MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor of Arts (Honours) Animation and Graphic Design - Fourth Semester - Modifications to the Course Details, Course Outcomes, Course Content, Mode of Assessment and Substitution of a course and approval of the syllabus for the same - Approved - Orders Issued.

ACA 16

No. 11447/ACA 16/2025/MGU   Priyadarsini Hills,Dated: 06.12.2025

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*Read:-*1. U.O.No.5797/AC A16/2024/MGU, dated.27.06.2024.

2. Recommendations of the Expert Committee on Animation and Graphic Design (UG).

3. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 04.12.2025.

ORDER

The syllabi of various Honours Under Graduate Programmes coming under The MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Animation and Graphic Design (UG), discussed the need to modify the Course Outcomes, Course Content and Mode of Assessment of DSC/DSE/SEC/VAC type courses and to modify the Course Details of DSE type courses. Also recommended to substitute the course MG4DSCAGD202: Corporate Identity Design, with MG4DSCAGD202: Grammar of Visual Language (Syllabus link- https://cap.mgu.ac.in/mguugp/syllabus.jsp) in the Fourth Semester syllabus of **Bachelor of Arts (Honours) Animation and Graphic Design** programme and has submitted recommendations vide paper read as (2) above.
(Recommendations are attached as Annexure)

Considering the urgency, sanction has been accorded by the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (3) above, to approve the said recommendations.

Hence, the Course Details, Course Outcomes, Course Content and Mode of Assessment of the said courses in the Fourth Semester syllabus of **Bachelor of Arts (Honours) Animation and Graphic Design programme** stands modified to this extent.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

Copy To

1. PS to VC
2. PA to Registrar/CE
3. Convenor, Expert Committee, Animation and Graphic Design (UG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. JR/DR/AR (Exam)
6. Tabulation/Academic Sections concerned
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. Stock File/File Copy

File No. 118724/AC A16-3/2025/ACA 16

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Section Officer

Annexure
Semester IV

Course Name: STOPMOTION ANIMATION
Course Code: MG4DSCAGD200

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No	Page No.
1	No Change	No Change	No Change	60
2				
3		A, C		
4	Learners will master set design, lighting, and animation techniques for Pixilation and Sand Animation.	No Change		61
5	Removed			

COURSE CONTENT
Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs.	CO No. (Modified)	Page No.
4		**Exploring Pixilation and Sand Animation Techniques**			61
	4.1	No Change	No Change	4	
	4.2			4	
	4.3			4	
5		Teacher Specific Content			

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks	
CCA can be Assignments/Viva -voce/Mini Projects/Class Room Works based on each CO's	
End Semester Evaluation (ESE): 70 Marks Practical Examination	

CO	Evaluation Criteria	Evaluation Method	Marks	Page No. 62
CO 1	Foundations of Stopmotion Animation	All Pre-production Documents, Viva- Voce	(3 x 5) + 10 = 25	
CO 2	Cutout Animation	Project Videos	3 x 15 = 45	
CO 3	Puppet/Clay Animation			
CO 4	Pixilation/Sand Animation			

Course Name: USER INTERFACE DESIGN
Course Code: MG4DSCAGD201

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks
No Change

End Semester Evaluation (ESE): 70 Marks
Practical Examination

ESE Components	Marks Distribution
UI/UX Design	**Modified** (Elaborated)
Prototyping	
Record	
Viva-Voce	
Total	**70**

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End Semester Evaluation (ESE) – Component Distribution Chart based on Course Outcome

CO No.	ESE Component Focus	Mark Distribution		Evaluation Parameters	Marks Based on CO
CO 1	Viva-Voce	5 Mark		Tested through conceptual understanding questions during viva.	5
CO 2	UI/UX Design	15 Mark		Practical evaluation of applied design principles in the final UI layout	15
CO 3	Record, Viva-Voce	**RECORD**	**VIVA**	Evaluated through documentation of research findings (Record) and discussion (Viva).	10
		7 Mark	3 Mark		
CO 4	Viva-Voce	7 Mark		Analytical and evaluative skills	7

						tested through critique during viva.		
CO 5	Prototyping, UI/UX Design, Viva-Voce	**Prototyping**	**UI/UX Design**	**Viva-Voce**	Evaluation of major component: Prototyping design output and defence	33		
		20 Mark	10 Mark	3 Mark				

Course Name: ACTING FOR ANIMATION
Course Code: MG4DSEAGD200

Semester	4	Credits			4	Total Hours (Modified)	**Page No.** 66
Course Details (Modified)	**Learning Approach**	Lecture	Tutorial (Modified)	Practical (Modified)	Others		
		0	3	1	0	75	

COURSE CONTENT
Content for Classroom Transaction (Units)

Module	**Units**	**Course Description**	**Hrs. (Modified)**	**CO No. (Modified)**	**Page No.**
1	**Acting for Animation**				
	1.1		4		
	1.2	No Change	5	CO1	
	1.3		5		
	1.4		5		
2	**Movie Analysis**				
	2.1		5		
	2.2	No Change	5	CO2	
	2.3		6		
3	**Acting Skills**				67
	3.1		5		
	3.2	No Change	6	CO3	
	3.3		5		
4	**Mime Practice**				
	4.1		5		
	4.2	No Change	6	CO4	
	4.3		5		
	4.4		8		
5	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks	
CCA can be Assignments/Viva -voce/Mini Projects/Class Room Works/Acting Practices/Film and Drama Analysis /Written Exams; based on each CO's	
End Semester Evaluation (ESE): 70 Marks Practical Examination	**Page No.** 68

