

BHARATHIAR UNIVERSITY : COIMBATORE-641 046

## M.Sc. Electronic Media

(For the students admitted during the academic year 2010-11 & onwards)

### SCHEME OF EXAMINATIONS : CBCS Pattern

Course Title	Ins. Hrs. / / week	Examinations				Credits
		Dur.Hrs	CIA	Marks	Total	
<b>Semester I</b>						
Introduction to Communication models / theories	5	3	25	75	100	4
Reporting & writing for media	5	3	25	75	100	4
Media Laws & Ethics	5	3	25	75	100	4
Mass Media Research Methods	5	3	25	75	100	4
Printing Technologies	4	3	25	75	100	4
Print production (Practical- I)	3	3	--	--	--	-
Elective-I : #	3	3	25	75	100	4
<b>Semester – II</b>						
Advertising	5	3	25	75	100	4
Broadcast Journalism	5	3	25	75	100	4
Marketing Communication	5	3	25	75	100	4
Film Studies & Photography	6	3	25	75	100	4
Print Production (Practical-I)	3	3	40	60	100	4
Commercial Production (Practical –II)	3	3	40	60	100	4
Elective-II : #	3	3	25	75	100	4
<b>Semester – III</b>						
Videography	5	3	25	75	100	4
Audio production techniques	5	3	25	75	100	4
Non-linear editing	5	3	25	75	100	4
Script writing for electronic media	6	3	25	75	100	4
Photography and Video Production (Practical-III)	3	3	--	--	--	--
Elective-III : #	3	3	25	75	100	4
<b>Semester – IV</b>						
Multimedia technology in electronic media	5	3	25	75	100	4
Photography and Video Production (Practical-III)	3	3	60	90	150	6
Project Study	-	-	40	60	100	4
Elective-IV : #	3	3	25	75	100	4
<b>TOTAL</b>					<b>2250</b>	<b>90</b>

# Electives : List of Group Elective Papers :  
(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Introduction to Graphic Design
2. Graphic and Animation
3. Web Designing Principles and Techniques
4. Graphic and Animation and Web Designing

2. GROUP-B

1. Consumer Behavior
2. Media Planning
3. Convergence advertising
4. Market research

3. GROUP-C

1. Scripting
  2. Direction
  3. Cinematography
  4. Film Production
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**SEMESTER I**

**INTRODUCTION TO COMMUNICATION MODELS / THEORIES**

**UNIT I**

COMMUNICATION - Definitions, scope, forms and purpose; Types of Communication – Inter personal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political Communication; New Communication technologies and the emerging trend: global and Indian context. Process of Communication: Source, message, channel, receiver (SMCR), feedback, encoder, decoder, noise in communication ....

**UNIT II**

Theoretical concepts and constructs in Communication models: Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's Helical model, Westley and Maclean model. Powerful media thesis, Limited effects tradition.

**UNIT III**

Media Uses and Effects: Individual characteristics, expectations, and perception of media, media use. Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled: Media dependency theory; Knowledge gap hypothesis.

Effects of Mass Communication –Bullet Theory, Limited effects model, Moderate effects Model, Information seeking paradigm, uses and gratification, agenda setting, Cultural norms theory, Powerful effects model.

**UNIT IV**

Social Learning theory: Learning positive and negative social behavior, attitudes. Cultivation Analysis: Process and effects, pro-social and antisocial content; users' perception and attitudes, media portrayal, effects on children; Agenda setting: media agenda, public opinion, media gatekeepers, other sources of media control – case studies.

**UNIT V**

Innovation Diffusion: Process of diffusion, variables, innovation adoption process, factors of influence: application of the model in Indian context. Cultural studies approach; Political economy of media: Marxists and Critical approaches; Visual culture and issues of representation; human rights and media; New media concepts and applications, approaches to communication theory; the paradigm shift.

**REFERENCES:**

- Mass Communication : An introduction' , Bittner, John. Prentice-Hall, New Jersey. 1980.
- Human communication', Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
- Taxonomy of Concepts in Communication', Blake & Haroldsen, Hasting House, NY 1979.
- Communication Models'. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.

- India's Communication Revolution', Singhal & Rogers, Sage, New Delhi. 2001.
- The dynamics of Mass Communication'. Dominick, Joseph. McGraw Hill, 1993.
- Media towards 21st Century', KM. Srivastava, Sterling Pub. New Delhi. 1998.
- Media and Globalisation'. Rantanen, Terhi. Sage, London. 2005.
- Studying Interpersonal Communication'. Clark, Ruth. Sage, London. 1991.
- Introduction to Communication Studies'. Fiske, John. Routledge, London.1990.
- Studies in Modern Mass Media' Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
- Media, Message and Language', Mc Luhan et al. USA, 1980.
- Men, Woman Messages and Media', Schramm & Porter, Harper & Row pub. NY 1982.
- Communication and culture', S.Seetharaman, Associate pub. Mysore, 1991

## **REPORTING & WRITING FOR MEDIA**

### **UNIT I**

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom Vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative –Freelancing.

### **UNIT II**

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews\_ types, techniques, preparation and writing interview story.

### **UNIT III**

Reporting government and other agencies: Central, State and Local Governments, Rural reporting – Beats and Special Coverage's. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI.

Organization of editorial department in a newspaper - functions of editorial department; duties, responsibilities and qualifications of editorial staff: Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions, path of a copy, morgue.

### **UNIT IV**

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: do's and don'ts..

## **UNIT V**

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

## **REFERENCES:**

- News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.
- The Complete Reporter'.(4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
- Interpretative Reporting'.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
- Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- News Reporting and Writing'.(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- Professional Journalism' MV Kamath, Vikas Pub. New Delhi .1980.
- Professional Journalism' Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
- Journalism Today' . Navin Chandra & Chaugan, Kanishka Pub. New Delhi. 1997.
- Style in Journalism'. PVL, Narasimha Rao, Orient Longman, Chennai. 1998
- Writing Feature Articles'. Brendan Hennesay, Heinemann Pub. London. 1989.
- Beyond the facts: A guide to the art of feature writing', Touis Alexander, Gulf pub. London, 1982.
- Creative interviewing'. Metzler, prentice Hall, 1979.
- Dimensions of modern Journalism' NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.

## **MEDIA LAWS & ETHICS**

### **UNIT I**

Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958.; wage board for journalists ; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Right to information Bill. Press council guidelines; Press Council code pn Communal writing; Editor's Responsibilities

Indian Press: Pre-Independence Press in India: Early Newspapers, Indian languages journals, growth of Tamil press, Vernacular press act 1878, Raja ram Mohan Roy, Indian National Congress, Swedesamitran, India, News Agency, Gandhi as a Journalist.

