

M. Sc. Visual Communication

Syllabus

AFFILIATED COLLEGES

Program Code: ***

2020 – 2021 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 982)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The M. Sc. Visual Communication program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.
PEO2	Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics.
PEO3	The graduates will have effective communication skill, team spirits, ethical principles and desire for lifelong learning and creative skills to succeed in their professional career.
PEO4	The graduates will be technically competent to excel in Media industry and to pursue higher studies.
PEO5	The graduates will possess the skills to develop economically and technically using the knowledge to ensure their own department in industry.



Program Specific Outcomes (PSOs)	
After the successful completion of M.Sc., Visual Communication program, the students are expected to	
PSO1	Understand and make use the nature and basic concepts of print, electronic and new media productions.
PSO2	Remembering the technique used to produce films, design, photograph, illustration, animation.
PSO3	Interpret and apply the theory of communication and demonstrate in media.
PSO4	Gain Information Communication Technologies (ICTs) skills and digital competency.
PSO5	Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.



Program Outcomes (POs)	
On successful completion of the M. Sc. Visual Communication program	
PO1	To develop the ability to use critical, analytical, and deep in thought thinking and analysis in visual communication. An ability to think latterly and vertically with creative approach.
PO2	To provide adequate basic understanding about Media Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.
PO3	Explore media, communication and dissemination techniques to entertain via written, oral and visual media.
PO4	Understanding of and ability develop strategies for planning, producing, and disseminating visual communications.
PO5	To gain knowledge and self-confidence in the distribution of project/research outputs in the fields of Media Arts, Design, and Visual Effects.



BHARATHIAR UNIVERSITY: COIMBATORE 641 046

M. Sc. Visual Communication Curriculum

(For the students admitted during the academic year 2020 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Dynamics of Visual Communication	4	5	-	25	75	100
	Multimedia and Applications	4	5	-	25	75	100
	Media, Culture and Communication	4	5	-	25	75	100
	Integrated Marketing Communication	4	5	-	25	75	100
	Practical-I Advertising Practical	4	-	5	40	60	100
	Elective I :	4	5	-	25	75	100
	Total	24	25	5	165	435	600
SECOND SEMESTER							
	Digital Photography	4	5	-	25	75	100
	Communication Theories and Models	4	5	-	25	75	100
	Design Principles and Packaging	4	5	-	25	75	100
	Writing for Print and Broadcast Media	4	5	-	25	75	100
	Practical–II Photography & Visual Design Production	4	-	5	40	60	100
	Elective II :	4	5	-	25	75	100
	Internship –I	-	-	-	-	-	-
	Total	24	25	5	165	435	600
THIRD SEMESTER							
	Introduction to Film Studies	4	5	-	25	75	100
	Mass Media Research Methods	4	5	-	25	75	100
	New Media Studies	4	5	-	25	75	100
	Audio and Video Production Techniques	4	5	-	25	75	100
	Practical–III Electronic Media Production	4	-	5	40	60	100
	Elective III :	4	5	-	25	75	100
	Internship –II	-	-	-	-	-	-
	Total	24	25	5	165	435	600

FOURTH SEMESTER							
	Media Management	4	5	-	25	75	100
	Internship (Report 80% and Viva 20%)	4	-	-	-	-	100
	Project Study (Report 80% and Viva 20%)	6	-	-	-	-	150
	Elective –IV:	4	5	-	25	75	100
	Total	18	10	-	50	150	450
	Grand Total	90	85	15	545	1455	2250
EXTRA CREDITS FOR – Completion of Add On/ Job Certification Course/ Internship and Online Courses (MOOC /SWAYAM/NPTEL)							

I. GROUP-A

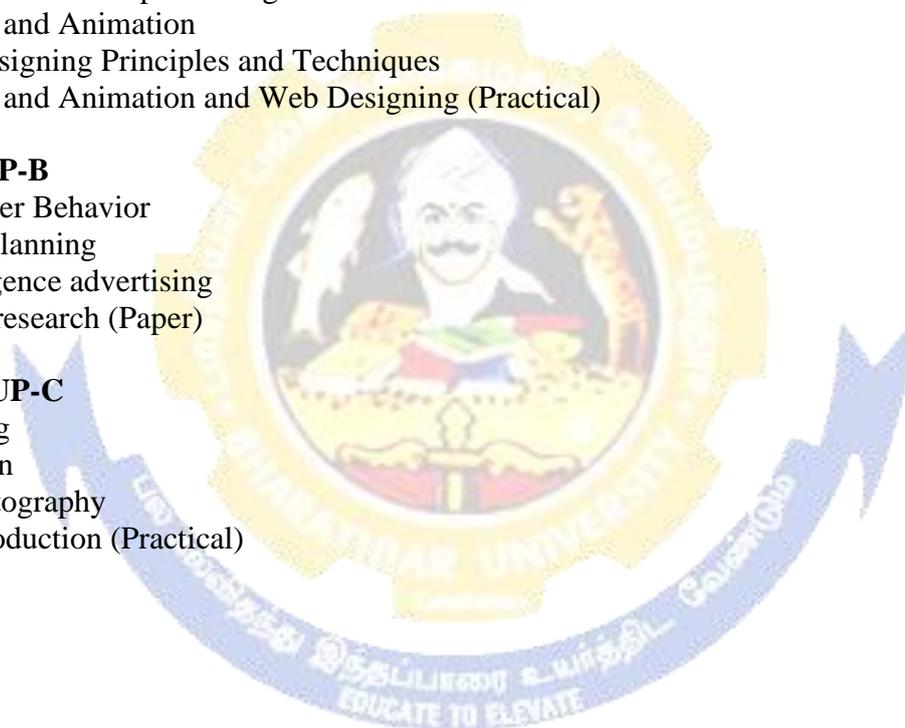
1. Introduction to Graphic Design
2. Graphic and Animation
3. Web Designing Principles and Techniques
4. Graphic and Animation and Web Designing (Practical)

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)



Additional Credit Course

Earning Additional credit course is optional and it is mandatory for Course Completion any one from the both Certification/Add on course/ Internship course and MOOC/SWAYAM/NPTEL online course.

Additional credits: 8

S. No.	Course	Credit	Total credits
1	Completion of Certificate Course/ Add on Course/ Internship	2	4
2	Online Courses (MOOC/SWAYAM) prescribed by the Departments which is related to Media studies.	For 4 Weeks course -1 credit For 8 Weeks Course -2 credits	4
Total			8

Rules: The Students can earn additional credits only if they complete the above during the course period (I to III Semester) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations through college before the commencement of the IV Semester.

(Earning Additional credit course is mandatory for Course Completion)

1. Students can complete Certification Courses/Add-on Courses for a minimum of 30 hrs (I to III Semester) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the department if needed. Students shall earn a maximum of 4 Additional Credits by completing 2 Certification Courses/Add-on Courses/Internship.

List of Certification Courses/Add-on Courses prescribed for Department of Visual Communication & E-Media

1. Journalism
2. Multimedia (Adobe Photoshop, Illustrator, In Design, CorelDraw)
3. Web Designing, Animation & VFX (Dreamweaver, Maya, Studio Max, After Effects)
4. Film Editing (Adobe premiere pro, Final cut pro (FCP), Avid)

5. Film Making and Advanced Photography

List of Online Courses prescribed by Department of Visual Communication & E-Media

1. Journalism
2. Photojournalism
3. Advertising & PR
4. ICT for development
5. Graphic Communication & Animation

Note: Any mentioned course from recognized websites through the NPTEL-SWAYAM portal will be accepted. To allocate credits for online course (MOOC/SWAYAM/ NPTEL) as an option for the students admitted in Academic year 2020 - 2021 and the given extra credits to be given for the students who complete the online course in Media Studies.

If a student completed four week course is allotted 1 credit and an 8 week course with 2 credits be approved.

Students can earn one Credits, if they complete any one MOOC courses prescribed by the Department which is related to Media Studies. Students shall earn a maximum of 4 Additional Credits by completing online courses.



**First
Semester**

Course Code	DYNAMICS OF VISUAL COMMUNICATION		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	An ability to visualize and generate content based on visual language		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
1. To help students gain visual aesthetics and perception in visual culture.						
2. To facilitate the students with the skills of drawing as a fundamental tool for designing.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the basic principles of designing.					K1
2	To Understand the basics of visual composition and grammar.					K2
3	To Apply different colour combinations across various designs with respect to visual culture.					K3
4	To Create designs on the context of artistic visual images.					K6
5	To Evaluate visuals based on semiotic analysis.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	ELEMENTS OF DESIGN				15 hours	
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:2	VISUAL LANGUAGE				15 hours	
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:3	PERSPECTIVES OF VISUAL IMAGES				14 hours	
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:4	AESTHETICS OF DESIGN				15 hours	
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 - The semiotic and structuralistic approach to Visuals – Psychoanalysis and visuality; Subjectivity and unconscious – Voyeuristic gaze to the laconian gaze.						
Unit:5	VISUAL PERSPECTIVES				14 hours	
Visual perspectives and its special features: photography, motion picture, television, computer graphics, new media, World Wide Web. Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxist approach to visual texts.						
Unit:6	CONTEMPORARY ISSUES				2 hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	75 hours
Text Book(s)		
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.	
Reference Books		
1	Nick Lacy, Images and Representation, Macmillan, London 1998.	
2	Pradeep Manda. Visual Media Communication. Authors Press, New Delhi 2001.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	M	S
CO2	M	S	S	S	S
CO3	M	L	L	M	L
CO4	S	L	M	S	S
CO5	S	L	S	M	S
*S-Strong; M-Medium; L-Low					

Course Code	MULTI MEDIA AND APPLICATIONS			L	T	P	C	
Core/Elective/Supportive				4	-	-	4	
Pre-requisite	A basic knowledge in computer softwares are essential to design web oriented contents through further exploration			Syllabus Version	2020-2021			
Course Objectives:								
The main objectives of this course are:								
<ol style="list-style-type: none"> To understand the application of multimedia in media industry. To demonstrate a basic knowledge of computer hardware and software used in media industry. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able:								
1	To Remember the history and basics of computer hardware and software.						K1	
2	To Understand the characteristics of various multimedia softwares.						K2	
3	To Apply the knowledge in principles of designing						K3	
4	To Analyze and implement the concept of Desk Top Publishing						K4	
5	To Develop the skill in vector and bitmap graphics content for digital media.						K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	INTRODUCTION TO MULTI MEDIA					15 hours		
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:2	INTRODUCTION TO ANIMATION					14 hours		
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:3	INTRODUCTION TO PHOTO SHOP					15 hours		
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:4	INTRODUCTION TO COMPUTER GRAPHICS					15 hours		
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:5	CONCEPT OF ANIMATION					14 hours		

Images: Still images, colour, image file format – concept of animation – Principles of animation – captured animation and image sequence – digital cell – spite 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.

