B. Sc. Visual Communication

Syllabus

AFFILIATED COLLEGES

Program Code: 22S
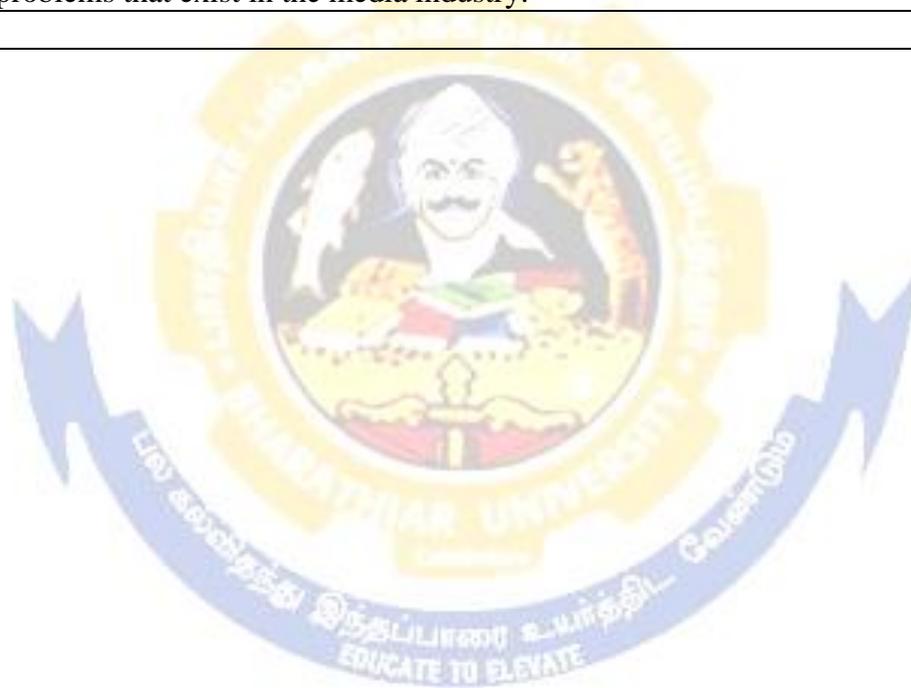
2021 – 2022 onwards

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 - 1047)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The **B. Sc. Visual Communication** program describes accomplishments that graduates are expected to attain within five to seven years after graduation.	
PEO1	The graduates will possess the skills to develop economically and technically using the knowledge to ensure their own department in industry.
PEO2	To prepare students into media industry ready professionals and entrepreneurs by developing professional skills, life skills, media literacy and digital competency.
PEO3	The graduates will be able to work in 3D modeling animation and visual effects field.
PEO4	The graduates will be technically competent to excel in media industry and to pursue higher studies.
PEO5	The graduates will be become specialized in the areas of their interest pertaining to different media.

Program Specific Outcomes (PSOs)	
After the successful completion of B.Sc., Visual Communication program, the students are expected to	
PSO1	Discover the relationships and adapt production procedures in contemporary Print, Electronic and New Media industries.
PSO2	They will be acquainted with the latest trends in new media and thereby innovate new ideas and solutions to existing problems.
PSO3	Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.
PSO4	They will be familiar with the conventions of diverse genres including film making techniques, Audiography, Videography and Graphic Designing.
PSO5	To enhance knowledge in various domains such as film, designing, photographs, illustrations and animation thereby using their skills to provide solutions for the problems that exist in the media industry.

Program Outcomes (POs)	
On successful completion of the B. Sc. Visual Communication program	
PO1	To develop the ability to use critical, analytical and in-depth thinking in the field of Visual Communication.
PO2	Be exploratory and experimental in the development of their creative and designing skills.
PO3	To communicate effectively by oral, written, graphical and technical means and have competency in visual languages.
PO4	Able to identify Public Relation tools and explain major Communication theories and to apply them in their day to day life.
PO5	Recognize the need of mainstream media and develop their entrepreneur skills and to become professionally competent and socially responsible in performing media tasks.

BHARATHIAR UNIVERSITY::COIMBATORE 641 046

B. Sc. VISUAL COMMUNICATION (CBCS PATTERN)

(*For the students admitted from the academic year **2021-2022** and onwards*)

Scheme of Examination

Part	Title of the Course	Hours/ Week	Duration in Hours	CIA	CEE	Total	Credits
				Examination Maximum Marks			
	Semester I						
I	Language - I	6	3	50	50	100	4
II	English - I	6	3	50	50	100	4
III	Core Paper I Introduction to Communication	5	3	50	50	100	4
III	Core Paper II Communication Media	5	3	50	50	100	4
III	Allied A: Paper I Introduction to Social Psychology	4	3	30	45	75	3
III	Allied Practical I Drawing	2	3	25	25	50	2
IV	Environmental Studies*	2	3	-	50	50	2
	Total	30		255	320	575	23
	Semester II						
I	Language – II	6	3	50	50	100	4
II	English – II	6	3	50	50	100	4
III	Core Paper III Fundamentals of Advertising	6	3	50	50	100	4
III	Core Practical - I Advertising	5	3	50	50	100	4
III	Allied A: Paper II News Reporting	5	3	30	45	75	3
IV	Value Education – Human Rights*	2	3	-	50	50	2
	Total	30		235	290	525	21
	Semester III						
I	Language – III	6	3	50	50	100	4
II	English – III	6	3	50	50	100	4
III	Core Paper IV Communication Theories	4	3	50	50	100	4
III	Core Paper V Writing for Media	4	3	50	50	100	4
III	Allied B: Paper I Audiography	3	3	30	45	75	3
III	Allied Practical –Audio Production	2	3	25	25	50	2
IV	Skill based Subject: Computers in Communication Media – I	3	3	30	45	75	3
IV	Tamil** / Advanced Tamil* (OR) Non-major elective - I (Yoga for Human Excellence)* / Women's Rights*	2	3	-	50	50	2
	Total	30		285	365	650	26
	Semester IV						
I	Language – IV	6	3	50	50	100	4
II	English – IV	6	3	50	50	100	4
III	Core Paper VI – Introduction to Photography	6	3	50	50	100	4

III	Core Practical II Photography	5	3	50	50	100	4
III	Allied B: Paper II – Instructional Design	4	3	30	45	75	3
IV	Skill based Subject 2: Computers in Communication media –II	3	3	30	45	75	3
IV	Tamil**/Advanced Tamil* (OR) Non-major elective -II (General Awareness*)	2	3	-	50	50	2
	Total	**30**		**285**	**365**	**650**	**26**
Semester V							
III	Core Paper VII Film Studies	6	3	50	50	100	4
III	Core Paper VIII Media Ethics	6	3	50	50	100	4
III	Core Paper IX Magazine Production Layout & Design	5	3	50	50	100	4
III	Core Practical Print Production	5	3	50	50	100	4
III	Elective I	5	3	30	45	75	3
IV	Skill based Subject 3: Web Designing	3	3	30	45	75	3
	Total	**30**		**260**	**290**	**550**	**22**
Semester VI							
III	Core Paper X Commercial Broadcasting	5	3	50	50	100	4
III	Core Paper XI Integrated Marketing Communication	5	3	50	50	100	4
III	Core Practical Video Production	6	3	50	50	100	4
III	Elective II	5	3	30	45	75	3
III	Elective III	5	3	30	45	75	3
IV	Skill Based Subject 4 Computers in Communication Media and Web Designing Practical	4	3	25	25	50	2
V	Extension Activities**	-	-	50	-	50	2
	Total	**30**		**285**	**265**	**550**	**22**
	Grand Total	**180**		**1609l**	**1895**	**3500**	**140**

Note

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

List of Elective Papers (Colleges can choose any one of the paper as electives)			
Elective I	**A**	Elements of Film and Video Production	
	B	Screen Play	
	C	Film Marketing and Distribution	
Elective II	**A**	Advertising And Public Relations	
	B	Media Planning	
	C	Market Survey	
Elective III	**A**	Graphic Production	
	B	Event Management	
	C	Introduction to Design and Visual Culture	

Additional Credit Course

Earning Additional credit course is optional and mandatory for Course Completion

Additional credits: 8

S. No.	Course	Credit	Total credits
1	Completion of Certificate Course/ Add on Course/ Internship	2	4
2	MOOC Courses/Spoken Tutorial prescribed by the Departments which is related to Media studies.	For 4 Weeks Course - **2 credits**	4
	Total		8

Rules: The Students can earn additional credits only if they complete the above during the course period (II to V Sem) and also 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 VI Semester. (Earning Additional credit course is not mandatory for Course Completion)

1. Students can complete Certification Courses/Add-on Courses for a minimum of 30 hrs (II to V Semester only) 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 the 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)
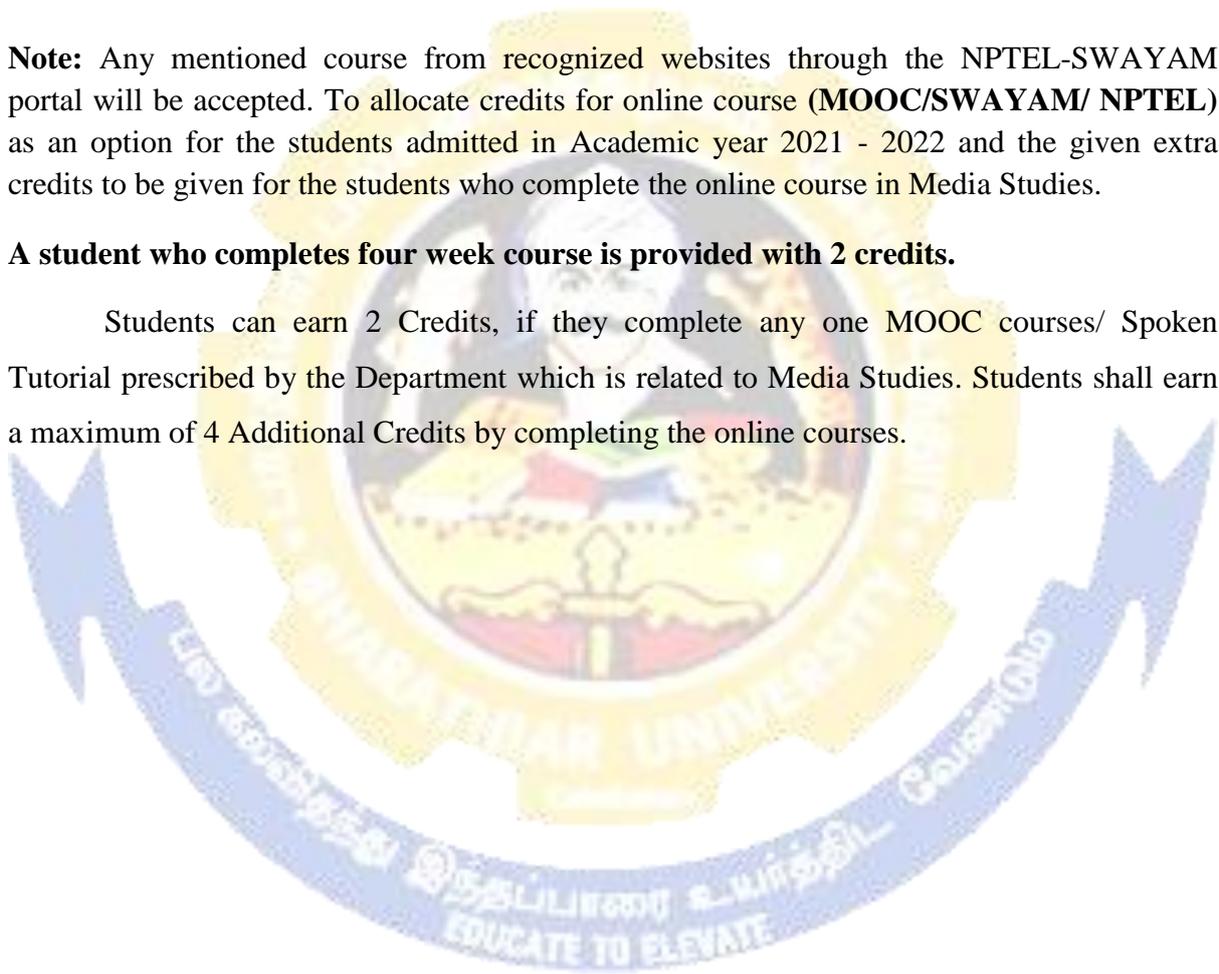
5. Film Making and Advanced Photography

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

1. Journalism
2. Photography
3. Advertising & Public Relation
4. Film Studies
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 2021 - 2022 and the given extra credits to be given for the students who complete the online course in Media Studies.

