

ETHIRAJ COLLEGE FOR WOMEN
DEPARTMENT OF VISUAL COMMUNICATION
(Self Supporting)

Revised B.Sc syllabus with effect from the academic year
2018-2019, (CBCS-OBE Pattern)

Department of Visual Communication has revised the syllabi, to be followed with effect from the academic year 2018. The Department follows the CBCS pattern introduced by the Government of Tamil Nadu in 2008. Under this pattern the Bachelors Degree course consists of five components. Part IV and Part V components will seek to build the capacity of the students and provide inputs for his or her social service and social analysis capabilities.

Every academic year is divided into two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working hours. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of hours a teacher teaches a particular subject. It is also related to the number of hours a student spends learning a subject or carrying out an activity.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of B.Sc Visual Communication course shall be required to have passed the Higher Secondary Examinations conducted by the Government of Tamil Nadu, or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if he/ she has undergone the prescribed course for a period of not less than 3 academic years, passed the examinations of all the 6 semesters prescribed.

3. DURATION OF THE PROGRAMME:

The duration of the programme is 3 years with six semesters . Each semester will have a minimum of 90 working days and each day will have five working hours.

4. COURSE OF STUDY:

The main subject of study for bachelor degree shall consist of the following:

- PART I : Foundation courses exclusive for languages
- PART II : English
- PART III : Core courses/ Allied subjects I and II - Job and skill oriented components
- PART IV : Non-major electives and skill based subjects
- PART V : Extension activities/ Sports/ NCC

5. PASSING MINIMUM:

A candidate shall be declared to have passed in each/paper/ practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 40% of the marks prescribed for the examination. There is no passing minimum for continuous assessment.

6. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

PART I, II, III & IV

Successful candidates passing the examinations and securing the marks

(i) 60% and above (ii) 50% and above but below 60% in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively. All the other successful candidates shall be declared to have passed the examination in the THIRD class.

Candidates who pass all the examinations (Part I, II, III, IV) prescribed for the course in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.

7. SELF-STUDY COURSES/ADVANCED LEARNER COURSES

Self-Study Courses are **optional** for the students. The paper will carry 2 credits. They will be treated as extra credits. These courses will have no instruction by the teachers-the student must learn on her own. The department will provide the syllabus and provide guidance in the form of tutorial if necessary. These courses must be offered for the benefit of advanced learners. Hence the cognitive level of the course must be higher than the usual UG/PG programme. Syllabus for the course must be prepared by the department and approved by the BoS.

The Course Outline must have 5 units. Course Objectives and Course Outcomes must be provided as well as text-books and other reference material like core/allied papers. No mapping is necessary. Department BoS can frame eligibility criteria for the paper-an advanced learner can be defined as a student who has obtained distinction in the first two years of study (without any arrears) in the UG and in the first year in the case of PG courses. There will be no Continuous Assessment for Self-Study Courses. There will be an End-Semester examination

along with NME/SKB/Soft Skill papers of 100 marks maximum in case of theory papers. It can also be offered as a project (with a report) and with viva voce examination. The Self Study Courses will have only single valuation and question papers will have to be set by the Department. Details regarding Registration process and Fees to be collected will be intimated after due approvals are obtained.

.MOOC-Extra Credits Courses

With a view to encourage e-learning and self-directed learning, departments are instructed to encourage their students to enrol for MOOCs offered by NPTEL through the SWAYAM website of the MHRD Government of India.

MOOC-Extra Credits are **optional** and not compulsory. Students may undertake MOOC courses from the I semester to the V Semester during the undergraduate programme and from the I to the III semester in the Post Graduate Programmes. MOOC credits obtained in the last semester of study will not be included in the statement of marks issued by the college.

To obtain credits from NPTEL and college the students must pass the proctored exams conducted by NPTEL. On obtaining certificates from NPTEL the students can produce a copy of the same to the department. These students will be given the credits specified by NPTEL in the consolidated statement of marks as MOOC -Extra Credits

It will be forwarded by the department in the final year along with other extra credits.

NPTEL provides for a Mentor-Mentee system. Under this the Departments may screen the videos in the classroom after college hours, assist students in writing the assignments and attending the examinations.

It is suggested that Departments may assign one teacher in charge of MOOC courses as departmental in charges. They must mentor the students regarding dates of registration, provision of list of domain related courses and dates of examination

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

On obtaining an undergraduate degree the students will be able to:

PEO1: Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.

PEO2: Engage in self-directed continuous learning, aimed at global competency, which will promote professional and personal growth

PEO3: Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics

PEO4: Work towards achieving economic and social equity for women through application of relevant knowledge

PEO5: Contribute to promoting environmental sustainability and social inclusivity

SCIENCE STREAM
PROGRAMME OUTCOMES FOR VISUAL COMMUNICATION

PO1- To promote and apply scientific knowledge for finding sustainable solution to solve the issues pertaining to the society/Industry

PO2- Identify, analyze and formulate novel ideas to yield substantial results in the field of media and communication research.

PO3- Relate key media and communication concepts and principles to various socio cultural phenomenon and their applications in day-to-day life

PO4- Cultivate unparalleled comprehension of fundamental concepts relevant to media studies leading to an individual progress and career advancement at the National and Global levels

PO5- To communicate effectively their views and ideas through various media

PO6- To create media content which is socially relevant and suits the industrial needs

PROGRAMME SPECIFIC OUTCOME (PSOs)

PSO1: Interpret and apply the theory of communication and demonstrate in media.

PSO2: Understand and analyze the concepts of media and society

PSO3: Remembering the technique used to produce films, design, photograph, illustration, animation.

PSO4: Design innovative ideas and utilize in media industry.

PSO5: Evaluating the plan and construct ideas in creative industry.

PROGRAMME PROFILE -B.Sc. VISUAL COMMUNICATION

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
SEMESTER I						
				CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III	CORE1: UNDERSTANDING COMMUNICATION (T)	5	4	40	60	100
VC18/1C/UNC						
VC18/1C/BAP	CORE2: BASIC PHOTOGRAPHY (P)	5	4	40	60	100
VC18/1A/ARD	CORE3: ART AND DESIGN (P)	6	5	40	60	100
PART IV		2	2	-	50	50
UG18/1N/BTA	1a – BASIC TAMIL					
UG18/1N/ATA	1b –ADVANCED TAMIL					
VC18/1N/BAD	1c – BASICS OF DRAWING (P)					
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	2	3	-	50	50
TOTAL		30	24			
SEMESTER II						
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III	CORE1: INTRODUCTION TO VISUAL COMMUNICATION(T)	5	4	40	60	100
VC18/2C/IVC						
VC18/2C/ADE	CORE2:	5	4	40	60	100

	ADVERTISING ESSENTIALS (P)					
VC18/2A/GRD	ALLIED: GRAPHIC ART DESIGN (P)	6	5	40	60	100
PART IV UG18/1N/BTA	1a – BASIC TAMIL	2	2	-	50	50
UG18/1N/ATA	1b –ADVANCED TAMIL					
VC18/2N/PRD	1C- PRINCIPLES OF DESIGN (P)					
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	2	3	-	50	50
TOTAL		30	24			

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
SEMESTER III						
				CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PART II	ENGLISH	5	3	40	60	100
PART III VC18/3C/TEP	CORE1: TELEVISION PRODUCTION(T)	5	4	40	60	100
VC18/3C/ADP	CORE2: ADVANCED PHOTOGRAPHY(P)	5	4	40	60	100
VC18/3A/FIS	ALLIED: FILM STUDIES (P)	6	5	40	60	100
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	2	3	-	50	50
PART IV	ENVIRONMENTAL STUDIES	2	2	-	50	50
TOTAL		30	24			
SEMESTER IV						
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PART II	ENGLISH	5	3	40	60	100
PART III	CORE1: MEDIA, CULTURE AND	5	4	40	60	100

VC18/4C/MCS	SOCIETY(T)					
VC18/4C/SCW	CORE2: SCRIPT WRITING (P)	5	4	40	60	100
VC18/4A/RAP	ALLIED: (OPTION 1) RADIO PRODUCTION (T)	6	5	40	60	100
VC18/4A/D2A	(OPTION 2) DIGITAL 2 D ANIMATION (P)					
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	2	3	-	50	50
PART IV	VALUE EDUCATION	2	2	-	50	50
TOTAL		30	24			

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
SEMESTER V						
				CA	SE	TOTAL
VC18/5C/MEO	CORE:1 MEDIA ORGANISATION(T)	6	4	40	60	100
VC18/5C/MER	CORE:2 MEDIA RESEARCH (T)	6	4	40	60	100
VC18/5C/VTA	CORE:3 VISUAL TEXT ANALYSIS(T)	6	4	40	60	100
VC18/5C/VIP	CORE:4 VIDEO PRODUCTION (P)	6	4	--	100	100
VC18/5C/D3A	DIGITAL 3D ANIMATION (P)	6	4	40	60	100
TOTAL		30	20			

SEMESTER VI						
VC18/6C/PRP	CORE:1 PROFESSIONAL PRACTICE (P)	6	4	40	60	100
VC18/6C/INT	CORE:2 INTERNSHIP (P)	7	4	-	-	100
VC18/6P/PRT	CORE:3 PROJECT (PROJECT)	17	15	-	-	100
PART V	NCC/NSS/YOGA/SPORTS/ RRC/ROC/CSS/CC		1			
		30	24			
Self study paper (optional)	Media Laws		2 (extra)			100
MOOC (optional)			2(extra)			

*(T)– Theory *(P)-Practical

The above courses of the UG programme enrich the skills in employability, skill development, entrepreneurship which caters the needs of the students.