Unit:6	CONTEMPORARY ISSUES	2 hours
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Expert lectures, online seminars – webinars

	Total Lecture hours	15 hours
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Text Book(s)

- | | |
|---|---|
| 1 | Photoshop for Dummies, Dake MC celand, IDG Books, New Delhi 2000. |
| 2 | Multimedia and CD-Roms for Dummies, Dake MC celand, IDG Books, New Delhi 1997. |
| 3 | Multimedia – Making it work by Tay Vaughan, Tata McGraw Hill Publication, New York 1998 |

Reference Books

- | | |
|---|--|
| 1 | Multimedia ; An Introduction by John Villamil and Louis Molina, Prentice Hall, New Delhi 1998. |
| 2 | Corel Draw 9 for Dummies by Dake MC celand, IDG Books, New Delhi 1997. |

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	M	M	S	S
CO3	L	S	M	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M

*S-Strong; M-Medium; L-Low

Course Code	MEDIA, CULTURE AND COMMUNICATION		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	The changing and evolving nature of the media industry is paramount to frame media representation in contextualized communication patterns		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To impart knowledge on the understanding of Media and culture. To provide knowledge about media, democracy and Communication. To disseminate knowledge on various aspects of media theories and approaches. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the roles and responsibilities of Media in society.					K1
2	To Understand the Freedom of Press and its limitations.					K2
3	To Analyze the editorial policy and agenda setting by various media.					K4
4	To Evaluate the various sources of news and news values.					K5
5	To Evaluate the roles and powers of communication in mass media.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO MEDIA AND SOCIETY				15 hours	
Media and society – contemporary importance of media in modern society – Media influence on audience thinking and social behaviour – media dependency – pluralistic media and Indian society.						
Unit:2	MEDIA AND SOCIAL PROCESS				15 hours	
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:3	MODEL OF COMMUNICATION				14 hours	
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:4	DIGITAL COMMUNICATION				14 hours	
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:5	MASS MEDIA				15 hours	
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.						
Unit:6	CONTEMPORARY ISSUES				2 hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	75 hours
Text Book(s)		
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.	
Reference Books		
1	Mass Media and Political thought (Ed) Sidney Karns and Richard Perlof, Sage, 1985	
2	Language of Communication by George N Gorden, Hustings hower, 1969.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	L	M	S	S
CO3	S	S	S	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					



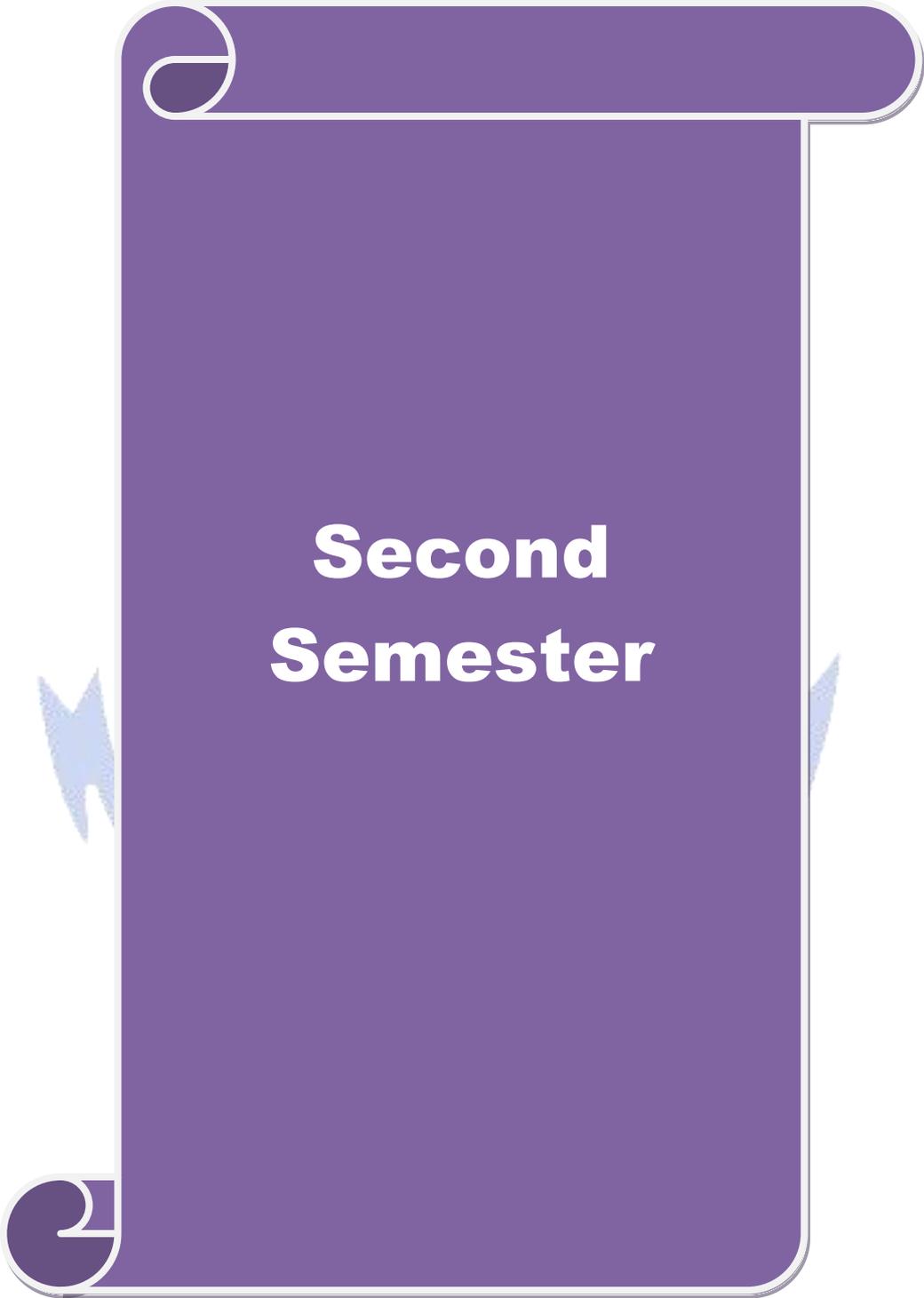
Course Code	INTEGRATED MARKETING COMMUNICATION			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	An indispensable technique to classify the precise consumers to market the right set of products becomes essential			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> To understand the basics of Marketing Communication. To apply the techniques in Advertising industry. To solve practical problems in the real life situation. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Remember marketing mix and its benefits.						K1
2	To Understand consumer needs.						K2
3	To Apply SWOT analysis in audience research.						K3
4	To Analyze the impact on consumer relation and brand management.						K4
5	To Develop their integrated marketing skills.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	MARKETING COMMUNICATION					15 hours	
Integrated Marketing Communication – definition –marketing and integrated communication mix – communication plan – Marketing Communication theory and functions - understanding market – market research – marketing communication tools.							
Unit:2	ADVERTISING AND PROMOTION					15 hours	
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:3	ADVERTISING MEDIA					15 hours	
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:4	ADVERTISING MANAGEMENT					14 hours	
Advertising management – Departments – Functions – Duties and responsibilities – Art department – Creative Department – Client servicing – Media planning – Advertising Production and studio management.							
Unit:5	PUBLIC RELATIONS					14 hours	
Public Relations – Process and tools of public relations – Publicity – perspectives – corporate advertising – Media Relations, The internet and Interactivity – addressable media and interactive media.							
Unit:6	CONTEMPORARY ISSUES					2 hours	
Expert lectures, online seminars – webinars							

	Total Lecture hours	75 hours
Text Book(s)		
1	Marketing management – A south Asian perspective (13th Edn.) by Philip 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.	
Reference Books		
1	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.	
2	Advertising Principles and practice (6th Edn.) by Wells, Burnett, Moriarty, Prentice Hall, India.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	M	M	S	S
CO3	M	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code	ADVERTISING PRACTICAL			L	T	P	C	
Core/Elective/Supportive				-	-	4	4	
Pre-requisite	A methodical knowledge on the theoretical domain is vital in order to apply the concepts in designing print / Electronic advertisements			Syllabus Version		2020-2021		
Course Objectives:								
The main objectives of this course are:								
1. To make the students well versed in designing Print ads.								
2. To help them to analyze and evaluate different types of Print advertisements.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able:								
1	To Understand the structure of print Advertisements.						K2	
2	To Analyze the impact of design in printing technology.						K4	
3	To Evaluate the Print Advertisements.						K5	
4	To Create advertisements for Print medium.						K6	
5	To Apply the knowledge gained in evaluating the effectiveness of Print ads.						K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
PRINT								
1. Designing a logo								
2. Solus Advertisement - Magazine / Newspaper								
3. Half Page Advertisement - Magazine / Newspaper								
4. Brochure (two fold)								
5. Menu card								
INDOOR & OUTDOOR ADVERTISEMENT								
1. Dangler								
2. Table top								
3. Slide designing								
4. Transit advertisement								
5. 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								
Total Lecture hours						75 hours		
Course Designed By:								

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	M	M	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					



