Ph.D. Animation & Visual Design Syllabus for Entrance Examination

Research Methodologies, Types of research, Logical approaches to research, Critical Analysis , Top down and bottom-up approaches in design, Research design, Basics of statistics. Intellectual property rights: Copyrights, Design registrations, Trademarks, Patents, Geographical indicators, Conceptual design and Prototype testing, Basic understanding of Animation design marketing management. Animation & Design Aptitude: An Overview of the principles, Techniques including 2D animation,

3D animation, character animation, motion graphics, and visual effects. Industry-standard software tools and techniques for creating animated content and history of animation and design. Include animation theory, design fundamentals, storytelling techniques, and the evolution of animation as an art form. Design theory and practice, covering topics such as color theory, typography, layout design, composition, and visual communication.

Process of digital media production, including pre-production, production, and post-production workflows, explores interactive design principles and UX/UI design concepts. Research methods and methodologies relevant to animation and design research, emerging trends in animation and design.