field or industry.
2. Assign students to research and analyze current trends in a specific industry or area of interest
3. Challenge students to develop an innovative product or service
4. Assign students to conduct branding and marketing research for a specific company or organization
5. Assign students to conduct market research and feasibility studies for a new business

SEMESTER-IV

COURSE 3: WEB DESIGN

Theory Credits: 3 3 hrs/week

I. Course Objectives:

- Develop skills in creating intuitive and visually appealing interfaces that enhance user experience.
- Learn techniques such as cropping, resizing, retouching, and applying filters to enhance images.
- Familiarize students with the Dreamweaver interface and site management features, enabling them to create, organize, and manage website files and projects effectively.
- Learn to integrate Photoshop designs into Dreamweaver by converting visual designs into HTML and CSS code. Understand the process of slicing, exporting, and optimizing graphics for web use.
- Develop skills in creating responsive web designs using Photoshop and Dreamweaver.

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Develop a strong command of Photoshop tools and features, enabling students to effectively manipulate, edit, and enhance digital images for use in web design projects..
- Acquire graphic design skills in Photoshop, including creating visually appealing layouts, selecting appropriate colors and fonts, and designing eye-catching graphics and icons for websites.
- Apply image compression and optimization methods to improve website performance.
- Understand the importance of visual hierarchy, balance, and consistency in creating engaging and well-structured webpages.
- Understand the fundamentals of HTML and CSS to ensure accurate implementation of designs.

III. Syllabus:

UNIT I:Photoshop: Page Setup, Designing Web Layout, creating a Header, create a Menu Bar, Search options, Importing Images, Aligning the page, Slice Tool Options, File Formats, Save for Web, create a Web Banner, Web Template using Publishing for Web.

UNIT II:Dream Weaver: Interface, defining a Site, Properties Panel, creating a Page with Text, Creating Tables, Importing Images, .swf files, videos, Creating Hyperlinks, Frames & Frame Sets, I frame, Forms, Rollovers, Div Tags, Cascading Style Sheet, Types of CSS: Inline, Internal or Embedded, and External CSS. Publishing the Web Site

UNIT III:Introduction HTML – Structure of HTML program – Commonly used HTML tags – Textformatting – Text Styles – Other Text Effects – Lists – Tables – Frames –AddingGraphics to HTML Document – Cascading Style Sheets – Font Attributes – Color andBackground Attributes – Text Attributes – Border Attributes – Margin Attributes – ListAttributes.

UNIT IV:Web Types: Static and Responsive Web Pages, Communicating on the Internet Web Services, Domain Name, Overview of TCP/IP and its Services –Web Servers – Web Clients/Browsers.

UNIT V:(Web Hosting) Introduction to Protocols – About FTP – Web Hosting – Hosting through DOSHosting through Character Interface & Graphics Interface

IV. References:

- Adobe Photoshop CC Classroom in a Book" by Andrew Faulkner and Conrad Chavez
- The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques" by Glyn Dewis
- "Dreamweaver CC: The Missing Manual" by David Sawyer McFarland
- "Adobe Dreamweaver CC for Dummies" by Janine Warner

- *Web resources suggested by the Teacher concerned and the college Librarian including reading material*

V. a) Co-Curricular Activities:

- Design and Development Club
- Web Design Competitions
- Web Design Workshops
- Portfolio Reviews
- Industry Collaboration

b) Suggested Co-Curricular Activities:

- Training of students by a related field expert
- Group discussions, Quiz, Debates, etc
- Preparation of videos and PPT for the subject related presentations
- Collection of material on the topics
- Invited lectures and presentations on related topics

SEMESTER-IV

COURSE 3: WEB DESIGN

Practical Credits: 1 2 hrs/week

VI. List of Experiments:

- Design Phase:
  - Use Photoshop to create a visual design for your portfolio website. Consider the layout, color scheme, typography, and overall aesthetic.
  - Design multiple page layouts, including the homepage, project galleries, about me page, and contact page. Ensure consistency in design elements and navigation throughout.
- Asset Creation:
  - Use Photoshop to create or edit images and graphics for your website. Optimize images for web use, considering file size and quality.
  - Design a logo or personal branding element that reflects your identity as a web designer.
- Dreamweaver Setup:
  - Set up a new website project in Dreamweaver.
  - Create a folder structure to organize your website files.

- HTML and CSS Coding:
  - Convert your Photoshop design into HTML and CSS code.
  - Ensure your code is semantically structured, with appropriate headings, paragraphs, lists, and image tags.
  - Implement responsive web design techniques using CSS media queries to adapt the layout to different screen sizes.
- Navigation and Interactivity:
  - Create a navigation menu using HTML and CSS, ensuring it is consistent across all pages.
  - Implement interactive elements such as image galleries, hover effects, and transitions using CSS and JavaScript/jQuery.

- Render a frame and video of indoor and outdoor scenes.
- Render a video of indoor scenes.