EVALUATION PATTERN FOR CONTINUOUS ASSESSMENT-UG

INTERNAL VALUATION BY COURSE TEACHER/S

PART I, II AND III-THEORY PAPERS

COMPONENT	TIME	MAX.MARKS	CA MARK
1. TEST I	2 HRS	50 MARKS(TO BE CONVERTED)	10
2. TEST II	2 HRS	50 MARKS (TO BE CONVERTED)	10
3. ASSIGNMENT/SEMINAR/FIELD VISIT			10
4. PARTICIPATORY LEARNING			10
TOTAL			40

PRACTICAL PAPERS

COMPONENT	TIME	MAX.MARKS	CA MARK
1. TEST I (RECORD&TEST)	2 HRS	50 MARKS(TO BE CONVERTED)	10
2. TEST II (RECORD&TEST)	2 HRS	50 MARKS (TO BE CONVERTED)	10
3. ASSIGNMENT/SEMINAR/FIELD VISIT			10
4. PARTICIPATORY LEARNING			10
TOTAL			40

PROJECT: NIL

SOFT SKILL PAPERS: NIL

CA QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total
K 1	A-10X1 mark	50	10	50
K1, K 2	B-4/5x5marks	200	20	
K2, K 3	C-2/3x10 marks	500	20	

RUBRICS FOR CONTINUOUS ASSESSMENT EVALUATION

Assignment	Contents/Originality/ Presentation/Schematic Representation and Diagram/ Bibliography
Seminar	Organization/Subject Knowledge/ Visual Aids/ Confidence level/ Presentation-Communication and Language
Field Trip	Participation/Preparation/ Attitude/ Leadership
Participatory Learning	Answering questions/Clearing Doubts/Participation in discussion/Regular Attendance
Case Study	Finding the Problem/ Analysis/ Solution/ Justification
Project	Preliminary Work/Design/Content/ Presentation

END SEMESTER EVALUATION PATTERN

THEORY PAPERS

PART: III

SEMSTER I/II/III/IV/V/VI

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS: 100 TO BE CONVERTED TO 60

PASSING MARK: 40

PART IV

SINGLE VALUATION

ORAL TEST/WRITTEN TEST

MAXIMUM MARKS: 50

PASSING MARK:

PART III

SEMSTER I/II/III/IV/V/VI

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS: 100 MARKS (PROJECT AND INTERNSHIP); 60 MARKS (FOR OTHER PRACTICAL PAPERS)

PASSING MARKS : 40 MARKS (PROJECT AND INTERNSHIP) ; 24 MARKS (FOR OTHER PRACTICAL PAPERS)

COURSE PROFILE –PROGRAMME OF STUDY

SEMESTER -I

COURSE CODE	TITLE OF THE PAPER	CREDIT	Hrs/Week	Total hrs	L-T-P	CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	3	5			40	60	100
PARTII	ENGLISH	3	5			40	60	100
PART III	CORE1: UNDERSTANDING COMMUNICATION (T)	4	5	75	3-2-0	40	60	100
VC18/1C/UNC	CORE2: BASIC PHOTOGRAPHY (P)	4	5	75	3-0-2	40	60	100
VC18/1A/ARD	CORE3: ART AND DESIGN (P)	5	6	90	2-2-3	40	60	100
PART IV		2	2			-	50	50
UG18/1N/BTA	1a – BASIC TAMIL							
UG18/1N/ATA	1b –ADVANCED TAMIL							
VC18/1N/BAD	1c – BASICS OF DRAWING (P)			30			50	50
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	3	2			-	50	50
TOTAL		24	30					

* (T) – Theory * (P) – Practical

SEMESTER -II

COURSE CODE	TITLE OF THE PAPER	CREDIT	Hrs/Week	Total hrs	L-T-P	CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	3	5			40	60	100
PARTII	ENGLISH	3	5			40	60	100
PART III VC18/2C/IVC	CORE1: INTRODUCTION TO VISUAL COMMUNICATION(T)	4	5	75	3-2-0	40	60	100
VC18/2C/ADE	CORE2: ADVERTISING ESSENTIALS (P)	4	5	75	3-0-2	40	60	100
VC18/2A/GRD	ALLIED: GRAPHIC ART DESIGN (P)	5	6	90	2-1-4	40	60	100
PART IV UG18/1N/BTA	1a – BASIC TAMIL	2	2			-	50	50
UG18/1N/ATA	1b –ADVANCED TAMIL							
VC18/2N/PRD	1C- PRINCIPLES OF DESIGN (P)			30			50	50
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	3	2			-	50	50
TOTAL		24	30					

* (T) – Theory * (P) – Practical

SEMESTER -III

COURSE CODE	TITLE OF THE PAPER	CREDIT	Hrs/Week	Total hrs	L-T-P	CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	3	5			40	60	100
PARTII	ENGLISH	3	5			40	60	100
PART III VC18/3C/TEP	CORE1: TELEVISION PRODUCTION(T)	4	5	75	3-1-0	40	60	100
VC18/3C/ADP	CORE2: ADVANCED PHOTOGRAPHY(P)	4	5	75	2-0-3	40	60	100
VC18/3A/FIS	ALLIED: FILM STUDIES (P)	5	6	90	4-0-2	40	60	100
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	3	2			-	50	50
PART IV	ENVIRONMENTAL STUDIES	2	2	30			50	50
TOTAL		24	30					

* (T) – Theory * (P) – Practical

SEMESTER -IV

COURSE CODE	TITLE OF THE PAPER	CREDIT	Hrs/Week	Total hrs	L-T-P	CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	3	5			40	60	100
PARTII	ENGLISH	3	5			40	60	100
PART III VC18/4C/MCS	CORE1: MEDIA, CULTURE AND SOCIETY(T)	4	5	75	3-2-0	40	60	100
VC18/4C/SCW	CORE2: SCRIPT WRITING (P)	4	5	75	3-0-2	40	60	100
VC18/4A/RAP	ALLIED: (OPTION 1) RADIO PRODUCTION (T)	5	6	90	4-0-2	40	60	100
VC18/4A/D2A	(OPTION 2) DIGITAL 2 D ANIMATION (P)	5	6	90	2-2-3	40	60	100
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	3	2			-	50	50
PART IV	VALUE EDUCATION	2	2	30			50	50
TOTAL		24	30					

* (T) – Theory * (P) – Practical

SEMESTER -V

COURSE CODE	TITLE OF THE PAPER	CREDIT	Hrs/Week	Total hrs	L-T-P	CA	SE	TOTAL
VC18/5C/MEO	CORE:1 MEDIA ORGANISATION(T)	4	6	90	3-2-0	40	60	100
VC18/5C/MER	CORE:2 MEDIA RESEARCH (T)	4	6	90	3-2-0	40	60	100
VC18/5C/VTA	CORE:3 VISUAL TEXT ANALYSIS(T)	4	6	90	3-2-0	40	60	100
VC18/5C/VIP	CORE:4 VIDEO PRODUCTION (P)	4	6	75	3-0-2	-	-	100
VC18/5C/D3A	DIGITAL 3D ANIMATION (P)	4	6	90	4-0-2	40	60	100
TOTAL		20	30					

* (T) – Theory * (P) – Practical

SEMESTER -VI

COURSE CODE	TITLE OF THE PAPER	CREDIT	Hrs/Week	Total hrs	L-T-P	CA	SE	TOTAL
VC18/6C/PRP	CORE:1 PROFESSIONAL PRACTICE (P)	4	6	75	3-0-2	40	60	100
VC18/6C/INT	CORE:2 INTERNSHIP (P)	4	7	200		-	-	100
VC18/6P/PRT	CORE:3 PROJECT (PROJECT)	15	17			-	-	100
PART V	NCC/NSS/YOGA/SPO RTS/RRC/ROC/CSS/ CC	1						
TOTAL		24	30					
SELF STUDY PAPER (Optional)	MEDIA LAWS	2 (Extra)						100
MOOC		2 (Extra)						

* (T) – Theory * (P) – Practical

TOTAL HOURS AND CREDITS

	HOURS/WEEK	CREDITS
I SEMESTER	30	24
II SEMESTER	30	24
III SEMESTER	30	24
IV SEMESTER	30	24
V SEMESTER	30	20
VI SEMESTER	30	24
TOTAL	180	140

COURSES OFFERED TO OTHER DEPARTMENTS

SEM	COURSE TITLE	COURSE CODE	TOTAL HOURS	LECTURE HOURS	TUTORIAL HOURS	PRACTICAL HOURS	CREDITS
I	BASICS OF DRAWING	VC18/1N/BAD (P)	2	-	-	2	2
II	PRINCIPLES OF DESIGN	VC18/2N/PRD (P)	2	-	-	2	2

* (P)-Practical

SEMESTER I

UNDERSTANDING COMMUNICATION

TEACHING HOURS: 75

COURSE CODE: VC18/1C/UNC

CREDITS: 4

L T P: 3 2 0

COURSE OBJECTIVES:

To enable the students to,

1. Outline the types, functions and models of communication
2. Interpret verbal and non-verbal communication
3. Demonstrate the basics of listening
4. Demonstrate public communication
5. Improve the presentation skill and techniques.

COURSE OUTLINE:

UNIT I

Introduction to communication – Types of Communication- Functions of Communication- Principles of Communication – Barriers to Communication – Culture and Communication – Groups and Leaders-Models of Communication- SMCR Model, Lasswell Model, Shannon and Weaver Model, Osgood and Schramm Models **(20 hours)**

UNIT II

Verbal Communication–The nature of Verbal Communication- Barriers in Verbal Communication – Gender Differences in verbal communication- Codes of speech- Listening Non-verbal Communication – Types - Postures and gestures- face and eyes- voice- touch.

(20hours)

UNIT III

Listening-Importance of Listening-Active listening-Overcoming the barriers of listening-Critical listening -Speaking- Interviewing- Speaker – Audience. **(10hours)**

UNIT IV

Public Communication –Persuasive speaking – characteristics of persuasion- Types of persuasion- Creating the persuasive message –Theories of Persuasion- Hypodermic needle theory-Individual difference theory-Cognitive theory -Personal influence theory (10 hours)

UNIT V

Presentation Skills - Using effective body language-Voice control for comprehension, interest and enhanced meaning- Analyzing the audience and setting objectives- Structuring the presentation- Writing introductions and conclusions- Organizing information clearly - Use of Visual Aids (15 hours)

BOOKS RECOMMENDED:

1. B.Adler Ronald, Rodman George ,Understanding Human Communication, 2006, Oxford University Press.
2. Vito De, Joseph, Human Communication-The Basics Course,2007,Pearson, Boston.
3. Wood, Julia,Communication mosaics: An introduction to the field of communication (3rd ed.). Belmont, CA: Thomson/Wadsworth, 2004.

REFERENCE BOOKS:

1. Narula Uma ,Communication Models, Atlantic,2006.
2. Duck, Steve and Memahan.T David,The Basics of Communication – A relational perspective, Sage Publications, 2009..
- 3.Berko,M.Roy and Wolvin,Andrew, Communicating- 9th Edition, Houghton Mifflin College. USA, , 2004
- 4.Gamble Teri Kwal, et al Communication Works 9th edition, TATA McGraw-Hill, , 2010
5. Kumar, J Keval, Mass Communication in India (4th Edition) Volume 741 of Jaico books, 2000

JOURNALS:

1. International journal of communication, University of Southern California USC Annenberg Press ISSN: 1932-8036
2. Communicator, Indian Institute of Mass Communication, ISSN :0588-8093

E-LEARNING RESOURCES:

1. www.iacact.com
2. www.comprofessor.com
3. www.slillsyouneed.com
4. www.helpguide.org
5. www.oum.edu.my

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Outline the types, functions and models of communication	K2
CO 2	Analyze and apply verbal and non-verbal communication appropriately	K3, K4
CO 3	Develop listening skills	K3
CO 4	Illustrate public communication	K2
CO 5	Apply presentation skills using visual aids	K3

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	2	1
CO2	3	3	1	2	1
CO3	3	3	2	2	1
CO4	3	3	3	3	3
CO5	3	2	3	3	3
Average	3	2.8	2	2.4	1.8

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom
- E Content, Videos
- Problem Solving-Group Discussion-Role Modelling
- Quiz-Seminar- Peer Learning

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER I

BASIC PHOTOGRAPHY (PRACTICAL)

TEACHING HOURS: 75

COURSE CODE: VC18/1C/BAP

CREDITS: 4

L T P : 3 0 2

COURSE OBJECTIVES:

To enable students to,

1. Restate history of photography and printing process
2. Demonstrate basic operation of camera
3. Illustrate different types of lighting
4. Identify and apply different rules of Photography
5. Paraphrase digital photography and distinguish file formats

COURSE OUTLINE:

UNIT I

Introduction-History of Photography - Black and White Processing & Printing -Types of Cameras - Film - Types and Functions (15 hours)

UNIT II

Aperture -Shutter speed - Focus -Exposure-Factors affecting exposure-Depth of field - Lens - Types and Functions (15 hours)

UNIT III

Types of lights -Types of lighting – Controlling lights - Natural and artificial lights –Metering modes (15 hours)

UNIT IV

Subject - Golden rule of Composition- Rule of thirds – Balance (15 hours)

UNIT V

Digital Photography - File formats - Image quality and Memory cards. Film Scanner – Printers - Special Effects Techniques, Histogram (15hours)

FINAL OUTPUT:

Every student will come up with an A4 size digitally printed album.

