

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046**M.Sc Visual Communication**

(For the students admitted during the academic year 2011 – 2012)

SCHEME OF EXAMINATIONS: CBCS Pattern

Study components	Course Title	Ins. Hrs. / Week	Examinations				Credits
			Dur. Hrs	CIA	Marks	Total	
Semester –I							
	Dynamics of Visual Communication	5	3	25	75	100	4
	Multimedia and Applications	5	3	25	75	100	4
	Media, Culture and Communication	5	3	25	75	100	4
	Integrated Marketing Communication	5	3	25	75	100	4
	Practical-I Advertising Practical	5	6	40	60	100	4
	Elective I :	5	3	25	75	100	4
Semester – II							
	Digital Photography	5	3	25	75	100	4
	Theories of Communication and Visual Analysis	5	3	25	75	100	4
	Design Principles and Packaging	5	3	25	75	100	4
	Writing for Print and Broadcast Media	5	3	25	75	100	4
	Practical–II Photography & Visual Design Production	5	6	40	60	100	4
	Elective II :	5	3	25	75	100	4
Semester –III							
	Introduction to Film Studies	5	3	25	75	100	4
	Mass Media Research Methods	5	3	25	75	100	4
	New Media Studies	5	3	25	75	100	4
	Audio and Video Production Techniques	5	3	25	75	100	4
	Practical–III Electronic Media Production	5	6	40	60	100	4
	Elective III :	5	3	25	75	100	4
Semester – IV							
	Media Management	5	3	25	75	100	4
	Internship (Report 80% and Viva 20%)	-	-	100		100	4
	Project Study (Report 80% and Viva 20%)	-	-	150		150	6
	Elective –IV:	5	3	25	75	100	4
	Total	-	-	-		2250	90

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

I. GROUP-A

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

II. GROUP-B

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

III. GROUP-C

1. Scripting
2. Direction
3. Cinematography
4. Film Production (Practical)

Paper I: Dynamics of Visual Communication

Unit –I

Light and visual – Visualization process – Visual image – Principles of Colour: Psychology of colour, Colour theory and meanings – Sensual and perceptual theories – Attributes of visuals: Colour, Form, Depth and Movement.

Unit –II

Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture – Abstract thinking, Linear and lateral thinking – Holistic visual thinking.

Unit –III

Visual media – Principles – Image and Imagination - Perspectives of visual images – Visual perception – Communication design, Graphic design and informational designs – Visual persuasion in various fields.

Unit –IV

Introduction semiotics – Analysis - Aspects of signs and symbols – Sign and meanings – Description of signs – Denotations and connotations – Paradigmatic and syntagmatic aspects of signs – Signs and codes – reference systems – Audience interpretations.

Unit –V

Visual perspectives and its special features: photography, motion picture, television, computer graphics, new media, World Wide Web.

References:

1. Visual Communication – Images with messages 3rd Edition, Paul Martin Lester, Thomson Wadsworth, USA 2003.
2. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman.
3. Luin Annette, Power of the images, Rutledge and Kegan Paul, London 1985.
4. Nick Lacy, Images and Representation, Macmillan, London 1998.
5. John Fiske, Understanding Popular Culture, Unwin Hyman, London 1989.
6. Pradeep Manda. Visual Media Communication. Authors Press, New Delhi 2001.

Paper II: Multi Media and Applications

Unit-I

Introduction to multi media – Multimedia elements – multimedia applications – multimedia highway – uses – stages of multimedia project – The multimedia team – multimedia hardware peripherals: memory inputs, outputs and communication hardware for multimedia.

Unit-II

Multimedia software: basic tools – painting and drawing tools – 3D modeling and animation tools – OCR software – sound editing programs – animation – video and digital movies – linking multimedia objects – presentation tools.

Unit-III

Introduction to photo shop – tools overview, classification of images – creation of background and textures – working with colours, layers, filters, importing artworks from corel Draw and illustrator, creation of slices for web page designing, introduction to page making softwares.

