

BHARATHIAR UNIVERSITY: COIMBATORE 641 046**B.Sc. VISUAL MEDIA**

(For the CPP/COP candidates admitted from the academic year 2015-16 onwards)

SCHEME OF EXAMINATION-CBCS PATTERN

Part	Course Title	Inst. hrs/ week	Examination				Total	Credit
			Duration	CIA	Uni Exam			
Year 1								
Semester 1								
I	Language - I	6	3	25	75	100	4	
II	English - I	6	3	25	75	100	4	
III	Core 1: Design Studies	4	3	25	75	100	4	
III	Core 2: Introduction to Communication	4	3	25	75	100	4	
III	Core LAB 1: Graphic Design I - LAB	3	3	40	60	100	4	
III	Allied Paper 1: Visualising	5	3	25	75	100	4	
IV	Environmental Studies#	2	3	-	50	50	2	
Semester 2								
I	Language – II	6	3	25	75	100	4	
II	English – II	6	3	25	75	100	4	
III	Core 3: Print Technologies and Publishing	5	3	25	75	100	4	
III	Core 4: Development of Media	4	3	25	75	100	4	
III	Core LAB 2: Graphic Design II - LAB	2	3	20	30	50	2	
III	Allied Paper 2: Visual Psychology	5	3	25	75	100	4	
IV	Value Education – Human Rights#	2	3	-	50	50	2	
Year 2								
Semester 3								
III	Core 5: Media Aesthetics	6	3	25	75	100	4	
III	Core 6: Photography	6	3	25	75	100	4	
III	Core LAB 3: Photography and Image Manipulation - LAB	5	3	40	60	100	4	
III	Allied Paper 3: Film Studies	6	3	25	75	100	4	
IV	Skill Based 1: Advertising and Public Relations	5	3	20	55	75	3	
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective- I (Yoga For Human Excellence) # / Women's Rights #/Constitution of India#)	2	3	-	50	50	2	

Semester 4							
III	Core 7: Videography	6	3	25	75	100	4
III	Core LAB 4: Videography - LAB	6	3	40	60	100	4
III	Core 8: Audiography	6	3	25	75	100	4
III	Allied Paper 4: Television Production	6	3	25	75	100	4
IV	Skill Based 2: Script Writing for Media	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective- II (General Awareness) #	2	3	-	50	50	2
Year 3							
Semester 5							
III	Core 9: Research and Media Management	6	3	25	75	100	4
III	Core LAB 5: Audio and Video Editing - LAB	5	3	40	60	100	4
III	Core 10: Digital Media Techniques	5	3	25	75	100	4
III	Core LAB 6: Web Design I - LAB	5	3	40	60	100	4
III	Elective I:	5	3	25	75	100	4
IV	Skill Based 3: Video Editing Fundamentals	4	3	20	55	75	3
Semester 6							
III	Core 11: Fundamentals of Game Design	5	3	25	75	100	4
III	Core LAB 7: 3D Animation Fundamentals - LAB	6	3	40	60	100	4
III	Elective II:	5	3	25	75	100	4
III	Elective III:	5	3	25	75	100	4
III	Major Project	5	3	-	-	100*	4
IV	Skill Based 4: Professional Practice	4	3	20	55	75	3
IV	Extension Activities@	-	-	50	-	50	2
Total						3500	140

List of electives:

Elective I	Information Communication and Technologies(ICT)
	Media, Society and Culture
Elective II	Event Management
	3D Animation
Elective III	Project Management
	Marketing Research

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

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* For Project and Viva Voce (External) Break up

Project Evaluation: 80 Marks

Viva Voce: 20 Marks

DESIGN STUDIES

UNIT I

Design history : Design movements, Iconic design works , Design factors : Aesthetics : Elements and principles of design; Aesthetics : Design styles - Ergonomics in design - Elements of Visual literacy; Image and Imagination - Modern Image Makers; Elements of design - Principles of design: Unity, balance, rhythm, proportion, movement; Language of design: white space, fonts, pictures, page layout and design.

UNIT II

Introduction to visual communication design: Fundamentals of visual communication - the process of visual communication; Graphic design elements and principles: (a) Principles of typography, (b) Color theory and psychology.

UNIT III

Visual strategy and layout - A visual harmony and gestalt principles – Layout: Poster, Logo and Corporate identity.

UNIT IV

Thinking : Theories and models of thinking – Information Processing Theory, S- R theory, Cognitive theories, Simulation Models; Types of Thinking – Free Association, Imaginal Thought, Reasoning – Types, Problem Solving, Decision Making, Creative Thinking, Concept Formation, Language and Thought - Linear and lateral thinking – Holistic visual thinking.

UNIT V

Design Process: Purpose of design - Design Thinking - Creative thinking - Design phase - Design Research - Concept generation - Concept evaluation and refinement - Detailed design - Design presentation.

REFERENCES

- Nick Lacy, Images and Representation, Macmillan, London 1998.
- Stuart Price, Media Studies, Pitman, London 1993.
- John Berger, Ways of Seeing, BBC and Penguin, London 1972.
- Kulin Annette, Power of the Images, Rutledge and Kegan Paul, London 1985.
- Lauet, David, Design Basics
- White, Alexander W. The Elements of Graphic Design
- Wong, Wucius, Principles two dimensional design
- Zelavski, Paul and Pat Fisher, Mary. Design principles and Problems
- Dondis, Douisa. A Primer of Visual Literacy

INTRODUCTION TO COMMUNICATION

UNIT I

Importance of Human and Visual Communication - Communication as an expression - Skill and process - Understanding Communication: SMRC Model 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.

UNIT II

Communication as a process: Message – Meaning – Connotation - Denotation Culture/Codes etc., - Levels of Communication: Technical, Semantic, and Pragmatic - The semiotic landscape: Language and Visual communication - Narrative representation.

UNIT III

Fundamentals of Design: Definition - Approaches to Design - Centrality of Design – Elements - Elements of Design: Line, Shape, Space, Color, Texture, Form etc., - Principles of Design: Symmetry, Rhythm, Contrast, Balance, Mass/Scale etc., - Design and Designers: Need, role, process, methodologies etc.,

UNIT IV

Principles of Visual - Sensory Perceptions - Color psychology and theory (some aspects) – Definition - Optical/Visual Illusions etc., - Various stages of design process - Problem identification - Search for solution: Refinement – Analysis - Decision making - Implementation.