RECOMMENDED TEXTBOOKS:

1. Langford Michael , Fox Anna & Smith Sawdon Richard , Basic Photography, eighth edition, 2007,Focal Press.
2. Langford Michael , Fox Anna & Smith Sawdon Richard , Starting Photography, eighth edition, ,Focal Press.

REFERENCE BOOKS

1. Harcourt Davies, Paul Photographer's practical book, 2005,David &Charles.
2. Evans Duncan, Digital Photography, 2006, Ava essentials.
3. Child John, Studio Photography 3rd Edition, 2005, Focal Press.
4. Evan Duncan, Portraits, 2009, Ava essentials.
5. Freman, John and Luck, Steve 2015 The Illustrated Practical Guide To Digital And Classic Photography London Annes Publishing Ltd.

JOURNALS:

1. Photographies: ISSN: 17540763.
2. Convergence: ISSN: 17487382, 13548565

E-LEARNING RESOURCES :

1. <https://www.exposureguide.com/top-10-digital-photography-tips/>
2. <https://veprit.com/photography-guide/basic-concepts/aperture-shutter-speed-iso>
3. <https://www.ephotozine.com/article/9-top-photography-composition-rules-you-need-to-know-17158>
4. <http://www.photo-museum.org/photography-history/>
5. <https://www.colesclassroom.com/what-is-digital-photography/>

COURSE OUTCOME:

CO	CO Statement	Knowledge level
CO 1	Recalling history of Photography	K1
CO 2	Develop Photography skills	K3
CO 3	Interpret different types of lighting and design according to photos	K2
CO4	Visualize the rules of photography and apply it in composition	K2,K3
CO 5	Applying digital photography techniques	K3

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	1	1	1
CO2	2	1	3	3	2
CO3	2	1	3	3	3
CO4	1	2	3	3	3
CO5	3	1	3	3	2
Average	1.8	1.4	2.6	2.6	2.2

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Assignment
- Participation
- Flipped Learning/Blended Classroom-E Content, Videos-
- Discussion -Peer Learning-Field Visits

SEMESTER I

ART AND DESIGN (PRACTICAL)

TOTAL HOURS: 90

COURSE CODE: VC18/1A/ARD

CREDITS: 5

L T P: 2 2 3

COURSE OBJECTIVES:

To enable the students to

1. Demonstrate the art technique and design.
2. Demonstrate art techniques and skills using principles of design and elements of design.
3. Importance of shapes and shades and develop the drawing.
4. Transform and create 3D objects into 2Dspace using perspective.
5. Imagine and apply the colors in design.

COURSE OUTLINE

UNIT I

Elements of Design: Dots - Line - Colours - value - shape- Form - Texture -Structure - Contrast - Radiation - Conceptual Design Exercise. (15 hours)

UNIT II

Principles of Design : Balance - unity - Symmetry- Contrast - Emphasis -Pattern -Movement - and Rhythm . Repetition - Proximity-White Space- Negative space- Shape- Spacing - Exercise. (20 hours)

UNIT III

Drawing : Pencil study. Basic shapes- cylinder- box match box- cubes- vertical - soft drink bottles- designed bottle- sphere- Cone - lamp stand oval- egg - Leaves- pastels - Flowers- flower pot- Poster color, opaque color- pencils- color- black pen- landscape- (20 hours)

UNIT IV

Perspective Drawing: Drawing plan- parallel perspectives- angular perspectives- ellipse in perspective. Anatomy of Typography- Families- Types of Fonts- Script- Sans serif - Helvetica - Bold -Italic -Alignment -Exercise (20 hours)

UNIT V

Coloring : Preparing Grey scales- pencils, preparing color, color wheels, achromatic, monochromatic, warm and cool contrast, complimentary, analogs colors. (15 hour)

FINAL OUTPUT: End of the semester students have to submit the record based art and design .

RECOMMENDED TEXTBOOKS:

1. Rodwell Jenny, Drawing A Complete Course, 2002, Hamlyn.
2. The Basics of Drawing, 2005, Barrons.
3. Steve Huston ,Figure Drawing for Artists

REFERENCE BOOKS:

1. Barrons, All About Techniques in Drawing,1998
2. Barrons, All About Techniques in Pastel,1998
3. Barrons, All About Techniques- Anatomy for the Artists, 2003
4. Knight Carolyn with Glaser Jessica,The Graphic Design Exercise Book, 2010
5. Jackie Hall, Papier Mache Art and Design-paper Import, 2008

JOURNALS:

1. International Journal of Art and Design, ISSN: 2166-0360
2. International Journal of Art and Design Education: ISSN: 14768070

E-LEARNING RESOURCES:

1. www.skillshare.com
2. www.sessions.edu
3. www.classcentral.com

4. www.designhill.com

5. www.interaction-design.org

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Illustrate art technique and skills in art and design	K2
CO2	Experiment and apply principles and elements of design	K1,K3
CO3	Compose and create the drawing with shapes and shades	K2
CO4	Translate from 3d object to 2d space using perspectives and fonts	K2
CO5	Create and develop art techniques using colors	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	1	2	2	2
CO 2	2	2	1	1	2
CO 3	3	3	3	3	3
CO 4	3	3	3	2	3
CO 5	2	2	1	2	3
Average	2.6	2.2	2	2	2.6

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- Field Visit
- Demonstration of Art Work
- E-Content, Videos
- Quiz – Seminar, Peer Learning

SEMESTER II

INTRODUCTION TO VISUAL COMMUNICATION

TEACHING HOURS: 75

COURSE CODE: VC18/2C/IVC

CREDITS: 4

L T P: 3 2 0

COURSE OBJECTIVES:

To enable the students,

1. To understand the history and process of visual communication
2. To introduce the theories of visual communication
3. To explain about visual perception
4. To classify various media
5. To analyse the use of stereotypes in media

COURSE OUTLINE:

UNIT I

History of Visual Communication-The Visual Process-Sense-Select-Perceive – Light-Nature of Light-Speed of light – Physiology of eye-Retina-Brain-Colour-Form-Depth and Movement. (10 hours)

UNIT II

Theories of Visual Communication-Gestalt- Illusions-definition & basics; Types of Illusion-Visual Illusion, Perspective Illusions, Geometric Illusions, Colour and Irradiation -Illusions; Similarity, Continuation, Closure, Proximity, Figure and Ground-Constructivism-Perceptual Theories of Visual Communication-Semiotics-Cognitive (20 hours)

UNIT III

Perception-definition & concept; Types of Perception-Visual Perception & Graphical Perception; Visual Perception-definition & concept-Language-Nature-Power-Gender-Culture. (15 hours)

UNIT IV

Media-Typography-Graphic Design-Motion Pictures-Photography-Cartoons-Television and Video-Computers, **(15 hours)**

UNIT V

Pictorial Stereotypes in the Media- Female Stereotypes- African American Stereotypes-Gay and Lesbian Stereotypes. **(15 hours)**

BOOKS RECOMMENDED:

1. McQuail, Denis, Mass Communication Theory: An introduction, Sixth Edition, Sage Publications London, 2010
2. B.Adler Ronald, Rodman George ,Understanding Human Communication, Oxford University Press, 2006
3. Davis, M and Hunt Jamer, Visual Communication Design: An Introduction to Design Concepts in Everyday Experience, Bloomsbury Publishing, 2017

REFERENCE BOOKS:

1. Paul Martin Lester 'Visual Communication, images with message' 3rd edition , Thomson Wadsworth
2. Bo Bergstrom , 'Essentials of Visual Communication'
3. Rudolf Arnheim, 'Art and Visual Perception: A Psychology of the Creative Eye'
4. Ambrose Gavin, Design Thinking for Visual Communication, Bloomsbury, 2015
5. Lupton Ellen, Thinking with type, Princeton Architectural Press, 2010

JOURNALS:

1. Visual communication, Sage publisher, ISSN: 1470-3572
2. Journal of Visual Communication and Image Representation, Elsevier's, ISSN 1047-3203

E-LEARNING RESOURCES:

1. <https://www.historyofvisualcommunication.com>
2. <http://oscar.go.com>
3. <https://clios.com/awards>
4. <https://www.awwwards.com/websites/animation>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Understand the history and process of visual communication	K2
CO 2	Explain various theories of visual communication and its application	K2
CO 3	Interpret the concept 'visual perception'	K2
CO4	Develop understanding on various media	K3
CO 5	Analyze stereotypes used in media	K4

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	2	2
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	2	2	2
Average	3	3	2.4	2.4	2.6

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD), Flipped Learning/Blended Classroom
- E Content, Videos, Problem Solving-Group Discussion
- Role Modeling, Quiz-Seminar- Peer Learning

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER II

ADVERTISING ESSENTIALS (PRACTICAL)

TEACHING HOURS: 75

COURSE CODE: VC18/2C/ADE

CREDITS: 4

L T P: 3 0 2

COURSE OBJECTIVES:

To enable the students to,

1. Define the evolution of advertising, the classification and application of advertising.
2. Explain the basic concept of branding and analyzing marketing.
3. Apply creativity in formulating the Big Idea and to create an Ad Copy.
4. Identify the parameters and processes of the Ad industry.
5. Explain the tools of PR, laws and emerging issues in advertising.

COURSE OUTLINE:

UNIT I

Definition of Advertising –evolution and growth of Advertising - relevance of advertising in the marketing mix – classification of advertising – various media for advertising-Social & Economic benefits of advertising (15 hours)

UNIT II

Product-definition, classification-Target audience-Marketing – Digital marketing -Branding- Brand positioning- Brand Equity (15 hours)

UNIT III

Creativity in Advertising - Big Idea – Copy writing-types and functions- Headlines-basics, types and functions-Slogans-basics, types and functions- Understanding visualization in advertising - Illustration –methods-Layout- types-Copy preparation (15 hours)

UNIT IV

The advertising agency- pitching for accounts– agency – client interface: the parameters – creative and media briefing process-Types of Agencies, Agency Structure and Function, Media related decisions (15 hours)

UNIT V

Research in advertising; Advertising ethics; Advertising & law - Emerging trends/issues & development in advertising –Public Relations-Tools of Public Relations-Public Relation campaign. (15hours)

FINAL OUTPUT

The students will design 15 print Advertisements and conduct a PR campaign.