Text: fonts, faces, computers and text, font editing and design tools, hypermedia and hypertext. Sound: Nature of sound, digitalization and processing sound, multimedia system sounds. Digital audio, Audio file formats, sound in windows.

Unit-IV

Vector and Bitmap images: Introduction to computer graphics – vector and bitmap graphics – combining vectors and bitmaps – file formats – vector shapes – transformation and filters – different image formats – Corel Draw, Creating artworks with Corel Draw, Bitmap conversions – special effects in Corel Draw – Exporting to Adobe Photoshop and Adobe Illustrator, Corel Draw photo paint bitmap – image compression – image manipulation, geometric transformation.

Unit-V

Images: Still images, colour, image file format – concept of animation – Principles of animation – captured animation and image sequence – digital cell – sprite animation. Video: usage – video standards – integrating computer and television – recording formats – video compression

Practicals: Creating different types of vector images – artworks with Corel Draw and illustrator – Giving special effects in Corel Draw and Illustrator – Exporting paths to Photoshop, importing images – Tracing images – Filters – Identifying images – Image formats – creating different types of images – bitmaps – Image touchup and manipulation in Photoshop – creating different page layouts – magazines – sound recording in windows – identifying different types of sound formats.

Reference:

1. Photoshop for Dummies, Dake MC celland, IDG Books, New Delhi 2000
2. Multimedia and CD-Roms for Dummies, Dake MC celland, IDG Books, New Delhi 1997.
3. Multimedia – Making it work by Tay Vaughan, Tata McGraw Hill Publication, New York 1998.
4. Multimedia ; An Introduction by John Villamil and Louis Molina, Prentice Hall, New Delhi 1998.
5. Corel Draw 9 for Dummies by Dake MC celland, IDG Books, New Delhi 1997.

Paper –III: Media, Culture and Communication

Unit-I

Media and society – contemporary importance of media in modern society – media's influence on audience thinking and social behaviour – media dependency – pluralistic media and Indian society.

Unit –II

Media in democratic society – Media and social process – Mediated role and social conferment, status conferral, socialization – Politics and Industrial power – Political economy of policy perspectives.

Unit –III

Media, Politics and ideology – Market oriented media and social dilemma culture and communication - mass mediated culture – communication and social conflicts – religion and communication – contemporary relevance of Gandhian model of communication

Unit-IV

Communication across culture – New communication technologies – change and challenges – trends in mass communication in the internet era – knowledge society – information rich and information poor .

Unit-V

Mass Communication : characteristics; Mass media – Growth, New media context, access, control and use. Functions of mass communication – information, education and entertainment, social norm, status conferral, privatization, monopolization, canalization, inoculation, Mass media and mass culture – Dysfunction: stereotyping, cultural alienation, impact on children – regulatory mechanism: government, professional bodies and citizen groups.

Reference:

1. Communication and culture – a World view by K.S. Seetharam, McGraw Hill Publisher, New Delhi 1991.
2. Social accounting in communication by Richard Butney, Sage Publications, 1993.
3. Global information and world communication, Hamid mowlana, Sage publications, 1997.
4. Mass Media and Political thought (Ed) Sidney Karns and Richard Perlof, Sage, 1985
5. Language of Communication by George N Gorden, Hustings hower, 1969.

6. Theory of information society, France Webstar, Routledge, 1997
7. Mass mediated Culture by Micheal R. Real, Prentice hall, 1977.
8. Communication and Media: Constructing a cross discipline – George N Gorden, Hasting House, 1975.
9. More than world: An introduction to Communication, Richard Dimbleby & Greema Buton, Routledge, 1998.

Paper - IV: Integrated Marketing Communication

Unit - I

Integrated Marketing Communication – definition –marketing and integrated communication mix – communication plan – Marketing Communication theory and functions - understanding market – market research – marketing communication tools.

Unit – II

Growth of advertising and promotion – IMC and Indian perspectives – Promotional Mix – IMC involves audience contacts – IMC planning process – Role of IMC in the marketing Process.