### **UNIT II**

Media Laws: Freedom of the Media-Freedom of the Media in India; The law of copyrights-Trade related Aspects of Intellectual Property Rights (TRIPS) & TRIMs; International Intellectual propriety of rights; The Contempt of Courts Act 1971; Tlhe

India Penal Code, Sections 124-A, 495, 496 to 501; The Criminal procedure code, sections 108, 144; The India Telegraph Act

### **UNIT III**

Right to information (Information Bill)- Information Technology Bill case studies; Laws related to consumer rights; Laws of Human Rights- Child labour Acts- Women's rights

### **UNIT IV**

Cyber Laws-Information Technology Act, 2000; Hackers, Cyber Terrorism, Cyber Stalking, spamming, cryptography and digital signature, computer viruses, child pornography, privacy and cyber crime, electronic governance  
Copy right Act 1957; Copyright Violation and Plagiarism in India; Nature and Scope; Plagiarism in films; Cyber Plagiarism; Plagiarism in higher research; penalty for Plagiarism

### **UNIT V**

Information Society-Information Legal Practices – Theft of Information-Scope of data protection-information technology copy right- cyber crime and the law-obscenity and pornography on the Internet –Intellectual property – protection, patents, trademarks and data basis – Policies relevant to information technology Companies in India- Challenges of cyber crime in India

### **REFERENCES:**

- Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed).Longman, New York, 1991.
- Press and Public: who reads what when where and why in American newspapers'.Bogart, Leo et al.
- Lawrence Erlbaum Associates, New Jersey. 1981.
- March of Journalism'. Herd. Greenwood press, Connecticut, 1976.
- Popular media in China'. C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
- The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.
- Characteristic of Japanese Press'. Susumu Ejiri, Nihon Shinbun Kyokai. 1972.
- Press Commission reports'. Govt. of India Press.
- Press, politics and public opinion in India ' BM Sankhder, Deep Pub. New Delhi, 1984.
- History of press., Press laws and Communications'. BN Ahuja. Surjeet Pub. New Delhi. 1989.
- Freedom of the press '. MK Joesph, Anmol pub. New Delhi, 1997
- The press in India ' KA Padhy, Sahu, Kanishka pub. New Delhi. 1997.
- Journalism in India ' R. Parthasarathy, Sterling pub. New Delhi.1989.
- The press ' Chalapathy Rau, National Book Trust, New Delhi, 1974.
- Law of the press in India ' D.D. Basu, Prentice Hall, New Delhi 1980.

- Independence and the Indian Press'. Jagannathan, N.S. Konark Pub. New Delhi.1999.
- Cinema and Censorship (The politics of Control in India): Someswar Bhowmik : Orient BlackSwan; 2009
- Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005
- Proprietary knowledge; politics of Intellectual property rights; Krishan Gopal & Sarbjit Sharma; Authors press; 2006

## **MASS MEDIA RESEARCH METHODS**

### **UNIT I**

Development of mass media research around the world – Phases of media research – Mass Communication research in India – Thrust areas in Media research – present media context – evolution of new media and the audiences –Need for media analysis – Concepts and theories in Media studies.

### **UNIT II**

Research procedure: Steps in doing research – Media Research problems – Review of media studies – sources of secondary data - Research questions and Hypothesis – Types of hypothesis - Sampling Procedure - probability and non-probability sampling techniques – merits and demerits of each – determinants of Sample size – Sampling error.

### **UNIT III**

Primary Data: Types of data – nominal, ordinal, interval and ratio – Data collection methods and tools: Questionnaire – Types of questions – construction of a questionnaire – administration; Interview schedule and techniques – Focus group – observation techniques; Measurement of variables: Scales – Attitude scales: Procedure and application of Thurstone, Likert, Semantic Differential scales – Methods of testing Validity and Reliability of measurements.

### **UNIT IV**

Research Design: Experimental and Non-experimental research methods and procedures –qualitative and quantitative studies – Descriptive and Analytical research- Cross sectional and Longitudinal research designs - factorial design - Content Analysis procedure and methods - Case study approach.

### **UNIT V**

Data Analysis: Data classification, coding and tabulation – Graphic representation of data - Basic elements of statistics – Application of Parametric and non parametric statistics in hypothesis testing: chi-square, Student 't' test, correlation techniques, Analysis of Variance; Thesis writing method – Use of SPSS – Thesis writing format and style – Ethics in conducting research.

## **REFERENCES:**

- Research methods in mass communication' by stempell & westley, Prentice Hall,1981
- Communication Theories: origins, methods and uses' by severin and tankard, Hastings house Publishers, 1979
- Mass media research – an introduction' by Roger wimmer and Joseph Dominick. (3<sup>rd</sup> edn.) wadsworth Pub... 1991.
- Handbook of radio and TV Broadcasting' Ed – by James Fletcher, Van Nostrand Reinhold company, London 1981.
- Studies in Mass communication and technology' Ed, by art Thomas, ablex publishing company, 1984.
- Qualitative methodologies for Mass communication research' Ed by Klaus Bruhn Jensen and Nicholas W.Jankowski , Routledge, London, 1991.
- Introduction to communication studies' (2nd edn.) by John Fiske, Routledge. 1990.
- Channels of Discourse' edited by Robert Allen, Methuen & Co.. Ltd., London, 1987
- International Media Research – a critical survey' Ed, by John corner et al... Routledge, London,1997.
- Case study research – design and methods' by Robert yin, sage, 1984.
- Media Analysis techniques by Arthur Berger , sage, New Delhi. 1988.
- Content Analysis – An introduction to its Methodology' by Klaus Krippendorff, Sage, New 1980.

## **PRINTING TECHNOLOGIES**

### **UNIT-I**

Introduction to Printing Technology: Size and scope of Printing Industry- Organization. Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need-Design- Reproducing Design- Distributing printing material.

### **UNIT-II**

Design- Alphabets, Art Copy - Layout and Paste-Up, Working with Photographs- Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic color theory- Color spaces-Terminology-Color separation and color correction, Half tone dots and color. Letter Press- Rotary-Block Making. Offset plate making. Lithographic Printing Plates.

### **UNIT-III**

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. -Software for Image Solutions

and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates. Digital Proofing, Moving and Storing Data.

#### **UNIT-IV**

Offset Press operations- Sheetfed - Webfed- Rollar and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeegee and Ink-High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process - Flexographic printing-Concept-Printing Process

#### **UNIT-V**

Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price of papers. Ink- Properties of Inks- Ink Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House, System of Administration. Plan of starting a Medium Level Printing Units.

#### **REFERENCES:**

- Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.
- Newspaper design ( 2000) N Y Harlod Evans. Sage publications. London, First edition
- How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.
- Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition
- In Design Type : Professional Typography with Adobe InDesign CS2 (1995 ) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.
- Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. First edition.

**SEMESTER I**  
**PRACTICAL - I**  
**PRINT PRODUCTION**

**List of Practical's**

**I Newspaper Production:**

1. Design a newspaper page with formal balance.
2. Design a newspaper page with informal balance.
3. Design a newspaper page emphasizing contrast in shape, size, color etc.,
4. Design a newspaper page emphasizing proportion of shape, size etc.,
5. Design a newspaper page emphasizing texture.
6. Design a newspaper page emphasizing harmony.
7. Design the front page of a newspaper
8. Design the special page of a newspaper (eg. Editorial page, sports page, etc.)

**II Magazine Production**

9. Design few pages (not less than eight sides) of a general magazine.
10. Design few pages (not less than eight sides) of a sports magazine.
11. Design few pages (not less than eight sides) of a cinema magazine.
12. Design few pages (not less than eight sides) of a women's magazine.
13. Design few pages (not less than eight sides) of a children's magazine.
14. Design few pages (not less than eight sides) of an investigative magazine.
15. Design few pages (not less than eight sides) of a special interest magazine.