**Second
Semester**

Course Code	DIGITAL PHOTOGRAPHY			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	An ability to visualize the concept by applying aesthetic values			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are:							
1. To understand the history and development of photography.							
2. To impart knowledge on aesthetic values in photography.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Understand the types of cameras used in still photography.						K2
2	To Apply the basic techniques in photography.						K3
3	To Analyze the various Visual elements of composition.						K4
4	To Create design using various Photo editing tools.						K6
5	To Develop skills in photo compositing based on its function and structure.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO PHOTOGRAPHY					15 hours	
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:2	PHOTO COMPOSITION					14 hours	
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:3	INTRODUCTION TO DIGITAL PHOTOGRAPHY					15 hours	
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:4	INTRODUCTION TO DIGITAL IMAGING					14 hours	
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:5	INTRODUCTION TO DIGITAL STUDIO	15 hours
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	75 hours
Text Book(s)		
1	Richard Zakia, Leatie Stroebel, The Focal encyclopedia of Photography 3rd edn. Focal Press, Baston, London (1993). 4. 5. 6. 7. 8.	
2	Peter K. Burian, Mastering Digital Photography and Imaging, First edition, Sybex Publisher, USA, 2001.	
3	Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, The Manual of Photography, 9th edn. Focal Press, 2000.	
Reference Books		
1	John Hedgecoe's Alfred A, The photographer's Handbook, Knopf Publisher, 1999.	
2	Roger Hicks and Frames Schultz, Interior shots, Rotovision, Switzerland, 2002.	
3	Joseph A Ippolito, Understanding Digital Photography, Thomson Delmar Learning, USA 2003.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	S	M	S	M
CO3	L	S	M	M	S
CO4	S	M	L	S	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					

Course Code	COMMUNICATION THEORIES AND MODELS		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	An ability to integrate the real life situations with the existing communication theories		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
1. To understand the functions and nature of the various types of communication.						
2. To critically examine the psychological and sociological impact of communication towards development.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the various forms of communication.					K1
2	To Understand the functions and nature of the various types of communication					K2
3	To Apply the communication types in general public.					K3
4	To Analyze the global media content which affect the cultural changes.					K4
5	To Develop their Communication skill and knowledge on the subject learnt.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	COMMUNICATION THEORY				15 hours	
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:2	MODELS OF COMMUNICATION				15 hours	
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 Westley and Maclean’s model of communication.						
Unit:3	THEORIES OF COMMUNICATION				14 hours	
Media uses and effects: effects theory – Uses and Gratifications theory – media dependency theory – social learning theory – cultivation analysis – Media Hegemony - agenda setting theory – diffusion of innovation – cultural studies and critical approaches.						
Unit:4	THEORIES OF MASS COMMUNICATION				14 hours	
Cognitive Dissonance Theory - Framing theory- Priming – Social Construction. Modernization theory - Lerner’s Modernization theory- Social marketing theory - Social Comparison – Social identity theory- Domestication- Social identify theory-Social cognitive theory. Social Shaping of Technology.						
Unit:5	GLOBAL COMMUNICATION				15 hours	
Globalization and media – Globalization problems - Post modernism- Information society - Technology and society in the information age - Information and post modernism. Marshal McLuhan - The medium is the message- The knowledge gap theory. Actor Network Theory - Network Society and Social Capital.						
Unit:6	CONTEMPORARY ISSUES				2 hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	75 hours
Text Book(s)		
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 Communication by Asa Berger, Sage, New Delhi 2000.	
Reference Books		
1	Understanding Media Theory by Kevin Williams, Oxford University Press, New York 2003.	
2	Theories of the Information Society (3rd Edition) by Frank Webster, Routledge, 2006.	
3	Media Analyzing Techniques, Berger Asa, Sage Publications, New York 1998.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	S	M	S	M
CO3	M	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					



Course Code	DESIGN PRINCIPLES AND PACKAGING		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	To understand the nuances of working with types, typefaces and visual components in order to put these inputs into actual artistic form		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
1. To understand the visual aesthetics and perception in design and package.						
2. To enable the students to gain skills with regard to the fundamentals of designing.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the basic principles of designing.					K1
2	To Understand the basics of visual composition and grammar					K2
3	To Apply color combinations in Various designs for various Graphics.					K3
4	To Develop design elements with regard to visuals, logo and colour.					K6
5	To Evaluate the packaging of product designed.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO GRAPHIC DESIGN				15 hours	
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:2	APPLICATION OF GRAPHIC DESIGN				15 hours	
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:3	PACKAGING DESIGN				14 hours	
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:4	PACKAGING PROCESS				15 hours	
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:5	PACKAGE IDENTITY				14 hours	
Final process of packaging: Lamination – Die cutting – Creasing – Folding – Strapping and stapling – Radio Frequency Identification tags and types.						
Unit:6	CONTEMPORARY ISSUES				2 hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	75 hours
Text Book(s)		
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.	
Reference Books		
1	Best of Graphic Design. Page One publishing, Singapore 1993.	
2	Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi 1998	
3	Steven Sonsino, Packaging design–Graphics materials technology, Thames & Hudson Ltd., London 1990	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	L
*S-Strong; M-Medium; L-Low					



Course Code	WRITING FOR PRINT AND BROADCAST MEDIA			L	T	P	C	
Core/Elective/Supportive				4	-	-	4	
Pre-requisite	An ability to visualize and generate content pertaining to different media			Syllabus Version	2020-2021			
Course Objectives:								
The main objectives of this course are:								
<ol style="list-style-type: none"> To understand the characteristics of print and electronic media. To help them analyze the content for new media. To impart knowledge on the various types of broadcasting media and its functions. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able:								
1	To Understand the nature and characteristics of Print media						K2	
2	To Analyze the characteristics of Electronic media.						K4	
3	To Analyze the global media content.						K4	
4	To Analyze the financial implications of producing a content for commercial broadcasting.						K4	
5	To Evaluate the process of casting, pre scoring and post scoring techniques.						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	PRINT MEDIA					15 hours		
Print media : Nature and Characteristics – News story : Elements, deadline, Content – Readers perception – inverted pyramid style – headline, lead and its types – principles of news writing – general and specialized newspapers – vernacular newspaper and analysis.								
Unit:2	EDITORIAL					15 hours		
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:3	AUDIO MEDIUM					14 hours		
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:4	VISUAL MEDIUM					15 hours		
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:5	NEW MEDIA					14 hours		
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.								

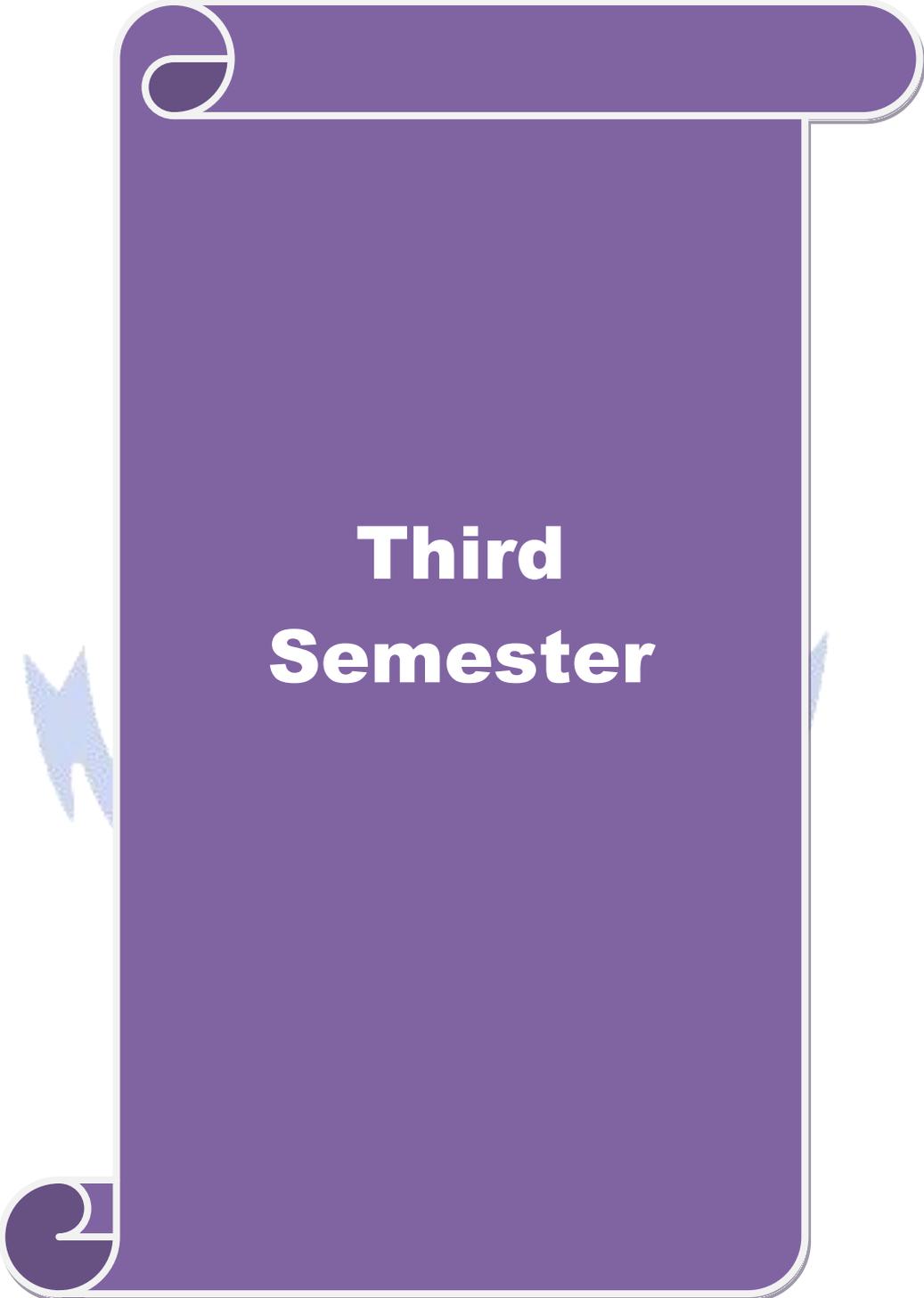
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Radio and Tv Journalism by Srivastave, Sterling Publications, 1989.	
2	Professional Broadcasting – a brief introduction by John Bittner, Prentice hall 1981.	
3	Newspaper Reporting and writing by Mencher, Melvin, McGraw Hill, NewYork 2003	
Reference Books		
1	Newspaper handbook by Keeble, Richard, Routledge publications, London 2001.	
2	Writing for TV, Radio & New Media 8th Edn, Belmont wadsworth Publications, 2004.	
3	Broadcast Newswriting, reporting and production, 4th Edn, Oxford, Focal Press 2006.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	L	M	S	M
CO3	L	S	M	M	S
CO4	S	S	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code	PHOTOGRAPHY & VISUAL DESIGN PRODUCTION		L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite	An ability to visualize the concept by applying aesthetic values		Syllabus Version	2020- 2021		
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1 To understand the various features of indoor and outdoor photography. 2. To enable the students to gain knowledge in various fields of photography. 3. To enable the students to gain visual aesthetics and perception in visual culture. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Apply the skills needed for indoor and outdoor photography.					K3
2	To Develop knowledge incorporating image processing.					K6
3	To Evaluate the creative techniques that can be used in photography.					K5
4	To Understand the basics of visual composition and grammar					K2
5	To Apply color combinations in various designs for various visual culture.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
LIST OF PRACTICALS						
<ol style="list-style-type: none"> 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 						
Graphic design applications in Brochure, Newsletter, Direct mail, Magazines, Posters, Newspapers, Billboards, Catalogue, Letterhead, Corporate merchandising, Product packaging in different forms.						
Total Lecture hours					75 hours	
Course Designed By:						