Unit –III

Advertising media: Print and Electronic media – characteristics - media planning strategies – developing the media plan – Market analysis and target market identification – establishing media objectives – developing and implementing media strategies.

Unit –IV

Advertising management – Departments – Functions – Duties and responsibilities – Art department – Creative Department – Client servicing – Media planning – Advertising Production and studio management.

Unit-V

Public Relations – Process and tools of public relations – Publicity – perspectives – corporate advertising – Media Relations, The internet and Interactivity – addressable media and interactive media.

References:

1. Marketing management – A south Asian perspective (13th Edn.) by Philiip Kotler, Kevin Lane Keller, Abraham Koshi, Mithuleswar Jah, Pearson Prentice Hall, (2009).
2. Marketing Communication – an integrated approach (4th edn.) by PR Smith and Jonathan Taylor, Kogan Page publisher 2005.
3. Principles of Advertising and IMC (2nd edn.) by Tom Duncan, Tata McGraw Hill company Ltd., New Delhi 2008.
4. Advertising and Promotion, an Integrated Marketing Communications Perspective (7th edn.) by George E Belch, Micheal A Belch and Keyoor Purani, Tata McGraw Hill company Ltd., New Delhi 2010.
5. Advertising Principles and practice (6th Edn.) by Wells, Burnett, Moriarty, Prentice Hall, India.

Paper –V: Advertising Practical**Print**

1. Designing a logo
2. Solus Advertisement - Magazine / Newspaper
3. Half Page Advertisement - Magazine / Newspaper
4. Brochure (two fold)
5. Menu card

Indoor advertisement

1. Dangler
2. Table top
3. Slide designing

Outdoor advertisements

1. Transit advertisement
2. Hoarding Design

Radio

1. Radio ad for Product sector
2. Radio ad for service sector

Television

1. Product advertisement
2. Non Product advertisement
3. Public service advertisement

The relevant multimedia tools and applications shall be used for the above said practical exercises.

Paper –VI : Digital Photography

Unit-I

Introduction to Photography: Define photography – Brief history and development of photography – camera ; types, usage – Lens; types, usage – Lights; Types, usage – Filters; types, usage – Film ; types, film speed and size – Tripod ; types and usage; Light meter; usage – Flash; types, usage – Electronic Flash – Selection of Right Flash Mode – Other Useful accessories.

Unit-II

Photo Composition: Basic techniques for better image – Aperture – usage – Shutter speed – usage – Depth of Field – Focal length – Basic Lighting – Key Light – Fill Light – Low key and high Key picture – Rule of Third – Angle of view – Picture Format.

Unit-III

Introduction to Digital Photography : Definition of digital photography – Digital still camera – Digital SLR Camera – Types – Working with digital camera – Major components and functions – camera operation – mode – advantages – set up for digital imaging – Windows and Macintosh – Desk top computer components – Data storage and Transfer options – software for digital process (Digital Dark Room) – Image Editor – File formats – Convertors – Working with Scanner – Types – Scanning techniques – Film scanning – Photo Printers – How Printer works – Photo quality – Printing paper – types.

Unit-IV

Introduction to Digital Imaging: Define Photoshop – Photoshop work space – Palettes – Buttons – choosing colour – Brush shape – operations and usage of tools – Pencil tool – Paint Brush tool – Air Brush tool – Text tool – Paint Bucket tool – Gradient tool – smudge tool – Focal tool – toning – Eye dropper – Zoom tool – Morgue Tool – Lasso Tool – Magi Wand – Art Marks – Art Layers – Layer Mark – Create Layer – Fill tool – Trashcan – Cloning – Clone Align – Art Filter – Plug ins – Rule of Thumb – Kerning – leading digital image on various media.

Unit-V

Introduction to Digital Studio: Photography Project – Assignments – Photo Power point presentations – Photo documentary – Photo essay – small budget studio – design – equipments and budget – Corporate Studio – Design – Equipments and Budget – Popular Photography websites – Creating Photography Website – Connecting images of internet use.