## **SEMESTER II**

## **ADVERTISING**

### **UNIT I**

Advertising as Communication, Marketing Mix , Status of Advertising industry in India , Socio economic effects of Advertising , Advertising in Global marketing context; Leading advertisers (national and international); Advertising theories: Hierarchy of needs; Stimulus-Response theory;

### **UNIT II**

Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, Life-style and Trade. Strategies, merits and demerits; Critical analysis of ads

### **UNIT III**

Advertising Agency: Structure and functions, Types of Agencies , Agency selection , Advertiser- Agency –Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

### **UNIT IV**

Advertising forms; Ad. production: Copy: copy platform , copy format , elements, appeals , visuals and other creative elements. Techniques of print ad. production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods. Case study of print ads and commercials.

### **UNIT V**

Research: Measuring advertising effectiveness- Pre and post test , Research methods and techniques , Media and Market research. Cross-cultural and Lifestyle research, Trends in Advertising research in India. Professional Bodies: Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, issues and problems; Global marketing and advertising in future.

( Practical for production of print advertisements, Radio and TV Commercials will be conducted regularly and the same will be evaluated.)

### **REFERENCES:**

- Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey, 1980.
- Ogilvy on advertising'. David Ogilvy..
- The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
- Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi, 1998.
- Advertising worldwide' (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- Promotional Culture: Advertising, Ideology, Symbolic Expression' , Andrew Wernick, Sage, London, 1994.

- Brand positioning’ . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- Advertising Management concepts and cases’ M. Mohan, Tata Mc Graw Hill, 1989.
- Successful advertising research methods’ Haskins & Kendrick, NTC Business Books, 1991
- Fundamentals of advertising research’ Fletcher & Bowers, Grid Pub. 1979.

## **BROADCAST JOURNALISM**

### **UNIT I**

Radio – a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development, Recommendations of Committees and Working groups – Vidyalkar, Chanda, Joshi and Verghese Committees. Prasar Bharathi Bill, Autonomy and Future of Radio.

### **UNIT II**

Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listener ship surveys.

### **UNIT III**

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

### **UNIT IV**

Television station – structure and functioning; Planning and production of TV programmes: pre production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

### **UNIT – V**

Social and cultural impact of foreign TV networks, need for policy frame work , factors Influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

### **REFERENCES:**

- Radio and TV Journalism’ by Shrivastava. K.M., Sterling Pub., 1989.
- Television in India’ by A.N. Acharya, Manas Publications, New Delhi,1987.

- The story of Mass media’ by Gurmeet Singh Mann. Harnam pub., New Delhi, 1987.
- Professional Broadcasting : a brief introduction’ by John Bittner, Prentice Hall, 1981.
- Writing for Television, radio and New media.(8th ed.) Hilliart, Robert. Wadsworth Pub. Belmont.2004.
- Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford 2006.
- Directing Television and Film’ (2nd edn.) by Alan Armer, Wadsworth Pub., California, 1990.
- Broadcast Journalism : Techniques of radio and television news’ (4th edn.) by Andrew Boyd, Focal Press,1997.
- Television Handbook(3rd ed.) Bignell, Jonathan and Orlebar. Routledge, London.2005.
- Transnational Television:Cultural identity and change. Butcher, Melissa. Sage, London.2003.
- Making sense of television: The psychology of audience interpretation’ (2nd edn.) by Sonia Livingstone, Routledge, 1990 .

## **MARKETING COMMUNICATION**

### **UNIT I**

Market and Marketing: Meaning and Definition of Market – Classifications of markets- Marketing meaning, concepts – Marketing mix – Marketing environment: Economic, Socio cultural, technological, physical, legal factors – Marketing in economic development – Green Marketing – Corporate Social Responsibility

### **UNIT II**

Consumer Behaviour: Market segmentation, demographic, psychological usage, geographic – Consumer buying behaviour: Traditional factors – Social, cultural and situational environments – Consumer purchasing process: problem, hierarchy of needs, recognition, information search, attitudes, values, cognitive mapping, alteration – Purchase decision, post purchase evaluation.

### **UNIT III**

Integrated Marketing Communication: IMC Components: Situation analysis, marketing objectives, marketing budget, marketing strategies, marketing tactics, evaluation of performance. IMC Plan: Integration tools, promotion tools, advertising tools, foundations – Global integrated Marketing communication.

### **UNIT IV**

Internet Marketing : Marketing function on internet – E – commerce, e-commerce initiatives - buying behaviour – International e-commerce – IMC and the Internet – Direct marketing on Internet – Internet design issues – International marketing study– Global brands – Multinational campaigns – Regulation and ethical issues.

## **UNIT V**

Evaluating an IMC programme : Message evaluation : Concept testing, copy testing, recall test – Recognition tests – attitude and opinion tests – Persuasion analysis – Evaluation criteria – Behavioral evaluation – Evaluating PR activities – Evaluating overall IMC programmes

## **REFERENCES:**

- Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.
- RSN Pillai, Bagathy. 2006 Modern Marketing: Principles and Practices. S Chand & Co. Ltd.New Delhi.
- CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.
- Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.
- Michael D. Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore.
- Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi.
- Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.

## **FILM STUDIES AND PHOTOGRAPHY**

### **UNIT I**

The growth of Indian Cinema in the world Film Market – Film theory and Criticism- Perception – Representation – Signification – Semiotics and realism – Narrative structure- Film Culture – Film genre, ideology, language – Popular cinema – Parallel cinema – Documentaries – Film Industry and its division – Cinematic Society – imagination, reality, ethnography- cinema and cultural studies.

### **UNIT II**

Pre-production and Cinematography: Script writing-fiction and nonfiction – Characterization –Staging of actors – Visualization Process – Story boards – Tools and techniques – Production cycle – Production phase – Cinematography – Composing shots – Mi-san-scene – Depth of frame – camera angles – perspective – open and close framing – Point of view – Staging dialogues- Digital filming.

### **UNIT III**

Post - Production: Editing- Montage- Dimensions of editing – continuity editing – alteration to continuity editing – non-linear editing – Editing software and graphics – Sounds in cinema – fundamentals, dimensions and functions – Censorship – Film institutes – Film festivals – Film awards – Film review and criticism – Sociology of audiences and its sub-culture.

### **UNIT IV**

Photography, Photo journalism: Nature and scope, techniques, qualities of a photo journalist, coverage of spot news, general news, sports, illustration – new value of

pictures, photo essay, photo feature, photo editing – principles and techniques. Digital images, use of computer and software.

## **UNIT V**

Cameras Basics – types, features and use. Camera accessories – Lenses – types, features and use. Films – types and characteristics, cost – Lighting – variety and techniques. Shots – types and techniques – Developing and printing – methods and techniques- Modern trends in photography – photo reality, Ethical issues – Web hosting and Privacy.

## **REFERENCES:**

- Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
  - Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
  - Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
  - Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
  - Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
  - Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
  - Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
  - Kobre. 1996. Photo journalism – the professional approach. Focal press.
  - Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
  - Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
  - Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.
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## **COMMERCIAL PRODUCTION (PRACTICAL II)**

- Concept of media planning
  - Research inputs - media, product and audience profile
  - Drawing up the plan and setting objectives
  - Concept of brand positioning, brand image and brand equity
  - Storyboard for television advertisement
1. Plan a production of 30second TV Commercials
    - Awareness Campaign
    - Branding
    - Positioning
    - Teaser
  2. Writing for radio commercials
    - Two Radio Spots
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**SEMESTER-III**

**VIDEOGRAPHY**

**UNIT 1:**

Introduction to T.V technology; Picture formation; T.V Scanning : Horizontal & Vertical; Frame & field rate; Resolution video bandwidth, sync. blanking signals, colour burst, sensitivity, linearity etc.; Television standards: NTSC, PAL, SECAM.

