



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/22/F/1.01

Event Report Format



**MANIPAL UNIVERSITY
JAIPUR**

FACULTY OF DESIGN

SCHOOL OF DESIGN & ART

DEPARTMENT OF FINE ARTS

NAME OF EVENT:

Type of Event (Industry Expert Lecture)

Date of Event- 13-09-2022



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1. Introduction of the Event

Department of Fine Arts, Manipal University Jaipur organized Industry Expert Lecture “Role of Storyboards in Television Commercial”

The session was conducted with the intention to guide and mentor for their professional portfolio for the industry and higher education in abroad. Through this session the students also came across and gathered knowledge of the industry requirements for designing, planning, and projecting ideas and experiences with visual and textual content.

2. Objective of the Event

The session was conducted with the intention to guide and mentor for their professional professional development and understand the importance of Storyboards in the Industry as well as in the industry.

3. Beneficiaries of the Event

BFA students of Department of Fine Arts, Manipal University Jaipur.

4. Brief Description of the event

Department of Fine Arts, Manipal University Jaipur organized Industry Expert Lecture “Role of Storyboards in Television Commercial”

Ms. Priyanka is Design Professional in the Zee Media industry and also a freelancer. The session was conducted with the intention to guide and mentor for their portfolio development and understand the importance of the sketching and storyboarding in the development of advertisement in the advertising and animation industry. Through this session the students also came across and gathered knowledge of the industry requirements for designing, planning, and projecting ideas and experiences with visual and textual content.

5. Photographs



Introduction by the Expert



Interaction of the Expert with the Students



Interaction of the Expert with the Students





Interaction of the Expert with the Students





Group Photograph with the Students

Course Content Covered :

1. Fourie, Pieter, J, *Media Studies: Vol 1. Media History, Media & Society*, (2nd), Juta Legal & Academic Publishers, South Africa.
2. Fourie, Pieter, J, *Media Studies: Vol 2. Policy, Management & Media Representation*, (2nd), Juta Legal & Academic Publishers, South Africa, 2008.
3. Fourie, Pieter, J, *Media Studies: Vol 3 Media Content & Media Audiences*, (3rd), South Africa, Juta Legal & Academic Publishers, 2009.
4. Durham, Meenakshi Gigi & Kellener, Douglas, M. *Media and Cultural Studies. Key works*. (2nd), NJ USA, Wiley-Blackwell, 2012.

AA3207: STORY BOARD-II [1 0 2 2]

Story Board for Television Commercial (TVC) to promote Services like Mobile Network Services, Post Office/ Courier, Café/ Hotels.

References:

1. Hart John, *The Art of the Storyboard- story boarding for, TV and Animation*, Oxford UK, Focal Press, 1999.
2. Mark. A Simon, *Storyboards Motion in Art*, (2nd), Oxford, UK, Focal Press, 2000.
3. Pardew Les, *Beginning Illustration and story boarding for games*, Portland, OH, USA, Premier Press Pap/Cdr edition, 2004.
4. Paez Sergio, Jew Anson, *Professional story boarding, Rules of Thumb*, Oxford UK, Focal Press, 2013.

ELECTIVE-IV

AA3250: Interface Design- II [1 0 2 2]

User Interface Design Implementation on the basis of GUI Design principles, GUI characteristics, User Guidance, User Flow and Usability Testing etc.

References:

1. Gerardus Blokdyk, *UX/UI Design a complete Guide*, 5starcooks, 2019.
2. Nuray Aykin, *Usability and Internationalization, Global and Local User Interfaces*, Springer, 2007.
3. Jeff Gothelf, *Lean UX*, O'Reilly, (1st), 2013.
4. Nathan Clark, *UX&UI Design for designers and developers*, Independently published, 2018.
5. Xia liaia. *UX/UI Design*. Artpower International. 2017.

7. Attendance of the Event

Total attendee-24

S.No.	Name
01	Amisha Malpani
02	Divya Maheshwari
03	Pragati Vashistha
04	Riddhi
05	Hemanshu Pareekh
06	Yasha Kothari
07	Jigyasa Mehta



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08	Rajpriya
09	Suhani
10	Siddhi
11	Prerna
12	Amit Rathod
13	Vajra Pratap Singh
14	Tanvi
15	Dhruvi
16	Kashish
17	Ankur
18	Nitasha
19	Ayushi
20	Ishita Mathur
21	Harsh
22	Rajpriya Srivastava
23	Abhijeet
24	Ankit

Event Coordinator

**HoD
Department of Fine Arts, MUJ**