References:

1. Tom and Mitchell Beazley, Digital Photography, A step by step guide and manipulating great images,
2. O.P Sharma, Practical Photography, Hind Pocket Books,
3. Richard Zakia, Leatie Stroebel, The Focal encyclopedia of Photography 3rd edn. Focal Press, Baston, London (1993).
4. Peter K. Burian, Mastering Digital Photography and Imaging, First edition, Sybex Publisher, USA, 2001.
5. Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, The Manual of Photography, 9th edn. Focal Press, 2000.
6. John Hedgecoe's Alfred A, The photographer's Handbook, Knopf Publisher, 1999.
7. Roger Hicks and Frames Schultz, Interior shots, Rotovision, Switzerland, 2002.
8. Joseph A Ippolito, Understanding Digital Photography, Thomson Delmar Learning, USA 2003.

9. Catherine Jamieson, Sean McCormick, Digital Portrait Photography and Lighting: Take Memorable shots every time, Wiley Jamieson and McCormick Publisher, London, 2005.

Paper – VII : Design Principles and Packaging

Unit-I

A brief history of graphic design – Elements of design – Principles of design – Process of Design – Functions of Design – Creativity and creative process – Traditional and modern design.

Unit-II

Text and images: typography – styles and features –Colour in design – colour theory and combinations – Design and composition – Graphic design softwares – Features and applications of Coral Draw, Photoshop, Illustrator, Quark Xpress, Page Maker.

Unit –III

Definition of packaging – History of packaging – The changing face of retailing – Packaging and social change – Packaging design today – Future developments – Types of packaging; basic, surprising, interactive and promotional.

Unit- IV

Packaging process: Analysis of product – deciding the mode of packaging – Flexible packaging – Paper – Plastic films –Foil and specialty films – containers; Board based containers – Plastic containers –Glass containers – Metal containers – Labeling and Legislations; Nutritional and barcode labeling – Legal requirements.

Unit-V

Final process of packaging: Lamination – Die cutting – Creasing – Folding – Strapping and stapling – Radio Frequency Identification tags and types.

References:

1. Bridgewater, Peter. An Introduction to Graphic Design. Quintel Publications, London 1997.
2. Gollingwood, R.G. The Principles of Art. Oxford University Press, New York 1958.
3. Nakamira, Sadao. The colour source book for Graphic Designers. Shoin Pub. Co Japan 1990.
4. Best of Graphic Design. Page One publishing, Singapore 1993.
5. Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi 1998.
6. Steven Sonsino, Packaging design–Graphics materials technology, Thames & Hudson Ltd., London 1990
7. Packaging Graphics + Design by Renee Phillips, Rockport Publishers, USA, 2001
8. The perfect Package by Catharine M. Fishel, Rockport Publishers, USA, 2000.
9. Packaging by Design Library, Rockport Publishers, USA, 1995.

10. Hand Book of package Engineering – Joseph F, Hanlon, Mc Graw Hill Book Company.
11. A Hand book of food packaging – Frank A Paine & Heather Y.Paine Leonard Hill Publishers, Glasgow G642 NZ.
12. Packaging Encyclopedia – Cahners Publishing company.

Paper –VIII : Theories of Communication and Visual Analysis

Unit-I

Communication Theory: Introduction – Communication concepts and theory – Media systems and theories; Authoritarian, Libertarian, Social Responsibility and communist theories – Basic communication theories – Two step flow of information – theories of selective influence.

Unit-II

Defining Communication models; Aristotle's model – Lasswell's model – Shannon & Weaver's mathematical model – Newcomb's model – Osgood Schramm model – Gerbner's model – Katz and Lazerfeld's model – David Berlo's model – White's Gatekeeper's model.

Unit-III

Media uses and effects: effects theory – Uses and Gratifications theory – media dependency theory –social learning theory – cultivation analysis – agenda setting theory – diffusion of innovation – cultural studies and critical approaches.

Unit-IV

Visual analysis theories: Sign and meaning making process; The semiotic and structuralistic approach to

Visuals – Psychoanalysis and visuality; Subjectivity and unconscious – Voyeuristic gaze to the laconian gaze.