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	M	M	S	S
CO3	M	S	S	M	S
CO4	S	S	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					





**Third
Semester**

Course Code	INTRODUCTION TO FILM STUDIES		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	The concept of deconstruction is crucial to understand the implied meaning in a film language		Syllabus Version	2020-2021		
Course Objectives:						
The main objectives of this course are:						
1. To provide an introduction to Film as a medium of communication.						
2. To disseminate knowledge in various aspects of film theories and approaches.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Understand film history with special reference to Indian films.					K2
2	To Analyze the various elements of film.					K4
3	To Understand and to get exposed with regard to various camera techniques.					K2
4	To Understand the information gained through conceptualization in making documentary films.					K2
5	To Remember the various regulations framed for the film industry.					K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INDIAN CINEMA				15 hours	
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:2	TYPES OF PRODUCTION				15 hours	
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:3	ASPECTS OF FILM				15 hours	
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:4	FILM PRODUCTION				14 hours	
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:5	CHARACTERISTIC OF CINEMA				14 hours	
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Ashish Rajadhyasha, Paul Wileman, Encyclopedia of Indian Cinema, Oxford Uni. Press, New Delhi 2005.	
2	Proferes, Nicholas, Film Directing Fundamentals, Oxford University Press, 2001.	
3	Paul Wheeler, Digital Cinematography, Focal Press 2001	
Reference Books		
1	Monoco, James. How to read a film, Routledge, London 2001	
2	Thoraval, Yves. The Cinema of India (1896 -2000).	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	L	M	S	M
CO3	M	S	L	M	S
CO4	S	S	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code	MASS MEDIA RESEARCH METHODS		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	To decipher the distinction between various types of research to connect with the existing societal framework		Syllabus Version	2020-2021		
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To understand the various types of research methods and tools, including their benefits and shortcomings. To understand the practical applications of research methods in the field of mass communication. To design and execute a research project using the methods learnt. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Evaluate sampling techniques and research processes.					K5
2	To Understand the techniques of mass media research.					K2
3	To Apply various statistical tools in media research.					K3
4	To Create quantitative and qualitative research designs.					K6
5	To Develop ideas about various tests and analysis in research.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO RESEARCH				15 hours	
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:2	MEDIA RESEARCH PROCESS				15 hours	
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:3	TECHNIQUES AND TOOLS OF RESEARCH				15 hours	
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:4	RESEARCH DESIGN				14 hours	
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:5	DATA ANALYSIS	14 hours
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	75 hours
Text Book(s)		
1	Media and Communication Research Methods by Arthur Asa Berger, 2nd Edn, Sage Publications, 2011.	
2	Audience Analysis by Denis Mc Quail, Sage Publications, New Delhi.	
3	Research methods in Mass communication by Stempell and Westley, Prentice Hall, (1981)	
Reference Books		
1	Studies in Mass Communication and Technology Ed by Art Thomas, Ablex Publishing Co.. (1984).	
2	Qualitative methodologies for Mass Communication Research Ed by – Klaus Bruhn Jenson and Nicholas W. Jankowski, Routledge, London (1991).	
3	Introduction to communication studies 2nd Edn by John Fiske, Routledge (1990)	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	S	M	S	S
CO3	L	S	S	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					

Course Code	NEW MEDIA STUDIES		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	To have clarity in differentiating the conventional and the modern media to critically appraise the plethora of issues linked with the evolving nature of media		Syllabus Version	2020-2021		
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To familiarize students with new media technology To explain the characteristics of information and knowledge society To elucidate Social and Cultural effects of New Media. To help students apply the distinctions of new media by critically evaluating its theories and effects. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember policies pertaining to new media.					K1
2	To Create cross cultural invasion impacted by new media technologies					K6
3	To Understand the new media theories.					K2
4	To Apply Knowledge on cyber crimes and issues connected across India.					K3
5	To Develop an idea about new age communication tools.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO NEW MEDIA				15 hours	
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:2	NEW MEDIA THEORIES				15 hours	
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:3	GLOBAL COMMUNICATION				15 hours	
Global media communication: origin – driving forces – global media structure – International media dependency – Global trade in media culture - hegemony – cultural invasion – cross cultural impact.						

Unit:4	MASS MEDIA	14 hours
Media structure and governance: Principles and accountability – Mass media governance – The regulations of mass media – media convergence – Diffusion of innovation.		
Unit:5	CYBER COMMUNICATION	14 hours
Cyber world – IT act – RTI – media self regulation and control – commodification of news and other media		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
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	
Reference Books		
1	Media performance – By Denis McQuail, Sage Publications London, 1992	
2	Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995	
3	New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	S	M	S	M
CO3	S	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code	AUDIO AND VIDEO PRODUCTION TECHNIQUES		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	An inclusive notion of understanding the various audio-visual formats is vital to amalgamate the intricacies of production techniques		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To provide an advanced study in the field of audio production for film and television. To impart the Knowledge on various video cameras, shooting techniques and other ideas involved in video production. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the broadcasting policies and regulations.					K1
2	To Understand the different formats of radio broadcasting.					K2
3	To Apply Knowledge on ADR, sound effects, digital audio editing and mixing.					K3
4	To Understand the digital video production process.					K2
5	To Apply various concepts and direction style in video production.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO SOUND				15 hours	
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:2	PROCESS OF SOUND				15 hours	
Mixing console – Echo and reverberation – special effects units – equalizers and compressors-plug-ins – 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:3	DIGITAL VIDEO EQUIPMENTS				15 hours	
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:4	DIGITAL VIDEO PRODUCTION				14 hours	

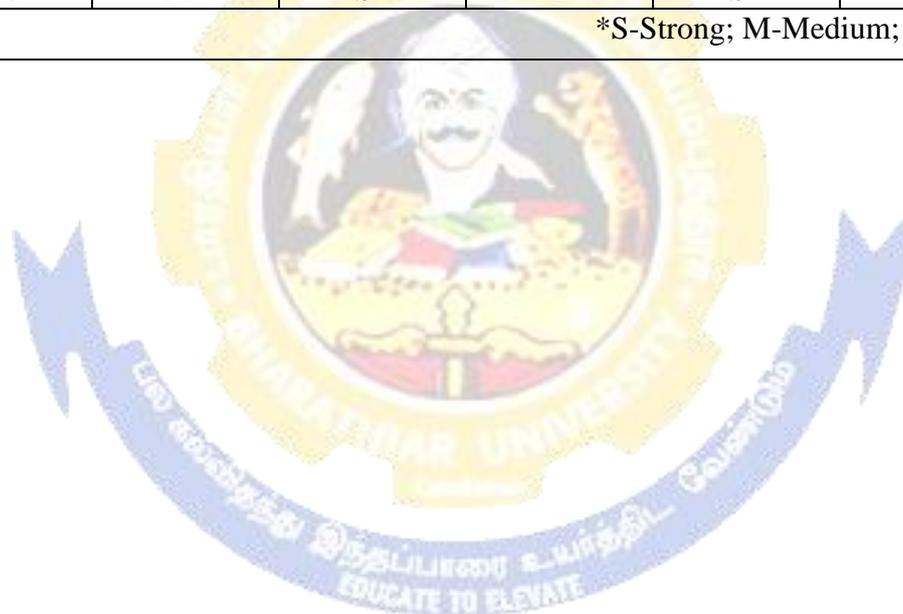
Introduction to digital video production: Digital camera – Movements – composition – shots – angles – Mise-en-scene – Colour temperature – multi camera setup – Lighting – basic and special lighting setup – atmospheric lighting – ENG – Anchoring – Compeering – Montage – News documentary.		
Unit:5	PRODUCTION CONTROL	14 hours
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
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.	
Reference Books		
1	Video Production Techniques – Zettl – 2002.	
2	Television Production – Gerald Millerson, Focal Press, London, 1999.	
	The Techniques of Television Production - Gerald Millerson, Focal Press, London, 2001.	
Course Designed By:		