UNIT V

Basics of Graphic Design: Definition - Elements of GD - Design process – Research - A source of concept - The process of developing ideas, verbal, visual, combination & thematic - Visual thinking - Associative techniques, materials, tools (precision instruments etc.) - Design execution and presentation.

REFERENCES

- Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
- Schildgen, T (1998). Pocket Guide to color with digital applications. Thomsom Learning
- Picture this: Media Representation of Visual Arts and artists. University of Luton Press
- Palmer, Frederic: Visual Elements of Art and Design,1989, Longman
- Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists,1982, Astragal Books. London
- Palmer. F: Visual Awareness (Batsford, 1972)
- Media presentation of Visual Arts and artists; University of Luton press Palmer Frederic
- Visual Elements of Art and Design (1989) Longman Porter
- Wood, Julia T : Communication mosaics : An introduction to the field of communication, 2001 wards worth

GRAPHIC DESIGN I - LAB

1. Create a logo and stationery under the following themes:
 - Self
 - Film Production House/ Animation Studio
 - Hospital
 - Industrial Client – Mining/Iron and Steel, etc.
 - Restaurant/Cafe
2. Create Packaging material for a Clothing brand
3. Create POS Material – Dangler, Standee, Stickers

VISUALISING

UNIT I:

Perspective views – types of perspective views – linear perspectives vs. aerial perspective – perspective terminology – horizon line/eye level , station point , picture plane , vanishing point – linear perspective construction methods - one point perspective , two point perspective , three point perspective.

UNIT II:

Figure drawing basics – Essentials of human figure drawing – Proportion and Gesture Simplifying body parts in to 2D shapes – Relative proportion of various parts of the body Constructing the front view using basic shapes - stick figure – line of action – balance – contour drawing(different poses) – Cylindrical forms (front and side view) – foreshortening – overlapping – balance – quick sketches – study from live figure.

UNIT III:

Introduction to RYB mode, hue, value, saturation – colour mixing - create a colour wheel – primary, secondary and tertiary colours - Greyscale - understanding colour combinations colour contrast – colour psychology

UNIT IV:

Introduction to textures – Types of texture – Understanding the foreground, mid ground and background colour in textures – Useful tips on creating a texture - Creating texture using live reference.

UNIT V:

Introduction to set model – Understanding scale and proportion - Study of different environment – Understanding different materials and their applications – Application of texture and colouring in relation to the relevant subject.

REFERENCES:

- Lidwell, William, “Universal Principles of Design”, Rockport Publisher,2003
- Fraser, Tom, “Complete Guide to Colour” ,Ilex Publisher,2004
- Felder, Eugene., & Elvin, Emmett,”Complete Book of Drawing Techniques”, Kandour Publisher, 2005
- Tomory, Edith, “History of Fine Arts in Indian and the West”, Orient Longman Publisher, 2004
- Chari, Aditya, “Figure Study Made Easy”, Grace Prakashan Publisher, 2005
- Gene, franks, “The art of pencil drawing”, Walter Foster Publisher, 2004

PRINT TECHNOLOGIES AND PUBLISHING

UNIT I

Background of printing technology – Basic principles of graphic reproduction processes – Brief know how of early printing systems: Relief process-Letter Press: Platen, Flat bed Cylinder, Rotary. Typography: Type characteristics – Type classifications – Type measurement. Spacing: Importance – Techniques. Design and Layout: Principles – Types – Functions.

UNIT II

Prepress: Design and Layout – Software application: Corel Draw – In-design – Photoshop –Quark Express - Scanning: Methods – Tones: Line and Halftone - Computer to Plate (CTP): DTP – Direct Plate – Reverse Plate.

UNIT III

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning – Colour Separation: Additive and Subtractive Processes – Colour Printing: RGB and CMYK – Special colours: Gold – Silver – Metallic Colours.

UNIT IV

Printing: Offset Printing Process - Plate to Print – Sheet-Fed and Web-fed press - Gravure Printing Process: Plate making process and printing - Flexography Printing - Digital Printing: Process – Applications - Screen Printing: Processes of Screen preparation - Stenciling – Five Star film – Manual and Machine Printing - Security Printing: Applications - Post Production: Lamination - Sheet – Die Cutting - Hard Platen – Flat Bed, Pasting and Gluing - Online – Manual - Sticking: Normal – Heavy Duty –Packing: Mode – Process.

UNIT V

Packaging & Design: Functions and Characteristics – Concept – Shape and Proportion – Elements: Types – Logo – Illustrations – Colour – Corrugation: Different Plies – Online Corrugation – Offline Corrugation - Microflute – Narrow Flute. Paper: History – Types – Usage – Functions – Quality: Grams Per Square Metre (GSM) – COBB value – Bursting Strength. Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging – Flexible Packaging: Paper – Foil and Foil Laminates – Plastic Films and Cellophane – Folding Cartons – Containers: Glass – Metal – Plastic: Blister Cards/Packing – Polyethylene Terephthalate (PET) – Vinyl.

REFERENCES

- Sarkar N.N. Art and Print Production : Oxford University Press; New Delhi 2008.
- Richard Schlemmer. Handbook of Advertising Art Production“, Prentice Hall, New York, Mario Garcia. „Contemporary Newspaper Design“, Prentice Hall. NY. 1980.
- Edmund Arnold. „Designing the total Newspaper“. Harper Collins, NY.1981.
- Harold Evans. „Newspaper Design“ . Heinemann. London.1976.
- Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi. 2004. Mc Kay, Jenny. „Magazine Handbook“. Routledge, London. 2000
- King, Stacey. „Magazine Design That Works“. 2001.
- Frank Ramano et al. Encyclopedia of Graphic Communication. Prentice Hall. NY. 1998. Peter warlock. „The desktop publishing Book“, Heinemann, 1988.
- Science and technology of printing materials; Prakash Shetty 1963
- 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

DEVELOPMENT OF MEDIA

UNIT I:

Print Medium-Historical Development of the press as a media Institution in India-Advent of printing press in India and-Newspaper-Role of the press in Indian's freedom movement

UNIT II:

Development of Radio-FM Broadcasting-Digital Audio Broadcasting-Radio Formats and Genres-Ownership policy-Ethics of broadcasting-Broadcasting code-structure and Functioning

UNIT III:

Television medium-Television and National development-Television programme genres Soap operas-Ethics of Telecasting-Satellite television-The Story of Indian Television