SEMESTER-IV

COURSE 4: PHOTOGRAPHY

Theory Credits: 3 3 hrs/week

I. Course Objectives:

- Learn about the different types of cameras, their components, and how to use them effectively.
- Gain a comprehensive understanding of exposure, including aperture, shutter speed, and ISO, and learn how to achieve proper exposure in various lighting conditions.
- Explore the principles of composition, such as the rule of thirds, leading lines, and balance, to create visually appealing photographs.
- Learn about different lighting setups, both natural and artificial, and how to use light to enhance your images creatively.
- Develop skills in post-processing software like Adobe Photoshop or Lightroom to enhance and retouch your photographs effectively.

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Develop a strong foundation in camera operation, exposure control, and lighting techniques, enabling you to capture well-exposed and visually appealing photographs.
- Cultivate a keen eye for composition, light, and moments, allowing you to create compelling and aesthetically pleasing images.
- Express your unique perspective and personal style through photography, conveying emotions, stories, and ideas effectively.
- Acquire proficiency in using editing software to enhance and refine your images, giving them a professional finish.
- Explore various photography genres, discovering your areas of interest and developing specialized skills in those areas.

III. Syllabus:

UNIT I: Making of photography, Digital cameras and images, Taking photos, Image sensors, images cleaning, Digital workflow, Image formats, Storing images, Color Management, Color Models and spaces, Controlling Exposure

UNIT II: Controlling Sharpness, Image stabilization, Focusing, Depth of Field, Capturing light & Color, White Balance, Color Balance and time of day, Understanding Lenses, Macro mode and macro lenses, On-camera flash photography

UNIT III: Studio Photography, Using stones, Using diffusers, The main light, The fill light, The rim light, Displaying & Sharing photos on Screen, Slide Shows, File formats, Publishing your photos

UNIT IV: Scanning and Image Editing, Digital retouching, Image enhancement, Image size, Retouching tools, Layers, Applying selective effects to images, Filters with masks, Digital darkroom effects

UNIT V: Digital output, Placing phots, Document creation, Posting photos on the web page, Printers, Output devices, Proofing, Printing Quality, Printing sizes

IV. References:

- The textbook of Digital Photography second edition, Dennis P. Curtin resources suggested by the Teacher concerned and the college Librarian including reading material

  Web resources suggested by the Teacher concerned and the college Librarian including reading material

V. a) Co-Curricular Activities:

- Seminar/Workshop on related topics
- RVJ (Reflective Visual Journal) on the theory and particles
- Event Photography of any function
- Industry trip
- Photography studios visiting

b) Suggested Co-Curricular Activities:

- Training of students by related field experts.
- Skill Development through Group discussions, Quiz, Debates, etc
- Preparation of videos and PPT's for the subject related presentations
- Collection of material on the topics using Internet
- Invited lectures and presentations on related topics

SEMESTER-IV

COURSE 4: PHOTOGRAPHY

Practical Credits: 1 2 hrs/week

VI. List of Experiments:

- Nature photography with Landscape
- Create a story with 6 image
- Capture 10 different expressions (like sad, happy, etc)
- Capture Sunrise and Sunset
- Work on light effect on any subject

SEMESTER-V

COURSE 5: GAME TESTER

Theory Credits: 3 3 hrs/week

Course Objectives:

- Become a skilled and experienced quality assurance professional with a deep understanding of game testing methodologies, techniques, and best practices.
- Gain expertise in identifying, reporting, and prioritizing bugs and issues, and effectively communicating them to the development team.
- Continuously enhance testing skills and stay updated with the latest trends, tools, and technologies in game testing and quality assurance.
- Develop proficiency in new testing techniques, automation frameworks, and emerging platforms to expand career opportunities.

Learning Outcomes

- Understanding of Game Testing Concepts
- Proficiency in Game Testing Techniques
- Knowledge of Testing Tools and Technologies
- Familiarity with Game Development Processes
- Apply design principles to solve design

II. Syllabus: ***(Total Hours: 90 including Teaching, Lab, Field Training and unit tests, etc.)***

Unit - I: Functional Testing:game features and mechanics work as intended, Test user interactions, controls, and input handling, Identify and report bugs, glitches, and issues, Compatibility Testing: Test the game on different platforms, Verify that the game runs smoothly on various hardware configurations, Check compatibility with different operating

Unit - II: Performance Testing: Evaluate the game's performance, optimization, Test for frame rate drops, lag, and performance issues, Assess memory usage, loading times, and resource management

Unit - III: Level and Environment Testing: Test individual game levels and environments, that the level design, assets, and props are properly placed and functional, Identify any collision issues, gaps, or clipping problems, Gameplay Testing: Analyze the game's mechanics, controls, and progression, Test different gameplay scenarios.

Unit - IV: Multiplayer and Network Testing: Test multiplayer functionality and networking features, Verify synchronization between players, latency, and network stability, Identify and report any multiplayer-related bugs or issues, User Interface (UI) and User Experience (UX) Testing: Evaluate the game's user interface elements and interactions, Test menus, buttons, UI responsiveness, navigation, Assess the overall user experience.