**UNIT 2:**

Principle of Video Camera; Primary & secondary colours; Photo conduction, photo voltaic, photo emissive effect; Working principle of video camera; CCD cameras : Three CCD, single CCD colour camera; Various sizes of pickup devices

**UNIT 3:**

Components and Controls of Video Camera; Parts of a video camera; Different controls on video camera; Power switch, preheat, genlock, white balance, gain, iris, pedestal etc.; Zoom control: servo, manual, remote, zoom extenders ; Focus control : auto, manual , remote, back focus, macro focus.; Camera view finders (B/W and colour ). Its indicators and control.

**UNIT 4:**

Balancing of Colours of a video camera; Colour temperature; White balance: Process and need. Camera filters; Camera control unit ( CCU ); Waveform monitor for output level of video; Vectorscope

**UNIT 5:**

Video camera lenses; Perspective; Types and use-normal lens, telephoto lens, wide-angle Lens; Zoom lens.; Tripod, types of tripod heads, dolly, trolley & other accessories.; Different types of camera angles and use; Camera movements – types & use.

Different Types of Television Cameras: ENG camera; EFP camera; Studio cameras; Special cameras: underwater camera, Endoscopic camera, Aerial photography camera, remote control; camera, high-speed video cameras; Types of microphones used on video camera; Types of audio & video connectors; Introduction to video formats: VHS, S-VHS, U-matic: Low-band & Hi- band, betacam, betacam SP, digi betacam, ; mini DV, DV/DVC, DVC Pro, DV-CAM etc.

**REFERENCES:**

- Digital Television by Herve Benoit
- Studio and outside broadcast Camera work by Peter ward
- Video Camera techniques by Gerald Millerson
- Creating special effects for TV & Video by Bernard Wilkie
- Grammar of the shot by Roy Thomson
- Basics of Video Production by Der Lyur & Graham
- Single camera video production by Robart B. Murburger
- On camera by Harris Watts.
- Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.

- Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.
- Television Production by Zettl Herbert
- The Technique of Television Production by Gerald Millerson
- Broadcasting/cable and Beyond by Joseph R. downtick
- Shooting Digital Video by Jon Fauer
- Basic T.V Technology, Digital and Analog by Robert L. Hartwig
- Introduction to T.V Technology by Inglis
- Broadcasting Technology by O.P Shrivastava

## **AUDIO PRODUCTION TECHNIQUES**

### **UNIT 1:**

Social commitment of audio – medium; “Public service” and “public interest” broadcasting; Development and expansion of radio network in India; Committees on broadcasting (Chanda committee; Verghese committee, Joshi Committee, Vardhan committee, Prasar Bharti Act., Review committee on Prasar Bharti), Contribution of radio in the post independence era; Issues and challenges before radio.

### **UNIT 2:**

Radio program genres; Philosophy of radio programming ;Concept of content and form; Generation of program ideas and process of production ; Classification of radio program formats and concept of creativity ; Presentation techniques of spoken word programs (talks, interviews, radio reports, chat-shows, reviews, discussions, debates, commentaries, magazines etc.);

Conducting various types of interviews; Planning and production of radio documentaries; Presentation techniques of radio dramas, skits, family serials, quickies, commercial spots, jingles etc.; Production of entertainment programs including classical, light, and folk music programs, music appreciation, operas, film music, listener’s request, invited audience music programs.

### **UNIT 3**

Interactive program formats; Concept and significance of phone-in-program; Field generated and participatory programs; Special audience programs-youth, farmers, women, children, senior citizens etc; Special drives and campaigns including special topic programs (science, sports, family welfare, environment, development ); Concept of O.B. based and issue based programs; Presentation of help – line and access programs.

### **UNIT 4**

Production techniques; Writing of radio scripts; Deciding the program contents and collection of material, doing research, writing style, editing etc;Conducting auditions for the selection of artists (drama, music, anchoring); Training of artists and arranging of rehearsals; Recording of programs, selection of sound effects, editing and mixing techniques, . Art of comparing and announcing (voice quality, modulation and

pronunciation techniques); Codes and ethics in broadcasting; Process of planning, scheduling and transmission, Evaluation of programs and quality control.

#### **UNIT 5**

Studio facilities, equipment and modern technology; Properties of sound, layout of a studio, Acoustics, quality of a audio signal, Types and use of microphones , Tape recorders, mixer; consoles, control panels, audio tapes etc; Analogue and digital recording, Mono and stereo sound systems; A.M. and F.M. modulation systems, Satellite transmission and its advantages, Contribution of radio in the post independence era, Issues and challenges before radio.

#### **REFERENCES**

- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum, William J. Van. The Script Writers' Handbook.
- Singhal, Arvind, & Rogers, Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

### **NON-LINEAR EDITING**

#### **UNIT -1**

Basic Concepts; Non-linear editing; Hardware requirements; Introduction to Adobe Premiere

#### **UNIT -2**

Editing Aesthetics; Concept of time and space; Editing news and documentary Selection of relevant music; Editing for different formats of T V Programmes

#### **UNIT -3**

Editing Basics; TRIM BIN, TIME LINE, PREVIEW in context of NLE layout; Creating a time line; Main tools of editing-Selection, Range Select, Rolling, Edit, Razor, Hand Tool, Cross fade, In point, Zoom tools.

#### **UNIT-4**

Advance editing; Audio mixing; Dissolve transitions and fading patterns; Special audio-video effects; Titling and graphics;

#### **UNIT-5**

Taking editing output; Rendering edited text; Authoring VCD/ACD/DVD; Packaging and Marketing

#### **REFERENCES :**

- Grammar of the edit by Roy Thomson
- Nonlinear editing by Patrick Marrie
- Digital Nonlinear Editing : New approaches to Editing Film and Video by Ohanian, Thomas - Focal press.

## **SCRIPT WRITING FOR ELECTRONIC MEDIA**

### **UNIT 1:**

Language and Communication; Meaning and definition of language, perception; Brief history of language; Audio language symbols, signs, symbols, icons; Difference between written and spoken language; Instant script preparation; Changing trends in media language

### **UNIT 2:**

Writing skill and process; Classical concept of writing; Structure- Introduction – body – conclusion; Elements of good writing; Process of writing

### **UNIT 3:**

Radio scripting and language; Concept of spoken language; Element of radio script; Stages of scripting and editing; Writing for different program genre : Talk, news, newsreel, documentary, drama music and news formats

### **UNIT 4:**

Television Scripting and Language; Writing for visuals and visual communication; Writing for fictional and non fictional programmes; Types of script – Treatment, screen play, shooting; script, break down script, Full page and split page script

### **UNIT 5:**

Writing for Web; Web writing and its growth; Features of web writing; Techniques of web writing; Experimentation with language on internet; Emerging internet language, E-mail and net chatting