Unit-V

Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxixt approach to visual texts.

References

1. Mass Communication theory (6th edn) South Asia Edition, Sage, New Delhi, 2010
2. Theories of Mass Communication by Mattelart et.al, Sage, London 1998.
3. Essentials of Mass Commuinction by Asa Berger, Sage, New Delhi 2000.
4. Understanding Media Theory by Kevin Williams, Oxford University Press, New York 2003.

5. Visual Methodologies, Gillan Rose, Sage Publications, London 2001.
6. Media Analyzing Techniques, Berger Asa, Sage Publications, New York 1998.
7. Ways of Seeing, Berger J, BBC London 1972.
8. Gender Trouble, Butler J. Routledge, London, 1990.

Paper – IX : Writing for Print and Broadcast Media

Unit-I

Print media : Nature and Characteristics – News story : Elements, deadline, Content – Reader's perception – inverted pyramid style – headline, lead and its types – principles of news writing – general and specialized newspapers – vernacular newspaper and analysis.

Unit-II

Editorial policy and style – editorial freedom vs. newspaper policies and objectives – writing style and use of language – general and specialized magazines – vernacular magazines – feature writing: types, characteristics and styles – Special articles – Editorial practice.

Unit –III

Radio: characteristics of the medium – broadcasting policies and codes – writing for radio: Principles and guidelines, programme formats for general and special audience – content variety and style – News production – Interviews – features – Talk shows – Radio jockeying and commercial aspects.

Unit –IV

Television: characteristics of the medium – Television for information, education and entertainment – writing television news – language and style of presentation – pre production – programme production – post production – Television formats – Video jockeying – Live programme broadcasting.

Unit-V

New media – Internet – Nature and characteristics – contents online – users profile – multimedia support – textual and visual impact – online journalism – problems of access – uses and challenges in new media.

References:

1. Radio and Tv Journalism by Srivastave, Sterling Publications, 1989.
2. Professional Broadcasting – a brief introduction by John Bittner, Prentice hall 1981.
3. Newspaper Reporting and writing by Mencher, Melvin, McGraw Hill, NewYork 2003
4. Newspaper handbook by Keeble, Richard, Routledge publications, London 2001.
5. Writing for TV, Radio & New Media 8th Edn, Belmont wadsworth Publications, 2004
6. Broadcast Newswriting, reporting and production, 4th Edn, Oxford, Focal Press 2006.

Paper – X : Photography & Visual Design Production**Part-I**

1. Still Life
2. Portrait
3. Children
4. Silhouette
5. Rim Lighting
6. Product – Indoor and Outdoor
7. Advertising Photography
8. Architecture – Interior and Exterior
9. Industrial Photography
10. Photographs on Human Interest
11. Photographs on Foods and Beverage
12. Wild Life Photography
13. Multiple Exposures
14. Photo Essay on Developmental activities

Part-II

Graphic design applications in Brochure, Newsletter, Direct mail, Magazines, Posters, Newspapers, Billboards, Catalogue, Letterhead, Corporate merchandising, Product packaging in different forms.

Paper – XI : Introduction to Film Studies

Unit-I

Short History of Indian cinema – Brief history and trends of foreign cinema – Film as a medium of communication and Social change – Growth of Tamil Cinema – contributions of Tamil cinema to social and political awareness – Film Industry status – contemporary trends.

Unit-II

Planning, Pre-production: Concept / story development – Scripting / Screen play writing – Budgeting – casting – locations – financing. Production: Shooting – Problems of artists – direction, cinematography. Post-Production: Editing - sound recording – dubbing – special effects – graphics and final mixing – distribution and exhibition.

Unit-III

Mis-en-scene – space and time – framing – Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Documentary genres, Role of a cinematography, Editing dimensions of film editing – deconstruction of film, Award winning films – review – The power of sound, Foley sound, theatrical sound formats.

Unit-IV

Camera Production: the shot, scene, sequence, story board, types of script, location shooting. Single camera Vs. multi camera production – rehearsal – digital intermediate – video format.