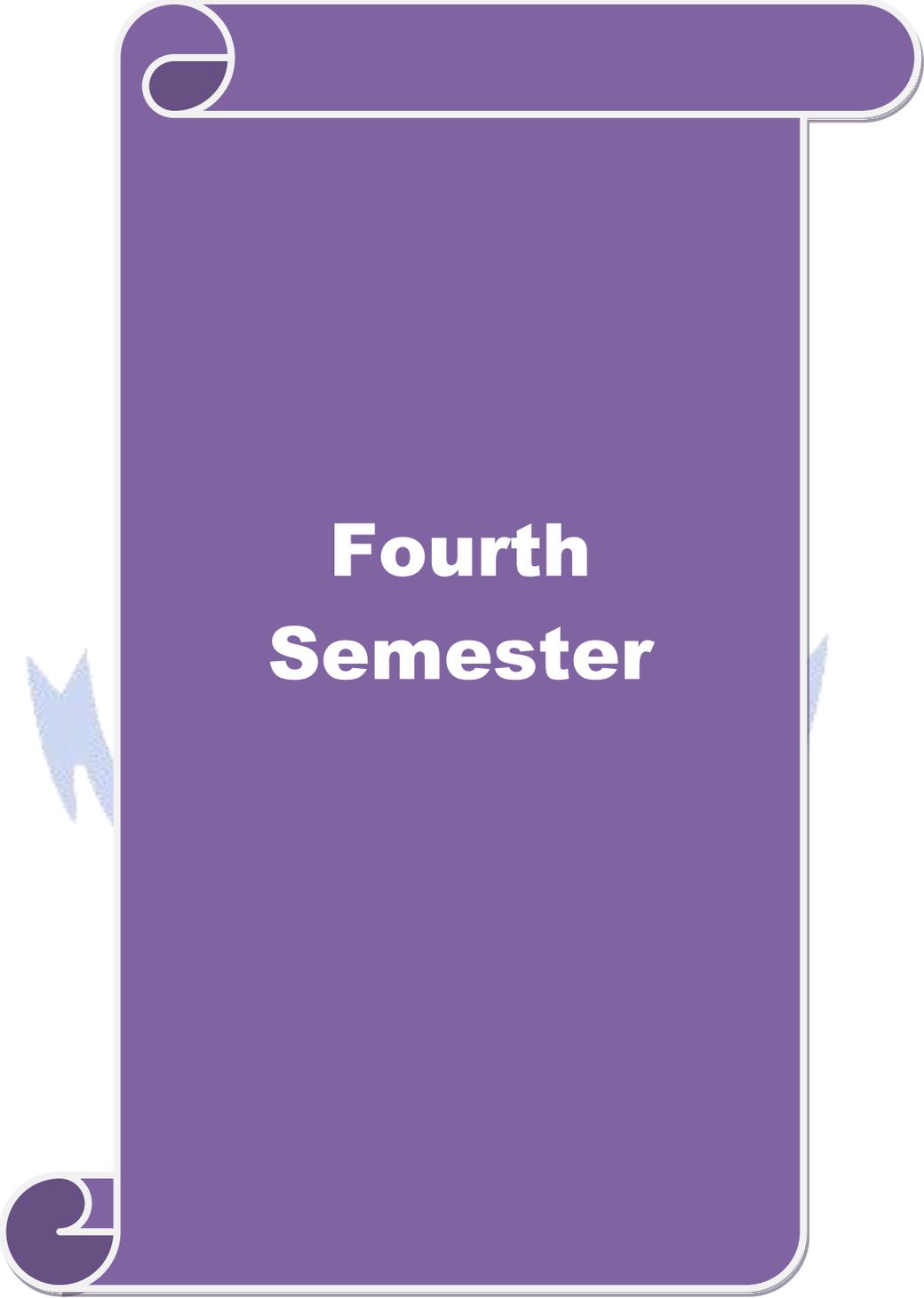
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	M	M	S	L
CO3	L	S	M	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					

Course Code		PRACTICAL–III ELECTRONIC MEDIA PRODUCTION	L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite	Possessing the talent of exploring sounds along with visualization is the key to handle this commercial component/visual treat	Syllabus Version			2020-2021	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To help students understand and interpret the programming strategies involved in Television, Film, Radio and Advertising industries. 2. To familiarize the students with the concepts, vocabulary and practices of programmers. 3. To give them the experiences in analyzing and reporting on programming strategies and the possible ramifications of those strategies. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Understand the knowledge of writing script for television programmes.					K2
2	To Analyze the skills on handling professional video camera.					K4
3	To Remember the knowledge on exporting video footages.					K1
4	To Develop knowledge on incorporating animation into video formats.					K6
5	To Evaluate creative techniques that can be used in Video Production.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
LIST OF PRACTICALS						
<ol style="list-style-type: none"> 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	
Total Lecture hours	
75 hours	
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	M	M	S	M
CO3	M	S	S	M	S
CO4	S	M	M	S	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					





**Fourth
Semester**

Course Code	MEDIA MANAGEMENT			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	A technique needed to identify and describe the strategic and operational phenomena as well as problems in the leadership of media enterprises			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> 1. To identify, define and create the major components of a media plan. 2. To develop a comprehensive media plan that meets integrated marketing communications objectives and is within budget. 3. To explore various media options including "new" media to reach increasingly fragmented audiences. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Remember the structure of electronic media organization and the codes regulating them.						K1
2	To Understand the barriers of management skills.						K2
3	To Apply the hiring process in media organization.						K3
4	To Analyze the knowledge on the process of newsroom management.						K4
5	To Evaluate the print media management techniques.						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO MEDIA MANAGEMENT					15 hours	
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:2	OWNERSHIP					15 hours	
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:3	ORGANIZATION STRUCTURE OF MEDIA					14 hours	
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:4	COMPONENT OF VISUAL MEDIA					14 hours	
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:5	PROGRAMME PRODUCTION	15 hours
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
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)	
Reference Books		
1	The Economics & Financing of Media Companies, Robert G. Picard (Fordham University Press, 2002)	
2	The Business of Media, David Croteau and William Hoynes (Pine Forge Press, 2001)	
3	Who Owns the Media? Benjamin M. Compaine, et. al., (3rd ed., Knowledge Industry, 2001)	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	S	M	S	M
CO3	L	S	S	M	S
CO4	S	M	M	S	L
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

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.

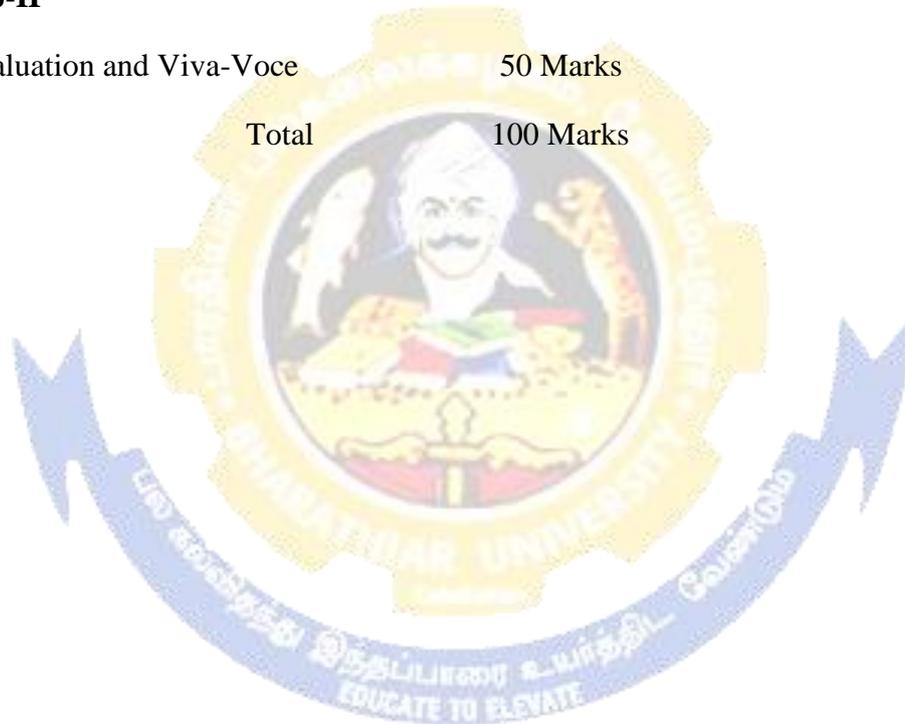
Internship –I

Report Evaluation and Viva-Voce 50 Marks

Internship-II

Report Evaluation and Viva-Voce 50 Marks

Total 100 Marks



Course Code	PROJECT STUDY			L	T	P	C
Core/Elective/Supportive				-	-	-	6
Pre-requisite	To demonstrate the student's competence in the chosen area of Media specialization			Syllabus Version		2020-2021	
Course Objectives:							
The main objectives of this course are:							
1. To analyze the learning and understanding techniques for project planning, scheduling and execution control.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Create a Research project.						K6
2	To Evaluate the field experience in media industry and to Post a special link for individual specialization						K5
3	To Apply the theoretical aspects of research methodologies						K3
4	To Understand the research methods in order to be related with the industry.						K2
5	To Develop research questions and design methodologies.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
PROJECT STUDY							
Guidelines for Project Study for Post Graduation:							
Conceptualization of Subject and Research Problem (20marks)							
i) Analytical Presentation of Review of Literature (30 marks)							
ii) Presentation of Methodology (30 marks)							
iii) Data Analysis and Discussion (30 marks)							
iv) 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							
Course Designed By:							

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	S	L	S	M	M
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					



**Elective
Course**

ELECTIVE PAPER

Course Code	GROUP-A PAPER-I INTRODUCTION TO GRAPHIC DESIGN		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	To understand the nuances of working with types and typefaces in order to put these inputs into actual art form	Syllabus Version	2020-2021			
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To Analyse the Graphics, tone, colour and design process. To apply the designing skills with computer aided designing. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the various forms of communication.					K1
2	To Understand the functions and nature of Graphic Communication.					K2
3	To Apply the Various colours and methods of printing.					K3
4	To Analyze the global Designs in Printing Technology.					K4
5	To Develop their Graphic Skills.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	GRAPHIC DESIGN				15 hours	
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:2	DESIGN PROCESS				15 hours	
Design process: conceptualization, stages involved; types of design; creativity in design; traditional and modern designs – technology in designing.						
Unit:3	TYPOGRAPHY				15 hours	
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:4	DESIGNING SOFTWARES				14 hours	
Introduction to graphic design softwares – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs (cases).						
Unit:5	APPLICATION OF DESIGN				14 hours	
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.						
Unit:6	CONTEMPORARY ISSUES				2 hours	