BOOKS RECOMMENDED:

1. Sharma, Sangeehta and Singh, Rajiv, Advertising: Planning and Implementation, Prentice-Hall of India Pvt Ltd, New Delhi, 2006
2. Batra, Rajeev, Myers, G. John and Aaker, A.David, Advertising Management, Prentice-Hall of India Pvt Ltd, New Delhi, 1996.
3. Wells, D. William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice 7th edition, Saurabh Printers Pvt Ltd, Noida,2006.

REFERENCE BOOKS:

1. Chunnawala S.A. and Sethia KC.,Foundations of Advertising-theory and Practice, Himalaya Publishing House, 2000.
2. Evans, Judith, Cullen,Dangle, Challenging the Big Brands, Rockport Publisher, 2004.
3. Cheverton, Peter, Understanding Brands, Kogan Page, 2006
4. Dennison,dell, The Advertising Handbook, Jaico Publishing House,1st edition,1999.

JOURNALS:

1. Journal of Consumer Marketing, ISSN: 0736-3761
2. Public Relations Journal, Public Relations Society of America, United States ISSN 1942-4604

E-LEARNING RESOURCES :

1. www.mheducation.com
2. www.mu.ac.in
3. www.adsoftheworld.com
4. www.managementstudyguide.com
5. www.brandtwist.com

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO1	Understand the process of advertising tools and need for advertising	K2
CO2	Interpret and classify advertisements in terms of target audience and marketing	K2,K5
CO3	Apply creative techniques in copy writing and designing an advertisement	K3
CO4	Understand the structure of an ad agency	K2
CO5	Outline the tools of PR and to infer the laws of advertising	K2

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	2
CO 2	3	2	2	1	1
CO 3	3	2	3	3	3
CO 4	2	3	2	1	1
CO 5	3	3	2	3	1
Average	3.2	2.6	2.2	2	1.6

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD), Flipped Learning/Blended Classroom
- E Content-Videos, Group Discussion-Role Modelling- Quiz-Seminar- Peer Learning

INTERNSHIP

The students are expected to go on an internship programme in an advertising agency for a period of 15 days at the end of I year during summer vacation.

SEMESTER II

GRAPHIC ART DESIGN (PRACTICAL)

TOTAL HOURS: 90

COURSE CODE: VC18/2A/GRD

CREDITS: 5

L-T-P: 2 1 4

COURSE OBJECTIVE:

To enable the students to

1. Recall the history of Visual art .
2. Apply principles of design, space.
3. Create, Innovative font apply grid.
4. Make use of software for image editing using innovative ideas
5. Analyze, synthesize and utilize design process from strategy from concept ideas to using software to create illustration and image editing.

COURSE OUTLINE:

UNIT I

Graphic Design – Definition - History- Applications. Visual art - Visual images – categories of Visuals - Illustrations -Identity design – Sign - Symbol –Logo (10hours)

UNIT II

Principles of Design: Balance - Unity - Symmetry- Contrast – Emphasis –Pattern –Movement - and Rhythm . Repetition - Proximity -White Space- Negative space- Shape- Spacing – Exercise - Division of Negative and Positive space - Optical illusion art. (15 hours)

UNIT III

Typography - Structure - Design and Function - Types - Study of Alignments – Grid- Appeal. (15 hours)

UNIT IV

Simple image editing - Color change - Image extraction - Merging of images - Smoothing of sharp edges - Text on images- Remove red eyes - Working with layers- Filters and layers.

(20 hours)

UNIT V

Creation of Symbol -Logo- Corporate identity - Visiting Card designing - poster design - Invitation Card – Cover page design – Types of Typography – Advertising.

(30 hours)

FINAL OUTPUT: End of the semester students have to submit the record using illustrator and image editing software .

RECOMMENDED TEXTBOOKS:

1. N.N. Sarker, Art and Print production ,Oxford Press, 2009
2. Chungreen, Design it yourself, Rockport,China 2004
3. David Earls, Designing Typefaces, Rotovision, 2002
4. Bargh Peter, A Photoshop The Essential Visual Reference Guide.

REFERENCE BOOKS:

1. Morioka Adams, Logo Design Workbook,Rockport,2006
2. Crow.C.Wendell, Communication Graphics, Prentice-hall, Englewood Cliffs, N.J., 1986
3. Bridgewater.Peter, An Introduction to Graphic Design, Chartwell Books, N.J., 1987
4. Aaris Sherin,Irina Lee, The Graphic Design: An Indispensable Guide: All the Graphic Designers ,Poppy Evans.
5. Timothy Samara, Graphic Designers Essential Reference:Visual elements, techniques, layout strategies for busy Designers, Rockport publishers,2011

JOURNALS:

- 1.International Journal of Design, ISSN: 1994-036X (online); 1991-3761 (print)
2. International Journal of Design, ISSN:1994-036X;1991-3761

E – LEARNING RESOURCES

1. www.artyfactory.com
2. www.thevirtualinstructor.com
3. www.designinstruct.com
4. www.designcrowd.co.in
5. www.prepressure.com
6. www.davidairey.com
7. www.adhemas.com

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Outline the history of visual arts	K2
CO2	Make use of rules , hierarchy, mandatory, alignment, expression	K1
CO3	Imagination, creative thinking and design in computer	K6
CO4	Research, Imagine, process and execute the solution to the needs in creative industries.	K6
CO5	Analyze, synthesize and utilize design process from concept to solution to communication process.	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	3
CO 2	1	1	3	3	3
CO 3	2	2	3	3	3
CO 4	2	2	3	3	3
CO 5	2	2	3	3	3
Average	1.8	1.8	3	3	3

Key: Correlated -3 , Moderately Correlated -2, Weakly Correlated-1 ,No Correlation-0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- Demonstration of Art Work
- E-Content, Videos
- Quiz - Seminar

NON MAJOR ELECTIVE

PART IV

BASICS OF DRAWING (PRACTICAL)

NME:1

TEACHING HOURS :30

COURSE CODE: VC18/ 1N/ BAD

CREDITS:2

COURSE OBJECTIVE:

To enable the students to

1. Acquire the skills of drawing using different medium
2. Develop the skills in lighting and shading
3. Apply perspective in drawing .

UNIT I

Shapes- Forms- Strokes practicing in different medium- controlling the form- geometrical form of objects- controlling the lines- controlling the strokes in different medium. (10 hours)

UNIT II

Light and contrast-drawing shadows- block shading- tonal range of a drawing -gradations - in different medium - composition and layout. (10 hours)

UNIT III

Drawing depth- perspective- landscape in perspective- gradation and blending in perspective- still life models - interior model - exterior model. (10 hours)

Materials required:

Papers, Graphite pencils, charcoal, dry pastels, pad, clip, pins, cello tape, board, and eraser.

RECOMMENDED TEXTBOOKS:

1. Rodwell Jenny, Drawing A Complete Course, 2002, Hamlyn.
2. Barrons, The Basics of Drawing, 2005

REFERENCE BOOKS:

1. Barrons, All About Techniques in Drawing, 1998
2. Barrons, All About Techniques in Pastel, 1998
3. Barrons, All About Techniques- Anatomy for the Artists, 2003

JOURNALS:

1. International Journal of Art and Design, ISSN: 2166-0360
2. International Journal of Art and Design Education: ISSN: 14768070, 2019.

E-LEARNING RESOURCES:

1. www.skillshare.com
2. www.sessions.edu
3. www.classcentral.com

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Demonstrate and apply the basics of drawing	K2
CO2	Demonstrate the techniques and skills in drawing	K2
CO3	Demonstrate skills using perspectives , blending with lighting, .	K2

MAPPING - COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	1	2	1	2
CO 2	1	1	2	1	1
CO 3	1	1	1	2	1
Average	1	1	1.6	1.3	1.3

Key: Correlated -3, Moderately Correlated -2, Weakly Correlated-1, No Correlation-0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- Demonstration of Art Work
- E-Content, Videos
- Quiz - Seminar
- Peer Learning

NON MAJOR ELECTIVE

PART IV

PRINCIPLES OF DESIGN (PRACTICAL)

NME-2

TEACHING HOURS :30

COURSE CODE: VC18/2N/PRD

CREDITS: 2

COURSE OBJECTIVE:

To enable students to

1. Understand and learn the techniques applying elements of Design.
2. Develop the students to visualize and to compose using principles of design.
3. Applying and create art using colours

UNIT I

Elements of Design: Dots - Line - Colours – value - shape- Form – Texture (10 hours)

UNIT II

Principles of design: Balance- unity - Symmetry- Contrast – Emphasis –Pattern –Movement - and Rhythm . (10 hours)

UNIT III

Function of colors- 2 D Designing in Monotonous Colour , Layouts: different types: Alignment, using grid, rulers, wrap - typography – fonts and families. (10 hours)

FINAL OUTPUT: End of the semester students have to submit the record .

BOOKS RECOMMENDED

1. N.N. Sarker, Art and Print production ,Oxford Press, 2009

2. Chungreen, Design it yourself, Rockport,China 2004
3. David Earls, Designing Typefaces, Rotovision, 2002

REFERENCE BOOKS:

1. Morioka Adams, Logo Design Workbook,Rockport,2006
2. Crow.C.Wendell, Communication Graphics, Prentice-hall, Englewood Cliffs, N.J., 1986
3. Bridgewater.Peter, An Introduction to Graphic Design, Chartwell Books, N.J., 1987

JOURNALS:

- 1.International Journal of Design, ISSN: 1994-036X (online); 1991-3761 (print)
2. International Journal of Visual Design,,Visual Art and Geometric Forms, Vol. 10, Issue 2 (2016)

E – LEARNING RESOURCES

1. www.artyfactory.com
2. www.thevirtualinstructor.com
3. www.designinstruct.com

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Demonstrate and apply the elements of design	K2
CO2	Demonstrate the technique and principles of design	K2
CO3	Demonstrate skills using text, coloring , typography.	K2

MAPPING - COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	1	2	1	2
CO 2	1	1	2	1	1
CO 3	1	1	1	2	1
Average	1	1	1.6	1.3	1.3

Key: Correlated -3 , Moderately Correlated -2, Weakly Correlated-1 ,No Correlation-0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- Demonstration of Art Work
- E-Content, Videos
- Quiz - Seminar
- Peer Learning

SEMESTER III

TELEVISION PRODUCTION

TEACHING HOURS: 75

COURSE CODE: VC18/3C/TEP

CREDITS: 4

LTP: 3 1 0

COURSE OBJECTIVES:

To enable the students to,

1. Understand the visual language and the process of video production
2. Analyze the working of television
3. Build knowledge on the working of camera
4. Outline the basics of lighting
5. Experiment the techniques of video editing

COURSE OUTLINE:

UNIT I

Visual Grammar – Principles of Visual Grammar - Visual Language - TVP Process – Basic and Expanded Studio TV System – Production Elements – Cast and Crew (15 hours)

UNIT II

Working of television - Production Standards – NTSC – PAL – SECAM - Aspect Ratio – Video Formats – VHS – SVHS - U-Matic – Beta – Hi 8 – Digital (15 hours)

UNIT III

How a TV camera works – Techniques and Operation – Types - Digitization Process - Electronic Characteristics of a Camera - Shot – Angle – Zoom – Lens - Picture Composition – Camera Movements - Camera Mounting Equipments – Floor Plan - ENG – EFP (15 hours)