CO	Evaluation Criteria	Evaluation Method		Marks
CO 2	Movie Analysis	Record Book, Viva- Voce		5 + 5 = 10
CO 1	Acting, Mime Skills	(A) Individual Acting Performance (10 marks per CO)	(B) Group Projects (10 marks per CO)	10+ 10 = 20
CO 3				10+ 10 = 20
CO 4				10+ 10 = 20

Course Name: INFORMATION GRAPHICS
Course Code: MG4DSEAGD201

Semester	4	Credits			4	Total Hours (Modified)	**Page No.** 69
Course Details (Modified)	**Learning Approach**	Lecture	Tutorial (Modified)	Practical (Modified)	Others		
		0	3	1	0	75	

COURSE CONTENT
Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs. (Modified)	CO No.	Page No.
1		**Fundamentals of Information Graphics**			70
	1.1	No Change	7	No Change	
	1.2		5		
	1.3		5		
2		**Data Visualization Tools and Techniques**			
	2.1	No Change	7	No Change	
	2.2		6		
	2.3		6		
3		**Advanced Information Graphics**			
	3.1	No Change	5	No Change	
	3.2		6		
	3.3		7		

4	**Applications and Industry Trends**				
	4.1	No Change	6	No Change	
	4.2		7		
	4.3		8		
5	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks
No Change

End Semester Evaluation (ESE): 70 Marks
Practical Examination

ESE Components	**Marks Distribution**
Content development	No Change (Elaborated)
Creativity and visualization	
Originality of the topic	
Conciseness	

End Semester Evaluation (ESE) – Component Distribution Chart based on Course Outcome

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CO No.	ESE Component Focus	Content Development	Creativity & Visualization	Originality of Topic	Conciseness	Total
CO1	Concept identification and selection of appropriate visual forms	5	2	2	1	**10**
CO2	Theoretical understanding and application of visual storytelling	5	3	1	1	**10**
CO3	Data handling, design application and accuracy of visualisation	5	5	2	1	**13**
CO4	Assessment of clarity, structure and communicative strength	3	4	2	1	**10**
CO5	Integration of creativity, originality and	2	6	13	6	**27**

design execution					
Total Mark	**20**	**20**	**20**	**10**	**70**

Course Name: DESIGN THINKING
Course Code: MG4SECAGD200

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 25 Marks				
No Change				
End Semester Evaluation (ESE): 50 Marks				
Practical Examination-Project Evaluation				
Component Distribution Chart based on Course Outcome and its Marks distribution				
CO	**ESE Components**	**Evaluation Parameters**	**Marks**	**Total Mark**
CO 1	User Research	Identification of design stages, data gathering method, and clarity of process understanding	5	10
	Articulation of User Needs & Problems	Definition of design challenge and relevance of insights	3	
	Viva Voce	Concept clarity and understanding of design thinking framework	2	
CO 2	User Research	Empathetic understanding and engagement with user context	4	10
	Articulation of User Needs & Problems	Clarity in problem framing and user persona development	4	
	Viva Voce	Communication of empathetic insight	2	
CO 3	Ideation	Application of creative thinking and brainstorming for solution ideas	6	10
	Prototype	Visualisation of proposed ideas and testing approach	3	
	Viva Voce	Explanation of solution relevance	1	
CO 4	Ideation	Integration of user feedback in idea refinement	3	10
	Prototype	Logical interpretation and design improvement based on insights	5	
	Viva Voce	Analytical justification of changes	2	
CO 5	Prototype	Evaluation of design outcomes and reflection on process strengths	2	10
	Viva Voce	Comparative analysis and self-assessment of	8	

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		design process			

Course Name: SUSTAINABILITY DESIGN
Course Code: MG4VACAGD200

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 25 Marks
No Change
End Semester Evaluation (ESE): 50 Marks
Practical Examination-Project Evaluation

Component Distribution Chart based on Course Outcome and its Marks distribution

CO	ESE Components	Evaluation Parameters	Marks	Total Mark	
CO 1	Record	Identification of sustainability principles (ecological, social, economic) & Conceptual understanding demonstrated through documentation	3	5	**Page No. 81**
	Viva Voce	Understanding of sustainability principles through oral explanation	2		
CO 2	Record	Understanding of Sustainable design theories (life cycle assessment, eco-design, ethical considerations)	3	5	
		Reflection of theoretical awareness in project documentation	2		
CO 3	Record	Application of sustainable design principles in projects	4	10	
		Appropriate selection of materials, production processes and end-of-life considerations	3		
	Viva Voce	Ability to justify design choices and sustainability reasoning	3		
CO 4	Record	Analytical and critical evaluation of environmental and social impacts	5	15	
		Proposal of sustainable solutions addressing identified challenges	5		
	Viva Voce	Problem-solving and reasoning ability in discussion	5		
CO 5	Record	Creativity and innovation in sustainable design project	6	15	
		Integration of sustainability principles in final design output	5		
	Viva Voce	Presentation clarity and justification of design outcome	4		