UNIT IV:

Cinema-Impact of cinema on society-Ethics of cinema-The Indian Newsreel-New developments in film production-Film as contemporary art form-Documentary and short films-The talkies-The studio system-problems and prospects for the film industry

UNIT V:

New Information Technologies-Globalization-The Information revolution- New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges

REFERENCES:

- Marshall McLuhan and Lewis H. Lapham , Understanding Media: The Extensions of Man
- Richard Keeble, Print Journalism: A Critical Introduction
- Shrivastava, KM. Radio and TV Journalism Sterling Pub., New Delhi.1989
- Mass media in India .Publication Division, I&B Ministry, Govt. of India. Srinivas Melkote, Media towards 21st Century , KM. Srivastava, Sterling Pub. New Delhi. 1998

GRAPHIC DESIGN II - LAB

1. Create a magazine layout (36 sides)
2. Create 2-fold and 3-fold brochures
3. Create a tabloid layout (12 sides)

VISUAL PSYCHOLOGY

UNIT I

Introduction to Visual Perception; reception, transduction, transmission, organization and interpretation - The Visual Cortex - Spatial Vision - Color Vision - Motion perception - Depth Perception - The Development of Vision - Visual Attention & Neglect - The Perception of Faces.

UNIT II

Social learning theory - Social Constructionism - Positive Psychology - Psychoanalytic theory - Humanistic theory - Developmental psychology.

UNIT III

Gestalt Theory: Principles of visual perception - Gregory's Visual Assumption Theory - Sanocki and Sulman's Color Relations Experiment - Binocular Rivalry Phenomenon - Influence of typography and aesthetics of reading - How we perceive good typography and the impact? - Castelano and Henderson's Perception of Scene Gist - Greek theories of visual perception - The ecological approach to perception.

UNIT IV

MEDIA PSYCHOLOGY: The world of media psychology; Mental models, Perceptions and Research; Media literacy; Self representation; Social connection and Social capital; Media gets personal: mobile, wearable and smart technologies; Humans are storytelling animals; Design matters; Learning with technology; applying positive psychology to media; taking a global perspective.

UNIT V

Media Psychological effects - Attribute to reach the consumer - how use of colours influence consumers - How do we understand human experience in the new world; entertainment, educational media, gaming, social media, interactive media, mobile technologies, trans media storytelling, audience involvement, self referencing, identity & memory, interface and visual design, user experience, emotion, mood & self.

REFERENCES:

- [Visual Perception Theory](#), by [Saul McLeod](#), published 2007
- Thomas Sanocki, Noah Sulman, [Color relations increase the capacity of visual short-term memory](#), Perception, October, 2011, volume 40
- Randolph Blake and Frank Tong (2008) Binocular rivalry. Scholarpedia,
- Frank Tong, Ken Nakayama, J. Thomas Vaughan, and Nancy Kanwisher, [Binocular Rivalry and Visual Awareness in Human Extrastriate Cortex](#), Neuron, Vol. 21, 753–759, October, 1998, Copyright 1998 by Cell Press

- Carmel, D., Arcaro, M., Kastner, S., Hasson, U. [How to Create and Use Binocular Rivalry](#). *J. Vis. Exp.* (45), e2030, doi:10.3791/2030 (2010).
- Kevin Larson (Microsoft) & Rosalind Picard (MIT), [The Aesthetics of Reading](#)
- Monica S. Castelhana, John M. Henderson, [The Influence of Color on the Perception of Scene Gist](#), *Journal of Experimental Psychology: Human Perception and Performance* 2008, Vol. 34,
- Gee, J. P. (2007). *What Video Games Have to Teach Us About Learning and Literacy* (Revised & Updated) (2nd ed.). New York: Palgrave Macmillan.
- Haidt, J. (2006). *The Happiness Hypothesis*. New York: Basic Books. (Technically, this is not about media, but you will find it gets referred to a lot for the ideas about motivation.)
- Jenkins, H. (2008). *Convergence Culture: Where Old and New Media Collide* (Revised ed.). New York: New York University Press.
- Jenkins, H., Ford, S., & Green, J. (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*: NYU Press.
- Johnson, J. (2010). *Designing with the Mind in Mind*. Amsterdam: Morgan Kaufman.
- Johnson, S. (2005). *Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter*. New York: Berkeley Publishing Group.
- McGonigal, J. (2011). *Reality is Broken: Why Games Make us Better and How They Can Change the World*. New York: Penguin Books. (McGonigal, 2011)

MEDIA AESTHETICS

UNIT I:

Media Aesthetics and Contextualism: Contextualistic Aesthetics, Context and Perception. The First Aesthetic Field: Light, Structuring the First Aesthetic Field: Lighting, the Extended first field: Colour, Expressing Essential quality of an event, De-saturation Theory, Colourising films

UNIT II:

The Two-Dimensional Field: Area, The Two Dimensional Field: Forces, Vectors: type, magnitude, directions, structuring the Two Dimensional Field: Interplay of Screen Forces

UNIT III:

The Three Dimensional Field: Depth and Volume, Structuring the Three-Dimensional Field: Screen Volume , Building Screen Space : Visualization, Angles - vector continuity, multiple viewpoints, point-of- view clarification, event intensification, setting style

UNIT IV:

The Four Dimensional Field: Time, Time Vectors: in live television, in recorded television and films, in edited videotape and film, The Four-Dimensional Field : Motion, Basic structural unit of film, Structuring the Four Dimensional Field: Timing and Principal Motions, Types of Objective Time, Types of Subjective Time, Structuring the Four Dimensional Field: Continuity Editing, Structuring the Four- Dimensional Field- Complexity Editing

UNIT V:

The Five-Dimensional Field-Sound: Sound and Noise, Literal sound, Non-literal sound, Functions of sound, Information function of sound, Outer orientation functions of sound, Inner orientation of sound, Aesthetic factors, Structuring the Five-dimensional Field Sound Structures and Sound/Picture Combinations

REFERENCES:

- Zettl, Herbert; Sight, Sound and Motion: Applied Media Aesthetics. Wadsworth. Thompson Learning, 1999.
- Berger, John. About Looking. New York: Vintage Books, 1992.
- Dondis, Donis A. A Primer of Visual Literacy. Cambridge, Mass: MIT Press, 1973.
- Gombrich, E. H. The Image of the Eye. Ithaca, N. Y. Cornell University Press, 1982.
- Knopp, Lisa. Field of Vision. Ames, Iowa: University of Iowa Press, 1996.