UNIT IV

Lighting – Basics – Types of Lights – Color Temperature - Lighting Techniques – Lighting for Different Situations – Indoor - Outdoor – Chromakeying - Audio – Basics – Microphones – Types – Pick up Patterns – Principles of Audio Editing (15 hours)

UNIT V

Editing — Grammar of Edit – Functions of Editing - Online and Off line Editing - Linear and NLE- Input and Output formats of Editing Software - Interface Workflow – Elements and Tools – Concepts of Bins and Folders – A/V Tracks – Ordering Footage – Rough Cut – Transitions - Capturing and Digitizing — Optical and Mechanical Effects – Analog and Digital Effects – Final Cut – Quality Compressions - Editing for Short Films, Advertisements, Music Videos, PSAs and Documentaries (15 hours)

BOOKS RECOMMENDED:

1. Zettl, Herbert, Television Production Handbook, Thomson Wadsworth, 2006
2. McMahan Harry Wayne, Television Production; The Creative Techniques and Language of TV Today, Harpress Publishing,
3. Gerald Millerson, Effective TV Production, Routledge , 2016

REFERENCE BOOKS:

1. Zettl, Herbert, Television Production Handbook, Thomson Wadsworth, 2006
2. Belavadi Vasuki, Video Production Handbook, Oxford University Press , 2008
3. Millerson Gerald, Video Production Handbook, Focal Press, 2006
4. Gerlard, Millerson, & Gim Oven, Television Production, Focal Press, 2009
5. Gim Oven, Video Production Handbook, Routledge, 2017

JOURNALS:

1. Journal of Popular Television , Intellect books, ISSN 20469861
2. Journal of Popular Film and Television, Taylor and Francis, ISSN: 0195-6051

E-LEARNING RESOURCES:

1. www.thevideoeffect.tv
2. www.elementsofcinema.com
3. <http://screencraft.org>
4. www.movieoutline.com
5. <http://blcklst.com>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Outline visual language and video production aspect	K2
CO 2	Understanding on the working of television and various video formats	K2
CO 3	Summarize the technique and operation of video camera	K2
CO4	Analyze the basics of lighting in video production	K4
CO 5	Analyze and apply video editing techniques	K3,K4

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	2	2	3	2	3
CO3	1	1	3	2	2
CO4	1	1	3	2	2
CO5	1	1	3	2	2
Average	1.6	1.4	3	2.2	2.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom-E Content, Videos
- Problem Solving-Group Discussion-Role Modeling-
- Quiz-Seminar- Peer Learning- Field Visits

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER III

ADVANCED PHOTOGRAPHY (PRACTICAL)

TEACHING HOURS: 75

COURSECODE: VC18/3C/ADP

CREDITS: 4

L T P: 2 0 3

COURSE OBJECTIVES:

To enable students to,

- Describe different types of lens and its uses
- Demonstrate different types of light and how to handle it
- Categorizing different rules of composition
- Explaining professional photography and post production process
- Interpret different types in the field of photography

COURSE OUTLINE:

UNIT I

Cameras and Lenses - Getting Exposure Right - Choosing Lenses - Standard Lens - Wide Angle Lenses - Telephoto Lenses - Tele Zooms - Fish Eye Lens and Fast Lens (15 hours)

UNIT II

Understanding and Handling Light - Adapting Day Light - Direct Light - Diffused Light - Reflected Light - Controlling and Measuring Light - Light Meters (15 hours)

UNIT III

Rules - Picture with the Impact - The Focal Point - Center of Interest - Perspective and View Point (15 hours)

UNIT IV

Shapes and Form - Pattern and Outline – Movement - Zone System - Using Filters - Cropping - Genres of Photography - Professional Photography - Post Production Process – Lightroom – Enhancing and Manipulation (15hours)

UNIT V

Journalism-Types of Journalism-Photo Journalism-Sports-Travel-Events-Current issues.

(15hours)

FINAL OUTPUT:

Every student will come up with an A4 size digitally printed album.

RECOMMENDED TEXTBOOKS:

1. Langford Michael , Fox Anna & Smith Sawdon Richard , Basic Photography, eighth edition, 2007,Focal Press.
2. Langford Michael , Fox Anna & Smith Sawdon Richard , Advanced Photography, ,Focal Press.

REFERENCE BOOKS

1. Harcourt Davies, Paul Photographer's practical book, 2005,David &Charles.
2. Evans Duncan, Digital Photography, 2006, Ava essentials.
3. Child John, Studio Photography 3rd Edition, 2005, Focal Press.
4. Dave Saunders. Professional advertising photography, Mere Hurst Press, London, 1988
5. Alain Solomon. Advertising Photography, American photographic publishing and imprint of Watson, Guptill Publication, NewYork, 1987.

JOURNALS:

1. Photographies: ISSN: 17540763.
2. Convergence: ISSN: 17487382, 13548565

E-LEARNING RESOURCES:

1. <https://www.colesclassroom.com/what-is-digital-photography/>
2. <https://digital-photography-school.com/understanding-light-better-portrait-photography/>
3. <http://www.photographymad.com/pages/view/10-top-photography-composition-rules>
4. <http://webneel.com/famous-photographers>
5. <http://121clicks.com/articlesreviews/list-of-famous-photographers-in-india>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO 1	Choosing the right lens based on the requirement	K1
CO 2	Designing different kinds of lighting for producing creative photographic images	K6
CO 3	Applying and manipulating the rules of composition	K3
CO4	Sumarize specialized training in shooting photographs	K2
CO 5	Classifying different genres of photography	K2

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	3	2	2
CO2	1	1	3	3	3
CO3	2	1	3	3	3
CO4	2	1	3	3	2
CO5	2	1	3	2	2
Average	1.8	1	3	2.6	2.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHINIG METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Assignment
- Participation
- Flipped Learning/Blended Classroom-E Content, Videos-
- Discussion -Peer Learning-Field Visits

SEMESTER III

FILM STUDIES (PRACTICAL)

TEACHING HOURS: 90

COURSE CODE: VC18/3A/FIS

CREDITS: 5

LTP: 4 0 2

COURSE OBJECTIVES:

To enable the students to,

1. Explain the concept and history of cinema.
2. Analyze the movements and theories associated with cinema.
3. Explain the basic techniques in film making process.
4. Explain and interpret on film genres.
5. Analyze film aesthetics and appreciate films.

COURSE OUTLINE

UNIT I

What is Cinema? –Film as Experience – Entertainment - Commodity and Communication medium - History of Indian Cinema – Silent Era –Talkies (18 hours)

UNIT II

Introduction to Major Movements and Theories - Classic Hollywood Cinema, Neo-Realism, French New Wave, Indian Cinema - Introduction to the Film Theories of Sergei Eisenstein, Andre Bazin , Auteur Theory, Christian Metz and Laura Mulvey (18 hours)

UNIT III

Film Language - Mise en Scene – Cinematography, Editing – Principles of Continuity Editing – Discontinuity Editing - Jump Cut - Sound – Diegetic and Non – Diegetic (18 hours)

UNIT IV

Introduction to Film Genres - The Major Genres: Narrative, Avant-garde, Documentary - Other genres: Thriller – Melodrama – Musical - Horror – Western - Fantasy – Animation -Film Noir Expressionist Historical – Mythological - Road Movies (18 hours)

UNIT V

Film Appreciation and Criticism – Awards - The Production, Distribution and Reception of Films – Censorship of films - CBFC (18 hours)

FINAL OUTPUT

The students will analyze, appreciate and criticize 20 minutes of a film of their choice

BOOKS RECOMMENDED:

1. Bordwell, K. and Thomson, K. Film Art –An Introduction, Knopff, New York, 1990
2. Tasker Yvonne, Fifty great contemporary film makers, Blackwell, 2004
3. Turner, Graeme, Film as social practice, Routledge, 1999

REFERENCE BOOKS:

1. Dick, Bernard, Anatomy of film, Bedford, St. Martin's, 2000
2. Kupsc, Jarek, The History of Cinema for Beginners, Orient Black Swan, 2015
3. Villarejo, Amy The Basics-Film Studies, Routledge, 2007
4. Nelmes, Jill, An Introduction to film studies, Routledge, 2003
5. Mamer, Bruce, Film Production Technique, Wadsworth, 2009

JOURNALS:

1. Cinema Journal, Press, U.S.A, ISSN: 0009-7101
2. Bioscope: South Asian Screen Studies, Sage India Journal, ISBN: 09749276

E-LEARNING RESOURCES:

1. <http://faculty.cua.edu/johnsong/hitchcock/pages/montage/montage-1.html>
2. <http://www.asu.edu/courses/fms504/total-readings/mulvey-visualpleasure.pdf>
3. <http://www.goldenglobes.com/articles/brief-history-indian-cinema>
4. <http://www.newsonair.com/100-YEARS-OF-INDIAN-CINEMA.asp>
5. http://www.pictureshowman.com/articles_genhist_censorship.cfm
6. <http://www.indiabix.com/group-discussion/censorship-in-movies-our-culture/>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO1	Summarize the evolution of cinema	K2
CO2	Identify the theories and movements of cinema	K3
CO3	Utilize the technical aspects in analyzing films	K3
CO4	Classify the categories in film making	K2
CO5	Analyze and appreciate films based on the techniques extended	K4

MAPPING OF CO WITH PSO:

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1	2	1	1
CO 2	2	2	2	1	1
CO 3	2	1	3	3	2
CO 4	2	2	2	2	2
CO 5	2	2	3	3	2
Average	2	1.6	2.4	2	1.6

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom
- E Content-Videos
- Film Screening
- Group Discussion-Quiz-Seminar

SEMESTER IV

MEDIA, CULTURE AND SOCIETY

TEACHING HOURS: 75

COURSECODE: VC18/4C/MCS

CREDITS: 4

L T P: 3 2 0

COURSE OBJECTIVE:

To enable the students to,

1. Explain the characteristics and functions of mass media
2. Understand the media audience
3. Interpret media as a consciousness industry
4. Infer the relation between media and culture
5. Analyze gender and media.

COURSE OUTLINE:

UNIT I

Why study media? - Understanding mass media - Characteristics of mass media - **Functions of mass media** - **Power of mass media** - **Media in Indian Society** - **Nature and Scope** (15 hours)

UNIT II

Audience making - **Active Vs Passive audience** - Theories on audience- **Effects of Mass Media on Individual, Society and Culture** - Basic issues – Prosocial and Antisocial effects(15 hours)

UNIT III

Media as Consciousness Industry - **Social Construction of Reality by Media** - Rhetoric of the Image, Narrative etc - Media Myths - **Cultural Studies Approach to Media** - Audience as Textual Determinant - Audience as Readers, **Audience Positioning, Establishing Critical Autonomy** (15 hours)

UNIT IV

Media and Popular culture - **Commodities, Culture and Sub-culture, Popular Texts, Popular Discrimination, Politics** - **Popular Culture, Popular Culture Vs People's Culture, Culture Shock** - Celebrity Industry - **Personality as Brand Name, Hero-Worship** etc - Acquisition and Transformation of Popular (15 hours)

UNIT V

Understanding Media - Culture and Technology - **Gender and Media-Feminism-Stereotypes** – Facing the Future. (15 hours)

BOOKS RECOMMENDED:

1. Len Masterman, Teaching the media, Comedia Publishing Group, London, 1985
2. Grossberg, Lawrence et al, Media-Making: Mass Media in a popular culture. Sage Publications, 1998
3. Tim O'Sullivan and Brian Duttar, Studying the media- An introduction, Arnold, London, 2003.