A student who completes four week course is provided with 2 credits.

Students can earn 2 Credits, if they complete any one MOOC courses/ Spoken Tutorial prescribed by the Department which is related to Media Studies. Students shall earn a maximum of 4 Additional Credits by completing the online courses.

First Semester

Course Code	13A	**INTRODUCTION TO COMMUNICATION**	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		Basic Understanding of real-life situations in different forms of communication	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the functions and nature of the various types of communication.
2. To give a basic understanding with regard to various communication models.
3. To orient the students on the emergence of new media and the evolving trends in digital media.

	Expected Course Outcomes:	
	On the successful completion of the course, student will be able:	
1	To Remember and Understand the various forms of communication.	**K1, K2**
2	To Understand the functions and nature of the various types of communication	**K2**
3	To Apply the communication concepts in our day-to-day life situations.	**K3**
4	To Analyze the global media content and their impact on the developing countries.	**K4**
5	To Understand and to Apply the communication skills and knowledge with respect to the different types of communication learnt.	**K2, K3**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**BASICS OF COMMUNICATION**	15 hours

Communication –definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication –socioeconomic changes and the emerging trend in Communication.

Unit:2	**MODELS OF COMMUNICATION**	15 hours

Communication process –sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. informal and formal channels –Berlo, Lasswell, Shannon and Weaver models.

Unit:3	**FUNCTIONS OF COMMUNICATION**	14 hours

Characteristics of mass communication-Functions of mass communication: information, education and entertainment –Dysfunctions of mass communication; Communication and public opinion : nature, meaning and process.

Unit:4	**COMMUNICATION AND CULTURE**	14 hours

Communication and Culture: Global media –multi cultural content –impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

Unit:5	**DIGITAL MEDIA**	15 hours

Introduction-digital media-evolution of technology- convergence of digital media- E-commerce and digital media -advertising on digital media- social media-Mobile advertising-media relations management through online. Digital Media Convergence- E Content-Social Media-Verification tools – Data Journalism.

Unit:6		**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars			
		Total Lecture hours	**75 hours**

Text Book(s)

1	Keval J. Kumar "Introduction to Mass Communication", Fourth edition, Jaico Publishing House, 2000
2	John R. Bitner "Mass Communication –An introduction". Prentice Hall, New Jersey, 1980
3	McQuail Dennis, "Communication Models", Longman, London, 1981

Reference Books

1	Shukla, SK. "Mass media and Communication". Cybertech Publishing, New Delhi. 2006.
2	"Journalism, Media and Technology" tends Prediction, 2020
3	Kleppner, Otto. "Fundamentals of Advertising", Prentice Hall, 1980.
4	"Digital News Project" , Nic Newman, 2020

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	13B	Core-II COMMUNICATION MEDIA	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		A thorough understanding needed pertaining to the different types of media and their functions	Syllabus Version		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the nature and functions of the various types of communication media.
2. The students would be able to create content pertaining to different media.
3. The Students would be able to critically analyze and evaluate the content for the print and broadcast media.

Expected Course Outcomes:

	On the successful completion of the course, student will be able:	
1	To Evaluate the Print Media Content with an understanding of its functioning.	**K5**
2	To Analyze the content of Radio with respect to its programming content and style.	**K4**
3	To Analyze and Evaluate the content of Television based on its ownership and programming patterns.	**K4, K5**
4	To Understand cinema's evolution and to Apply the knowledge gained through this medium with respect to Pre-Production, Production and Post Postproduction phase	**K2, K3**
5	To Understand the trends in New Media and to Create content for it based on its issues and future challenges.	**K2, K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	PRINT MEDIUM	15 hours

Print medium: Newspapers and Magazines – types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines- technological developments – competition, content and style of English and Tamil language newspapers and magazines- an overview

Unit:2	AUDIO MEDIUM	15 hours

Radio as a medium of mass communication – types of ownership: Private and Public-Organisational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review.

Unit:3	VISUAL MEDIUM	14 hours

Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati- an introduction.

Unit:4	AUDIOVISUAL MEDIUM	14 hours

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films.

Unit:5		NEW MEDIA	15 hours
New Media: Information age, knowledge society and global media and audiences; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.			
		Total Lecture hours	**75 hours**

Text Book(s)

1	Keval J. Kumar "Introduction to Mass Communication", Fourth edition, Jaico Publishing House, 2000.
2	Parthasarathy, Rangasamy."Journalism in India". Sterling Pub. New Delhi.1995
3	Keval J Kumar "Mass Comunication in India " Jaico pub. Bombay. 1998.
4	Chatterji. P.C. " Broadcasting in India". Sage, New Delhi. 1997.
5	Shrivastava,KM. „Radio and TV Journalism" Sterling Pub., New Delhi.1989.

Reference Books

1	Mass media in India" .Publication Division, I&B Ministry, Govt. of India.
2	Srinivas Melkote, "Communication for development in the Third World (Theory and Practice). Sage, New Delhi, 1991.
3	Media towards 21st Century ", KM. Srivastava, Sterling Pub. New Delhi. 1998.
4	Arvind Kumar. "The Mass Media". Anmol Pub. New Delhi. 1999.

Course Designed By:

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

Course Code	1AA	ALLIED PAPER I - INTRODUCTION TO SOCIAL PSYCHOLOGY	L	T	P	C
Core/Elective/Supportive			3	-	-	3
Pre-requisite		Critical perceptive needed to identify the nature and magnitude of audience behavior through mass psychology	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the scope of Social Psychology in Communication discipline.
2. To orient the students on the role of socialization, Attitude and opinion formation.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the evolution of Social Psychology	K2
2	To Understand and Apply the socialization process through motivation and perception in the society.	K2, K3
3	To Understand as well as to Apply the nature and dimensions of Attitude and Opinion Formation.	K2, K3
4	To Analyze group dynamics and Evaluate their performance.	K4, K5
5	To Understand the Audience characteristics and Create content for them using Mass Media.	K2, K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	UNDERSTANDING SOCIAL PSYCHOLOGY	11 hours

The Nature and Scope of Social Psychology. The Methods of Social Psychology. The Development of Social Psychology : Early Beginnings – the Contributions of Sociologists and Psychologists : Comte; Le Bon; Durkheim; Cooley; Gh Mead; Mc Doughall;

Unit:2	SOCIALIZATION	12 hours

Socialization: Social Learning Process. Socialization and Motivation; dependency; Aggression; Need Achievement; affiliation; etc. Social Factors in perception. Society and Personality.

Unit:3	ATTITUDES AND OPINIONS	12 hours

Attitudes and Opinions The Nature and Dimensions of Attitudes. The Formation and Change of Attitudes. Communication and Persuasion. Public opinion – Nature, measurement, formation and change. Role of Mass communication in Public Opinion Formation and change.

Unit:4	GROUPS AND GROUP PROCESSES	11 hours

Groups and group Processes; Nature and Types of groups; Conditions Conclusive to Development of Groups; group Dynamics; Group norms and conformity; Social Facilitation. Group structure and group performance; Cooperation and competition.

Unit:5	MASS PSYCHOLOGY	12 hours

Mass Psychology; Audiences and Collective Behaviour. Classification of collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. The Psychology of Mass Movements.
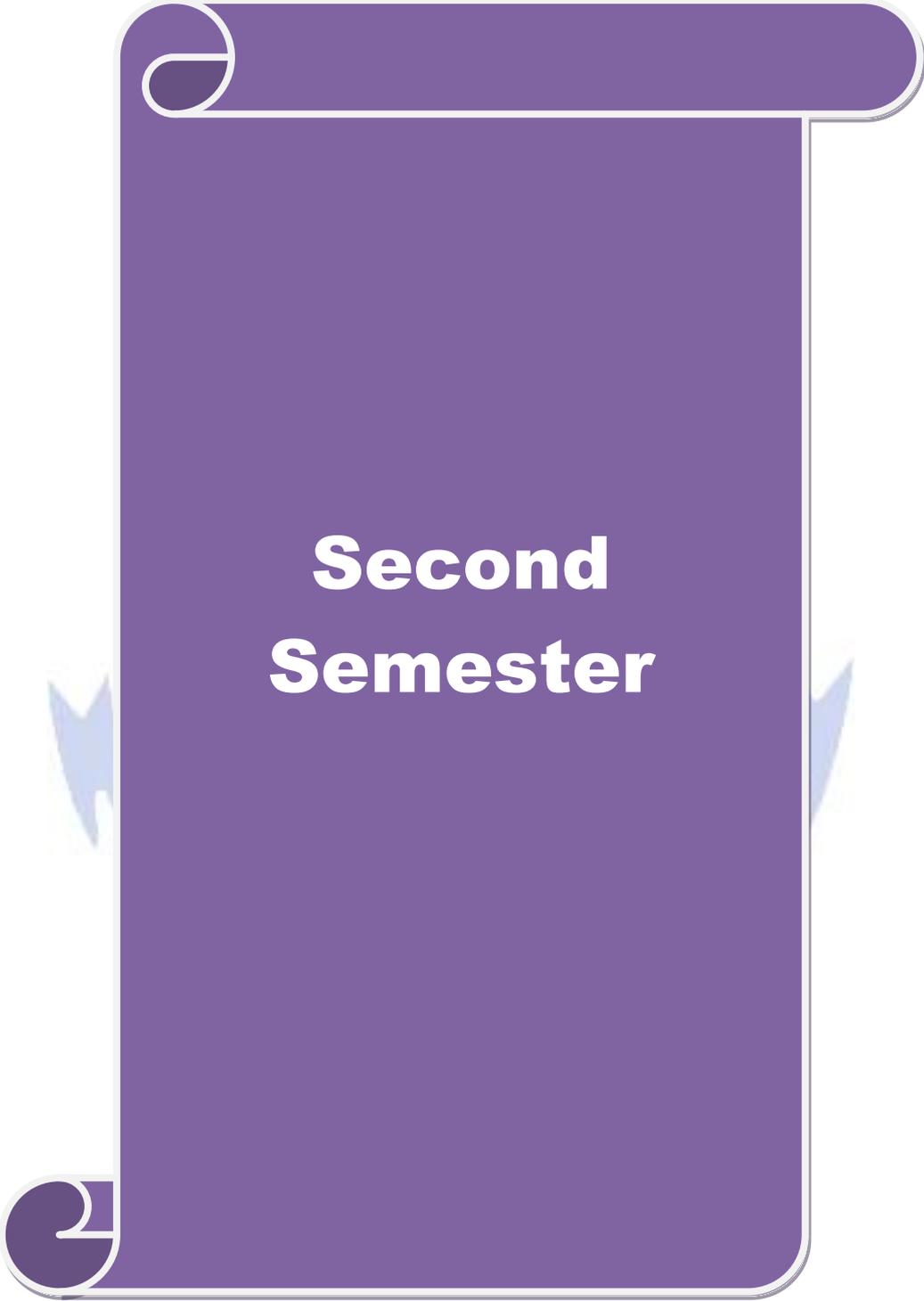
Unit:6		CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars			
		Total Lecture hours	60 hours