Expert lectures, online seminars – webinars	
Total Lecture hours	
75 hours	
Text Book(s)	
1	Bridgewater, Peter. An Introduction to Graphic Design. Quintel Pub. London. 1997.
2	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.
Reference Books	
1	Pradeep Mandav. Visual Media Communication. Authors Press, New Delhi. 2001.
2	Best of Graphic Design. Page One Publishing, Singapore. 1993.
3	Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi. 1998.
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	M	S	M	S
CO3	S	S	L	M	S
CO4	S	M	M	L	M
CO5	M	S	M	M	S
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-A PAPER –II GRAPHICS AND ANIMATION		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	A good theoretical knowledge on the subject needed to create unique outputs through practical domain		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To enhance skills in designing and animation. To learn different features of designing and animation softwares. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the various designing principles.					K1
2	To Understand the features of Quark Express and Corel Draw					K2
3	To Apply the various features of Photoshop to apply special effects.					K3
4	To Analyze the various designing principles in current context.					K4
5	To Develop the skills in designing for packaging and animation industry.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO ANIMATION				15 hours	
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:2	2D ANIMATION				14 hours	
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:3	3D ANIMATION				14 hours	
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:4	APPLICATIONS OF 3D ANIMATION				15 hours	
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:5	VISUAL EFFECTS				15 hours	

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		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Mark Simon. Storyboards: Motion in Art, Focal Press,2000.	
2	Rick Parent. Computer Animation: Algorithms and Techniques. Morgan Kaufmann, 2005.	
3	Kyle Clark. Inspired 3D character animation. Premier Press, 2003.	
Reference Books		
1	Brad Clark, John Hood, Joe Harkins. 3D Advanced Rigging and Deformations. Thomson Course Technology, 2005.	
2	Eadweard Muybridge. Animals in motion. Dover Pictorial Archive Series, 1987.	
3	Eadweard Muybridge. The Human Figure in motion. Dover Pictorial Archive Series, 1951.	
Web References 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/)		
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	S	M	S	M
CO3	S	S	S	M	S
CO4	S	L	S	S	M
CO5	M	S	M	L	M
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-A PAPER III WEB DESIGNING PRINCIPLES & TECHNIQUES		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	A basic intuition in generating ideas to create content through this platform becomes indispensable.	Syllabus Version	2020-2021			
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To understand the basics of web designing and tools. To learn internet applications and its cross platform features. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember various concepts in web designing.					K1
2	To Understand the basics of virtual reality and artificial intelligence.					K2
3	To Apply the skills in authoring tools and web designing softwares.					K3
4	To Analyze objectivities and content strategies for developing a web page.					K4
5	To Develop their skills and knowledge in web designing.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO WEB DESIGNING				15 hours	
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:2	OBJECTIVES OF WEB DESIGNING				15 hours	
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:3	ELEMENTS OF WEB DESIGNING				15 hours	
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:4	3D ANIMATION TECHNIQUES				14 hours	

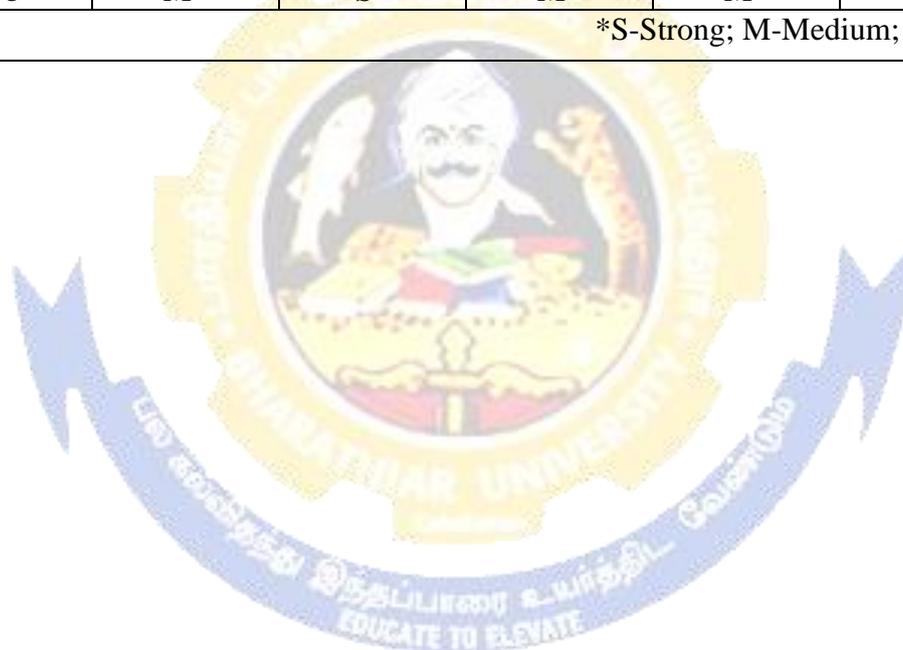
Intro to Interactive features and Internet; Advanced 3D animation techniques. Morphing Materials editing. Texture mapping and scaling. Reflection mapping and scaling. Bump map. Opacity map. Audio editing features. Incorporating 3D models and 3D renderings. Linking digital video. User interface building principles. User interface toolkit and interaction scripting. Embedding completed animations in web pages and other media containers		
Unit:5	GRAPHIC ANIMATION	14 hours
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	75 hours
Text Book(s)		
1	Transcending CSS: The Fine Art of Web Design (2004) by Andy Clarke, Molly E. Holzschlag -New Riders Press. New Delhi.	
2	Principles of Web Design 2nd Edn.(2007);by Joelsklar Thomson course Technology.Haryana India.	
3	The Internet complete reference (2005)by Harley Hahl – Tata McGrawhill , New Delhi	
Reference Books		
1	3ds Max 7 Fundamentals and Beyond Courseware(2002) .by Discreet – Focal press. Boston.	
2	WEBDESIGN-CSS Cookbook(2006), 2ndEdn. by Christopher Schmitt-O'Reilly Media London.	
3	WEB DESIGN - 1 Hour Web Site: 120 Professional Templates and Skins(2007). by Michael Utvich, Ken Milhous, Yana Beylinson. Wiley. New york.	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	S	M	S	M
CO3	S	S	S	M	L
CO4	S	L	M	S	M
CO5	M	S	M	M	S
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-A PAPER IV PRACTICAL - GRAPHICS AND ANIMATION		L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite	A basic insight in generating imaginative ideas to creative animated content		Syllabus Version	2020-2021		
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To augment practical skills in the field of graphics and animation. To discover the unique features that is involved through the use of animated softwares. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the various design principles.					K1
2	To Understand the features of different designing softwares.					K2
3	To Apply the various features of softwares in creating special effects.					K3
4	To Analyze the various design principles in current environment.					K4
5	To Develop the skills in designing 2D and 3D Animations.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
CREATE A 2D AND 3D ANIMATION						
List of Practicals:						
Create a 2D and 3D Animation for the following items using the appropriate software						
<ol style="list-style-type: none"> Create multiple objects using Pen tool and animate the same Create and animate text using Flash Create a human character using lines and animate Create a key frame animation using library and symbols in Flash Create an object and text animation using Tweening methods Create masking animation using Flash Create background using multi-layer techniques in Flash Create animation with sound Create multiple objects using standard Primitives in 3D Studio Max Convert 2D objects into 3D objects Create an animated 3D titling with sound Create an object/ character highlighting texturing using 3D Studio Max Create multiple objects with different lightings using 3D Studio Max Create a human character using Character studio and animate the same 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:						
<ol style="list-style-type: none"> For an Educational Institution For an in-house advertising agency For a multi-specialty hospital For a Travel and Tourism Agency For an on-line newspaper 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)		
		Total Lecture hours
		75 hours
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	M	S	S	M
CO3	S	S	S	S	S
CO4	M	S	M	S	M
CO5	M	S	M	M	M
*S-Strong; M-Medium; L-Low					



Course Code	GROUP-B ELECTIVE PAPER 1: CONSUMER BEHAVIOUR		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	An indispensable technique to classify the precise consumers to market the right set of products becomes essential		Syllabus Version	2020-2021		
Course Objectives:						
The main objectives of this course are:						
1 To Understand the functions and nature of the various types of Consumer behaviour.						
2. To impart knowledge in data analysis and interpretation of Consumer.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the basic concepts in consumer Behaviour.					K1
2	To Understand the functions and nature of Consumers					K2
3	To Apply the skills for problem definition and sample design.					K3
4	To Analyze the model of consumer Behaviour.					K4
5	To Develop marketing skills that influence the consumer buying behavior pattern.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	CONSUMER BEHAVIOUR				15 hours	
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:2	CHARACTERISTICS OF INDIAN CONSUMERS				14 hours	
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:3	ROLE OF RESEARCH				15 hours	
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. InputProcess-Output.						
Unit:4	MODEL OF CONSUMER BEHAVIOUR				15 hours	
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.						