### **REFERENCES :-**

- Sports Broadcasting by Brad Schultz
- The Craft of Copy Writing by June A Valladares, Response book
- Screen and Television Writing by EVGENE VALE
- Feature Writing for Newspaper and Magazine by Edward friend Lander John Lee Harpee
- News Writing from Lead to 30 by Mel & William
- Writing News for Broadcast by Bliss Patterson, Columbia University Press
- Plays on AIR By Stephen William & Huchintion Publication.
- Radio Drama – Theory and Practice, Tem crook, London.
- Writing for TV and Radio Hillard Robert, New York.
- Writing with power, Techniques for mastering the writing process, Elbow Peter, New York

## **PHOTOGRAPHY AND VIDEO PRODUCTION (PRACTICAL III)**

### **List of Practicals:**

#### **Photography**

- Still life
- Portrait
- Children
- Silhouette
- Rim Lighting
- Product – Indoor, Outdoor
- Advertising Photography
- Architecture- Interior, Exterior
- Environmental Photography
- Industrial Photography
- Photographs on Human Interest
- Photographs on Foods and Beverage
- Wildlife Photography
- Multiple Exposures
- Image Manipulation- Color to Monochrome,
- Monochrome to Color
- Photo Essay on Developmental Activities
- Digital Image Format for Various Media
- Digital Print on Various Media

#### **Video Production**

1. Short film/ Documentary
2. Television programme: News / talk show / interview

## **MULTIMEDIA TECHNOLOGY IN ELECTRONIC MEDIA**

### **UNIT-1**

Introduction to multimedia; Concept and evolution of multimedia; Hardware requirement and gadgetry for multimedia; Use of multimedia in electronic media; Components of multimedia: graphics, text, video and sound

### **UNIT - 2**

Image and Graphics; Introduction to digital Image, type and properties of graphics.; Color's theory: models and modes; Fundamental digital image and file formats; Scanner : function and type; Introduction to Adobe Illustrator, Coral draws

### **UNIT - 3**

Introduction to digital Sound; Definition of digital Sound; Features of digital sound : Tone, note, intensity, pitch & timbre; Digitization and audio Compression; Electronic music and synthesizer: MIDI interface and data format; Recording and Editing of sound and music by sound forge, cool edit .

### **UNIT -4**

Animation : meaning and types; Classification : Movie animation & Computer Animation; Concept of 2D & 3D animation; Introduction to 3D Max : Feature & Facilities; Fundamental of 3D animation : space, axes, coordinate line, special effects, morphing, skeletal deformation

### **UNIT -5**

Authoring and production; Authoring metaphors: Introduction, definition and Function; Basic categories : slide show, book metaphor; windowing metaphor, Icon metaphor and network metaphor; Authoring stages: content, flow chart, prototyping programming, testing and evaluations; Multimedia production team members; Process of multimedia production: Development, Preproduction, production, post production and delivery

### **REFERENCES :-**

- . Soochna Prodhogiki awam Patrakarita by Malik, Ashok
- Encyclopedia of animation techniques by Richard Taylor
- Producing Animation by Catherine Winder
- Knowledge management in the digital Newsroom by Stephen Quinn
- Young people and New Media by Sonia, Livingstone
- Dictionary of internet by Dsouza Y. K.
- Women empowerment through information technology by Sharma, Usha
- Multimedia Magic – BPB Publication
- Multimedia Making by Van Vaughen – TMH Publication
- Coral Draw by singh and singh – BPB
- 3D max Fundamentals – Techmedia

## PROJECT STUDY

Guidelines for Project Study for Post Graduation:

- |  |            |
|--|------------|
| i) Conceptualization of Subject and Research Problem | (10marks)  |
| ii) Analytical Presentation of Review of Literature  | (20 marks) |
| iii) Presentation of Methodology                     | (20 marks) |
| iv) Data Analysis and Discussion                     | (10 marks) |
| v) Final Draft and Presentation)                     | (15 marks) |

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Total 75 marks

### **Chapters**

1. Introduction
2. Review of Related Literature
3. Research Methodology
4. Analysis and interpretation
5. Discussion and Conclusion

Bibliography

Viva-voce

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**ELECTIVES: GROUP-A**

- 1. Introduction to Graphic Design**
  - 2. Graphic and Animation**
  - 3. Web Designing Principles and Techniques**
  - 4. Graphic and Animation and Web Designing**
- 

**SEMESTER I PAPER-1 : INTRODUCTION TO GRAPHIC DESIGN**

**UNIT I:**

A brief history of graphic design: Elements of design; Principles of design: Unity, balance, rhythm, proportion, movement ;Language of design: white space, fonts, pictures, page layout and design.

**UNIT II:**

Design process: conceptualization, stages involved; types of design; creativity in design; traditional and modern designs – technology in designing.

**UNIT III:**

Text and Images: typography- styles and features, application and techniques in design; Colour in design: colour theory, colour combinations, colours and meanings, psychology of colours, Logo design, illustration techniques, design and composition.

**UNIT IV:**

Introduction to graphic design software's – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs ( cases).

**UNIT V:**

Graphic design application in brochure, newsletter, direct mail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product.

(Practical exercises in creating designs using computer software's to be done regularly.)

**REFERENCES:**

- Bridgewater, Peter. An Introduction to Graphic Design. Quintel Pub. London.1997.
- Gollingwood, R.G. The Principles of Art. Oxford Univ. Press. NY. 1958.
- Nakamira, Sadao. The Colour source book for Graphic Designers. Shoin Pub.Co. Japan. 1990.
- Pradeep Mandav. Visual Media Communication. Authors Press, New Delhi 2001.
- Best of Graphic Design. Page One Publishing, Singapore. 1993.
- Hillman, David. Multimedia Technology Applications.Galgotia Pub. New Delhi.1998.

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**SEMESTER II: PAPER-2 : GRAPHICS AND ANIMATION**

**UNIT –1**

Introduction and overview of animation - basics of animation - classical animation - time line-instances –stage – layers - scene , Principles of Animation , Key frames-Frame Rates- Editing Frames, Building Skills with Tools and Colors - Defining Terms - Using the drawing tools - Modifying and Editing - Grouping - Mixer Panel , Production of an animation using existing software.

**UNIT – II**

Flash – Tweening –motion tweening –shape tweening, onion skinning –buttons –instances Shape Hinting , Multiples , Defining Layer Properties , Gradient Animation , Symbols, Instances and Libraries, Editing Color Styles , Text - scripting- Working with Words - Block Types - Creating –Modifying - Formatting -Animating them.

**UNIT-III**

3D concepts –viewports – perspective -camera –standard primitives - polygons low polygon, camera motion – Lights- sound generation -Motion Tweening, Difference between Shape & Motion Tweening - Basics - Effects – Editing - Motion Guides - Exploding Text - Options and Limits.

**UNIT- IV**

Modeling & Animation with 3D Max –primitives - low polygon modeling – organic modeling - nerves modeling , texturing – mapping ,Painting 3D Objects with Deep Paint , Movie Clips - Graphic Symbols vs. Movie Clip Symbols- Animated Rollover Buttons - Testing the Movie - motion capture techniques

**UNIT-V**

Particles system - dynamics – inverse kinematics - reverse kinematics –timeline-key frames, Character Animation and Visual Fx , Variability in Animations of Human Motion , Action Scripting –Defined- Interactivity and Actions- Events- Scenes- Drop-Down Menus, Loading Movie- Sound- Importing- Compressing- Background- Settings – Controlling– Synchronizing, Components and Forms -Creating Configuring – Modifying.