PHOTOGRAPHY

UNIT I:

Introduction - Discussion - Camera parts and types, models features, functions - Camera accessories – lenses: types - Film: Types & uses - Apertures: f-number and their effects - opening and closing, shutters, focal plane and between the lens shutters - Different shutter speeds - controlling shutter speeds and movements - Effect of aperture on depth of fields.

UNIT II

Composition: Need for composing a picture – Rules/conventions of composition - Elements of composition and their role / relevance in communicating a message - Composition for a rectangular and square format: Techniques - Methods of controlling composition.

Lighting: Properties of light - diffused light - Light sources artificial and natural - Basic lighting set-up - lighting for different situations, products, Indoor and outdoor lighting - Controlling light - Flash light.

UNIT III

Lenses: Standard Lenses, Prime Lenses, Telephoto lenses, Macro lenses, Wide angle lenses, STM lenses, Tilt Shift lenses, Fish eye lenses. Filters - Need of filters in B/W photography - Basic colour relations, Types and use of filters - Filter factor and its significance.

UNIT IV

Still Photography: Photo-Journalism – Techniques - News values of pictures - Picture editing - Photo feature and photo essay - Specialized photography: Advertising – types & product – Industrial fashion - Nature and wild life photography - Camera shots - Lighting techniques.

UNIT V

Printing and developing of films - Dark room process - Digital format and process - Colour photography: Light sources and their colour characteristics - Meaning of colour temperature.

REFERENCES

- 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.
- Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley.
- Practical photography – O.P. Sharma – Hind pocket books.

- The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.
- Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition.
- The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
- The Photographer’s Handbook. 1999 by John H edgecoe. Alfred A.Knopf Publisher,.
- Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland.
- Understanding Digital Photography by Joseph A . Ippolito, Thomson Delmar Learning, 2003.USA
- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London

PHOTOGRAPHY AND IMAGE MANIPULATION – LAB

1. Create an Album with a minimum of 5 photographs under each of the following categories:
 - Product
 - Portraits
 - Travel and Landscapes
 - Food
 - Fashion
 - Candid
 - Human Interest/ Photo Feature
 - Silhouette
 - Experimental and Special Effects
 - Wedding / Festival
2. Manipulate your own photographs to create Print Advertisements for:
 - Product
 - Movie Poster
3. Create a photo collage

FILM STUDIES

UNIT I

Film as medium: Characteristics – Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism- Film language – Film and psycho-analysis –film and cultural identity; hermeneutics, reception aesthetics and film interpretation.

UNIT II

Early Cinema Development of Classical Indian & Hollywood Cinema - History of Global Film including European Film (1930-present) - Origin of Classical Narrative Cinema - Soundless film Exploration of film and analysis of the three-part beginning, middle and end of story (This includes study of plot points, dramatic premise and resolution).

UNIT III

Film forms: Narrative and non-narrative - acting, costume, and music – Film and post modernism, post structuralism and deconstruction, Impressionism, expressionism and surrealism–Fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time - Concepts of national Cinema – Issues in World and Indian Cinema.

UNIT IV

Film production: Visualization – Script writing – characterization – storyboard-tool & techniques, Continuity style: Composing shots- spatial (mise en scene) - temporal (montage) – Camera shots: pan, crane tracking, and transition, Sound in Cinema: Dimensions and functions- Film audience – Review and appreciation of film.

UNIT V

Globalization, Documentary, and Third Cinema.

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.
- Stam and Shohat, “Film Theory and Spectatorship in the Age of the ‘Posts’” (RFS: 381- 401)
- Chow, “Film and Cultural Identity”(FS: 167- 173)
- Trinh T. Minhha, “The Totalizing Quest for Meaning”(PDF)
- Solanas and Getino. "Towards a Third Cinema" (PDF) (Web)
- Film Theory and Criticism by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)

ADVERTISING AND PUBLIC RELATIONS

UNIT I

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication , Status of Advertising industry in India , Socioeconomic 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, Strategies, merits and demerits; Critical analysis of ads; Campaign Planning; Situation analysis; The planning cycle – contemporary models; Strategy in campaign planning: Types of campaign (teaser / testimonial / launch). Advertising Agency: Structure and functions, Types of Agencies, Agency selection, Media relationship, advertising agencies association Advertising standards Council, Profiles of leading international and Indian Agencies, diversifications and specializations , professional ethics, challenges and requirements.

UNIT III

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 prints and commercials.

UNIT IV

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession - PR Functions: public opinion, propaganda, and publicity. Organization; Public relation Policy Committee; The Public relation Counsel - The public relation Budget.

UNIT V

Media Relations and Publicity Selection of publicity media - Types of publicity - Communication with the media; Tools of PR: Advertising, (house journal) Periodicals, Films, Employee Relation, shareholders, special events, PR publics, consumers, community, government, media.

REFERENCES

- Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey, 1980.
- Ogilvy on advertising'. David Ogilvy.
- The Practice of Advertising' 3rd Edn. Norman Hart, Heinemann Pub. London.1990.
- Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi, 1998.
- Advertising world wide' (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.
- Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
- Newspaper organization and management' , Williams, Iowa State university press, 1978.

- Media management in India' Dibakar Panigrahy , & Biswasroy, Kanishka pub, New Delhi 1993.
- Management concepts and practices' Tim Hannagan, Macmillan, 1995.
- Essentials of management'. Koontz & Wehrich, Tata McGraw Hill. 1990.
- Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey, 1982.
- Handbook of Public Relations'. Stephenson, HowardMc Graw Hill Pub., Illinois. 1971.
- Practical Public Relations', Anil Basu.
- PR principles, cases and problems', Moor and Canfield.
- Public Relations Practices' Ventre & Walsh, Prentice Hall, 1981.
- Ethics of Journalism in Transition; Jitendra Kumar Sharma; Authors Press; 2002

VIDEOGRAPHY

UNIT I

Introduction to Digital Videography - Interactivity and emotions through Cinematography, Building blocks, Compositions - Lenses and Cameras - Types of lenses: Zoom Lens, Prime Lens - Types of Cameras: HD Cameras, Basics of Film Camera, Difference between Film Camera and Digital Camera, DSLR and HDSLR Cameras.