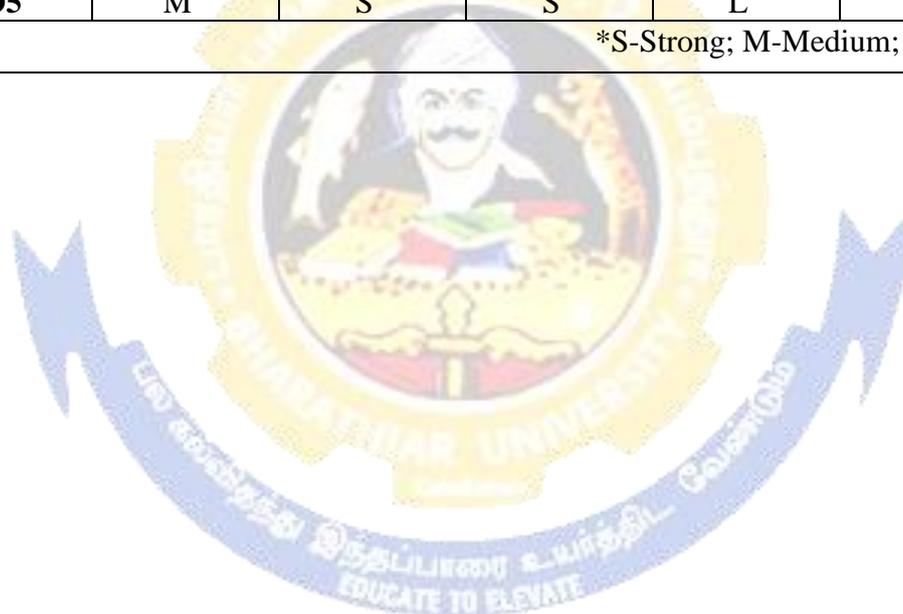
Unit:5	INFLUENCES ON CONSUMER BEHAVIOR	14 hours
Individual Influences on Consumer Behavior: Motivation, Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy 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		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,2002	
2	Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004	
3	Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004	
Reference Books		
1	Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books	
2	Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	S	M
CO3	S	S	L	M	S
CO4	S	M	M	L	S
CO5	S	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-B ELECTIVE PAPER 2 : MEDIA PLANNING			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	A full-fledged planning needed to create content based on the needs and wants of the consumers			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1 To impart knowledge on the working pattern of media planning department. 2 To inculcate skill for developing media strategies. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To Remember the need and importance of media planning department in advertising agencies.					K1	
2	To Understand the characteristics of various media platforms.					K2	
3	To Apply the knowledge on developing media strategies.					K3	
4	To Analyze the use of computers in media planning.					K4	
5	To Develop the media strategic content for digital media.					K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	MEDIA PLANNING					15 hours	
Media planning : Definition- need and importance of media planning in advertisingAperture concept in media planning- Media Planning department.							
Unit:2	MEDIA BUYING					15 hours	
Media Buying – Media Characteristics- Newspapers – Magazines –Television- RadioDirect Response – Out door- pros & cons .Media mix.							
Unit:3	MEDIA OBJECTIVES					14 hours	
Media planning : Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives : Audience objective & Distribution Objective							
Unit:4	MEDIA STRATEGY					14 hours	
Developing Media strategy – Main components of media strategy –Media Environment – Calculating cost efficiency in media planning –Testing the media plans.							
Unit:5	CONTROL OF MEDIA					15 hours	
Implementation and control of media plan –Use of computers in Media planning –linear programming, Stimulation models, and formula models.							
Unit:6	CONTEMPORARY ISSUES					2 hours	
Expert lectures, online seminars – webinars							
					Total Lecture hours	75 hours	
Text Book(s)							
1	Media planning Work book, William B.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC Business						

	Books.
2	Advertising & Media Planning ,Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books
Reference Books	
1	Media Planning & Buying in the 21st Century, Ronald D. Gesky.
2	Advertising Media Planning, Jack Z. Sissors & Roger B. Baron.
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	M	S	L	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	M
CO5	M	S	S	L	S
*S-Strong; M-Medium; L-Low					



Course Code	GROUP-B ELECTIVE PAPER 3: CONVERGENCE ADVERTISING			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	A thorough understanding on the consumer behavior and attitude is highly essential in order to design innovative products based on advertising techniques and strategies			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are:							
1. To understand the basics of advertising and public relations.							
2. To impart knowledge in strategies followed in advertising and public relation.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Remember the fundamentals of advertising and public relation.						K1
2	To Understand the advertising departments in print and electronic medium.						K2
3	To Apply various advertising strategies.						K3
4	To Analyze corporate advertising and its impact.						K4
5	To Develop public relation skills for organizations- internal and external.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO ADVERTISING					15 hours	
Definition, nature & scope of advertising, Roles of advertising; societal, communication, marketing & economic, functions of advertising.							
Unit:2	TARGET AUDIENCE					15 hours	
Based on target audience, geographic area, media & purpose. Corporate and promotional advertising, web advertising, Digital Signage.							
Unit:3	ADVERTISING AGENCY					14 hours	
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-in-house, Independent, Full service & Specialized.							
Unit:4	BRANDING					14 hours	
Client Brief, account planning, creative strategy and brief, communication plan, brand management, positioning brand personality, brand image brand equity, case studies.							
Unit:5	PACKAGING AND DESIGNING					15 hours	
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							
Unit:6	CONTEMPORARY ISSUES					2 hours	
Expert lectures, online seminars – webinars							

	Total Lecture hours	75 hours
Text Book(s)		
1	Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers	
2	Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition	
3	Advertising Handbook: A Reference Annuakon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications.	
Reference Books		
1	Mohan: Advertising Management: Concepts and Cases.	
2	Tata McGraw- Hill Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	M	L	M
CO3	S	M	S	M	S
CO4	M	M	M	S	L
CO5	M	S	S	M	M
*S-Strong; M-Medium; L-Low					



Course Code	GROUP-B ELECTIVE PAPER -4: MARKET RESEARCH		L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite	A need to identify the research problem in order to solve complexities that are existing in the media environment	Syllabus Version	2020-2021			
Course Objectives:						
The main objectives of this course are:						
1 To understand the functions and nature of the various types of market survey.						
2 To develop skills required by the researcher and understand different applications of Marketing Research						
3. To understand the Marketing Research data for management decision making.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the basic concepts in marketing survey.					K1
2	To Understand the functions and nature of market research agencies.					K2
3	To Apply the skills for problem definition and sample design.					K3
4	To Analyze the research design and findings.					K4
5	To Develop skills in using computers for data processing.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	MARKETING RESEARCH				15 hours	
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:2	MARKETING INTELLIGENCE				15 hours	
Marketing Intelligence system; 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:3	RESEARCH PROCESS				-- hours	
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:4	RESEARCH DESIGNS				15 hours	
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:5	MARKETING RESEARCH	14 hours
Applications of Marketing Research: Cluster analysis for identifying market segments; Conjoint analysis for Product research; Multi-dimensional scaling.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Marketing Research-Rajendra Nargundkar(Tata Mc)	
2	Research for Marketing Decisions by Paul Green, Donald Tull Business	
3	Research Methods-Donald R.Cooper	
Reference Books		
1	Marketing Research by D.M. Sarawte.	
2	MarketingResearch–ThomasC.Kinnear	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	S	S	M	S	M
CO3	S	S	L	M	S
CO4	S	M	L	S	M
CO5	M	S	M	M	M
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-C ELECTIVE PAPER 1: SCRIPTING			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	To have a flair for reading stories in order to generate moral inputs to realism			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are :							
<ol style="list-style-type: none"> To learn about film and television screenplay structure. To analyze dramatic strategies in film and television. To apply correct script form and creatively engage in the various stages of original scriptwriting. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Evaluate on the various formats and structure of Screen Story.						K5
2	To Understand the structure of Screenplay.						K2
3	To Apply various writing skills in the screenplay as well as the script.						K3
4	To Create plot and character construction.						K6
5	To Develop idea about the character and the plots.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	STORYTELLING					15 hours	
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:2	SCREEN STORY					15 hours	
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:3	SCREENPLAY					14 hours	
The Structure of a Screenplay- Back to story- Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot point.							
Unit:4	THREE ACT STRUCTURE					14 hours	
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:5	SCREENWRITERS					15 hours	
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?”							

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	The Writer's Journey by Christopher Vogler	
2	Adventures in the Screen Trade by William Goldman	
Reference Books		
1	The New Screenwriter Looks at the New Screenwriter by William Froug	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	B	M	S	M
CO2	M	S	M	L	S
CO3	S	S	L	M	S
CO4	S	M	M	S	M
CO5	M	S	M	M	M
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-C ELECTIVE PAPER 2: DIRECTION			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	An inquisitive mind to understand the audience pulse and to visualize story concepts to actual realism			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> To demonstrate knowledge on the historical development and cultural impact of film as an art form. To engage with questions of ethics and social justice through representations of culture on film. To analyze a range of cinematic visual styles, narrative conventions and generic trends. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To Remember the aesthetics in Direction.						K1
2	To Understand the techniques of storyboard creation.						K2
3	To Apply various visual designs in film.						K3
4	To Develop an understanding on film language and grammar.						K6
5	To Create familiarization on various world renowned classical films.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	FILM LANGUAGE					15 hours	
Film language and Grammar ; Film Language; shots; Film grammar; 180 Degree Rule; 30 Degree Rule; Screen Direction; Film –Time; Compression; Elaboration; Familiar Image.							
Unit:2	ASPECTS OF FILM					14 hours	
Dramatic elements embedded in the screen play; Spines; character; circumstance; dynamic relationship; wants; expectations; action; activity; acting beats; dramatic blocks; narrative beats fulcrum.							
Unit:3	DEVELOPMENT OF SCRIPT					15 hours	
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:4	STORYBOARD					14 hours	
Camera as Narrator; Reveal; entrance; objectives camera; subjective camera; visual design; style; coverage; lenses; composition; dramatic blocks and camera; shot lists; story board and setups .							
Unit:5	VARIOUS CONCEPTS OF SCRIPTS					15 hours	
Dialogue Exercises, Advertising films, Music videos, Documentary including full research.							
Unit:6	CONTEMPORARY ISSUES					2 hours	

Expert lectures, online seminars – webinars	
Total Lecture hours	
75 hours	
Text Book(s)	
1	Nicholas T. proferes (2008) Film Directing Fundamentals Focal Press Thoraval, Yves(2000)
2	The Cinema of India(1896-2000) Roberge, Gaston: the Subject of Cinema
Reference Books	
1	Roberge, Gaston (1977): Films for an ecology of Mind Halliwell;:
2	The Filmgoers Companion 6th Edition Arora: Encyclopedia of indian Cinema
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	M	M
CO3	M	M	L	M	S
CO4	S	M	M	S	L
CO5	M	S	S	M	M
*S-Strong; M-Medium; L-Low					