**REFERENCES:**

- Mark Simon. Storyboards: Motion in Art, Focal Press,2000.
- Rick Parent. Computer Animation: Algorithms and Techniques. Morgan Kaufmann, 2005
- Kyle Clark. Inspired 3D character animation. Premier Press, 2003.
- Mark R. Wilkins, Chris Kazmier. MEL. Scripting for Maya Animators, Second Edition (The Morgan Kaufmann Series in Computer Graphics) (Paperback), 2005.
- Chris Webster. Animation. The Mechanics of Motion. Focal Press, 2005.
- Alberto Menache. Understanding Motion Capture for Computer Animation and Video Games (Paperback). Academic Press, 2000
- Matt Liverman. The Animator's Motion Capture Guide: Organizing, Managing, Editing (Paperback). CHARLES RIVER MEDIA, INC., 2004.

- Brad Clark, John Hood, Joe Harkins. 3D Advanced Rigging and Deformations. Thomson Course Technology, 2005
- Eadweard Muybridge. Animals in motion. Dover Pictorial Archive Series, 1987.  
Eadweard Muybridge. The Human Figure in motion. Dover Pictorial Archive Series, 1951,

### **Web resources**

- Animation Arena (<http://www.animationarena.com/> )
- The Animation Magazine: the business, technology, and art of animation (<http://www.animationmagazine.net/> )
- Animation Journal (refereed) (<http://www.animationjournal.com/> )
- Highend3D (<http://www.highend3D.com/> )
- Graphics Papers (<http://www.graphicspapers.com/> )

## **SEMESTER (III) PAPER-3: WEB DESIGNING PRINCIPLES AND TECHNIQUES**

### **UNIT-I**

Introduction to Web Designing: Design- Principles of Design. Website Design Principles. Design for Medium- Low Bandwidth-Portables-Easy Accessible. Design the Whole Sight- Smooth Transition. Visual Structure. Active White Space. Design for the User-Interaction, Location- Guide the User's Eye. Flat Hierarchy. Hyper Text Linking. Limitations of Content. Design for a Screen- Screen is NOT a page.

### **UNIT-II**

Identify the Aim and Objectives of Web Designing : Analyze your Audience- Identify Technology, Issues and Constrains. Diagram the Sight- Create the Information Structure and Data. Using text based Navigation- Linking with individual files, Documentary Fragments, External Documents Fragments, and Using Graphic Based Navigation. Table Pointers- Easy- to -Read Table Code. Creating a Page Template- Future Cells. Link Columnwidth, Vertical Aligning Cells, Two Columns, And Three Column Templates.

### **UNIT-III**

Web Typography: Fonts – Size and Color. Design for Legibility. Controlling Typography with elements and Style Sheet, Styling with CSS- Documentary Division, Standard Paragraphs, Chapter Number and Title. File Format: GIF, JPG, PNG, Using the Elements(IMG), Replacing <IMG> attributes with Style Sheets. Aligning Texts and Images. Adding White Spaces around Images. Using Single Pixels Rules. Working with Hexadecimal colors: Universal Color names, Background Page Colors, Changing Link Colors.

### **UNIT-IV**

Intro to Interactive features and Internet; Advanced 3D animation techniques. Morphing Materials editing. Texture mapping and scaling. Reflection mapping and scaling. Bump map. Opacity map. Audio editing features. Incorporating 3D models and 3D renderings. Linking digital video. User interface building principles. User interface toolkit and

interaction scripting. Embedding completed animations in web pages and other media containers.

### **UNIT-V**

Introduction to telecommunication terms, concepts, equipment .**Electronic mail** accounts. Using browsers Anatomy of a URL . Connecting to an intranet server to download. Copyright laws and implications . Bookmarking sites: Good models . Storyboarding a site . Saving Text files and Moving Between applications. Using HTML to format text. Working with background Colors . Working with Tables . Scanning Pictures -Digital Pictures . Working with Graphics: Modifying Graphics, illustrating, graphic tools on the Internet . locating and sharing HTML resources . Including graphics into HTML Documents . Coding for Graphics.

### **REFERENCES :**

- World wide web design with html (2000) by C.Xavier.Tata Mc Graw- Hill. New Delhi.
- Transcending CSS: The Fine Art of Web Design (2004) by Andy Clarke, Molly E. Holzschlag - New Riders Press. New Delhi.
- Principles of Web Design 2<sup>nd</sup> Edn.(2007);by Joelsklar -Thomson course Technology.Haryana India.
- The Internet complete reference (2005)by Harley Hahl – Tata McGrawhill , New Delhi.
- HTML:A Beginner's Guide(2006) Second Edition. by Wendy Willard. McGraw Hill. New Delhi.
- Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond(2006) by Jennifer Niederst. City University. London.
- HTML for the World Wide Web with XHTML and CSS(2007); (Visual Quick Start Guide) by Elizabeth Castro. Sage Publications. New Delhi.
- DHTML Utopia: Modern Web Design Using JavaScript & DOM(2006) by Stuart Langridge. Sage Publications. New Delhi.
- 3ds Max 7 Fundamentals and Beyond Courseware(2002) .by Discreet – Focal press. Boston.
- WEB DESIGN -CSS Cookbook(2006), 2nd Edition. by Christopher Schmitt - O'Reilly Media. London.
- WEB DESIGN - 1 Hour Web Site: 120 Professional Templates and Skins(2007). by Michael Utvich, Ken Milhous, Yana Beylinson. Wiley. New york.

**SEMESTER IV: PAPER -4 : Practical I : Graphics and Animation**

**LIST OF PRACTICALS**

**Create a 2D and 3D Animation for the following items using the appropriate softwares.**

1. Create multiple objects using Pen tool and animate the same
2. Create and animate text using Flash
3. Create a human character using lines and animate
4. Create a key frame animation using library and symbols in Flash
5. Create an object and text animation using Tweening methods
6. Create masking animation using Flash
7. Create background using multi-layer techniques in Flash
8. Create animation with sound
9. Create multiple objects using standard Primitives in 3D Studio Max
10. Convert 2D objects into 3D objects
11. Create an animated 3D titling with sound
12. Create an object/ character highlighting texturing using 3D Studio Max
13. Create multiple objects with different lightings using 3D Studio Max
14. Create a human character using Character studio and animate the same
15. Create a walk-through using 3D Studio Max.

**Comprehensive Practical Examination:**

Time : 3 hours

Split up of marks

(Max. Marks 50)

Record (text)	10 marks
Practicals on CD/DVD	10 marks
Practical Examination	30 marks

**Practical II : Web Designing**

**List of Practicals**

Design a web site Home page with all the elements for the following:

- I
  1. For an Educational Institution
  2. For an in-house advertising agency
  3. For a multi-specialty hospital
  4. For a Travel and Tourism Agency
  5. For an on-line newspaper
  6. For a five star restaurant
  7. For a government department
  8. For a leading manufacturer of consumer electronics
  9. For a national Bank
- II
  10. A complete project for any of the above (live with all factual information on A theme or on a topic for an organization)

**Break up for the Examination: (Max.Marks 50 Time 3 hrs)**

1. Record	10 marks
2. Live project	20 marks
3. Practical Exam	20 marks

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**ELECTIVES: GROUP-B**

- a) Consumer Behavior**
- b) Media Planning**
- c) Convergence advertising**
- d) Market research**

**SEMESTER (I): PAPER (1) CONSUMER BEHAVIOUR**

**UNIT I**

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Development of the Marketing Concept-The Marketing concept, Implementing the Marketing Concept, Segmentation, Targeting, Positioning

**UNIT II**

The Marketing Mix, Nature & Characteristics of Indian Consumers, Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Social and Societal Marketing Concepts, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumers in India, Benefits of consumerism

**UNIT III**

Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative and Quantitative Research Findings) The consumer research process - Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings. Input-Process-Output.