Text Book(s)	
1	Mc David and Harris ; "An Introduction to Social Psychology" . Harper & Row, 1968
2	D Crytchfold, RS and Ballachey, E L "Individual in Society". McGraw Hill. New York
Reference Books	
1	Sherif, N and Sherif C.W."An Outline of Social Psychology" Harper & Row. New York,
Course Designed By:	

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

Course Code	13P	**Allied Practical I – DRAWING**	L	T	P	C
Core/Elective/**Supportive**			-	-	2	2
Pre-requisite		**To have a flair for drawing in order to apply the basic concepts in graphic designing**	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:
1. To make students understand the basics of drawing.
2. To enable the students to draw and Paint.
3. To help students use these drawing concepts in graphic designing.

Expected Course Outcomes:		
On the successful completion of the course, student will be able:		
1	To Understand the basics of drawing.	**K2**
2	To Apply the different skills based on the patterns and structure.	**K3**
3	To Understand the various living and non-living things through the mode of drawing.	**K2**
4	To Understand the various shapes and forms in visual art.	**K2**
5	To Create content for Graphic Designing.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create		

1. Form and structure
2. Basic geometrical shapes
3. Patterns and structure in day to day life.
4. Perspectives
5. Composition
6. Light and shade
7. Birds & Animals
8. Human Forms
9. Living and environment Space
10. Life and Movement
11. Illustrations
12. Lettering
13. Logo styles
14. Symbols
15. Visual representation of ideas

		Total hours		**30 hours**
Course Designed By:				

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

Second Semester

Course Code	23A	**CORE PAPER III** **FUNDAMENDALS OF 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		2021-2022	

Course Objectives:

The main objectives of this course are :
1   To give the fundamentals of Advertising
2   To give them the basic knowledge required about Advertising and Ad Agencies.
3   To help them to create Advertisements ethically.
4   To give them the required inputs to analyze and evaluate the Ad content.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember and Understand the foundations of advertising.	**K1, K2**
2	To Understand the types of advertising and Apply the knowledge for creating advertisements.	**K2, K6**
3	To Understand the information gained with regard to the structure of ad agency thereby enabling them to Apply those principles through its establishment.	**K2, K3**
4	To Analyze the advertisements and Evaluate its effectiveness.	**K4, K5**
5	To Evaluate the ethical responsibility of advertisers in order to create the content accordingly.	**K5**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**BASICS OF ADVERTISING**	18 hours

Advertising and its role in the market place, advertising industry in India –advertising as a process of communication -Social effects of advertising. The changing world of advertising.

Unit:2	**TYPES OF ADVERTISING**	17 hours

Types of advertising : consumer, corporate, industrial, retail, cooperative and Public service advertising.-tone and content; reading the advertisement -review with current ad campaigns.

Unit:3	**ADVERTISING AGENCY**	18 hours

Advertising agency: Structure and functions; Leading agencies in India-Diversification and competition –full service agencies –multinational clients –challenges and opportunities. How to choose an advertising agency, agency briefing and evaluating an agency.

Unit:4	**ADVERTISING CAMPAIGN**	18 hours

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.

Unit:5	**ETHICS IN ADVERTISING**	17 hours

Professional ethics in advertising-cases of ethical violations –Advertising Standards Council –

Social and cultural issues –Global regulations and Future trend.		
Unit:6	**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

	Text Book(s)
1	Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2	Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990
3	Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
	Reference Books
1	Mooij,Mariekae de; „AdvertisingWorldwide (2nd edn.); Prentice Hall; UK.1994
2	Mohan, M; "Advertising management concepts and cases"; Tata McGraw Hill; New Delhi. 1989.
3	Chunnawalla and K.C. Sethia ; "Foundations of Advertising: Theory and practice",
	Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	23P	PRACTICAL – I: ADVERTISING	L	T	P	C
Core/Elective/Supportive			-	-	3	3
Pre-requisite		A methodical knowledge on the theoretical domain is vital in order to apply the concepts of appeals in designing print advertisements	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:
1. To make the students orient in designing Print ads.
2. To help them analyze and evaluate the different types of Print advertisements.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

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.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

LIST OF PRACTICALS	
1. Produce classified advertisements 2. Design ear panels 3. Design a visual dominant advertisement	
1. Design a copy dominant advertisement 2. Design a solus advertisement 3. Design an ad. for a consumer product	
1. Design a retail advertisement. 2. Design a corporate advertisement 3. Design a public service advertisement	
1.Design a testimonial advertisement 2.Design a comparative advertisement 3.Design an ad for brand promotion	
1. Design an ad. with emotional appeal 2. Design an ad. with fear appeal 3. Design an ad. with humor as appeal	
Total Lecture hours	**75 hours**

Course Designed By:

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

Course Code	2AA	**ALLIED PAPER II** **NEWS REPORTING**	**L**	**T**	**P**	**C**
Core/Elective/**Supportive**			**3**	**-**	**-**	**3**
Pre-requisite		**A flair for writing is desirable to create content for newspaper audiences**	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To introduce and make students learn the different patterns of writing.
2. To help them create content for different category of readers.
3. To teach effective writing techniques.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember and Understand the basic requisites of writing.	**K1, K2**
2	To Understand the techniques of readability and to Create content accordingly.	**K2, K6**
3	To Appraise and to Apply the appropriate writing techniques effectively.	**K5, K3**
4	To Analyze and Create content based on different category of readers	**K4, K6**
5	To Construct the global media content which affect the cultural change	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**INTRODUCTION TO NEWS WRITING**	**15 hours**

History of writing – Elements of Language – Concept of Literate Societies – Language as a tool of Communication – News – Definitions, Types, functions; Sources - Importance of Sources, Types of Sources.

Unit:2	**TECHNIQUES OF READABILITY**	**15 hours**

Basics of News Writing, 5Ws 1H, Inverted Pyramid Readability – Techniques of readability – Gunning''s fog Index- Point score – Flesch''s reading Ease Score (RES) and Human Interest Score (HIS) – Practical exercises.

Unit:3	**EFFECTIVE WRITING**	**14 hours**

Effective writing – principles and methods – Rules and grammar – paragraphs Narration description – sentences – Nouns & Pronouns – verbs – adjectives – sequences of tenses – punctuation marks – Idioms and phrases – Techniques of translation – practical exercises.

Unit:4	**BEAT &WRITING FOR SPECIAL GROUPS**	**14 hours**

Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - Beat Definition, Types of Beats, - Political Beat, Crime Beat , Court Beat, Sports Beat, Business Beat.

Unit:5	**CREATIVE WRITING**	**15 hours**

Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing - Creative writing – principles and practice – Business writing -Sports writing and Technical writing- Practical exercises and review of published articles.

Unit:6	**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75 hours**

Text Book(s)	
1	Mencher, Melvin, **"Basic News Writing"** Universal Bookstall, New Delhi.1993.
2	Narendra basu, **News Reporting**, Ajay varma publications, 2017.
3	Madhur selvaraj, **News Editing and Reporting**, Dominant publications,2017.
Reference Books	
1	Reah, Danuta." Language of Newspapers (2nd ed.)". Routledge, London. 2002
2	Fergurson, Rowena, "Editing A Small Magazine". Columbia Univ.Press. 1976
3	Hicks, Wynford. "English for Journalism". Routledge, London. 1993.
Course Designed By:	

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

Third
Semester

Course Code	33A	CORE IV- COMMUNICATION THEORIES	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**		**2021-2022**	

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 to:

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 on the basis of their cultural change.	K4
5	To Develop their Communication skills and knowledge on the subject learnt.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	MASS MEDIA	12 hours

Communication and human development – Role and functions of mass media in society – Media and democracy – Media and socio, economic development – Media system and theories : Authoritarian, Libertarian, Social responsibility and communist theories.

Unit:2	MODELS OF COMMUNICATION	12 hours

Evolution of models in Communication – Elements of Basic models in communication – Noise factors – Limited effects theory – Factors affecting communication process – current systems of communication – communication networks.

Unit:3	MASS COMMUNICATION	12 hours

Mass communication, Media and changing audience characteristics – Narrowcasting media dependence theory – information seeking behaviour – media pluralism – audience Perception and use of media – Uses and gratifications theory – media convergence

Unit:4	MEDIA EFFECTS	11 hours

Media effects: Cultivation thesis – Television violence and children mediated world -
Agenda setting function of media – Foreign media and the impact of native culture-
Internet and children- new media and digital divide.

Unit:5	ICT	11 hours

Information society – concepts and theories of information society – information super highway – knowledge society and knowledge gap theory – Technological determinism and Global village.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	60 hours

Text Book(s)

1	Communication models" by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2	The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3	Theories of Mass Communication" by Mattelart et al., Sage, London. 1998.
4	Essentials of Mass Communication" by Asa Berger, Sage, New Delhi, 2000.

Reference Books

1	Media Gratifications Research" by Rosengren et al., Sage, London, 1985
2	Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
3	Theories of the Information Society" by Webster, Frank. Routledge, London. 1995.

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	33B	**CORE V - WRITING FOR 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**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To understand the characteristics of print and electronic media.
2. To help them analyze and create content for new media.

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 Evaluate the basic characteristics of Radio and Television in content generation.	**K5**
5	To Create media content in the field of Education and Entertainment.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**PRINT MEDIUM**		**12 hours**

Nature and characteristics of a Newspaper- Readers" perception – Information medium – Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution - writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

Unit:2		**MAGAZINES**		**12 hours**

The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment. General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Tamil Magazines vs English magazines: a comparative analysis.

