

A CRITICAL ANALYSIS OF ANIMATION COURSES AND ITS' CONTENTS

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Abstract – *The main aim of this research article is to analyze the course content and nomenclature of degree and master degree level Animation courses in the Universities. Many universities are categories Animation degree courses in Mass communication department. Some Universities are teaching Animation degree level course in the Computer Science department. There is a confusion among the educators regarding the discipline for Animation degree and diploma courses. Is it Animation comes under Arts degree or Science degree or Fine Arts degree? It is the main confusion among the University level planners. Because of the polytechnic level skill courses, I.T.I level skill courses, degree level courses are developed with the main objective of utilizing the huge potential for employment opportunity and animation industrial formation this study is important to analyses as well as to suggest a fruitful discipline for this degree level and diploma level courses with the standard syllabus and content. The goal of this paper is to present and analyze the main aspects of the animation course its trends concerned with the overall development of education. Animation is also helps the learner and trainer in learning and teaching processes. This paper critically analyses the course availability and the nature of the discipline. The purpose of the research is to give a good picture about the available animation courses in the Universities in order to cater the economic needs and HR needs of the country. The overall aim of the research paper is to suggest a suitable course content for the learners, educators and the planners. Animation can be utilized as a new communication technology in all the disciplines.*

Key Words: *Animation, Digital Graphics Technology, Learning and teaching, Discipline, VFX, new communication technology*

1. INTRODUCTION

Giving life to drawings, paintings and photographs are called animation. Animation can be classified into classical animation, 2D Animation and 3D Animation. According to the NASSCOM survey, only the Indian animation non-entertainment area and animation production works will touch US\$ 14.7 billion by 2015 [1]. There is a huge development in the area of animation and game design in India for his home needs and outsourcing needs. India has the low cost production facilities and high man power availability in this sector. NASSCOM survey forecast estimation of \$869 million by 2010 is already surpassed. According to the Netscribes latest market research report titled Animation Market in India 2014 there will be a boom in animation industry due to the success of international releases of animation films such as Avatar and Life of Pie [2]. Apart from main animated film production works, advertisements, TV programs, Logo designs, Virtual reality, Educational technologies need 2D Animation and 3D Animation works. Pune, Mumbai, Hyderabad, Bangalore and Chennai have many production facilities and animation colleges and institutions. Even though the 3D Animation courses and studios have developed still there is a lack of universal course content in educational institutions. Many Universities in India have different level courses from Bachelors, Masters, PhD and Diplomas in regular mode, distance mode and part time mode. The UGC has also framed animation skill training to college students. B.Voc Multimedia and Animation courses are launched in 2014 by the central government of India. The government of Tamil Nadu has launched Diploma level courses at MGR Govt. Film and TV Institute with two different courses with the name of Diploma in Multimedia and Diploma in Animation and VFX in the academic year 2014-2015. From the academic year Industrial Training Institute will launch a skill based animation and multimedia courses in I.T.Is. Animation courses are conducted in India with the degree names BA, B.Sc, MA, M.Sc, BFA, MFA, BCA (Animation) Polytechnic Diploma and I.T.I with a different course content and curriculum. MFA Visual Arts (Animation) is conducted at Amrita University, MFA Digital Graphics Technology is conducted by Annamalai University. Mahatma Gandhi University, MA Animation & VFX, BA Animation & VFX are conducted with Arts specialization. M.Sc Animation, B.Sc Animation degree courses are also conducted in India.

2. RELEVANCE OF THE RESEARCH

Animation has changed the way of communication in all the discipline, whether it's science or medicine or fine arts. It is a new communication technology and it becomes the new medium of communication set up. There are many research evidences are available throughout the world regarding the animation and its' communication effectiveness. A country's economic and social development depends upon its educational development and youth's employability. Animation becomes the inevitable source for communication from school level to higher education level. Smart phones, laptops, tablets, personal computers, smart interactive projectors, presentation tools, etc. utilizes this new medium in all the level. Engineering, medicine, aerospace, nanotechnology, the study of physics and particles, chemical reactions, etc., can be visualized by the use of 3D Animation tools such as computer soft wares-Autodesk Maya, Autodesk 3D Studio Max, Combustion, Smoke, Adobe Premier, etc. The state government of Tamil Nadu has recently (2014) started two new courses at the polytechnic level in Tamil Nadu at MGR Government Film and TV Institute with the view of engineering and technology discipline. Amrita University has started the animation courses at Master level in Fine Arts (Visual Arts-Animation) whereas Annamalai University has started in 2011 at Master degree level in Science (Media Graphics and Animation) and Master degree level in Fine Arts (Digital Graphics Technology). Bharathiar University has launched the course with the difference in name. It is M.Sc in Game development and animation. The UGC has started a Bachelor degree in Vocational stream with the nomenclature B. Voc degree in Multimedia & Animation. These different types of nomenclature like BA, B.Sc, MA, M.Sc, MFA develops a question among the educational community. This new medium has huge potential influences in all the spheres of education, but there is no standardized learning materials, curriculums, contents, books, soft wares, etc.