**UNIT IV**

Model of Consumer Behaviour - Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences - Social Class, Culture, Reference Groups, Family Levels of Consumer Decision Making - Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making (economic, passive, cognitive, emotional)

Situational Influences- The Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behavior (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States)

**UNIT V**

**Individual Influences on Consumer Behavior:**  
**Motivation**

Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy Maslow's Hierarchy of Needs, Critical evaluation of marketing hierarchy and marketing applications, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motive

### **Personality**

Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory),

### **Perceptions**

Basics of Perception & Marketing implications, Elements of Perception (Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization), Consumer Imagery, Product positioning and repositioning

### **REFERENCES**

- Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
- Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
- Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
- Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
- Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing
- Chunawalla, S. A (2002). Commentary on consumer behaviour. Mumbai: Himalaya Publishing House.
- Nair, S. R (2000). Consumer behaviour. Mumbai: Himalaya Publishing House
- Levy, S. J. (1999). Brands, consumers, systems and research. London: Sage Publications

## **SEMESTER (II): PAPER (2) MEDIA PLANNING**

### **UNIT I**

Media Planning : Definition- need and importance of media planning in advertising- Aperture concept in media planning- Media Planning department.

### **UNIT II**

Media Buying – Media Characteristics- Newspapers – Magazines –Television- Radio- Direct Response – Out door- pros & cons .Media mix.

### **UNIT III**

Media planning : Information Sources and analysis-marketing sources, Creative sources & Media sources- Setting Media Objectives : Audience objective & Distribution Objective.

#### **UNIT IV**

Developing Media strategy – Main components of media strategy –Media Environment – Calculating cost efficiency in media planning –Testing the media plans.

#### **UNIT V**

Implementation and control of media plan –Use of computers in Media planning –linear programming, Stimulation models, and formula models.

#### **REFERENCES**

1. Media planning Work book, William B. Goodrich, Jack Z. Sissors. 5th Edition, 1996, NTC Business Books.
2. Advertising & Media Planning, Jack Z. Sissors, Lincoln Bumba Third Edition, 1991, NTC Business Books.

### **SEMESTER (III) PAPER (3) CONVERGENCE ADVERTISING**

#### **UNIT I**

Definition, nature & scope of advertising, Roles of advertising; societal, communication, marketing & economic, functions of advertising

#### **UNIT II**

Based on target audience, geographic area, media & purpose. Corporate and promotional advertising, web advertising, Digital Signage

#### **UNIT III**

Environment components-advertiser, advertising agency & media. Consumer behavior, latest trends in advertising (India and abroad). Ad agency- structure of small, medium & big agencies, functions. Types of agencies-inhouse, Independent, Full service & Specialized.

#### **UNIT IV**

Client Brief, account planning, creative strategy and brief, communication plan, brand management, positioning brand personality, brand image brand equity, case studies.

## **UNIT V**

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & layout, copy writing- types of headlines, body copy base lines, slogans, logos & trade marks, scripting, story board. Advertising campaign-from conception to execution.

## **REFERENCES**

- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
- Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
- Advertising Handbook: A Reference Annuaikon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
- Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
- Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

## **SEMESTER (IV) PAPER (4) MARKET RESEARCH**

### **UNIT I**

Introduction to Marketing Research; Role of marketing research in marketing; Definition: Scope, Significance, Limitations, Obstacles in acceptance, Ethics in marketing research, Difference between Marketing Research and Market Research, Introduction to Market Research; Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance and Limitations of Market Research, Prominent Research agencies in India; Jobs in marketing research – skill sets required - job and growth prospects

### **UNIT II**

Marketing Intelligence system; what is marketing intelligence? ;Marketing Decision Support System components; Scope and Significance of Marketing Intelligence in decision making; Quality and quantity of Market Information; Value of information; Decision tree and Bayesian analysis concept; Types of market information.

### **UNIT III**

Research process; Identification of Management Problem; Formulation of Research Problem; Steps in Research Process; Common Research Errors; Evaluation and Control of the Marketing Research Efforts

### **UNIT IV**

Research designs; Definition of Research Design; Types of Research Design; Exploratory Research; Conclusive Research

Sources and collection of Secondary Data.; Types of data; Secondary data Sources and collection of Primary Data.; Advantages & Limitations of primary data; Methods of Collecting Primary Data; Survey method of Primary Data Collection Questionnaire Design; Observation Method; Consumer Panel Method Experimental Research Method

Scaling Techniques Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale

#### **UNIT V**

Applications of Marketing Research: Cluster analysis for identifying market segments; Conjoint analysis for Product research; Multi-dimensional scaling

#### **REFERENCE:**

- Market research-G.C.Beri
  - Marketing Research-Rajendra Nargundkar(Tata Mc)
  - Research for Marketing Decisions by Paul Green, Donald Tull
  - Business Research Methods-Donald R.Cooper.
  - Marketing Research, Concept & Cases – Cooper Schindler.
  - Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn
  - Marketing Research –Aakar, Kumar, Day
  - Marketing Research by Ramanuj Majumdar
  - Marketing Research by Mishra
  - Marketing Research by M.V.Kulkarni
  - Marketing Research by D.M. Sarawte.
  - Marketing Research – Thomas C. Kinnear
-

**ELECTIVES: GROUP-C**

- 1. Scripting**
- 2. Direction**
- 3. Cinematography**
- 4. Film Production**

**SEMESTER (I) PAPER (1) SCRIPTING**

**UNIT I**

The Current Campfire: Film as a Storytelling Device- The history of storytelling - Plays vs. novels vs. film - What is a “story”? - The “idea” vs. “story” vs. “screenplay”

**Unit II**

The Screen Story- What is it? - The logline - The essence of a screen story - Conflict (and why we love it) - Form, format and formula

**UNIT III**

The Structure of a Screenplay- Back to story- Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot points

**UNIT IV**

The First Act- Establish, introduce and hook- The inciting incident - The first act plot point The Second Act- Rising conflict and overcoming obstacles - The second act plot point The Third Act- The “final battle” - The outcome of the final battle - The denouement - Happy vs. hopeful endings

**UNIT V**

Character - Plot vs. Character - Character vs. Characteristics- Actions speak louder than words - The main character (our hero!)- Other characters and character types  
Dialogue - The functions of dialogue – Voiceover.  
The Kitchen Sink-Back story & exposition- Subplots- Setup and payoff - Flashbacks- Theme  
Breaking the Rules - How screenwriters break them and why  
Genre - “What is this movie anyway?”