REFERENCE BOOKS:

1. Chris Newhold and Oliver Boyd, The Media Book, Arnold, London, 2002.
2. Ciaran McCullagh, Media Power, Palgrave, London, 2002.
3. Denis McQuail, Mass Communication Theory, An introduction, Sixth Edition, Sage Publications London, 2010.
4. Gail Dines et al 'Gender, Race and Class in Media' 2nd Edition Dinez Humez, 2011.
5. Paul Hodkinson, Media, Culture and Society: An introduction, Sage, 2011

JOURNALS:

1. Media, Culture and Society, Sage Publication, ISSN: 0163-4437
2. Mass communication and society, Taylor & Francis, ISSN: 1520 5436

E-LEARNING RESOURCES:

1. www.sparknotes.com
2. www.tracesofthereal.com
3. www.mrpopculture.com
4. www.mediaculturesociety.org
5. <http://youtu.be/KziW-hKozyE>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Explain the nature and scope of mass media	K2
CO 2	Identify mass audience	K3
CO 3	Summarize impact of media	K2
CO4	Explain the influence of media in culture	K2
CO 5	Analyze the gender stereotypes in media	K4

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	2	2
CO2	3	3	1	2	2
CO3	3	3	1	2	2
CO4	3	3	1	2	2
CO5	3	3	1	2	2
Average	3	3	1	2	2

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom-E Content, Videos-
- Problem Solving-Group Discussion-Role Modelling
- Quiz-Seminar- Peer Learning- Field Visits

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER IV

SCRIPT WRITING (PRACTICAL)

TEACHING HOURS: 75

COURSE CODE: VC18/4C/SCW

CREDITS: 4

L T P : 3 0 2

COURSE OBJECTIVES:

To enable the students to,

1. Develop script writing as a creative enterprise.
2. Analyze the principles of script writing.
3. Construct effective character archetypes.
4. Understand the techniques of script formats.
5. Create scripts for various genres in media.

COURSE OUTLINE:

UNIT I

Script Writing as a Creative Enterprise - Creativity Process - Stages in Craft of Script Writing - Basic Story Idea, Narrative Synopsis, Outline, Treatment (15 hours)

UNIT II

Beginning – Middle – End – Conflict – Development - Climax and Denouement - Story, Storyline, Plot and Treatment - Principles of Suspense and Surprise - Point of Attack – Exposition – Planting - Point of View – Subject – Title – Opening – Contrast – Coincidence (15 hours)

UNIT III

Character Biography – Character Archetypes – Character Arc - Creating Effective Characters - Character Checklist - Guiding Principles for Effective and Credible Characters (15 hours)

UNIT IV

Script Formats – Single column, Double column, Rundown, Speculative Script – Storyboards - Writing versus Directing (15 hours)

UNIT V

Writing Scripts for various genres - Scripts for Television and Radio Programmes – PSA – Commercials (15 hours)

FINAL OUTPUT

The students will submit any two scripts based on the genres

RECOMMENDED BOOKS:

1. Field, Syd, Screenplay: The Foundations of Screenwriting, Delta; Revised edition 2005
2. Gulino, Paul , Screenwriting: The Sequence Approach , Continuum, 2004
3. Mercurio,Jim, The Craft of Screen Writing, Quill Driver Books,2019

REFERENCE BOOKS:

1. Sujatha, Thirai Kathai Yezhudhuvadhu Yeppadi ? Uyirmai Pathippagam, Chennai, 2002
2. Miller, William , Screen Writing for narrative film and television, London, Columbus Books, 1998
3. Wright, Kate, Screenwriting is Storytelling, New York, The Brekeley Publishing Group, 2004
4. Aronson, Linda, The 21st Century Screenplay: A Comprehensive Guide to Writing Tomorrow's Films, Silman-James, 2011
5. Marks, Dara, Inside Story, Three Mountain Press, 2007

JOURNALS:

1. Journal of Cinema and Media Studies, ISSN: 1527-2087
2. Film studies journal, Manchester University Press, ISSN: 2054-2496

E-LEARNING RESOURCES:

1. <http://www.script-o-rama.com/snazzy/table.html>
2. <http://www.simplyscripts.com/movie.html>
3. <http://www.dailyscript.com/movie.html>

4. <http://www.screenplaydb.com/film/all/>
5. <http://thescriptlab.com/screenwriting-101/screenplay/download-scripts>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO1	Define script formats.	K1
CO2	Understand the importance of techniques in script writing	K2
CO3	Apply character archetypes and justify the character arc	K3
CO4	Utilize and elaborate the script formats	K3
CO5	Create scripts for various genres –Film, Television and Radio	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	1	3	2	1
CO 2	1	1	3	2	2
CO 3	2	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	2	2	3	2.6	2.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom
- E Content-Videos
- Film Screening
- Seminar

SEMESTER IV

RADIO PRODUCTION

(OPTION 1)

TEACHING HOURS: 90

COURSE CODE: **VC18/4A/RAP**

CREDITS: **5**

L T P: 4 0 2

COURSE OBJECTIVES:

To enable the students to,

1. Categorize the medium and compare the medium
2. Expose students to the fundamentals of radio production
3. Understand the audio technology used in radio
4. Understand the nature and elements of sound
5. Infer on post production and apply editing principles.

COURSE OUTLINE:

UNIT I

Characteristics of the medium - **Types of Radio Station** - Organizational Structure – Radio Studio – Studio Layout - Acoustics **(15 hours)**

UNIT II

Production in Modern Radio – **Recorded Programme Production – Live / On Air Production** – Dramas- Documentaries – **News Production – Interview – Commercials** - Radio Ethics - Cues and links – Phone ins – Listeners Participation – Vox Pop **(20 hours)**

UNIT III

Microphones – Types and Pick up patterns - Sound – Basics - Elements and Nature of Sound

(20 hours)

UNIT IV

Post Production – Splicing – Electronic Editing- Editing Principles- Dubbing – Advantages of Dubbing (20 hours)

UNIT V

Audio Editing – Audio Software – Introduction to Nuendo – tool, elements, shortcuts – Slicing – Looping – Dubbing – Editing Techniques – Audio Console – Recording system – Mixing techniques – Linear and Non linear Sound Editing – Audio Output Formats – Audio Compression Formats – Audio Transitions – Sound Effects (15 hours)

BOOKS RECOMMENDED:

1. Robert McLeish, Radio Production, 5th Edition, Focal Press, 2007
2. Carl Hausman, Fritz Messere, Philip Benoit, Modern radio Production – Production, Programming and performance, 7th Edition, Thomson Publication, 2007
3. David E. Resse, lynne S. Gross, Brain Gross, Radio Production Worktest, 2005

REFERENCE BOOKS:

1. Robert McLeish, Radio Production, Taylor & Francis, 2005
2. Michael Keith, The Radio Station, Elsevier, ISBN 978-0240811864, 2010
3. Lewis B. O'Donnell, Philip Benoit, Carl Hausman, Modern Radio Production, Wadsworth Publishing Company, 1990
4. Meg Ford, Radio Production, Create Space Independent Publishing Platform, 2013
5. Rick Kaempfer & John Swanson, Allworth, 2004

JOURNALS:

1. Journal of radio and audio media , ISSN: 1937-6529
2. Radio Journal: International Studies in Broadcast & Audio Media, ISSN 1476-4504

E-LEARNING RESOURCES:

1. <http://jfredmacdonald.com>
2. www.academia.edu
3. www.newsonair.com
4. www.allindiaradio.gov.in
5. <https://producer.musicradiocreative.com/what-is-radio-production/>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Understand radio as a medium	K2
CO 2	Explain the fundamentals of radio production	K2
CO 3	Analyze the audio technology used in radio	K4
CO4	Inference on the elements and nature of sound	K4
CO 5	Apply audio editing skills	K3

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2
CO2	2	2	2	2	2
CO3	2	3	3	2	2
CO4	2	2	2	2	2
CO5	2	2	2	2	2
Average	2	2.2	2.2	2	2

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom
- E Content, Videos, Group Discussion
- Quiz-Seminar- Peer Learning
- Field Visits

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3 problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER IV

DIGITAL 2 D ANIMATION (PRACTICAL)

TOTAL HOURS: 90

COURSE CODE: VC18/4A/D2A

CREDITS: 5

L-T-P:2 2 3

COURSE OBJECTIVE:

To enable the students to,

1. Understand the principle of animation.
2. Calculate the timing and key framing.
3. Create aesthetic generated animation in 2 d characters and environments.
4. Demonstrate skills and analyze creative work in drawing and animation.
5. Create animated sequence from the development of concept, ideas and production.

COURSE OUTLINE:

UNIT I

History of Animation - Principle of Animation – Basic Drawing – Life Drawing - Importance of Story Boarding – Background Design – Character Design – Perspective – Traditional and Computer generated Animations. (15 hours)

UNIT II

Introduction of Flash Software – Creating Shapes - Using the Primitive Tools - Drawing with Pen - Pencil and Line Tools - Using the Selection Tools - Managing Color – Gradients - Importing Files - Animation - Setting property key frames for scale and rotation – Key frames – Creating a transition effect using alpha, tint, brightness – Frame by frame animation - Adding a motion tween - Adding shape tween . (20 hours)

UNIT III

Flash –Working in Timeline – symbol - Break apart - Motion guide - Mask layers – button - animated buttons - Intro to scripting. Web colors and gradients - publishing - Video- sound. (20 hours)

UNIT IV

Concepts - principles of visual components -use of space, line, color, - communicating emotion – meaning - lighting techniques. (15 hours)

UNIT V

Character walk cycle - Back ground tracing – E greetings - PSA – E- greetings – Background and Foreground - pop ups - character animation – Ad Banner – Product, Idea, Service.

(20 hours)

FINAL OUTPUT: End of the semester students have to submit the record in softcopy in GIF , Fla and SWF format.

RECOMMENDED TEXTBOOKS:

1. Curits Nathan, Modular web design, Pearson Education, New Delhi, 2011.
2. Willard, Web Design, A beginner's guide, Tata Mc Graw -Hill, Delhi, 2010.
3. Robert Reinhardt, Flash CS3 Professional Video Studio Techniques.

REFERENCE BOOKS:

1. Jennifer Niederst Robbins, Learning Web Design, O'Reilly Media , Inc, Canada, 2007
2. Powell, Web Design: The Complete Reference, Tata c Graw –Hill, New Delhi, 2009.
3. Kevin Peaty, Glenn Kirk Patrick, Flash Cartoon Animation: Learn from the Pros.
4. Jackson Chris, Flash Cinematic Techniques: Enhancing Animated Shorts and Interactive Storytelling 1 st Edition.
5. Clifford J.Parrott , Sandro Corsaro, Hollywood 2D Digital Animation: The New Flash Production Revolution 1st Edition.