UNIT II

Lighting, Psychology of light, Visual Environment, Directional Effect of Light, Lighting design process Three-point lighting, High-Key lighting, Low Key lighting.

UNIT III

Construction of a Shot, Color, Contrast, Deep Focus, Shallow Focus, Depth of Field, Exposure, Racking focus, Frame Rate, Telephoto shot, Zoom shot. Framing, Angle of Framing, Aspect Ratio, Level of Framing, Canted Framing, Following Shot, Reframing, Point-Of-View shot, Wide angle Lens. Scale, Extreme long shot, Long shot, Medium long shot, Medium Close-up, Close-up, Extreme Close-up. Space, Deep space, Frontality, Matte shot, Offscreen space, Shallow space.

UNIT IV

Movement of Camera, Crane Shot, Handheld Camera, Steady Shot, Pan, Tilt, Tracking shot, Whip Pan. Working with Audio, Capturing Audio while shooting, Recording Audio with HDSLR Video Camera, Importance of Audio while shooting.

UNIT V

Video and Broadcast Technology: Analogue and Digital technology, frame and field, scanning process, Interlaced and Progressive scanning, Composite video signal, Component video signal, Resolution, Aspect ratio. CCU, Colour bars, Vectorscope, Waveform monitor, Broadcast standards NTSC, PAL, SECAM and HDTV, Telecine.

REFERENCES

- Viera, Dave, Lighting for Film and Electronic Cinematography
- Television Production by Gerald Millerson and Jim Owens, Focal Press 2009
- Television Production Handbook by Herbert zettl, Wadsworth Publishing Co. 2007
- Grammar of Shot by Roy Thompson and Christopher Bowen, Focal Press 2009
- Video Basics by Herbert Zettl, Wadsworth Publishing Co. 2007
- Video Production by Vasuki Belavadi, Oxford University Press, 2008
- Digital Photography by Mark Galer, Focal Press, 2008

VIDEOGRAPHY - LAB

1. Script and Produce a Documentary on the topic given
2. Script and Produce a TVC

AUDIOGRAPHY

UNIT I

Introduction to Audio: What is sound?, Basics of sound wave propagation; simple and complex wave forms, frequency, Unit of Measurement; wavelength calculation: Human ear - Functions, psychoacoustic functions - Introduction to Decibels - Logarithmic nature of the Ears Perception of Loudness.

UNIT II

Digital Audio Formats: Various Audio Formats - Audio Details of DVD - Video; Surround Sound Format; Linear; Dolby Digital; MPEG Audio; Digital Theatre Systems; Sony Dynamic Digital Sound; Super Audio Compact Disc; Delta Sigma Modulation; Anti Piracy; Blue ray - Introduction to DAW; Digital Audio Requirements; DAW workflow; Arrangement/ sequencing and mixer overview; Audio editing Concepts; Multichannel Recording; Creative Automation and Automation modes.

UNIT III

Introduction - Aesthetic and Technical; Various Audio Production Facilities; Introduction to MIDI; MIDI Channels; MIDI Connections Signal flow; MIDI Echo - Cable length limitations; MIDI Modes; Introduction to DTS Stereo, 5.1 ; Dolby 5.1

UNIT IV

Introduction to Microphones - Phantom Power in Microphones - Microphones Specifications; Mic pre amps; Directional response; Microphone accessories- Shock mount, stands, air velocity filters- pop filter. Introduction to studio monitors; Loudspeakers specification: Bass reflex; Multi-driver system, woofer & tweeter; Dual concentric design; enclosure design and imaging.

UNIT V

Sound for film; production sound; noise reduction of post production dialogues; dialogue editing: Introduction Foley - types of Foley; sfx creative editing- layering sfx; sound designing : music edit for commercials; music for television.

REFERENCES

- Fundamentals of Hearing: William A Yost
- The theory of Sound: J.W.S.Rayleigh/ ZRobert B.Lindsay
- Understanding Audio: Daniel M.Thompson
- Audio Engineers reference book : Michael Tabolt Smith
- Principles of Digital Audio : Ken C. Pohlmann
- Art of Digital Audio; John Watkinson
- MIDI power: Hal Ceonard
- Art of Digital Audio; Joh Watkinson
- Fundamentals of acoustics: Lawrence E.Kinsler

TELEVISION PRODUCTION

UNIT I

Introduction to Communication Media – Communication cycle – Barriers in Communication – Means and Methods of Communication – Role of Television in Communication – Mass Media – Television as effective Mass Media – Advantages of Television in communication to the society – History of Television – Development of Television in India – Terrestrial Broadcasting – Satellite Broadcasting – Cable Television Network – DTH Television – Development in Television Broadcasting Networks in India – National, Regional and Local Area networks – Cable Television Act.

UNIT II

Video: Illusion of movement, Frame rate, PAL, NTSC, Aspect ratio, Progressive and interlaced, Analog and digital cameras; Recording formats: SD, HD, 2K, 4K; Transfer Cables: Fire wire, Composite, Component, SDI; Recording Medium: Analog tapes, Digital Tapes, Disk Storage, Optical medium; Broadcasting and commonly used compressions; 3CCD video camera structure: Beam Splitter, Matrix encoder;

UNIT III

Principle of Television picture formation – Scanning system – Synchronizing signals – Signal Waveform – Front Porch and Back Porch – Signal Levels – Monochrome and Colour Video signals – Colour Burst – Luminance and Chrominance Video signals – Composite and Component Video signals – Phase Correction – H-Phase SC

UNIT IV

Stages in Television Programme Production – Programme Concept – Synopsis – Treatment – Screenplay – Storyboard – Shooting Script – Planning – Budgeting – Schedule – Pre-Production arrangements – Production – Post Production – Capsuling – Planning for a Multi – Camera Production – Stages in Production

UNIT V

Television production management- television analysis-producing and analyzing of news show-directing a television program- field production. Television programs: preparation and production of various types of television programs. Grammar of Studio production- camera movements and equipments used. Set design. Production team and their roles. Online programming vs pre- recorded TV programming formats.