**REFERENCES:**

- The Writer’s Journey by Christopher Vogler
- Adventures in the Screen Trade by William Goldman
- The New Screenwriter Looks at the New Screenwriter by William Froug

## **SEMESTER (II) : PAPER (2) DIRECTION**

### **UNIT I**

Film language and Grammar ; Film Language; shots; Film grammar; 180 Degree Rule; 30 Degree Rule; Screen Direction; Film –Time; Compression; Elaboration; Familiar Image

### **UNIT II**

Dramatic elements embedded in the screen play; Spines; character; circumstance; dynamic relationship; wants; expectations; action; activity; acting beats; dramatic blocks; narrative beats fulcrum

### **UNIT III**

Staging ; Pattern of dramatic movement; changing the stage with in a scene; staging as part of a film's ; Floor plan Development of screen play; staging and camera angles for story board for story board artist.

### **UNIT IV**

Camera as Narrator; Reveal; entrance; objectives camera; subjective camera; visual design; style; coverage; lenses; composition; dramatic blocks and camera; shot lists; story board and setups

### **UNIT V**

Dialogue Exercises, Advertising films , Music videos , Documentary including full research

### **Learning and craft through film analysis**

- Alfered Hitchcocks notoriousu
- Peter Weir's the truman show
- Federico Fellini's 8 1/2
- Tokyo story, Yasujiro Ozu (1953, Japan)
- The battle of algiers, Gillo pontecorvo (1965, France)
- Little children, Todd Field (2006)

### **REFERENCES**

- Nicholas T. proferes (2008) Film Directing Fundamentals (see your film before shooting) focal press
- Thoraval, Yves(2000) The Cinema of India(1896-2000)
- Roberge, Gaston: the Subject of Cinema
- Roberge, Gaston (1977): Films for an ecology of Mind
- Halliwell;: The Filmgoers Companion 6th Edition
- Arora: Encyclopedia of indian Cinema
- Baskar, Theodor: Eye of the Serpent

### **SEMESTER (III): PAPER (3) CINEMATOGRAPHY**

#### **UNIT I**

Motion picture cameras: Various parts of Motion picture cameras; perforation loop; pressure plate; Plate catch; Pull down claw; magazine; threading of film; loading unloading of magazine; Types of magazine; intermittent Movement; Analysis of Claw motion; Registration pin; Sprocket wheel; Frames per sec; View finder; Eye piece adjustment; camera Motors; Slow motion and Fast motion; Reverse Movement; Tacho meter; Lens Mount Flange Depth; matte Box; Blimp; Changing bag; Magazine Cover/rain cover.

#### **UNIT II**

Photographic Image: Motion picture Photographic; Emulation; Film base; latent image; Grain-grain technology, graininess; halation, Anti halation backing; Resolving power: definition; Sensitometer; transition; opacity; Density; base density; Relation between Density and fog level; Characteristic Curve; D-max D-min, Shoulder, Toe; Gamma; Density measurement ; black and white density and Color density; Film speed and shopper index; Contrast. Colour reproduction ; Structure of the motion picture film; Colour negative processing Remjet backing; various types of Motion picture films

#### **UNIT III**

Film Dimension and Packaging: Negative and positive perforation; Edge No ; Cores and camera spool ; Edge marking; 16mm film winding; a-winding and B-winding; can label information.

#### **UNIT IV**

Various Camera Test: Physical condition of the camera and lenses; optical path and focusing; Shutter; gate; camera Choking; motors ; Scratches; Fogging of film; taking care of your camera; sample lens test; eye piece /viewfinder/ground glass

#### **UNIT V**

Camera filters: for Motion picture: filter factor; filter grades; UV filter; Infra red filter; Neutral density filter; Colour gradation; polarizing filter; Spl effect filters; diffusion filters Fog or pro-mist filter; contrast control filter; star effect; Filter for black and white; Colour conversion.80B, 85.; Y-1. Filter; Sepia filter; day for night; Contrast viewing filter; Close up and split Field; hand made filter; 85and ND mixed; Florescent correction filter; Mixed light situation

#### **REFERENCES:**

- Courter, Philip R. The Filmmaker's Craft: 16mm Cinematography. New York: Van Nostrand Reinhold Company, 1982.
- Daley, Ken. Basic Film Technique. Boston: Focal Press, 1980.
- Detmers, Fred. American Cinematographer Manual. 6th ed. New York: ACS Holding, 1986.

- Ferncase, Richard K. Basic Lighting Worktext for Film and Video. Boston: Focal Press, 1992.
- Film and Video Lighting Terms and Concepts. Boston: Focal Press, 1995
- Fitt, Brian, and Joe Thornley. Lighting by Design: A Technical Guide. Boston: Focal Press, 1992.
- Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979

## **SEMESTER (IV): PAPER (4) FILM PRODUCTION**

### **UNIT I**

- (1) Preproduction
  - (a) Script in proper format and length
  - (b) Script breakdown and schedule for shooting
  - (c) Detailed budget

### **UNIT II**

- (2) Production
  - (a) Shoot principal and pickup photography by deadline
  - (b) Work as crew member on at least one other person's film

### **UNIT III**

- (3) Post-production
  - (a) Picture edit
  - (b) Post-sync sound work
  - (c) Mixing all sound into a composite sound track

### **UNIT IV**

- (4) Production book  
Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.

### **UNIT V**

- (5) Evaluation of finished film
  - (a) Effectiveness of storytelling
  - (b) Technical considerations: focus, clarity of sound, editing
  - (c) Aesthetic considerations: style, pace, creativity

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- Arijon, Daniel. Grammar of the Film Language. Beverly Hills, CA: Silman-James Pr., 1991.
- Bernstein, Steven. The Technique of Film Production. Boston: Focal Press, 1988.
- Bloedow, Jerry. Filmmaking Foundations. Boston: Focal Press, 1991.
- Box, Harry C. Set Lighting Technician's Handbook: Film Lighting Equipment, Practice and Electrical Distribution. Boston: Focal Press, 1993.
- Brown, Blain. Motion Picture and Video Lighting. Boston: Focal Press, 1996.

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- Gadney, Alan. How to Enter and Win Film Contests. New York: Facts on File Pub., 1981.
- Harmon, Renee. The Beginning Film Maker's Guide to Directing. New York: Walker & Co., 1992.
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- Lipton, Lenny. Independent Filmmaking. New York: Simon & Schuster Trade, 1983.
- Lyver, Des, and Graham Swainson. Basics of Video Lighting. Boston: Focal Press, 1995
- Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979.
- Mamer, Bruce. Film Production Technique: Creating the Accomplished Image. Belmont, CA: Wadsworth, 1996.
- Schaefer, Dennis and Salvato, Larry. Masters of Light: Conversations with Contemporary Cinematographers. Berkeley: University of California Press, 1984.
- Schmidt, Rick. Feature Filmmaking at Used-Car Budgets. New York: Penguin Books, 1993.
- Sherman, Eric. Frame by Frame: A Handbook for Creative Filmmaking. Los Angeles: Acrobat Books, 1987.
- Sobchack, Thomas & Vivian C. Sobchack. An Introduction to Film. 2nd ed. Glenview, IL: Scott, Foresman & Co., 1987.
- Vasey, John. Concert Sound and Lighting Systems, 2nd ed. Boston: Focal Press, 1993.
- Wilson, Anton. Anton Wilson's Cinema Workshop. Fourth edition. Hollywood:ASC Holding Corp., 1996.

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