Unit – V

Documentary and short films – World union of documentary film makers – cinema of reality – real life characters – real issues – story material – propaganda films and corporate films – films of expression – Indian documentary forms – National film policy.

References;

Ashish Rajadhyasha, Paul Wileman, Encyclopedia of Indian Cinema, Oxford Uni. Press, New Delhi 2005.

Proferes, Nicholas, Film Directing Fundamentals, Oxford University Press, 2001.

Paul Wheeler, Digital Cinematography, Focal Press 2001

Monoco, James. How to read a film, Routledge, London 2001

Thoraval, Yves. The Cinema of India (1896 -2000).

Jag Moham, Documentary Films and Indian Awakening, Publications Division, New Delhi 1980.

Gaston Roberge, Another Cinema for Another society, Seagull Publications Calcutta 1985.

Sanjit Narwekar, Spectrum India 1994, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.

Paper – XII : 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 audiences – Need for media analysis – concepts and theories in media studies.

Unit –II

Research procedures : Steps in doing research – media research problems – review of media studies – sources of secondary data – research questions and hypotheses – Types of hypotheses – Sampling procedures – 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 questionnaire – administration; interview schedule and techniques – focus groups – observation techniques; measurement of variables: scales – attitude scales ; procedure and applications of thrustone, 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 procedures and methods – Case study approach.

Unit V

Data analysis: Data classification , coding and tabulation – graphic presentation of data – Basic elements of statistics – Applications of parametric and non-parametric statistics in hypothesis testing : chi-square, student ‘t’ test, correlation techniques, ANOVA, Thesis writing methods – use of SPSS – Thesis writing formats and styles – ethics in conducting research.

Reference Books:

1. Applied Communication Research by Judith M. Buddenbaum, Katherine B. Novak, Surjeet Publications, New Delhi. 2005
2. Media and Communication Research Methods by Arthur Asa Berger, 2nd Edn, Sage Publications, 2011.
3. Audience Analysis by Denis Mc Quail, Sage Publications, New Delhi.
4. Research methods in Mass communication by Stempell and Westley, Prentice Hall, (1981).
5. Mc Quails Mass Communication Theory (6th edn) by Denis Mc Quail, Sage South Asia Edition, 2010
6. Mass media Research – An Introduction by Roger Wimmer and Joseph Dominic, 3rd edn. Wadsworth Publications (1991)
7. Studies in Mass Communication and Technology Ed by Art Thomas, Ablex Publishing Co.. (1984).
8. Qualitative methodologies for Mass Communication Research Ed by – Klaus Bruhn Jensen and Nicholas W. Jankowski, Routledge, London (1991).
9. Introduction to communication studies 2nd Edn by John Fiske, Routledge (1990)
10. Channels of discourse Ed by Robert Allen, Methuen and Co Ltd., London (1987).

Paper –XIII : New Media Studies**Unit-I**

New media: Introduction, Definition, Characteristics – New media technology – Communication revolution – new media versus old media – differences between media – Digital divide: E-Governance – Process, Social and legal frameworks – Policy initiatives.

Unit –II

New media and mass communication – Theme of new media theory – applying medium theory to new media – new patterns of information traffic – computer –mediated community formation – political formation – new media and democracy – technologies of freedom – new equalizer or driver - Theories of information society – technological determinism – concept of modernism and post modernism

Unit –III

Global media communication: origin – driving forces – global media structure – International media dependency – Global trade in media culture - hegemony – cultural invasion – cross cultural impact

Unit-IV

Media structure and governance: Principles and accountability – Mass media governance – The regulations of mass media – media convergence – Diffusion of innovation

Unit _V

Cyber world – IT act – RTI – media self regulation and control – commodification of news and other media

Reference Books:

1. Mass Communication Theory (6th edn) by Denis Mcquail, Sage south Asia Edition, New Delhi (2010)
2. Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996.
3. Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000.
4. Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000.
5. Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997.
6. New media and Politics – Ed. By Barrie Oxford & Richard Huggins, Sage Publications, New Delhi, 2001
7. World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997.
8. Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2000.
9. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997.
10. The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
11. Media morphosis – By Roger Fidler, Sage publications, 1998.
12. New media – By Ronald Rice, Sage Publications, 1984.
13. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
14. Media performance – By Denis McQuail, Sage Publications London, 1992
15. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
16. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications.
17. E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004.

