ELECTIVE – I - DYNAMIC MEDIA GRAPHICS

Unit 1

Visual thinking and Designing- techniques, concept development, composing, using objects, texture, color and space. Typographic concepts for print, interactive and web media.
Graphics creation- brand and corporate identity manual, poster, brochure, label artwork presentation.

Unit 2

Fundamentals of media elements, Internet and concepts of digital image editing, Interactive, navigation techniques and authoring skills.

Unit 3

Concept creation, story boarding, scripting and project developing methods.

Unit 4

3D designing and Animation dynamics - lens, effects, ray tracing, lighting, shading, reflection, texturing techniques, Modeling concepts - background and object modeling.

Unit 5

Special effects - rendering techniques, morphing and warping for media formats, Digital audio and video tools
Planning and designing web page - HTML programming, Text, Table, Image and audio, Web Animation - graphics, interactive elements & sound, macro media and Flash, Creating web site and ad pages, edit cross-platform and cross-browse pages - Macro media Dream weaver, Interactive web pages, Java script, developing dynamic, cross-platform, web-based applications.

Softwares

Adobe Photoshop, Adobe premiere, Adobe Illustrator, Coral draw, PowerPoint, Aftereffects, Digital Fusion, Macromedia Director, Sound forge/Sound edit.
3D modeling and Animation softwares (3D Studio Max)
Video editing Software (Adobe Premiere)
Animator Pro, HTML, Macro media Flash, Macro media Dream weaver, Java script, Netscape Composer.