Unit:3		**RADIO**		**12 hours**

Nature and characteristics of Radio – Radio for information, education and entertainment Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation –language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition – technological factors in writing for electronic media.

Unit:4		**TELEVISION**		**11 hours**

Television Writing Techniques and Skills - Nature and characteristics of television -Writing for TV news – Writing for soap operas – Writing for Talk Shows - Writing for Tele film - Writing for Analytical Story-Writing for Short Talks – TV Interviewing - Writing for chat show- Television Advertisement Writing - Television PSA Writing - Writing for Documentary – writing for Commentary.

Unit:5		**WEB WRITING**		**11 hours**

Writing for web: basics of writing for web- content creation-Development - Technical writing - Writing for news portals. Writing for social media: basics of writing for social networking sites

(SNSs): blogging, twitter, word press etc, - New technologies and their impact on media.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	**60 hours**

Text Book(s)

1	Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.
2	Navin Chandra & Chaughan. „ Journalism Today". New Delhi. Kanishka Pub. 1997.
3	Shrivastava, K.M. „Radio and TV Journalism". New Delhi. Sterling Publishers, 1989

Reference Books

1	Hilliart, Robert. „Writing for Television, radio and New media(8th ed.). Belmont. Wadsworth Pub. 2004.
2	White, Ted. „Broadcast news writing, Reporting and Producing"(4th ed.).Oxford. Focal Press. 2006.

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	3AA	Allied Paper III AUDIOGRAPHY	L	T	P	C
Core/Elective/**Supportive**			3	-	-	3
Pre-requisite		To visualize the power of sound and aesthetics in order to accomplish the task of audio technology	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To demonstrate a basic professional level of accomplishment in the core areas of audio technology.
2. To understand the mixing and mastering of audio projects.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the working principles of audio equipments and basic understanding of audio theory.	**K1**
2	To Understand the basic professional skills in the field of Television, Radio and music.	**K2**
3	To Apply the practicing of recording, edit, mix and mastering audio for various productions in a professional digital audio setup	**K3**
4	To Analyze the equipments and platforms used in the audio industry.	**K4**
5	To Create idea about modern digital recording workflow.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO AUDIO	9 hours

Perception of sound - hearing sensitivity - frequency range- sound- wave length; the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts ; musical sounds, noise - signal dynamic range - pitch - harmonics-equalization reverberation time, Sabine formula

Unit:2	RADIO BROADCASTING	9 hours

Radio broadcast: structure, over view, digital broadcast, basic radio journalism, radio verses news paper and TV- news gathering- radio genres - planning and developing stories- writing for radio- story treatment- interviews- sound clips,-sound bites- language and grammar- audio cut, cue lay out- executing program.

Unit:3	RADIO PROGRAMS	9 hours

News bulletins- infotainment- youth stations- presentation- breaking news- special presentations- interviews- techniques - children's program- production: fixing guest, teasers and promos, jingles, features, documentaries- outdoor broadcast, phone-ins, discussion , music production, feedback & analysis.

Unit:4	TYPES OF RADIO	9 hours

Mixing console - Echo and reverberation - special effects units- equalizers & compressors, plug-ins - digital recording software - editing techniques. Input devices - Storage - Output devices - file transfer protocols- networking of studio -streaming -basics of broadcasting- AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts, audio publishing .

Unit:5	MUSIC THEORY	9 hours

Interconnection of musical instruments- samplers & synthesizers- Basic concepts of musical composition- fundamentals of music theory- Recording Techniques- Microphone placement and techniques-Location recording- Concert Session- Multi track recording & Editing- outdoor recording & broadcast; Post production: digital audio- MIDI.- DJ decks – mixer- field production techniques.

	Total Lecture hours	45 hours

Text Book(s)

1	Philip Newell, Elsivier. 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	Acoustics and Psychoacoustics (2nd ed.). Oxford: Focal Press, 2001. Paul Chantler and Peter Stewart. Basic Radio Journalism.. Oxford: Focal Press.2003.
2	Keith, Michael C. Radio Station(6th ed.). Oxford: Focal Press, 2004
3	Mills, Jenni. Broadcast Voice. Oxford: Focal Press, 2004.

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	33P	**Allied Paper: Practical** **AUDIO PRODUCTION**	L	T	P	C
Core/Elective/**Supportive**			-	-	2	2
Pre-requisite		Basic imagination skills pertaining to sound descriptions needed in order to master the techniques of acoustic production	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:
1. To teach how to record, edit, mix and master audio for post-production
2. To acquire knowledge in the production phase of various radio programmes.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the audio recording and mixing following the production formats.	**K2**
2	To Apply by making independent, imaginative and creative approaches to problem solving in the field of audio production pertaining to media.	**K3**
3	To Analyze the techniques in a manner that displays practical and creative understanding irrespective of the media.	**K4**
4	To Create design using audio production fundamentals associated with signal flow, microphones, recording, mixing, production and mastering.	**K6**
5	To Develop their skills in various recording enhanced instruments.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	LIST OF PRACTICALS	

1. Record vocals using a Microphone with the help of a software.(Dur 1 min)
2. Record any 3 acoustical instruments using proper mics and placements.
3. Process and edit any sound using these effect processors(software/hardware)
   a. Reverb b. Delay c. Compressor d. Chorus   e. Flanger
4. Add vocals to previously recorded rhythm tracks and correct errors and add new parts..
5. Do over dubbing procedures for any three types of musical instruments.
6. Produce a radio news bulletin.
7. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
8. Dubbing for commentary.(2 min)
9. Produce Programmes in different formats
   (Talk show, Compeering, Announcement, Anchoring, Interviews etc.)
10. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).

		Total Lecture hours	**30 hours**

Course Designed By:

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

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

Course Code	3ZA	COMPUTERS IN COMMUNICATION MEDIA – I	L	T	P	C
Core/Elective/**Supportive**			3	-	-	3
Pre-requisite		A basic knowledge in handling computers is highly essential for generating digital media content	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To understand the application of computers in media industry.
2. To provide the 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 hard ware and software.	**K1**
2	To Understand the characteristics of various multimedia softwares.	**K2**
3	To Apply the knowledge based on the principles of designing techniques.	**K3**
4	To Analyze and implement the concept of Desk Top Publishing	**K4**
5	To Develop the skills in vector and bitmap graphics with regard to digital media content.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO COMPUTERS	9 hours

Introduction to computers – History and generation of computers- Basics of computers –Hard ware & Soft ware -Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

Unit:2	GRAPHIC COMMUNICATION	9 hours

Graphic Communication – Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout- text & visuals, typography and drawing programs, working with colors.

Unit:3	MS – OFFICE	9 hours

MS Office and its applications- MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications. PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

Unit:4	CORELDRAW - VECTOR IMAGE	9 hours

Corel Draw- features & tools, working with vector/raster images, special effects and other supporting components of CorelDraw.

Unit:5	PHOTOSHOP - RASTER IMAGE	9 hours

Adobe Photoshop- features & tools, drawing, painting, cropping, editing, retouching, special effects, animation using image ready, optimization for web.

		Total Lecture hours	**45 hours**

Text Book(s)

1	1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
2	MS Office – Bible, Edward Willet, IDG Books, 2000.
3	Photoshop for Dummies, IDG Books, New Delhi, 2000.
4	Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.

Reference Books

1	Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
2	Deke Mc Celland, IDG Books, 1998
3	Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.

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	S	S	L	M	L
CO4	S	L	M	S	S
CO5	M	S	M	S	L

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

Fourth Semester

Course Code	43A	CORE PAPER VI - INTRODUCTION TO PHOTOGRAPHY	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		An ability to visualize the concept by applying aesthetic values	Syllabus Version		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the history and development of photography.

2. To impart knowledge on the 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 designs using the application of Photo editing tools.	K6
5	To Develop the skills with regard to its function and structure in photo compositing.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO PHOTOGRAPHY	15 hours

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- Usage. Light Meter- Usage. Flash- Types-Usage- Electronic Flash – Selection of Right Flash Mode. Other Useful Accessories.

Unit:2	PHOTO COMPOSITION	14 hours

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

Define -Digital- Digital Still Camera. Digital SLR Camera – Types. Working with Digital Camera – Major Components and Functions, Camera Operation, Mode, Advantages. Setup for Digital Imaging-Windows and Macintosh. Desktop Computer Components- Data Storage and Transfer Options. Software for Digital Processes(Digital Dark Room) -Image Editor- File Formats –Converters. Working with Scanner -Types - Scanning Techniques- Film Scanning. Photo Printers- How Printer works- Photo Quality. Printing Paper-Types.

Unit:4	INTRODUCTION TO DIGITAL IMAGING	15 hours

Define Photoshop. Photoshop Workspace. Palettes, Buttons. Choosing Color, Brush Shape. Operations and Usage of Tools- Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus 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:**	**14 hours**

Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio- Design, Equipments n and Budget. Corporate Studio- Design, Equipments and Budget. Popular Photography Websites. Creating Photography Website. Connecting Images for Internet Use.

Unit:6		**CONTEMPORARY ISSUES**	**2 hours**

Expert lectures, online seminars – webinars

		Total Lecture hours	**75 hours**

Text Book(s)

1	Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley.
2	Practical photography – O.P. Sharma – Hind pocket books.
3	The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.
4	Mastering Digital Photography & Imaging(2001)Peter K Burian, Publisher Sybex. USA. 1st edn.
5	The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.

Reference Books

1	Understanding Digital Photography by Joseph A . Iippolito, Thomson Delmar Learning, 2003.USA
2	Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine

Course Designed By:

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

Course Code	43P	Core Practical II PHOTOGRAPHY		L	T	P	C
Core/Elective/Supportive				-	-	3	3
Pre-requisite		An ability to narrate a story in a visual art form		Syllabus Version		2021-2022	

Course Objectives:

The main objectives of this course are:

1 To understand the basics of Photography
2 To understand the various features of indoor and outdoor photography.
3 To enable the students to gain knowledge in various fields of photography.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the various specializations in the field of photography	K2
2	To Analyze the skills in handling DSLR	K4
3	To Apply the skills needed for indoor and outdoor photography.	K3
4	To Develop the knowledge by incorporating the concept of image processing.	K6
5	To Evaluate the creative techniques that can be used in photography.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

LIST OF PRACTICALS	

1. Still life
2. Portrait
3. Silhouette
4. Rim Lighting Product – Indoor, Outdoor
5. Advertising Photography
6. Architecture- Interior, Exterior
7. Fashion Photography
8. Environmental Photography
9. Industrial Photography
10. Photographs on Human Interest
11. Photographs on Foods and Beverage
12. Nature Photography
13. News Photography
14. Photo Essay on Developmental Activities

	Total Lecture hours	60 hours

Course Designed By:

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

Course Code	4AA	**Allied Paper IV** **INSTRUCTIONAL DESIGN**	L	T	P	C
Core/Elective/Supportive			3	-	-	3
Pre-requisite		An insight into the learning modes become vital to outline the digital media framework	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To understand the content, instruction and evaluation techniques of learning.
2. To learn the various modes of learning methods.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various Learning methods.	K1
2	To Understand the different styles and methods of learning.	K2
3	To Analyze the impact of digital technology in learning.	K4
4	To Understand the knowledge gained through Learning Models.	K2
5	To Remember the various softwares used for learning.	K1

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**DIFFERENT MODES OF LEARNING**	12 hours

Introduction to Instruction Designing -Overview of Different Modes of Learning, such as E-Learning- Instructor Led Trainings- Blended Learning- Mobile Learning -Project Cycles of Creating Training Material in Different Modes of Learning.