Paper - XIV : Audio and Video Production Techniques

Unit-I

Sound waves – Types, Classification and quality – pitch, low and high frequency – Input transducers – Microphones – types of microphones – sensitivities of microphones – Output transducers – Loudspeaker – Mono – Stereo – panning, surround and filters – Perception of sound – wave length – Amplitude – Frequency – pitch – harmonics – equalization – reverberation time – basic set-up of recording system – analog, digital – cables and connectors.

Unit-II

Mixing console – Echo and reverberation – special effects units – equalizers and compressors- plugins – digital recording software – editing techniques – Input devices – storage – output devices – basics of broadcasting – AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts – compression ratios – various sound file extensions – time code – synchronization – positioning of microphones – speech - musical instruments and mixing.

Unit-III

Introduction to digital video equipments: digital video camera – types – format – major components – operation and functions – Lens – types – aperture – shutter – focusing methods – Focal length – depth of field – video signal – video format – video lights – types and functions – tripod – types – clapboard – usage – light meter – other useful accessories.

Unit-IV

Introduction to digital video production: Digital camera – Movements – composition – shots – angles – Mise-en-scene – Colour temperature – multi camera setup – Lighting – basic and special lighting setup – atmospheric lighting – ENG – Anchoring – Compeering – Montage – News documentary.

Unit-V

Single Camera Production, Multi camera production – Documentary Production – Short Film Production – Electronic Field Production – Talk shows – Interviews the EDL – Dimensions of editing – spatial – Rhythmic – graphic – temporal editing – continuity editing – Dimensions of film sound – Voice over – Dubbing – Re-recording – Titling – Adding special effects.

Reference:

1. Philip Newell, Elsevier. Recording studio design, Oxford, Focal Press. 2005
2. Strutt, John Williams, Baron. The Theory of sound Rayleigh 1996.
3. Fahy, Frank Foundations of Engineering Acoustics. Academic Press 2001.
4. Video Production Techniques – Zettl – 2002.
5. Television Production – Gerald Millerson, Focal Press, London, 1999.
6. The Techniques of Television Production - Gerald Millerson, Focal Press, London, 2001.

Paper –XV : Electronic Media Production Practical

List of Practicals

1. Script
2. Story board
3. Camera movements
4. Shots
5. Angles
6. Multi camera setup
7. Editing techniques
8. Linear and Non-Linear editing
9. Capturing – Rendering – Storage media – Transitions
10. Edit Design List preparation
11. Basic Lighting techniques
12. Atmospheric lighting
13. Electronic News Gathering

14. Anchoring
15. Titling
16. TV commercial
17. Montage
18. Interview
19. News Production
20. Talk show
21. Compeering with Songs
22. Short Film
23. Documentary

Paper –XVI : Media Management

Unit-I

Introduction to media management - Principles of media management and its significance – Media as an industry and profession – India’s major media houses and their holdings.

Unit-II

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains). Policy formulation and controls in media organization.

Unit-III

Organization structure of Media and different departments – Functions - general management, finance, circulation and Sales promotion – Pricing - Advertising and marketing, personnel management, production and reference sections; apex bodies: DAVP, INS and ABC.

Unit-IV

Editorial – Response system. - Economics of Visual media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws

Unit-V

Planning and execution of programme production – production terms, control practices and procedures - Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media.