REFERENCES

- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
- Film Production Management: Bastian Clevé, Published 2003, Focal Press
- Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
- Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.
- Art and Production: Sarkar, N.N
- TV Production: Gerald Millerson, Published 1993, Focal Press

SCRIPT WRITING FOR MEDIA

UNIT 1: Script-writing as a creative enterprise:

- Creative thinking
- The creative process
- Stages in the craft of script-writing
- Basic story idea
- Narrative synopsis outline
- scene breakdown and full-fledged script

UNIT 2: Narrative structure:

- Beginning – middle – end
- Conflict, development, climax, and denouement
- Story, storyline, plot and treatment
- Principles of suspense and surprise

UNIT 3: Elements of a narrative:

- Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter

UNIT 4: Characterisation:

- Character biography,
- tags,
- stereotyping,
- two-dimensional versus three-dimensional characters,
- guiding principles for evolving effective and credible characters

UNIT 5: Formats for media scripts:

- Audio versus audio-visual scripts, shooting scripts and storyboards
- Writing versus directing and other related areas
 - (a) Writing for current affairs for TV and radio – news, sports, cultural, documentaries
 - (b) Writing for fiction – ads, short film, converting the narrative into a video script

REFERENCE

- Serger, Linda (1994): Making a Good Script, Samuel French Trade.
- Swan, Dwight V. and Swan, Joye R; Film Scripwriting- A Practical Manual.
- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Ahuja, B.N (2005): Audio Visual Journalism, Delhi, Surjeet Publications.
- Field, Syd (1989): Selling Screenplay: The Screenwriter's Guide to Hollywood, New York, Dell Publishing.
- Meyer, William (1989): Screen Writing for narrative film and TV, Collumbus Books, London.
- Gothams 'Writers' Workshop Faculty' (2006): Writing Movies, New York, Bloomsberg.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.

RESEARCH AND MEDIA MANAGEMENT

UNIT I

Introduction to 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

UNIT II

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 Web based marketing research;

UNIT III

Research designs; Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Methods of Collecting Primary Data; Survey method of Primary Data Collection; Questionnaire Design; Observation Method; Consumer Panel Method; Experimental Research Method; Others

UNIT IV

Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling The sampling process; Sampling methods; Characteristics of Good Sampling Design. Hypothesis testing; What is Hypothesis; Types of tests and test selection; One sample test; Two-Independent Sample tests; Two-related sample tests; Chi-square test; Tests for large and small samples (Numerical expected)

UNIT V

Advertising research; Market and Sales Analysis; Sales forecasting – objective and subjective methods; Test marketing; Multidimensional scaling - positioning research; Pricing Research; Shop and retail audits; Readership surveys and viewer ship surveys; Brand Equity Research; Brand name testing; Promotion research; Consumer Behaviour Research; Distribution Research; Market development research; Cool hunting – socio cultural trends; Demand Estimation research; Test marketing; Sales forecasting – objective and subjective methods; Industrial versus consumer marketing research; Export Market Research

REFERENCE

- Market research-G.C.Beri
- Marketing Research-Rajendra Nargundkar(Tata Mc)
- Research for Marketing Decisions by Paul Green, Donald Tull
- Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Belmont, California: Wadsworth
- Anders Hansen, Simon Cottle et al: Mass Communication Research Methods, London: Macmillan
- Christine Daymon and Immy Holloway: Qualitative Research Methods in Public Relations and Marketing Communications, London/New York: Routledge
- Denis McQuail: Audience Analysis, London: Sage Publications
- Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage

AUDIO AND VIDEO EDITING - LAB

1. Create a music video with existing visuals and photographs
2. Create a Corporate Feature Presentation
3. Create a montage

DIGITAL MEDIA TECHNIQUES

UNIT I:

The internet – concept, types, connections – structure and features of internet – and Intranet. Protocols, Browsers, Search engines, Web structure, Web blogs- language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations

UNIT II:

Internet services- URL, Dial-ups, ISDN, e-mail, chat, cross platform features , audio & video streaming, Internet applications – Audio & video conferencing, Internet telephony, virtual reality, artificial intelligence

UNIT III:

Fundamentals of web designing - tools – design techniques- Web site organization – file structure, naming conventions, pages, folders, navigation, hyperlinks and adding sound. Websites – features – portals - content – corporate sites – commercial sites – functions

UNIT IV:

Content planning – Analysis – Objectives – Content strategies – developing content tactics – defining content matter

UNIT V:

Web authoring tools_ Adobe Photoshop, Front Page, Dream weaver, Flash, using peripherals for website enhancements. Macromedia Dream weaver – features – tools. Microsoft Front page - features – tools

REFERENCES:

- Internet Bible, IDG Books, New Delhi, 1998
- Internet for everyone, Leno et al., Lone Techworld, Chennai 1998
- Building a Website, Tim Worsley, Orling Kindersely, New Delhi, 2000
- Web Design Fundamentals, Daniel Gray, Drea

WEB DESIGN I - LAB

1. Create a blog
2. Create a digital portfolio with a minimum of 50 blog posts (designs, photograph, etc.)
3. Create an introduction (flash presentation) for the blog

VIDEO EDITING FUNDAMENTALS

UNIT I

Grammar of Editing. Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production . Psychological justification – Mental process in real life – creation of illusion of reality – smooth cut, constructing a lucid continuity – constructing physical continuity – matching consecutive actions – change in image size and camera angle – sense of screen direction, matching Tone – 180 degree rule - A roll and B roll – Establishing Shot, Eye line match – Master shot – point of view shot – sequence – sequence shot - shot Reverse shot.

Study of Transitions - optical effects - video effects - bridging shot - Cut away and cutting in action – Cutting on movement - Inter cutting- Parallel cutting and constructive editing - Montage - Creative editing - Real time and Artificial time – rhythm-pace-space - Creative editing.

UNIT II

Editing Concepts: Shock Attraction – Flutter Cut – Associative – Metric – Tonal – Dialectical – Linkage, Logical Concepts of Editing: Subjective Editing – Point of View Editing – Invisible Editing – Empathic Editing, Basic Rules of Editing: Practical guidance of Editing – Rules of applications while doing editing – Compiling all point of Ethics.

UNIT III

Linear Editing Concept: Assembly – Insert – Off line – Online – Switching, Non-Linear-Editing Concept: Control track Editing Time, code Editing – EDL. And ADR, Familiarity with AVID & FCP: Visual Effects Electronic and Non Electronic – Analog and Digital – Optical effects and Mechanical Effects.