Unit:2		**LEARNING STYLES AND PROCESS**	12 hours

Introduction to Learning-Learning Theories-Applications of Learning Theories in Courseware Development-Learning Styles-Various Models Proposed Based on Learning Styles-Modes of Learning-Learning Process in Children-Learning Process in Adults-Adult Learning Techniques.

Unit:3		**THE PRO'S AND CON'S OF LEARNING**	11 hours

Role of ID in Different Modes of Learning -Advantages of Different Modes of Learning Disadvantages of Different Modes of Learning -Applications of Different Modes of Learning Game-Based Learning-Objective Writing.

Unit:4		**SEQUENCING CONTENT THROUGH WRITING**	11 hours

Types of Content -Ways to Sequence Content -Component Display Theory -Mind Maps ARCS Model -Instructional Strategies -3Cs of Writing-Communication through Words-Tips for Effective Writing-How to write for global audience-Offending words and phrases not to be used in different locations

Unit:5		**INSTRUCTIONAL DESIGNING TOOLS AND SOFTWARE**	12 hours

Instructional Designing Tools and Software-How to use various important features of Microsoft Word-List of keyboard shortcuts-How to use various important features of PowerPoint, such as embedding audio, synching it with the custom animation-Basics of Microsoft Excel-How to use

Sound Forge-How to use image capturing and editing tools.			
Unit:6		**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars			
		Total Lecture hours	**60 hours**

	Text Book(s)
1	Smith, P.L & Ragan, T.J (2005), Instructional Design (3rd ed), Indianapolis, IN: Wiley
2	Duffy , T.M. & Jonas sen, D.H (Eds) (1992) Constructivism and the technology of Instruction
3	Hills dale, NI: Lawarence Erlbum Associates {O & J]
4	Visual Information Design , Information design Work book: Graphic approaches, solutions and inspirations
	Reference Books
1	Understanding by design , expaneded 2nd Edition by Grant Wiggins and Jay
2	Visual language for designers : principles for creating graphics that peple understand , Bevely, ML:Rockport Publisher.
	Course Designed By:

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

Course Code	4ZB	COMPUTERS IN COMMUNICATION MEDIA – II	L	T	P	C
Core/Elective/Supportive			3	-	-	3
Pre-requisite		**A basic knowledge in computer graphics is decisive in order to capture motion pictures**	**Syllabus Version**	**2021-2022**		

Course Objectives:

The main objectives of this course are:

1. To enable the students to gain knowledge in computer graphics.
2. To gain knowledge in 2 D and 3D animation.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various forms of file formats and image modes.	**K1**
2	To Understand the functions and nature of masking and SFX.	**K2**
3	To Apply the skills needed for cell animation and tweening through exporting and publishing.	**K3**
4	To Analyze the animation industry in India as well as abroad.	**K4**
5	To Develop the skills gained through 2D and 3D animation.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	COMPUTER GRAPHICS	9 hours

Fundamentals of computer graphics- file formats, image modes, color resolution, compression, print and online formats. Animation- Definition, nature & scope, principles and techniques, types of animation, 2D vs. 3D animation.

Unit:2	ANIMATION	9 hours

Animation – storyboard, rigging, texturing, titling (2D& 3D), rendering, compositing, morphing, special FX, masking and color correction. Role of drawing in animation

Unit:3	2D ANIMATION	9 hours

Basics of 2D animation – Macromedia Flash- Features & tools – cell animation, tweening – onion skinning - using imported art works and adding sound – Interactivity – Exporting and Publishing .

Unit:4	3D ANIMATION	8 hours

3D Animation - Model building, Lighting, Character Modeling, Morphing, Motion capturing. 3D Studio max – features, tools and applications.

Unit:5	ANIMATION IN FILM INDUSTRY	8 hours

Animation industry in India & Abroad, Animation in cinema and television. Professional requirements (skills) for animation industry, Latest trends in animation. Virtual Reality and Augmented Reality (VR& AR) in Media Industry.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	**45 hours**

Text Book(s)	
1	Computer Graphics – Donald Hearn& Pauline Baker, (2nd Edn.), Prentice Hall, 1994.
2	CG Film Making - From Concept to completion, Barrett Fox Tata McGraw-Hill, 2004.
Reference Books	
1	Understanding Animation, Paul Wells, Routledge, London, 1998.
2	Flash Bible, Robert Reinhardt, IDG Books, New Delhi, 2000
Course Designed By:	

Mapping with Programme Outcomes

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

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

Fifth

Semester

Course Code	53A	CORE PAPER VII – 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		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To gain knowledge in the field of Film as a medium of Mass Communication.
2. To disseminate knowledge in various aspects of film theories and its 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	FILM AS A MEDIUM	18 hours

A brief account of Indian 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 – Technologies in film production – Digital projection.

Unit:2	FILM AUDIENCES	17 hours

Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Popular, Parallel and Documentary films – concepts in film.

Unit:3	FILM PRODUCTION	18 hours

Film production: Theme and story line – script writing – characterization – visualization - equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods - audio and video special effects.

Unit:4	FILM CRITICISM	17 hours

Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.

Unit:5	FILM CULTURE	18 hours

Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institute's and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

Text Book(s)

1	Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
2	Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
3	Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
4	Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication

Reference Books

1	Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
2	Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.

Course Designed By:

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

Course Code	53B	**CORE PAPER VIII** **MEDIA ETHICS**	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		**A basic knowledge on the roles and powers as a citizen needed to comprehend the challenges and issues faced in Media Industry**	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:

1 To impart knowledge on the understanding of Media Ethics.
2 To provide knowledge about Media, Democracy and Press Council.

Expected Course Outcomes:

	On the successful completion of the course, student will be able:	
1	To Remember the roles and responsibilities of the Press.	**K1**
2	To Understand the Freedom of Press and its limitations.	**K2**
3	To Analyze the editorial policy and agenda setting framed by various media.	**K4**
4	To Evaluate the various sources of news and news values.	**K5**
5	To Evaluate the roles and powers of press council of India and advertising standards.	**K5**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	**FUNDAMENTALS OF PRESS**	**18 hours**

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

Unit:2	**ROLE OF MEDIA**	**18 hours**

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

Unit:3	**NEWS**	**17 hours**

News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

Unit:4	**FOURTH ESTATE**	**17 hours**

Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

Unit:5	**ADVERTISING BODIES**	**18 hours**

Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government.

Unit:6	**CONTEMPORARY ISSUES**	**2 hours**

Expert lectures, online seminars – webinars

		Total Lecture hours	**90 hours**

Text Book(s)	
1	Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988.
2	Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.
3	Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005.
4	Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997

Reference Books	
1	Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.
2	Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	53C	**CORE PAPER IX –** **MAGAZINE PRODUCTION, LAYOUT &** **DESIGN**	**L**	**T**	**P**	**C**
Core/Elective/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		**A flair for writing features is prudent to generate creative contents for the print media**	**Syllabus Version**	**2021-2022**		

Course Objectives:

The main objectives of this course are:

1. To enable students to define, evaluate and creatively develop the layout content for various Magazines, Newspaper as well as Periodicals.

2. To introduce students with the basic editorial and periodical publication design strategies (magazines, newspapers, supplements, broadsheets).

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the principles and practices of Graphic Production.	**K2**
2	To Develop their Knowledge on the basis of journalistic writing.	**K6**
3	To Create an exposure on the working patterns of printing industry.	**K6**
4	To Apply the knowledge gained through designing principles on the basis of colour and balance.	**K3**
5	To Develop the knowledge gained through various methods of designing and printing.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO MAGAZINES	15 hours

Growth of Tamil and English magazines – General and special magazines – circulation and readership – characteristics of magazines – magazine readers.

Unit:2	EDITORIAL	15 hours

Content variety – space availability – size – editorial policy – supplementing news and articles of other media – exclusive coverage – typography – pictures and illustrations .

Unit:3	LAYOUT AND DESIGN	15 hours

Magazine layout and design objectives – competition – use of graphic elements – spacing techniques – design principles and styles for cover pages – Layout comparison between Tamil and English magazines – Layout and design for special magazines.

Unit:4	PRODUCTION PROCESS	14 hours

Production process: Dummy – pre press requirements – technical considerations – volume of print – printing process – quality in reproduction of text, pictures and illustrations – advertisements – paper quality and cost - other input costs considerations.

Unit:5	SPECIAL INTEREST MAGAZINES	14 hours

Content, Layout and Design analysis of India Today, The Week, Front Line, Outlook, India Today

(Tamil), Tamil weeklies and fortnightlies – English and Tamil special magazines such as Femina, Gentleman, Avazh Vikatan etc – Special Magazines on products and industries – comparison with some foreign magazines.

Unit:6	**CONTEMPORARY ISSUES**	**2 hours**

Expert lectures, online seminars – webinars

		Total Lecture hours	**75 hours**

Text Book(s)

1	Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.
2	King, Stacey. Magazine Design that Works. London: Routledge, 2001.
3	Morrish, John. Magazine Editing. London: Routledge, 1996.

Reference Books

1	Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.
2	Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

Course Designed By:

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

Course Code	53P	**Practical III PRINT PRODUCTION**	L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite		**An ability to visualize and perceive concepts becomes fundamental in producing unique designing outputs**	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:
1. To enable the students to gain visual aesthetics and perception in print production.
2. To gain various skills needed for designing.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the basics of graphics design for print industry.	K2
2	To Apply colour combinations in various design techniques.	K3
3	To Create design using colour psychology.	K6
4	To Create different layouts for magazines and newspapers.	K6
5	To Create logos for various organizations.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	LIST OF PRACTICALS	

1. Produce a Visiting card using Screen printing/offset
2. Design a Poster (two color) using offset/screen
3. Flex designing – multi color Flex printing
4. Front page of a daily news paper
5. Sports page of a newspaper
6. Design a Magazine cover page
7. Design a Magazine special page
8. Display advertisement for a product
9. Institutional advertisement
10. Public service advertisement
11. A brochure for a company
12. Design a package for a product
13. Digital photo editing using the appropriate software
14. Digital color processes
15. Design a logo for an organization

Total Lecture hours	**75 hours**

Course Designed By:

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

Course Code	5ZC	Skill Based Subject- 3 WEB DESIGNING	L	T	P	C
Core/Elective/Supportive			3	-	-	3
Pre-requisite		A basic intuition in generating ideas to create content through this platform becomes indispensable	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of web designing and its tools.
2. To learn the internet applications and its cross platform features.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the 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 the objectivities and content strategies for developing a web page.	K4
5	To Develop their web designing skills and knowledge in web designing tools. .	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	BASICS OF INTERNET	9 hours

The internet – concept, types, connections – structure and features of internet – Internet and Intranet. Protocols, Browsers, Search engines, Web structure, Web blogs.