JOURNALS:

1. Journal of animation and games studies, ISSN 2460-5662 (print) 2502-499x (online)
2. Journal of game, game art, and gamification ,E-ISSN: 2548-480x

E – LEARNING RESOURCES

1. www.learnwebdesignonline.com
2. www.howto buildwebsites.com
3. www.animationtoolwork.com
4. www.help.adobe.com
5. www.adobepress.com

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Develop computer skills	K3
CO2	Make use of rules , hierarchy, mandatory, alignment, expression	K1
CO3	Imagination, creative thinking and design in computer	K6
CO4	Research, Imagine, process and execute the solution to the needs in creative industries.	K6
CO5	Analyze, synthesize and utilize design process from concept to solution to communication process.	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1	2	3	3
CO 2	1	1	1	2	2
CO 3	2	2	2	3	3
CO 4	1	1	3	3	3
CO 5	2	2	3	3	3
Average	1.6	1.4	2.2	2.8	2.8

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- Field Visit
- Demonstration of Art Work
- E-Content, Videos
- Quiz – Seminar, Peer Learning

SEMESTER V

MEDIA ORGANISATION

TEACHING HOURS: 90

COURSE CODE: VC18/5C/MEO

CREDITS: 4

LTP: 3 2 0

COURSE OBJECTIVES:

To enable the students to,

1. Explain an overview of media organization and design.
2. Summarize the organizational structure of various medium.
3. Explain the economy of Indian media.
4. Infer on project management in media
5. Analyze Indian media audience and programming strategies.

COURSE OUTLINE:

UNIT I

Indian media- An Overview - Media Organization and Design - Conceptual Issues - Media as Business and Social Institution - Media Entrepreneurship - Greiner's Development Model of a Company (18 hours)

UNIT II

Organization Structure - Behavior in Media Organization and Organizational Behavior - Nature and Structure of different Media Organizations - AIR/DD - Private Satellite Channels - Production Houses - Employment Opportunities in Indian Media Industry - Group Behavior - Innovation and Creativity - Culture of Organization (18 hours)

UNIT III

Economy of Indian Media - Economics of Media-Relationship between Supplier and Buyer, Leisure Time Activity - Cost Factors - Revenue Models - Market Factors - State of the Industry Today (18 hours)

UNIT IV

Indian Media Promotion - Project Management in Media-Production Project Cycle (PPC), Management Themes in Production Process - Project Planning - **Production Strategies**, PPC in Practice - Initiation (Ideas, Evaluation and Assessment) - Risk and Impact Assessment - Pre-production - Production Team - Project Specification - **Project work plan** - Sources of Funds - Budgeting (tools etc.) - Project Responsibility - **Production Process** (Status Report, Assessment, Negotiation, Completion, Follow-up) **(18 hours)**

UNIT V

Indian Media and Audience - Programming Strategies – Entrepreneurship and Management skills - Different kinds of Contracts and Legal Arrangements - Project Management **(18 hours)**

BOOKS RECOMMENDED:

1. Afeque, Shamsi , Media Organisation and Management , Anmol Publications Pvt Ltd 2007.
2. Cottle, Simon, Media Organization and Production, SLE Pound; 1ST edition 2003.
3. Min Hang, Media Corporate Entrepreneurship: Theories and Cases, Springer 1ST edition 2016

REFERENCE BOOKS:

1. McQuail, Dennis, Media Studies- key issues and debates, Sage Publications,6th edition 2010.
2. Kohli ,Vanita, Indian Media Business,Sage Publications, 2006.
3. Machin ,David and Leeuwen , Theo van ,Global Media Discourse – a critical introduction Routledge, 1ST edition 2007.
4. Block, Peter, Managing in the Media, Media Operations Management Ltd, 2001.
5. Athique Adrian, Parthasarathi Vibodh and Srinivas, The Indian Media Economy, OUP India 2017.

JOURNALS:

1. The Media in Focus series, Sage, 2003, ISBN 1446232662
2. International journal on media management, ISSN 1424-1277

E-LEARNING RESOURCES:

1. <http://docplayer.net/2056356-Planning-of-production-projects.html>
2. <https://www.mynextmove.org/find/browse?c=51>
3. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.476.3955&rep=rep1&type=pdf>

4. <http://marketing.about.com/od/marketingglossary/g/mediastatdef.htm>
5. <https://smallbusiness.chron.com/four-basic-elements-organizational-structure-288.html>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO1	Identify and list the Indian media in current scenario	K3,K4
CO2	Compare the organizational structures in media and to understand hierarchy	K2
CO3	Perceive and relate to the economy of media	K2,K5
CO4	Interpret the importance of Indian media economy	K5
CO5	Analyze and classify the audience and to interpret programming strategies and management skills	K2,K4

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	1	1	2
CO 2	3	3	1	1	2
CO 3	2	3	1	1	1
CO 4	2	3	1	1	1
CO 5	3	3	1	2	2
Average	2.4	3	1	1.2	1.6

Key- Strongly corelated -3, Moderately corelated -2, Weakly Corelated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom, E Content-Videos
- Problem Solving-Group Discussion, Quiz-Seminar-Peer Learning

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER V

MEDIA RESEARCH

TEACHING HOURS: 90

COURSE CODE: VC18/5C/MER

CREDITS: 4

L T P: 3 2 0

COURSE OBJECTIVES:

To enable the students to,

1. Understand the concept of research and research procedure
2. Classify the various research approaches
3. Outline research in print and electronic media
4. Analyze the scope of research in advertising
5. Outline the scope of research in new media

COURSE OUTLINE:

UNIT I

Science and Research- Definition of Research – The Development of Mass media Research- Media Research and the Scientific Method- Characteristic of Scientific Method – Two Sectors of research : Academic and Private – Research Procedures – Elements of Research (18 hours)

UNIT II

Sampling – Types of Sampling – Research Approaches – Qualitative Research Methods – Content Analysis – Quantitative Research Methods – Survey Research - Longitudinal Research – Experimental Research (18 hours)

UNIT III

Research in Print Media– Types of Print Media Research – Research in Electronic Media – Ratings Research – Non Ratings Research (18 hours)

UNIT IV

Research in Advertising – Copy Testing – Media Research – Campaign Assessment Research– Research in Media Effects – Anti Social and Pro Social Effects of Media Content- Uses and Gratifications – Agenda Setting by Media (18 hours)

UNIT V

Research in the New Media - Advantages and Disadvantages of Internet Research (18 hours)

BOOKS RECOMMENDED:

1. Ranjith Kumar, Research methodology: A step by step guide for beginners, Sage, 2014
2. Marsha Jones & Emma Jones, Mass Media, Macmillan Press, 1999
3. CR Kothari, Research Methodology, New age international publishers, 1985

REFERENCE BOOKS:

1. Wimmer, D Roger, Dominick, R Joseph., Mass Media Research – An Introduction, Thomson Wadsworth, 2005
2. Hansen. Andres et al, Mass Communication Research Methods, NYU Press, 1998
3. Klaus Bruhn Jensen, A Handbook of media and Communication Research, 2002
4. Denis McQuail, Mass Communication theory, Vistaar Publication, 2006
5. Arthur Asa Berger, Media and Communication Research Methods, Sage publication, 2011

JOURNALS:

1. Journal of Media Research, UBB Media centre, ISSN 1844 8887
2. The journal of communication and Media studies, ISSN 2470 9247

E-LEARNING RESOURCES:

1. www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf
2. www.humanities.manchester.ac.uk/studyskills/.../methodology.html
3. www.archives.gadoe.org/.../Types.of.Research.Methods.SERVE%20Center.pdf...
4. <https://explorable.com/statistical-sampling-techniques>
5. www.simplypsychology.org > Research Methods
6. www.socialresearchmethods.net/kb/survey.php

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Understand on research and research process	K2
CO 2	Outline various research approaches	K2
CO 3	Analyze and apply research techniques in print and electronic media	K3,K4
CO4	Analyze and apply research techniques in advertising	K3, K4
CO 5	Analyze and apply research techniques in new media	K3,K4

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	2	2	1	1	1
CO3	3	3	1	1	2
CO4	3	3	1	2	2
CO5	3	3	1	2	2
Average	2.6	2.8	1	1.4	1.6

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom-
- E Content, Videos
- Problem Solving-Group Discussion-Role Modelling-Quiz-Seminar- Peer Learning- Field Visit

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1. K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER V

VISUAL TEXT ANALYSIS

TEACHING HOURS: 90

COURSE CODE: VC18/5C/VTA

CREDITS: 4

L T P: 3 2 0

COURSE OBJECTIVES:

To enable the students to,

1. Identify with the various concepts of semiotics and its meaning.
2. Explain marxism through media tools.
3. Explain and analyze psychoanalytical studies of media.
4. Identify and interpret feminism on media representations.
5. Effectively apply visual analysis tools in analyzing media content.

COURSE OUTLINE:

UNIT I

Semiotic Approach -Structuralism- Denotation - Connotation - Different Kind of Signs- Codes - Social Nature of Signs- Meaning - What is Meaning?- Semiotics and the Meaning- Meanings and Difference- Signs and Meaning -Semiotic View of Meaning - Meaning and Competence- Syntagmatic Analysis -Paradigmatic Analysis -Metaphor and Metonymy (18 hours)

UNIT II

Marxist Approach - Materialism -The Base and the Super Structure -Class Conflict -Alienation - The Consumer Society -Bourgeois Society -Hegemony - Role of Ideology - Ideological Analysis (18 hours)

UNIT III

Psychoanalytical Studies of Media - Phallogentrism - Apparatus Theory - Scopophilia - Voyeurism - Fetishism - The Male Gaze - Fantasy - Female Spectators - Male Objectification - The Unconscious -Sexuality -The Human Unconscious - The Oedipus Complex -Defense Mechanisms -Dream Work - Object of Desire - Freud and Lacan (18hours)

UNIT IV

Feminist Analysis - Feminism: An Overview - Stereotyping - Gendered Stereotypes in Indian Media – Consequences of Sexist Media Representation. (18 hours)

UNIT V

Application of Visual Analysis Tools to Media Texts - Films – Advertisements – Television Serials - Print Media (18 hours)

BOOKS RECOMMENDED:

1. Lott, Brian, and Mack, Robert, Critical Media Studies and Introduction, Wiley Blackwell 2010.
2. Rose, Gillian Visual Methodologies, Sage Publications, London, 2001.
3. Milani, Tommaso, Doing Visual Analysis: From Theory to Practice, Sage Publications Ltd 2018.

REFERENCE BOOKS:

1. Chandler, Daniel, The Basics – Semiotics, 2nd edition, Routledge, 2007.
2. Berger, Arthur Asa, Media Analysis Techniques, 3rd edition, Sage Publications, 2005.
3. Leeuwen, Theo Van, The Handbook of Visual Analysis, Sage Publications 1st edition 2001.
4. Helmers, Marguerite, The Elements of Visual Analysis, Pearson; 1st edition, 2005.
5. Kaplan, Ann, Women & Film, Routledge, 1st edition 2016.