Course Code	GROUP-C ELECTIVE PAPER 3 : CINEMATOGRAPHY			L	T	P	C
Core/Elective/Supportive				4	-	-	4
Pre-requisite	An interest to handle camera becomes a key component in order to create visual outputs based on professionalism			Syllabus Version	2020-2021		
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> To become technically sound in the basics of photography including exposure, lighting & composition. To maintain a consistent look for each film through studying visual design, art direction & by using color correction tools. To analyze screenplay from the perspective of a cinematographer. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To Remember the equipments related to movie making.						K1
2	To Understand the application of different types of lens and filters						K2
3	To Apply various camera movements and angles.						K3
4	To Create expertise on technicalities of Cinematography.						K6
5	To Develop idea about various camera filters.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	MOTION PICTURE CAMERAS					15 hours	
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:2	PHOTOGRAPHIC IMAGE					15 hours	
Photographic Image: Motion picture Photographic; Emulation; Film base; latent image; Grain technology, graininess; halation, Anti halation backing; Resolving power: definition; Sensitometer; transition; opacity; Density; base density; Relation between Density and fog level; Characteristic Curve; D-max D-min, Shoulder, Toe; Gamma; Density measurement ; black and white density and Color density; Film speed and shopper index; Contrast. Colour reproduction; Structure of the motion picture film; Colour negative processing Remjet backing; various types of Motion picture films							
Unit:3	FILM DIMENSION					14 hours	
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:4	TECHNIQUES OF FILMMAKING					14 hours	
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:5	MOTION PICTURE					15 hours	

Camera filters: for Motion picture: filter factor; filter grades; UV filter; Infra red filter; Neutral density filter; Colour gradation; polarizing filter; Spl effect filters; diffusion filters Fog or pro-mist filter; contrast control filter; star effect; Filter for black and white; Colour conversion.80B, 85.; Y-1. Filter; Sepia filter; day for night; Contrast viewing filter; Close up and split Field; hand made filter; 85and ND mixed; Florescent correction filter; Mixed light situation		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Courter, Philip R. The Filmmaker's Craft: 16mm Cinematography. New York: Van Nostrand Reinhold Company, 1982.	
2	Detmers, Fred. American Cinematographer Manual. 6th ed. New York: ACS Holding, 1992.	
3	1986. Ferncase, Richard K. Basic Lighting Worktext for Film and Video. Boston: Focal Press,	
Reference Books		
1	Fitt, Brian & Joe Thornley. Lighting by Design:A Technical Guide. Boston: Focal Press,1992.	
2	Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979	
3	Film and Video Lighting Terms and Concepts. Boston: Focal Press, 1995	
Course Designed By:		

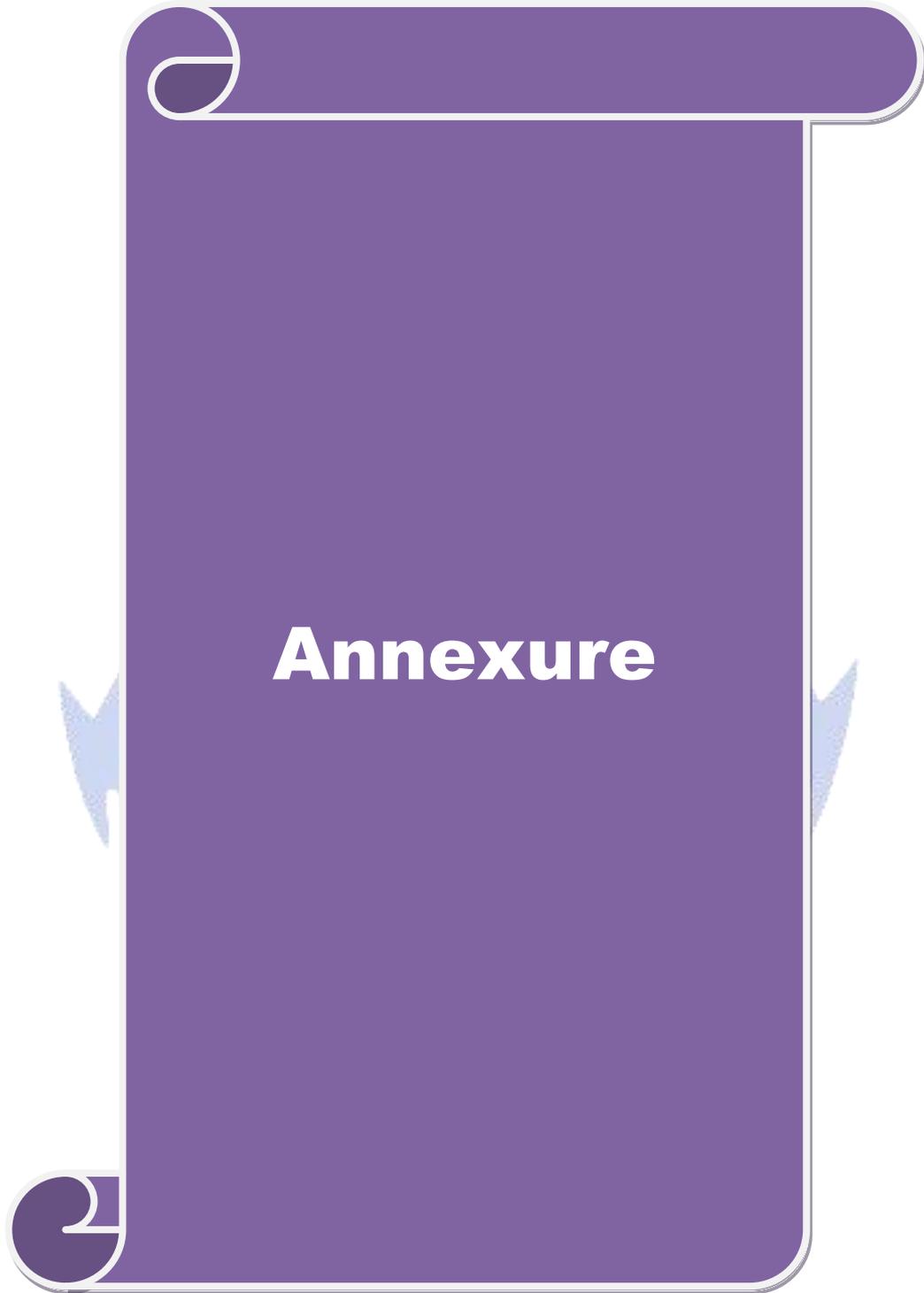
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	S	S	S	S
CO3	M	S	L	M	S
CO4	S	M	M	L	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					

Course Code	GROUP-C ELECTIVE PAPER 4 - Practical: FILM PRODUCTION		L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite	An inclusive notion of understanding the various audio-visual formats is vital to amalgamate the intricacies of production techniques		Syllabus Version		2020-2021	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To understand the basics of film making. 2. To apply the techniques in film making. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To Remember the working pattern of studios.					K1
2	To Understand the digital video production process.					K2
3	To Apply various concepts and direction styles in video production.					K3
4	To Create, shoot and edit various types of video films.					K6
5	To Develop ideas about digital video platforms.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
LIST OF PRACTICALS						
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						
					Total Lecture hours	75 hours
Course Designed By:						

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	M	S	M	S	M
CO3	S	M	S	M	S
CO4	S	S	M	S	M
CO5	M	S	M	M	S

*S-Strong; M-Medium; L-Low



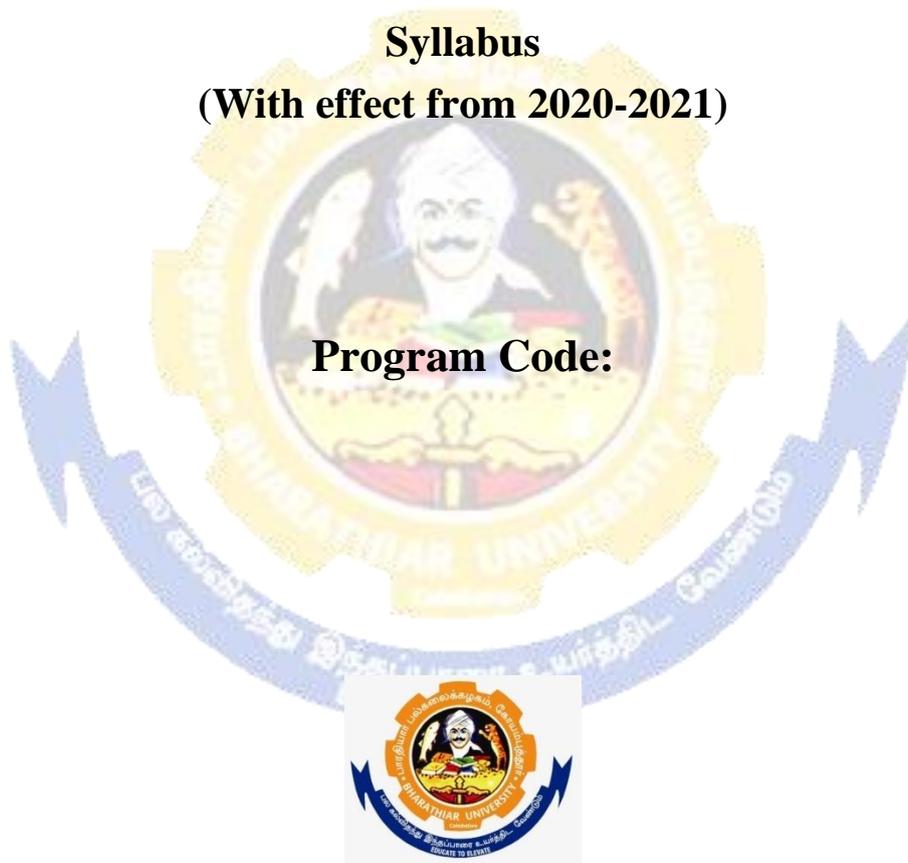


M. Sc. Visual Communication

Syllabus

(With effect from 2020-2021)

Program Code:



DEPARTMENT OF VISUAL COMMUNICATION

Bharathiar University

(A State University, Accredited with "A" Grade by NAAC and
13th Rank among Indian Universities by MHRD-NIRF)

Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF VISUAL COMMUNICATION

MISSION

- To provide a broad spectrum of visual media to enable students make meaningful career choices.
- To facilitate use of alternative media to bring positive changes in society.
- To bring down the gap between the academia and media industry.