Unit:2	WEB APPLICATIONS	9 hours

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

Unit:3	WED DESIGNING	9 hours

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

Unit:4	WEB CONTENT	8 hours

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

Unit:5	WEB FEATURES	8 hours

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

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	45 hours

Text Book(s)

1	Internet Bible, IDG Books, New Delhi, 1998.
2	Internet for everyone, Leno et al., Lone Techworld, Chennai 1998.
3	Building a Website, Tim Worsley, Orling Kindersely, New Delhi, 2000.

Reference Books

1	Web Design Fundamentals, Daniel Gray, Dreamtech Press, New Delhi, 2000
2	Using the internet (4th Edn.) , Prentice Hall, New Delhi, 2000.
3	How the internet works, Millennium Edition by Preston Gralla.

Course Designed By:

Mapping with Programme Outcomes

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

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

Sixth

Semester

Course Code	63A	CORE PAPER X – COMMERCIAL BROADCASTING	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		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the functioning of broadcast media.
2. To apply the techniques in commercial production.
3. 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 Remember the various ad formats and stages of production.	K1
2	To Understand the various film formats and special effects used in broadcasting.	K2
3	To Analyze the financial implication of producing a content for commercial broadcasting.	K4
4	To Evaluate the techniques of casting along with pre scoring and post scoring process.	K5
5	To Analyze the future of commercial broadcasting.	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	COMMERCIAL PRODUCTION	15 hours

Development of ideas- brief from client, agency interpretation, advertising strategy, creative work- idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval- creative potential of TV.

Unit:2	PRE PRODUCTION	15 hours

Pre production- film formats, film stocks, planning of special elements- choosing the production team, crew, cast- sources of casting, importance of casting director. Pre production meeting- the agenda

Unit:3	PRODUCTION	14 hours

Production of the commercial- set shooting/ location shooting- recording the sound track and creating the special effects- Pre scoring and Post scoring.

Unit:4	POST PRODUCTION	14 hours

Editing the commercial- traditional film editing/ non linear editing- finishing the audio elements- confirming the picture- special effects and animations.

Unit:5	FACTORS OF COMMERCIAL PRODUCTION	15 hours

Economics of commercial production- Budgeting, factors affecting budgeting, problems with in-house production- finding production companies for bidding specialization of production companies, reviewing the production company, future of TV commercial production.

Unit:6	Contemporary Issues	2 hours

	Expert lectures, online seminars – webinars		
		Total Lecture hours	**75 hours**

Text Book(s)

1	Simon, Mark. Storyboards Motion in Action(2nd edn.). Oxford: Focal Press. 2000
2	Zettl, Herbert. Television Production Handbook(7th edn.). Belmont: Wadsworth Publishing, 2000.
3	Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
4	Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.

Reference Books

1	Hooper White. How to produce effective TV commercials (3rd edn.). NTC Business Books. Chicago.
2	Mathur,C. Advertising Management; Text and Cases. New Age International: New Delhi-2005.
3	The audio- visual handbook- a complete guide to the world of audio- visual techniques. Alan MCPHERSON & Howard Timms. Pelham books, London.

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	63B	Core XI - 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**		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of Marketing Communication
2. To apply the techniques in Advertising industry
3. To solve practical problems in real life situations

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the concept of marketing mix and its benefits	**K1**
2	To Understand the 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	15 hours

Marketing Mix: Product, Price, Promotion and Place – Marketing communication environment (Internal and External) – Benefits of Integrated Marketing communication.

Unit:2	CONSUMER BEHAVIOUR	15 hours

4E‟s & 4C‟s – Role and Relevance in IMC – Consumer behavior – The Black Box model of consumer behavior – Understanding Consumer needs – Maslow's Hierarchy of needs – AIDA model – Think-feel-do-model, ELM – Elaboration likely hood model.

Unit:3	MARKETING RESEARCH	14 hours

IMC Planning process, Audience Research – Identifying Target Audiences – Situational Analysis – SWOT analysis – Niche Marketing – Agency – Client Relationship, Creative and Media Solutions – Creative Implementations – Media Implementations.

Unit:4	TOOLS FOR MARKETING	15 hours

Direct Marketing – word of Mouth Advertising – Door to door advertising – Multi Level Marketing – Sales Promotion and retailing – Basic Concepts of Event Management – Post Purchase Relationship Image and Brand Management – Consumer Relationship Management (CRM) – IMC Evaluation – Social, ethical and legal Issues – Targeting vulnerable groups.

Unit:5	MARKET SAMPLES	14 hours

Advertising and Marketing Research case studies in the Indian context :Nirma, All Out, Maruthi 800, Hindustan lever, Contemporary studies – Rural Vs. Urban Scenario – Future Implications.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	**75 hours**

Text Book(s)

1	Integrated Marketing Communication: Concepts and Cases – Gopalakrishnan P.S (ICFAI).
2	Strategic Integrated Marketing Communication: Theory and Practice, Larry Percy Butterworth Heinemann 2008 Paperback Edition.
3	Integrated Marketing Communication, Dr.Niraj Kumar, Himalaya, 2009, (Ist Edition).

Reference Books

1	Advertising and Promotion, An IMC Perspective, Belch and Belch – Tata Mc Graw Hill (2005)
2	Principles of Advertising and IMC, Tom Duncan, 2nd Edition, Tata Mc Graw Hill (2008).

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	63P	PRACTICAL IV – VIDEO PRODUCTION	L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite		**An interest to handle cameras becomes a key component in order to create visual outputs based on professionalism**	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:
1. To impart the knowledge of skills in video production.
2. To understand pre production and post production techniques.
3. To learn to incorporate animation into video.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand how to write scripts for television programmes.	**K2**
2	To Analyze the skills in handling professional video cameras.	**K4**
3	To Remember the knowledge with regard to exporting video footages.	**K1**
4	To Develop the knowledge of incorporating the animation techniques into video formation.	**K6**
5	To Evaluate the 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	
1. Script 2. Story board 3. Camera movements	
1. Shots 2. Angles 3. Multi camera setup	
1. Editing techniques 2. EDL preparation 3. Basic lighting techniques	
1. ENG 2. Anchoring 3. Titling	
1. TV commercial 2. Montage 3. Interview	
1. News production 2. Talk show 3. Compeering	
Total Lecture hours	**90 hours**

Course Designed By:

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

Course Code	6ZP	Skill Based Subject-4: Practical COMPUTERS IN COMMUNICATION MEDIA AND WEB DESIGNING	L	T	P	C
Core/Elective/**Supportive**			-	-	3	3
Pre-requisite		A basic knowledge in computer softwares are essential to design web oriented contents through further exploration	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:
1. To enhance skills in designing and animation.
2. To learn the 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 using special effects.	K3
4	To Analyze the various designing principles in the current scenario.	K4
5	To Develop the skills in designing for the field of packaging and animation industry.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

LIST OF EXERCISES
1. Make a PowerPoint presentation with ten slides on any topic. 2. Design a two-page invitation. 3. Design a pamphlet for any consumer product.
1. Design few pages of an A4 size magazine using Quark Xpress. 2. Design a CD cover for any program. 3. Design a Point of Purchase using Corel Draw.
1. Design a package cover for any food item using Corel Draw. 2. Design a sales promotional ad with a save / free coupon with a tear sheet. 3. Using Photoshop, edit, make color correction and apply special effects to a visual.
1. Using Photoshop, convert an old, damaged photograph in to a new one. 2. Animate a 2D object using Flash. 3. Create a cell animation using Flash
1. Create a 3D animation using 3D Studio Max. 2. Create a title with special effects in 2D animation. 3. Create a title with special effects in 3D animation.
Total Lecture hours		**60 hours**

Course Designed By:

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

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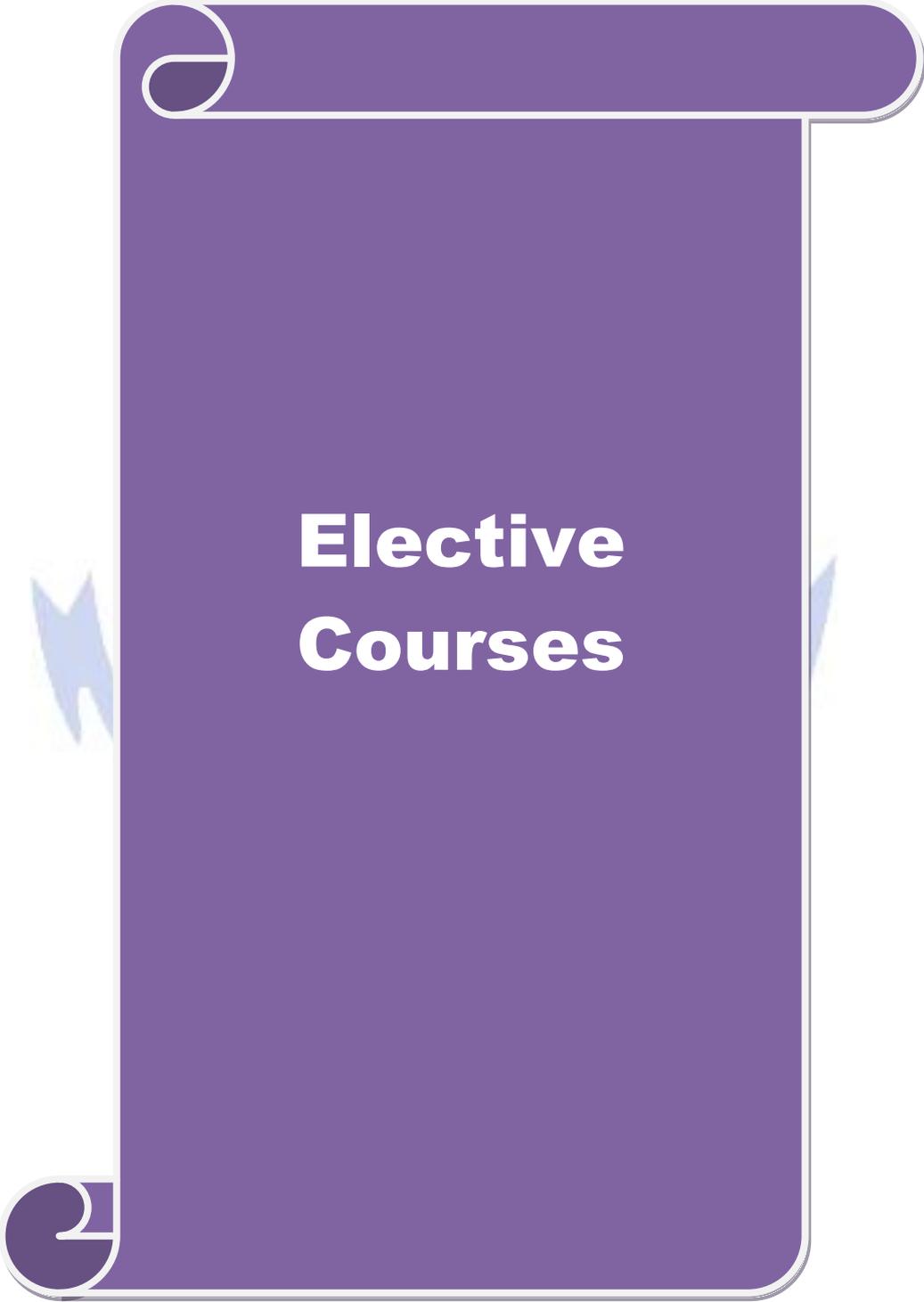
Elective Courses

Course Code	A	Elective – I A - ELEMENTS OF FILM AND VIDEO 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**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of film and video production
2. To apply the techniques in film industry.
3. To solve practical problems in real life situations.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various formats of video.	K1
2	To Understand the functions and features of video cameras.	K2
3	To Apply the ideas and themes based on the various types of video production.	K3
4	To Analyze the lighting techniques for various video production requirements.	K4
5	To Develop the skills in budgeting for a production house.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO DIGITAL VIDEO EQUIPMENTS	15 hours

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:2	PRE-PRODUCTION TECHNIQUES	15 hours

Ideas, Themes, Concepts, Story Development. Script- Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film. Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Floor Manager, Production Manager. Casting and Location Identification.