ARTS

Until 17th century there is no separate discipline between arts science and crafts. According to romans arts is a special faculty of religion and science. Now the arts has many branches such as visual art, craft, applied art, performing arts, commercial art, etc. These are specialization of art discipline. Mahatma Gandhi University, Meghalaya has conducted Diploma, BA and MA-VFX & Animation courses at Distance mode with the government approval (Distance education bureau) [3]. Mahatma Gandhi University (Kerala) has conducted MA degree program in Multimedia.

SCIENCE

M.Sc Animation, Game Design & Development and M.Sc Animation and VFX of Bharathiar University [4], M.Sc Media

Graphics and Animation, M.Sc Graphics & Animation of Annamalai University [5] are conducted in the science discipline. Karnataka State Open University M.Sc Multimedia and Animation is conducted in Science discipline. M.Sc Animation is conducted in iNurture, Bangalore with the Gujarat University degree. Many University courses have different practical teaching hours and theory hours between the ration 90% practical, 10% theory, 50 % practical and 50 % theory. Annamalai University is conducting the course with more theory and 14 days compulsory practical training for the M.Sc, MFA Digital degree [6].

COMPUTER SCIENCE

BCA (Multimedia & Animation) of Hindustan University [7], B.Sc (Multimedia and Animation) of Periyar Maniammai University are conducted in the computer science discipline [8]. Bharathidasan University is conducting B.Sc Animation, B.Sc, Web & Multimedia subjects in computer science department. Clay modeling and animatronics should be added to study a fruitful course in animation. These course contents are very different when compare to computer discipline.

TECHNICAL & ENGINEERING

Diploma in Multimedia, Diploma in Animation and Visual Effects course are conducted at MGR Government Film and TV Institute of Tamil Nadu with technical and engineering background. Industrial Training Institutes' Multimedia and Animation course is conducted in technical background. M.E Multimedia technology of Anna University is conducted in engineering stream [9].

VOCATIONAL EDUCATION

University Grand Commission (UGC) has launched vocational educational degree with the new nomenclature B.Voc Bachelor of Vocational education in Multimedia and Animation. B.Voc Multimedia and animation, D.Voc Multimedia and Animation of Bharathiar University has launched with the vocational stream.

FINE ARTS

BFA, MFA Digital Graphics Technology, MFA Visual Arts (Animation) nomenclature are given by the degree holders in Annamalai University and Amrita University, Coimbatore [10]. New courses with the nomenclature BFA Animation. Multimedia and visual effects of Tamil Nadu Fine Arts University will be in fine arts discipline. Actually Animation is an applied fine art discipline. It should be placed in Fine Arts University stream with standardized course content. First preference should be given to Fine arts graduates and animation degree holders in Universities to teach the subject rather than software experts.

3 LIMITATIONS OF THE RESEARCH

- I. In India many Universities are conducting full time, part time, distance mode B.Sc, BA, BCA, BFA animation and multimedia courses with different syllabus and own specializations. So generalization is difficult.
- II. Combination of course contents like multimedia, animation, game design, graphics, and visual arts are very common in India. There is no common practical and theory teaching and hours.
- III. The experts involved in the syllabus framing is also a questionable.
- IV. There is no common platform for animation and multimedia courses like other disciplines.
- V. Comparing the Animation related courses of private, government, Skill training centers, Polytechnics, IITs, Film Institutes is very difficult.

4 ORIGINAL CONTRIBUTIONS OF THIS RESEARCH

1. This research paper clearly shows the differences among the Indian Universities regarding the nomenclature of degree level courses.
2. It analyses the course contents at degree and Master degree level.
3. This paper gives awareness about the degree and master degree level of animation and multimedia courses.
4. This research paper studies the opportunities in India in Animation opportunity.
5. It discusses the interdisciplinary nature of multimedia courses.
6. It suggests the fine arts nomenclature to animation and multimedia courses rather than arts, science, computer science and technical nomenclature.

5 CONCLUSIONS

This research clearly shows the differences in nomenclature among the Universities in India. Even though the course content and specialization have differences like visual art, animation, visual effects, game design, art, etc., the animation course should be placed in Fine arts discipline with a standard syllabus. This research suggests the educators to frame a universal syllabus like other disciplines like physics, chemistry, computer engineering, etc. This research should be taken into account when there is a need to frame nomenclature of degree, course contents, curriculum, etc. This research indicates the need for effective course planners for the new upcoming animation courses.

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