Unit - V: Regression Testing:Repeat tests on fixed bugs, Test new features or updates, Verify that previous functionality, Accessibility Testing: Evaluate the game's accessibility, Test for colorblind support, adjustable text size, subtitles, Assess the game's overall accessibility.

III. References:

1. "Introduction to Game Testing" by Charles P. Schultz
2. "The Art of Game Testing: A Practical Guide for the Game Tester" by Glen E. Sturtevant
3. "A Practical Guide to Testing Object-Oriented Software" by John D. McGregor and David A. Sykes
4. "Game Development Essentials: Game QA & Testing" by Luis Levy, Jeannie Novak, and Jeannie Novak

Web resources suggested by the Teacher concerned and the college Librarian including reading material

IV. Co-Curricular Activities:

- Game Development Clubs and Organizations
- Game Jams and Hackathons
- Beta Testing Programs
- Game Testing Workshops and Training Programs
- Game Testing Communities and Forums

b) Suggested Co-Curricular Activities:

- Follow the given assignments
- Game Testing Competitions
- Game Testing Internships
- Game Testing Online Communities and Forums
- Game Marketing in social media

V. Assignment:

- Bug Reporting and Documentation
- User Experience (UX) Testing
- Multiplayer Testing
- Game Analyse
- Game Testing for multiplayer

SEMESTER-V

COURSE 6: FILM MAKING

Theory Credits: 3 3 hrs/week

I. Course Objectives:

- Develop a comprehensive understanding of the film making process, including pre-production, production, and post-production stages.
- Acquire practical skills in screenwriting, story development, and visual storytelling techniques.
- Develop directing skills to effectively work with actors, block scenes, and convey creative vision.
- Understand the role of post-production, including color grading, visual effects, and sound design, in enhancing the overall quality of the film.
- Familiarize yourself with film distribution and marketing strategies, including film festivals, online platforms, and audience engagement.

II. Learning Outcomes

Students at the successful completion of the course will be able to:

- Plan and execute a successful shoot, including pre-production planning, blocking actors, and adjusting camera and lighting on set.
- Use composition techniques, such as the rule of thirds, leading lines, and framing, to create visually engaging and effective shots.
- Ethical issues related to shooting techniques, such as invasion of privacy or misrepresentation, and will develop strategies for addressing these issues in their work.
- Understanding of the business side of filmmaking, including how to budget for a shoot and how to sell and distribute their work.
- Apply the skills they have learned in a variety of settings, including narrative filmmaking, documentary filmmaking, and commercial work

III. Syllabus:

Unit I: Introduction to Film Making, History and evolution of cinema, overview of the film making process, Introduction to camera equipment and terminology, Understanding different film genres, Elements of a compelling screenplay, Character development and arc, Plot structure and narrative techniques

UNIT II: Introduction to motion photography, Introduction to shooting techniques, camera settings and basics of exposure, composition techniques and framing, control camera operation Shooting with video camera, shooting live action, shot breakdown, Imaginary line and shooting continuity, prepare a 10 shot continuity sequence.

UNIT III: Lighting techniques, lighting for mood and tone, Three-point lighting, Lighting flor different genres, Keylight, Filler Light, Background Light, Natural Light, Artificial Light, Color Temperature Measuring Incident/ Reflected light

UNIT IV: Working with a crew, communication on set, blocking actors, Script analysis, shot lists and shooting schedules, Budgeting for a shoot, Selling and promoting

UNIT V: your work Publicity Designers, Audiographer, Dubbing, Re-recording, Outdoor Light men, Cinema drivers, Junior artist agent, production managers

IV. References:

- Independent Film Making: Lenny Lipton
- Advanced Photography: M.T. Lang Ford
- Basic Motion Picture Technology: HappeTechniques. London: A S C Holding Corp.
- "Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image" by David Landau
- "Set Lighting Technician's Handbook: Film Lighting Equipment, Practice, and Electrical Distribution" by Harry Box

Web resources suggested by the Teacher concerned and the college Librarian including reading material

V. a) Co-Curricular Activities:

- Organize a shooting competition where students are given a specific scene or set of instructions to shoot
- Take students on tours of local movie theaters or other venues with interesting or unique cinematography setups, to expose them to different types of shooting techniques.
- Camera and Lighting Workshops - Organize workshops on camera and lighting techniques to give students practical experience with the equipment and techniques learned in class.

b) Suggested Co-Curricular Activities:

- Training of students by related field experts.
- Skill Development through Group discussions, Quiz, Debates, etc
- Preparation of videos and PPT’s for the subject related presentations
- Collection of material on the topics using Internet
- Invited lectures and presentations on related topics

SEMESTER-V

COURSE 6: FILM MAKING

Practical Credits: 1 2 hrs/week

VI. List of Experiments:

- Create a short narrative film that tells a compelling story in a limited time frame
- Documentary on a subject of interest or social issue
- Create a series of short advertisements or commercials for a product or service
- Create a video essay that combines elements of film and critical analysis.
- Research and submit a short film or documentary to a local or international film festival