Unit:3	INTRODUCTION TO DIGITAL VIDEO PRODUCTION	14 hours

Digital Camera- Movements-Composition- Shots-Angles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News Documentary.

Unit:4	INTRODUCTION TO DIGITAL VIDEO EDITING	14 hours

Editing Techniques- Continuity-Sequence- Dynamic. Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions. EDL Preparations. Storage Devices. Titling-Graphics, Animations.
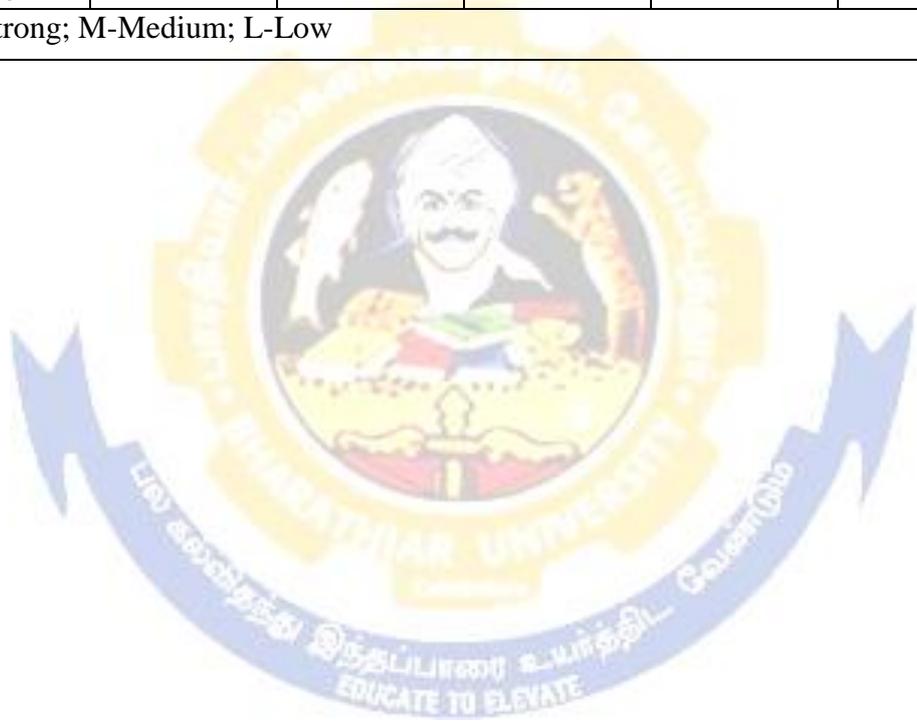
Unit:5	DIGITAL VIDEO PRODUCTION STUDIO	15 hours

Basic Studio Structure and Equipments. Planning and Budgeting. Organizational Structure of Television Channels. OB Van and its accessories. Communication Satellites. Broadcasting – Terrestrial, Satellite, DTH. Planning and Scheduling Time Slot for Television Channel

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	75 hours

Text Book(s)

1	The Technique of Television Production 2001 by Gerald Millerson . Focal press. London..
2	Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.
3	The Essential of TV Director's Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.
4	An Introduction to Digital Video (1994) – John Watkinson, Focal Press, London.

Reference Books

1	Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross – MC G rawhill.
2	Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications . Tanzania. First edition
3	Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London . Sixth edition.

Course Designed By:

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

Course Code	B		Elective –I B - SCREEN PLAY		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**		2021-2022	

Course Objectives:

The main objectives of this course are:
1. To understand the basics of Screen Play.
2. To apply various techniques used in Media industry.

Expected Course Outcomes:

	On the successful completion of the course, student will be able:	
1	To Remember the history of storytelling.	**K1**
2	To Understand the essence of screen story.	**K2**
3	To Apply the various types of screenplays to scripts.	**K3**
4	To Analyze the plots and sub plots.	**K4**
5	To Develop the skills of writing screenplays.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create		

Unit:1		**FILM AS A MEDIUM**		**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		**SCREENPLAY**		**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		**STORY STRUCTURE**		**15 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 points

Unit:4		**III ACT STRUCTURE**		**15 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		**CHARACTER**		**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?"

		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	L	M	S	L	M
CO2	S	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	L	S
CO5	M	S	M	S	L
*S-Strong; M-Medium; L-Low					

Course Code	C	Elective – I C - FILM MARKETING AND DISTRIBUTION	L	T	P	C
Core/**Elective**/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		**To have a forethought with regard to the changing marketing trends in order to sell a film to the audience**	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To understand the functions and nature of film marketing and its distribution.
2. To evaluate the role of marketing in film industry.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various forms of marketing communication for producing a film.	**K1**
2	To Understand the history and development of main stream film marketing.	**K2**
3	To Apply the new marketing approaches in film distribution.	**K3**
4	To Analyze the global marketing methods used by the film industry.	**K4**
5	To Develop the new economical strategies in film marketing.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	**INTRODUCTION TO FILM**	**5 hours**

The role of marketing in the film industry: What you need to know before you shoot – developing a release strategy – checklist for preparing your film for buyers – how to generate consumer & distributor interest for your film – what are your film's exhibition options (theaters, TV, DVD, internet)? – What are deliverables?

Unit:2	**FILM MARKETING**	**15 hours**

The history and development of mainstream film marketing –Theatrical- pros & cons of a theatrical release – theatrical bookers & four walling – how much does it cost to have my film in theaters? – Profits, or total loss? – the myths of a theatrical run- what's non-theatrical (PPR)?

Unit:3	**PRODUCTION MANGEMENT**	**15 hours**

Production management: Project development: measures, costs, shooting schedule and project logistics, workflow, calculation, digital post-production, Bilateral and multilateral coproductions, logistical and cultural issues.

Unit:4	**MARKETING**	**15 hours**

Marketing: Talent Presentations, Conceptual Approaches, Teaser Campaigns, Trailers Television Commercials, Print Ads, Traditional Media, Advertising, Crisis in Media Buying, Buying Mechanics: TV, Radio, Newspaper, magazines, outdoor space, Marketing in Digital Media, New Media Planning, Digital Publicity.

Unit:5	**FILM DISTRIBUTION**	**15 hours**

Distribution: Marketing tools, marketing packages, new marketing strategies, festivals and markets, pitching, film distribution, sales channels, business models, social networking, digital platforms, pay film and TV platforms, VoD, NvoD, subscription, global players.

		Total Lecture hours	**75 hours**

Text Book(s)		
1	Ackland, C.A. 2003. Screen Traffic: Movies, Multiplexes, and Global Culture, North Carolina: Duke University Press
2	Bosko, S. 2003. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese Prod
3	Durie, Pham & Watson, 2000. Marketing and Selling Your Film Around the World, Cal: Silman-James Press

Reference Books	
1	Wyatt, J. 1997. High Concept: Movies and Marketing in Hollywood, Austin: UTP Trade Paper: Screen International
2	Litwak, Mark. Contracts for the Film & Television Industry. Los Angeles: SilmanJames Press, 1995.
3	Cones, John W. Film Finance & Distribution: A Dictionary of Terms. Los Angeles: Silman-James Press, 1992.
Course Designed By:	

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

Course Code	A	Elective – II A –ADVERTISING AND PUBLIC RELATIONS	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		An ability to understand the consumer behavior and to create content based on the Internal and External publics	**Syllabus Version**		2021-2022	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of advertising and public relations.
2. To impart knowledge gained through advertising and public relation strategies.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the fundamentals of advertising and public relations.	K1
2	To Understand the advertising departments in print and electronic medium.	K2
3	To Apply the various advertising strategies.	K3
4	To Analyze corporate advertising and its impact on the audience.	K4
5	To Develop public relation skills in an organization based on the internal and external publics.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**ADVERTISING**	**15 hours**

Advertisers –Leading National and International Clients –Ad Spend –Advertising campaigns. Public Relations Fundamentals: Definitions of public relations-public relations practice-PR agencies-Growth and challenges.

Unit:2	**ADVERTISING DEPARTMENTS**	**15 hours**

Advertising departments in Media: Print and Electronic media –Advertising policy and regulations of newspapers, radio stations and TV channels –tariff –space and time allocation – schedule preparation -agency relations –client relations –coordination with other departments – advertising revenue generation –advertisement executives / representatives.

Unit:3	**ADVERTISING MEDIUM**	**15 hours**

Media for Advertising: Newspapers and Magazines –Characteristics, reach and advertisement exposure–Products and advertisers of Print media –Cost ; Radio advertising –jingles –spots production cost –reach and effectiveness –radio audience –tariff; TV advertising: effectiveness – reach-products and advertisers on TV –channel competition –tariff –production cost –creativity; Outdoor media characteristics –cost-effectiveness in advertising.

Unit:4	**ADVERTISING MANAGEMENT**	**15 hours**

Brand Building and Advertising Management: Defining of Brand – Evolution of brand management - Life cycle of a brand - Brand positioning and its role of advertising – Brand and consumer relationship - need to measure brand value - Power brands - characteristics of a power brand - concept of super brands - Brand image - Corporate brand - Brand identity. Case study: The Amul brand.

Unit:5	PR	15 hours
PR and Advertising relationship - Internal and external Publics in an Institution - Advertising strategies for both publics - Organizing of events for publicity via advertising - Strategies of PR,- Press Release - Press Conference and other media tools - Advertising social issues - PSMs and corporate style of advertising.		
	Total Lecture hours	**75 hours**

Text Book(s)

1	"Fundamentals of Advertising", Otto Kleppner, Prentice Hall, New Jersey, 1980. 23 45 6."
2	"The Practice of Advertising" 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
3	"Advertising worldwide" (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
4	"Brand positioning" . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990

Reference Books

1	."Advertising Management concepts and cases" M. Mohan, Tata Mc Graw Hill, 1989.
2	Successful advertising research methods" Haskins & Kendrick, NTC Business Books,1991.
3	"Advertising Management", Jaishri Jethwaney, Shruti Jain, Oxford University Press, 2nd Edn, India 2013.