UNIT IV

Introduction to sound – speed of sound and the sources of sound – Basics of sound: Frequencies of sound – harmonics – the loudness – the basic acoustics – a) the dead room b) the live room c) the reverberating d) the echo room e) room resonance

UNIT V

a) Mono b) Stereo c) 5.5 d) 6.1 e) 7.1 Analog and Digital: Introduction and Difference – Introduction to Audio equipments: Microphone, mix console, speakers Reverb unit, delay unit, Processors and other outboards. Film Dubbing and video dubbing -synchronous and non synchronous sounds - Study of Background music-Study of using special effect sounds - Rerecording-Mixing and posting the mixed track - Cutting of negatives as per edited positive and video tape-cut lists

REFERENCE

- Grammar of Editing. Continuity. Cutting on movement. Montage.
- Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production

FUNDAMENTALS OF GAME DESIGN

UNIT I:

Game Play and Game Data - Designers and the Development - The Designer's Role in Game Development - Game Play and the "Fun Factor" - Assigning Percentages to Game Play - Play Elements for Game Genres - What Is Not Game Play - Mechanics of Game Play - Modeling Reality - The Fudge Factor

UNIT II:

Designer creates an Experience - The Game Is Not the Experience - Is This Unique to Games? - Three Practical Approaches – Psychology – Anthropology - Design - Introspection: Powers, Perils, and Practice - Essential Experience - All That's Real Is What You Feel – What is a Game?

UNIT III:

Elements of Game – The Four Basic elements – Choosing an idea – The Eight Filters – Prototyping process – Paper prototypes – Productive Prototyping – Testing Prototypes - The Design Document - Communication and the Design Document – Contents in a Game Design Document - Writing Your Design Document – holding your exhibition or carnival

UNIT IV:

Stories in Games - Problems with Game Stories - Structuring Stories in Games - Linking Plot to Game Play - Creating a Game Story - Create the world - Create the characters - Write the Grand Storyline - Write the Game Story - Make the Storyboard

UNIT V:

Understanding the Game Industry - The Size Of The Game Industry - Platforms For Distribution - Genres Of Gameplay – Publishers – Developers - The Business Of Game Publishing - Selling Yourself and Your Ideas to the Game Industry - Getting A Job At A Publisher Or Developer - Pitch process - Independent Production

REFERENCE:

- Jesse Schell, The Art of Game Design: A Book of Lenses, Elsevier Inc, 2008
- Michael E. Moore, Basics of Game Design, CRC Press, 2011
- Tracy Fullerton, Christopher Swain and Steven Hoffman, Game Design Workshop: Designing, Prototyping, and Playtesting Games, CMP Books, 2004
- Tom Meigs, Ultimate Game Design: Building Game Worlds, McGraw-Hill Osborne Media, First edition, 2003

3D ANIMATION FUNDAMENTALS - LAB

1. 3D Logo Design for the Brand name
2. Brand Title Modelling
3. Product modelling like (pressure cooker with capsicum, vegetables surrounded, 360-degree turn around)
4. Brand Title Animation for the product
5. Product Animation with effects
6. Final Composition for Ad

ELECTIVE I: INFORMATION COMMUNICATION AND TECHNOLOGIES (ICT)

UNIT I

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

UNIT II

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

UNIT III

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

UNIT IV

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

UNIT IV

Sustainable Development : Health, Agriculture, education . E governance, Communication.

REFERENCES

- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
- Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
- Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
- New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
- World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997
- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, NewDelhi, 2001.
- Media morphosis – By Roger Fidler, Sage publications, 1998 New media – By Ronald Rice, Sage Publications, 1984

Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
Media performance – By Denis McQuail, Sage Publications London, 1992
New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

ELECTIVE I: MEDIA, SOCIETY AND CULTURE

UNIT I:

Media and Society: Contemporary importance of Media in modern society; Media's influence on audiences' thinking and social behavior - 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 cultures – 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 society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government, professional bodies and citizen groups.

REFERENCE:

- Communication and culture – A World View. K.S.Seetharam.MC Graw hill Publishers. New Delhi, 1991.
- Social Accounting in Communication, Richard Butney, Sage Publications, 1993.
- Global Information and World Communication, Hamid Mowlana, Sage, 1997.
- Mass Media and Political Thought (Ed) Sidney Krans and Richards Perlof, Sage 1985
- The language of Communication, George N Gorden, Hustings Hower, 1969
- Theory of Information Society, France Webstar, Roulledge, 1997
- Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
- Communication and Media: Constructing a Cross Discipline –Georage N.Gordon,Hasting House, 1975

- More than words: An Introduction to Communication, Richard Dimpleby and Greema Buton, Routledge, 1998.
- Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
- Information Inequality, Hebert T. Shiller, Routelge, 1996
- Introduction to Communication studies, John Fisk, Routledge, 1998
- Television Audience and Cultural Studies, David morley, Routledge, 1998

ELECTIVE II: EVENT MANAGEMENT

UNIT I:

Introduction to Events: What are events; Objectives of events; Event Characteristics Demand for Events; Why Events; when do we need events? Types of events; Structure of events Supply and Suppliers; Distribution; Ancillary Services

UNIT II:

Event Process; Brief; Concept; Budgets ;Schedule of items; The suppliers Media coverage of events; Media Coverage of an event; Themes; Beneficiary; Creative; People Celebrities in events; The Managers and their Celebrities; How do we get them; Money In Film Product Placement; Product Placement Basics

UNIT III:

Property Creation ; Why Property Creation; How we create properties Implications of Events; Aims; Introduction; The implications of special events; Social and Community Implications of Events; Economic Implications of Events Income from Events; Leisure Event; Cultural Event; Organizational Event; Personal Event; Sponsorship and Public Funding

UNIT IV:

Exhibitions; A little history; What is an exhibition; Why Exhibit At An Exhibition; Why Visit An Exhibition; Other common reasons; The Economic Impact of Exhibitions; A cost effective way of exhibiting; ways to build a dream team; 10 steps to create the great indoors

UNIT V:

India Trade Promotion Organization (ITPO) ; Pragati Maidan-Fair Worthy At All Times; Exhibitions in India; Promotion Through Department Stores; Membership of International Organizations and Bilateral; Agreements; Surfing the Information Net; BIC focus; Main Activities and Services of ITPO

REFERENCES:

- Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2204) Attributes of PR in the multiplex industry; Kawathekar, Parag (2004)
- Nicole Ferdinand, Paul James Kitchin, Events Management: An International Approach, Sage Publications Ltd, 1st Edition edition, 2012
- Judy Allen, Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, Wiley, 2nd Edition, 2009