References:

1. The New Media Monopoly, Ben H. Bagdikian (Beacon Press, 2004)
2. The Problem of the Media, Robert W. McChesney (Monthly Review Press, 2004)
3. Management of Electronic Media, Alan B. Albarran (2nd ed., Wadsworth, 2002)
4. The Economics & Financing of Media Companies, Robert G. Picard (Fordham University Press, 2002)
5. The Business of Media, David Croteau and William Hoynes (Pine Forge Press, 2001)
6. Who Owns the Media? Benjamin M. Compaine, et. al., (3rd ed., Knowledge Industry, 2001)
7. Balancing on the Wire: The Art of Managing Media Organizations, James Redmond and Robert Trager (2nd ed., Atomic Dog, 2004)

INTERNSHIP

The student is required to undertake an internship of 35 days at the end of the second semester in Advertising / Public Relations/ Visual Design and Packaging and 25 days internship at the end of the third semester in Audio Visual Production and submit the reports on it to be evaluated internally and marks awarded at the end of the fourth semester.

Internship –I	Report Evaluation and Viva-Voce	50 Marks
Internship-II	Report Evaluation and Viva-Voce	50 Marks
Total		100 Marks

PROJECT STUDY

Guidelines for Project Study for Post Graduation:

i) Conceptualization of Subject and Research Problem	(20marks)
ii) Analytical Presentation of Review of Literature	(30 marks)
iii) Presentation of Methodology	(30 marks)
iv) Data Analysis and Discussion	(30 marks)
v) Final Draft and Presentation)	(10 marks)

Total	120 marks

Chapters

1. Introduction

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

Bibliography

Viva-voce

30 Marks

GROUP-A ELECTIVE
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 softwares – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs (cases).

Unit V: Graphic design application in brochure, newsletter, directmail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product. (Practical exercises in creating designs using computer softwares 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.

GROUP-A ELECTIVE
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/>)

GROUP-A ELECTIVE

PAPER 3 - WEB DESIGNING PRINCIPLES & 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 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** 2nd 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.
- WEBDESIGN-CSS Cookbook(2006)**, 2ndEdn. 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.

GROUP-A ELECTIVE

PAPER 4: PRACTICAL - GRAPHICS AND ANIMATION

List of Practicals:

Create a 2D and 3D Animation for the following items using the appropriate software

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.

Web Designing

List of Practicals:

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

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
10. A complete project for any of the above (live with all factual information on a theme or on a topic for an organization)

GROUP-B ELECTIVE**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

1. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
2. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
3. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
4. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
5. 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

GROUP-B ELECTIVE

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, WilliamB.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.

GROUP-B ELECTIVE
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
Stansfield, Richard: Advertising Managers Handbook. UBSPD 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

GROUP-B ELECTIVE
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.

MarketingResearch–ThomasC.Kinnear

GROUP-C ELECTIVE
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

GROUP-C ELECTIVE
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; objective 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

- Alfred Hitchcock's notorious
- 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 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

GROUP-C ELECTIVE
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; Graingrain 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 promist 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 & Joe Thornley. Lighting by Design:A Technical Guide. Boston: Focal Press,1992.
- Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979

GROUP-C ELECTIVE
PAPER 4 - Practical: FILM PRODUCTION

List of Practicals

- (1) Preproduction** (a) Script in proper format and length
 (b) Script breakdown and schedule for shooting
 (c) Detailed budget
- (2) Production** (a) Shooting principles and pickup photography by deadline
 (b) Work as crew member on at least one other person's film
- (3) Post-production** (a) Film Editing
 (b) Synchronization of sound track
 (c) Mixing all sound into a composite sound track
- (4) Production book** Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.
- (5) Evaluation of finished film** (a) Effectiveness of storytelling
- (b) Technical considerations: focus, clarity of sound, editing
- (c) Aesthetic considerations: style, pace, creativity

REFERENCES:

- 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.
- Carlson, Verne, & Sylvia Carlson. Professional Lighting Handbook, Boston: Focal Press, 1991
- 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.
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- 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.
- 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.
- Hodgdon, Dana H. & Stuart M. Kaminsky. Basic Filmmaking. New York: Prentice-Hall General Reference & Travel, 1981.
- 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*. 4th edn. Hollywood: ASC Holding Corp., 1996.