Course Designed By:

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

Course Code	B	Elective – II B - 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**		2021-2022	

Course Objectives:

The main objectives of this course are:

1 To impart knowledge on the working patterns pertaining to media planning department.
2 To inculcate skills for developing media strategies.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

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 concept of implementation and control media planning.	**K4**
5	To Develop the 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 advertising- Aperture concept in media planning- Media Planning department.

Unit:2		MEDIA BUYING		15 hours

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

Unit:3		MEDIA ANALYSIS		15 hours

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

Unit:4		MEDIA STRATEGY		15 hours

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

Unit:5		MEDIA CONTROL		15 hours

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

		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.

Reference Books	
1	Advertising & Media Planning, Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books.
Course Designed By:	

Mapping with Programme Outcomes

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

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

Course Code	C	Elective – II C - MARKET SURVEY	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**		**2021-2022**	

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 impart knowledge in interpreting the data acquired through market survey.

Expected Course Outcomes:

	On the successful completion of the course, student will be able:	
1	To Remember the basic concepts in market survey.	**K1**
2	To Understand the functions and nature of market research agencies.	**K2**
3	To Apply the skills based on problem definition and sample design.	**K3**
4	To Analyze the output gained through 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	**IMPORTANCE AND SCOPE**	**15 hours**

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

Unit:2	**MARKET SURVEY PROJECT**	**15 hours**

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

Unit:3	**PROBLEM IDENTIFICATION AND RESEARCH DESIGN**	**15 hours**

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

Unit:4	**DATA COLLECTION**	**15 hours**

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

Unit:5	**ANALYSIS AND INTERPRETATION**	**15 hours**

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

	Total Lecture hours	**75 hours**

Text Book(s)

1	Marketing Management, planning, Implementation and control . The Indian Context, V.S.Ramaswamy

	& S.Namakumari.
2	Marketing Management, planning, Implementation and control . The Indian Context, V.S.Ramaswamy & S.Namakumari.

Reference Books	
1	Marketing Research: Principles, Applications &Cases, DD.Sharma, 1995, Sultan Chand &Sons, New Delhi.

Course Designed By:

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

Course Code	A	Elective –III A - GRAPHIC PRODUCTION	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**	**2021-2022**		

Course Objectives:

The main objectives of this course are:

1. To analyze the concept of graphics, tone and colour in Printing Technology.
2. To apply the designing skills with regard to computer aided applications.

Expected Course Outcomes:

	On the successful completion of the course, student will be able:	
1	To Remember the various processes used in the field of printing technology.	**K1**
2	To Understand the functions and nature of Graphic Communication.	**K2**
3	To Apply the various colour theory and methods in the printing process.	**K3**
4	To Analyze the global Designs in Printing Technology.	**K4**
5	To Develop their Graphic Skills in the field of print production.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO PRINTING TECHNOLOGY	15 hours

Introduction to Printing Technology: Size and scope of Printing Industry- Organization. Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need- Design- Reproducing Design-creative brief, ideation, concept development, visualization, copy thumbnail design, photography/images, output media.

Unit:2	ELEMENTS OF GRAPHICS	15 hours

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

Unit:3	GRAPHIC COMMUNICATION	15 hours

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Software's. -Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates. Digital Proofing, Moving and Storing Data.

Unit:4	INTRODUCTION TO PRINTING PROCESS	15 hours

Offset Press operations- Sheet fed – Web fed- Rollar and blanket. Screen printing process-Concept of Stencils-Frame-Masking – High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process -Flexographic printing-Concept-Printing Process. CMYK Vs RGB

outputs. Impact of 3D printing.

Unit:5	PRINTING INDUSTRY	15 hours
Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price of papers. Ink-Properties of Inks- Ink Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House, System of Administration. Plan of starting a Medium Level Printing Units.		
	Total Lecture hours	**75 hours**

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

Mapping with Programme Outcomes

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

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

Course Code	B	Elective – III B - EVENT MANAGEMENT	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		**An effective skill needed to visualize, plan and execute an event meticulously**	**Syllabus Version**		**2021-2022**	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of event management.
2. To get an insight into the trade promotion and event functioning strategies.

Expected Course Outcomes:

On the successful completion of the course, student will be able:		
1	To Remember the various objectives of conducting events.	K1
2	To Understand the process and concepts of scheduling and budgeting for an event.	K2
3	To Apply creative approaches in media coverage for an event.	K3
4	To Analyze the cost-effective brunt while conducting exhibitions.	K4
5	To Develop the skills for running different types of events.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	INTRODUCTION TO EVENT	15 hours

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

Unit:2	EVENT PROCESS	15 hours

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

Unit:3	CULTURAL EVENT	15 hours

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

Unit:4	EXHIBITIONS	15 hours

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

Unit:5	PROMOTION	15 hours

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

		Total Lecture hours	**75 hours**

Text Book(s)

1	Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2204)
2	Attributes of PR in the multiplex industry; Kawathekar, Parag (2004)
3	Brand enhancement through corporate social responsibility (2004)

Reference Books

1	Event production : lights and sound; Niyogi, Ishani (2004)
2	Celebrity political endorsement ; Parikh, Sejal (2004)
3	Role of public relation in social marketing Singh, Shruti (2004)

Course Designed By:

Mapping with Programme Outcomes

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

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

Course Code	C	Elective – III C - INTRODUCTION TO DESIGN AND VISUAL CULTURE	L	T	P	C
Core**/Elective**/Supportive			4	-	-	4
Pre-requisite		An ability to visualize and generate content based on visual language	**Syllabus Version**		2021-2022	

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	**PRINCIPLES OF DESIGN**	**15 hours**

Intro to design-Principles : Balance-Rhythm-proportion-Dominance-Unity – Emphasis-Harmony-Opposition-Variety- Depth-Repetition-Motion

Unit:2	**ELEMENTS OF DESIGN**	**15 hours**

Elements of Design : Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact-Organization-Contrast –Colour- Typography – Unexpectedness-Rules – Consistency

Unit:3	**CRITICAL VISUAL METHODOLOGY**	**15 hours**

Vision and Visuality-Visual Culture-Social Conditions and Effects of Visual Objects- Critical Visual Methodology-Visual Production: Technological, Compositional and Social aspects of visuals.

Unit:4	**FUNDAMENTALS OF COMPOSITION**	**15 hours**

Fundamentals of Composition –Interpretation-Spatial Organization-Light- Expression- Montage-Content- analysis.

Unit:5	**SEMIOTICS**	**15 hours**

Introduction to semiotics-analysis-aspects of signs and symbols- the sign and meanings-description of signs- denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems- Audience and Interpretation.

	Total Lecture hours	**75 hours**

Text Book(s)	
1	White, Alexander W. The Elements of Graphic Design
2	Muller, Joseph. Grid Systems in Graphic Design
3	Janson, Anthony F. History of Art
Reference Books	
1	Elan, Kimberly. Geometry of Design : Studies in Proportion and Composition
2	Zelavski, Paul and Pat Fisher, Mary. Design Principles and Problems
Course Designed By:	

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

Annexure
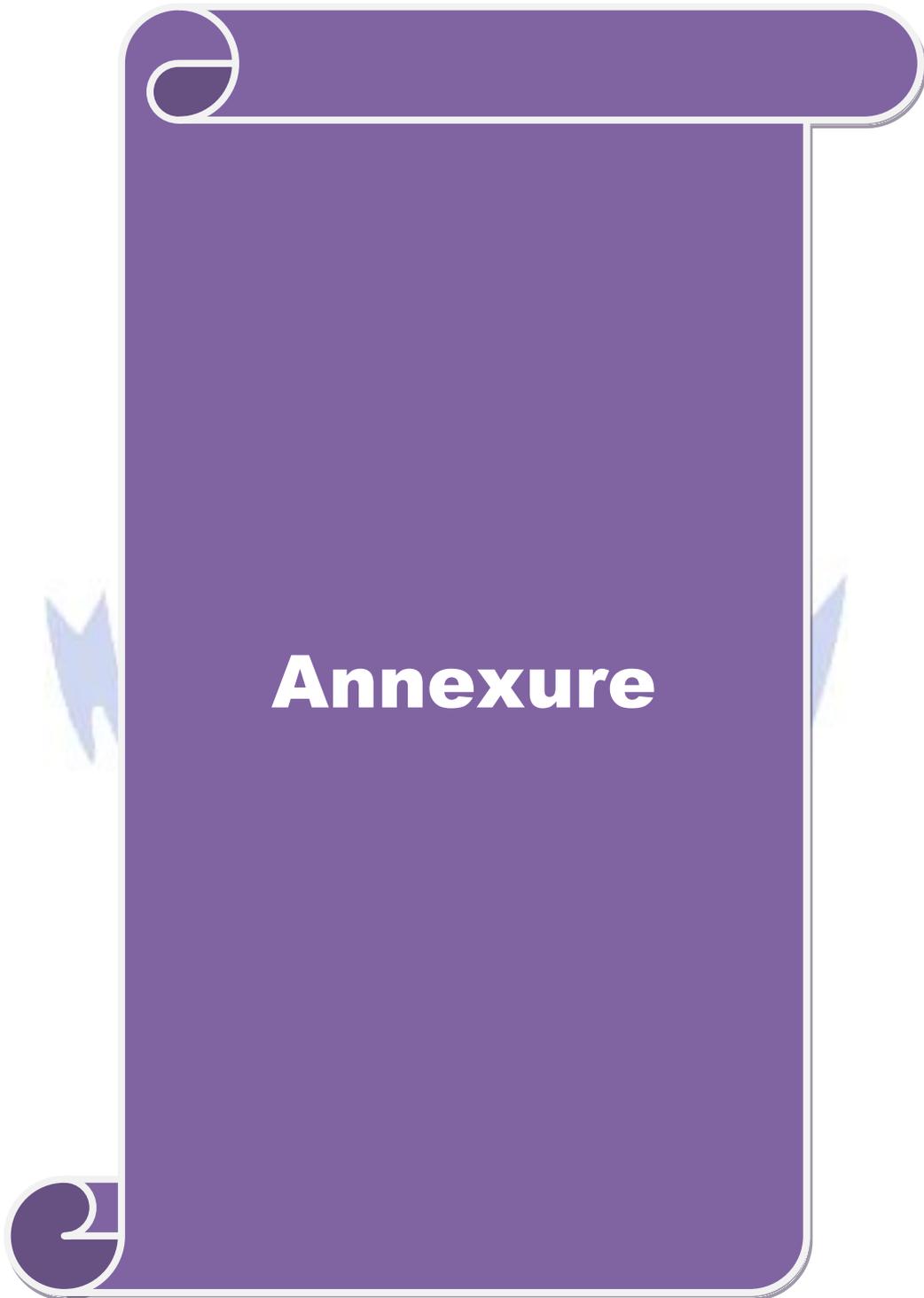
BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF VISUAL COMMUNICATION

MISSION

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