ELECTIVE II: 3D ANIMATION

UNIT I:

Opening Screen - User Preferences Window - Preset Interface - 3D Window – Layers - Navigate in 3D Space - Main View Menu - Properties Window - Blender Controls

UNIT II:

Working Basic Mesh - Placing Objects - Edit Mode and Object Mode - Mesh Types – Transforming objects - Vertices Edges And Faces - Subdivide - Rip Tool - Extrude - Box - Empty Object - Working with Objects - Subdivision Surface Modifier - Bezier Curves And Circles Handles - Bezier Curve And Circle Loft Beveling - Snap And Align Tools - Text Objects - NURBS Curves - NURBS Surface Curves - NURBS Surface Circle- NURBS Surface Patch - NURBS Surfaces- Cylinder-Sphere-Torus - Meta Objects

UNIT III:

Coloring Material – Adding Multiple Materials - Shaders - Transparency - Mirror - Ramps - Procedural Textures - Image Textures - Bump Textures - Linking Files - Rendering To An Image File - Render Slots - Packing Texture Files - Generated Mapping - UV Textures Part 1 - Unwrapping UVs - Rendering UV Textures - Seams

UNIT IV:

Point Lamp - Sun Lamp - Sky and Atmosphere - Hemi Lamp - Area Lamp - Spot Lamp - Ambient Occlusion - World Editor Background Image – Lamp Constraints and Parenting - Render Settings - Rendering a JPEG Image - Creating a Video Clip

UNIT V:

Basic Key frame Animation - Graph Editor - Cyclic Animation - Path Animation - Camera Path Fly Around - Color Animation - Shape Key Animation - Rendering a Video File – Modifiers - Setting up a Particle System - Particle Settings - Particles Panel - Creating a Particle System - Material with Particles - Particle Interaction – Wind - Animating Particle Systems

REFERENCES:

- Blender Foundations: The Essential Guide to Learning Blender 2.6 Paperback – July 15, 2010 - by Roland Hess (Author)

ELECTIVE III: PROJECT MANAGEMENT

UNIT I:

Project - Project Management - Concept and characteristics of a project - importance of project management - types of project - project life cycle - Stages of Project - Statement of Work - Work Breakdown Structure

UNIT II:

Project Planning - Project Planning and Scheduling techniques - developing the project network - Limitations - Flow chart – Gantt Chart - budgeting – preparing estimates Resource Scheduling - Resource allocation method - splitting and multitasking Multi project resources scheduling

UNIT III:

Project performance Measurement and Control - Monitor and assess project performance - schedule - and cost – performance measurement. methods to monitor evaluate - and control planned cost and schedule performance

UNIT IV:

Managing Project Teams - Team development process - team building process stages in developing a high performance project team - project team pitfalls – team role – team dynamics – communicating with Team – working within the organization

UNIT V:

Project Quality Management - Concept of project quality - responsibility for quality in projects - quality management at different stages of project - tools and techniques - Quality Management Systems - TQM in projects

REFERENCES:

- Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process” Tata Mcgraw-Hill Publishing Co Ltd
- Jack Meredith, Samuel J. Mantel Jr. “Project Management- A Managerial Approach” John Wiley and Sons
- John M Nicholas “Project Management For Business And Technology” Prentice Hall

ELECTIVE III: MARKETING RESEARCH

UNIT I:

Market Survey Definition, Importance & Scope of Market Survey, Leading Market Research Agencies in India and their market share

UNIT II:

Market Survey project: Details from sponsor –proposal-Organization setup- Project Leader Market research officer- Market Research assistants Investigator

UNIT III:

Market survey: Planning the survey-Problem definition-selection of the survey approach sampling: types-major considerations in sample design- Questionnaire development: Characteristics of good questionnaire-Direct, open ended and Indirect types- Pilot surveys.

UNIT IV:

Planning and Completion of field work: Preparation of time-Schedule chart- Collection of data-Supervising the field work-controlling the errors-sampling & non-sampling errors.

UNIT V:

Analysis and Interpretation of data: Editing – Tabulating, Processing, and Interpreting data – Statistical analysis and interpretation-use of computers in data processing and data base management-Summarizing findings and Recommendations-Report writing.

REFERENCES:

- Marketing Management, planning, Implementation and control in the Indian Context, V.S.Ramaswamy & S.Namakumari
- A Practical Guide Book to Market Research, Dr.Dilip Sarwate, 1996, Everest Publishing house, Pune
- Marketing Research: Principles, Applications & Cases, DD.Sharma, 1995, Sultan Chan & Sons , New Delhi

MAJOR PROJECT

- Project and viva-voce

PROFESSIONAL PRACTICE

UNIT I:

Soft skills development : Soft Skill vs Hard Skill - Importance of soft skill - Communication – Assertive Communication – Inter-personal Communication – Corporate Communication Listening Skill – Writing Skill – Presentation Skill – Public Speaking – Body Language Professional Ethics

UNIT II:

Motivate yourself – Motivate Others – Constructive feedback - Sandwich feedback - Team Management – How to be a team player - Leadership qualities - Enhancing Creativity - Time & Stress Management - Enhancing Employability – What is the expectation of any organisation - Employee Engagement

UNIT III:

Types of Business Organisation, Private Sector and Public Sector – Firms in the Private sector – Key Differences – Co-operatives – Franchises – Not for Profit Businesses - Writing Resume for different kind of organisation – Types of resumes

UNIT IV:

Group Discussion - Definition of Group Discussion - Prerequisites of a Group - Benefits in Group Discussion - Salient features – Effective communication – Non verbal Cues/Communication – How to take control of the discussion - Do's and Don'ts in Group Discussion - Important points in Group Discussion

UNIT V:

Interview Techniques - Interviewing Methods – In-person Interview - Phone Interview – Panel Interview - Interview Problems – Interview Questions – Problem solving skill - How to give sensible and creative solutions for the questions - Interview Tips & Tricks - Panel Interviews - Confidence – Professional/Corporate Etiquette - Dress Code for a Job Interview

REFERENCES:

- M.S. Rao, “Soft Skills: Enhancing Employability: Connecting Campus with Corporate”, I.K. International Publishing House PVT. Limited, 2010
- Beverly Amer, “New Perspective: Portfolio Projects for Soft Skills”, Cengage Learning, 2011
- Beverly Amer, “Soft Skills at Work: Technology for Career Success”, Cengage Learning, 2008