JOURNALS:

1. Media Semiotics-An Introduction, ISBN 07190-6205-5
2. Women, Feminism and Media, ISBN 0748629289

E-LEARNING RESOURCES:

1. www.zhurnal.ru
2. www.sociology.org.uk
3. www.personalityresearch.org
4. www.gender.cawater-info.net
5. www.academia.edu

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO1	Apply the meaning of signs and symbols in media text	K3
CO2	Utilize marxism to analyze media text	K3
CO3	Assess the importance of psychoanalytical studies in media and to identify the viewership of the audience	K3,K5
CO4	Identify and translate the media representations based on feminism	K2,K3
CO5	Utilize the media texts in identifying and summarizing the function of various media	K2,K3

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	1	1	2
CO 2	3	3	1	1	2
CO 3	3	3	1	1	2
CO 4	3	3	1	1	2
CO 5	3	3	1	3	3
Average	3	3	1	1.4	2.2

Key- Strongly corelated -3, Moderately corelated -2, Weakly Corelated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning/Blended Classroom
- E Content- Videos
- Group Discussion-Seminar-Peer Learning

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1. K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		

SEMESTER V

VIDEO PRODUCTION (PRACTICAL)

TEACHING HOURS: 90

COURSE CODE: VC18/5C/VIP

CREDITS: 4

L T P: 1 0 5

COURSE OBJECTIVES:

To enable students to,

1. Identify different stages of preproduction
2. Apply techniques of cinematography and lighting in shooting footages
3. Combine shots for final output
4. Create titling and graphics for a video
5. Visualize and construct ideas for different genres of television production

COURSE OUTLINE :

Month I

Pre –Production – Idea – Premise – Scripting – Scene Treatment – Shooting Script

Month II

Production – Location – Lighting – Cinematography – Log sheet

Month III

Post – Production – Rough cut – EDL – Final Output – Video Formats

Month IV

Titling and Graphics

FINAL OUTPUT:

Pair of students will have to shoot and edit any video program of their choice.

RECOMMENDED TEXTBOOKS:

1. Zettl, Herbert, Television Production Handbook, Thomson Wadsworth, 2006
2. Belavadi Vasuki, Video Production Handbook, Oxford University Press , 2008

REFERENCE BOOKS:

1. Owens, Jim and Millerson, Gerald, Television Production, Focal Press 2012
2. Hampe, Barry, Making documentary films and videos, Fenn and Company Ltd.Canada
3. McGrath, Patrick , Goodman, Robert M. , Editing Digital Video, McGraw-Hill Professional Publishing
4. Millerson Gerald, Video Production Handbook, Focal Press, 2006
5. Bowen, Christopher J. and ,Roy, Grammar of the Shot ,Focal Press, 3rd Edition, 2013

JOURNALS:

1. International Journal for Digital Television. ISSN: 20404182, 20404190
2. Bioscope: South Asian Screen Studies, ISSN: 09749276, 0976352X

E-LEARNING RESOURCES:

1. <http://www.cwmstudios.com/98/the-three-phases-of-video-production.html>
2. <https://www.writersstore.com/how-to-write-a-screenplay-a-guide-to-scriptwriting/>
3. <http://screencraft.org>
4. <https://learnaboutfilm.com/film-language/editing/>
5. <http://blcklst.com>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge Level
CO 1	Utilize ideas to script	K3
CO 2	Interpret script to video format	K2
CO 3	Composing the footages to final output	K6
CO4	Designing titles and graphics for the output	K6
CO 5	Inventing innovative ideas for video production	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	3
CO2	3	1	3	2	2
CO3	3	1	3	3	2
CO4	2	1	3	1	3
CO5	3	2	3	3	2
Average	2.6	1.4	3	2.4	2.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture (Chalk and Talk-OHP-LCD)
- Hands on training of camera and editing
- Flipped Learning/Blended Classroom
- E Content, Videos
- Problem Solving-Group Discussion-Role Modeling
- Quiz-Seminar-Peer Learning-Field Visits

SEMESTER V

DIGITAL 3D ANIMATION (PRACTICAL)

TEACHING HOURS: 90

COURSE CODE: VC18/5C/D3A

CREDITS: 4

L T P : 1 0 5

COURSE OBJECTIVE:

To enable the students to

1. Define and apply 3D design principles to animation.
2. Create traditional and computer generated animation based on current industry needs.
3. Create animated sequence using lighting, camera, materials, modeling to rendering.
4. Develop skills to solving strategies in all dimensions of animation to productions.
5. Create animated movie format from the development of concept, ideas and production.

COURSE OUTLINE:

UNIT I

User Interface – viewpoints- command panel – Geometry creation – modifying standard object-selecting objects. (20 hours)

UNIT II

Transform tools – Coordinate system - align coordinate - cloning objects – concepts of the Modifier stack – Modifiers – Shape creations – Basic shape creation functions - Editing splines - Adding splines from a shape – vertex editing – using shape modifiers. (20 hours)

UNIT III

Compound Objects - Booleans - Lofts - Animation - key framing - Materials –Material editor – Material types – Using Maps - mixing maps –Mapping – Unwrap mapping - Camera types – Framing shot – Camera lenses – Perspective – Moving camera (20 hours)

UNIT IV

Lighting – Light types – Lighting Techniques - Mental Ray – Rendering - Timeout –Batch render (10 hours)

UNIT V

Walk through of building in exterior and interior - Creating blankets with bed and cloth using special modifiers – text animation – Creating AVI movie (20 hours)

FINAL OUTPUT

Students will submit a project using 3ds Max and photoshop

RECOMMENDED TEXTBOOKS:

1. Kelly L.Murdock, 3ds Max 2008, Wiley India Pvt Ltd, New Delhi, 2008
2. Autodesk, 3ds Max 8 Essentials, Elsevier Inc, New Delhi, 2006.
3. Jeffrey M.Harper, Official Training Guide, Mastering Autodesk 3 ds Max 2013, Sybex.
4. Pete Draper, Deconstructing the Element with 3 ds Max, Auto desk, 3 rd Edition.
5. John p Chismar, 3ds max Media Animation, New Riders.

REFERENCE BOOKS:

1. Dariush Derakhshani, Randi Lorene Munn, Introducing 3ds Max 2008, Wiley Publishing, Canada, 2008.
2. Mark Gerhard, Jeffrey M. Harper, Mastering Autodesk 3dsMax Design 2011, Wiley Publishing, Canada, 2010.
3. Chandler, Matt, et al., 3Ds Max Projects, 3d Total Publishing.
4. Brain L.Smith, 3ds Max Design Architectural Visualization for intermediate users, Focal press.
5. Markus Kuhlo and Enrico Eggert, Architectural; Rendering 3 ds Max and V ray, photorealistic Visualization, Focal Press

JOURNALS:

1. International Journal of Computer Graphic and Animation (IJCGA) ISSN: 2231-3281
2. International Journal of Computer Graphics and Animation (IJCGA) ISSN:2231-3281

E – LEARNING RESOURCE

1. www.digitaltutors.com
2. www.lynda.com
3. www.3dtraining.com
4. www.freelearn110.com
5. <https://www.multisoftvirtualacademy.com>

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Demonstrate and apply the principles of animation	K2
CO2	Compose the timing and key framing in animation	K6
CO3	Create skills using modeling, lighting, camera, materials and animation .	K6
CO4	Apply innovate strategies during modeling and animation	K3,K6
CO5	Design animation in movie format from ideation to output	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1	1	1	3
CO 2	1	0	3	2	3
CO 3	3	1	3	2	3
CO 4	2	3	3	2	3
CO 5	3	3	3	2	3
Average	2.2	1.6	2.6	1.8	3

Key- Strongly corelated -3, Moderately corelated -2, Weakly Corelated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- Demonstration of Art Work
- E-Content, Videos
- Quiz - Seminar
- Peer Learning

SEMESTER VI

PROFESSIONAL PRACTICE (PRACTICAL)

TEACHING HOURS: 75

COURSE CODE: VC18/6C/PRP

CREDITS: 4

L T P: 3 0 2

COURSE OBJECTIVES:

To enable students to,

1. Develop professional skills for preparing curriculum vitae and attending interviews.
2. Outline the legal contracts and client requirements.
3. Analyze the media laws and acts.
4. Develop professional ethics and ethical codes for media professionals.
5. Apply the techniques to create an impressive portfolio

COURSE OUTLINE:

UNIT I

Preparation of Curriculum Vitae - Interviewing Skills (21 hours)

UNIT II

Business Practices – Client - Professional Interface - Legal Contracts - Signing up Forms - Getting Permission for Different Locations (21 hours)

UNIT III

Introduction to Media Laws - Intellectual Property Rights - Cyber Laws and Crime – Cinematography Act (21 hours)

UNIT IV

Professional Ethics and Ethical Codes for Media Professionals (21 hours)

UNIT V

Portfolio Preparation - Focus in a Concentration Area - Conceptual Development - Well Organized, Professional Presentation (21 hours)

FINAL OUTPUT

The students will submit a portfolio

BOOKS RECOMMENDED:

1. Evans, David, Essential interviewing :A programmed approach to effective communication, Cengage Learning; 9th edition 2016
2. Mc Grimmon,Lisa ,The resume writing Guide: A step by step workbook for creating a winning resume, Career Choice Guide; 2nd edition 2013
3. Orton,Diane, Freelin.L.W,Tammy, Building professionals: Creating a successful portfolio, Pearson 1st edition , 2002

REFERENCE BOOKS:

1. M. Neelamalar, Media Law and Ethics, Prentice Hall India, 2010.
2. Kumar J Keval, Mass Communication in India, Jaico Publishers ,2000.
3. Dale Carnegie, How to win friends and influence people, 2004.
4. Madhavan,Ashwin, Ryder D Rodeney, Legal writing and contract drafting, Bloomsbury, 2018
5. Ellis, Torin, RIP, The resume: Job search and interview, Petersons, 2016

JOURNALS:

1. Journal of learning and intellectual capital, ISSN:1479-4861
2. International Journal of economics and business research print, Developing a conceptual model for examining social media marketing effects on brand awareness and brand image, ISSN :1756-9850

E-LEARNING RESOURCES:

1. <https://indialawyers.wordpress.com/category/media-law/>
2. www.lawsociety.com.au/community/.../Contracts/index.htm
3. www.wipo.int/about-ip/en/
4. www.iprlawindia.org
5. www.montclair.edu/arts/art-and.../portfolio-preparation-guidelines.

6. www.collegemediamatters.com/2011/01/26/student-journalist-portfolios-how-to-build-sell-your-brand/

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Prepare curriculum vitae and develop professional skills for media industry purpose	K2
CO2	Analyze the legal contracts and client requirements for the media industry	K4
CO3	Summarize the media laws and acts and implement in the media industry	K2
CO4	Classify professional ethics and ethical codes for media professionals	K4
CO5	Create professional portfolio and presentation	K6

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME:

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	1	1	3
CO 2	1	1	1	1	2
CO 3	1	3	1	1	2
CO 4	2	2	1	1	2
CO 5	3	1	2	1	3
Average	1.8	1.8	1.2	1	2.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

TEACHING METHODOLOGY:

- Lecture(Chalk and Talk- LCD)
- E-Content, Videos

SEMESTER VI

INTERNSHIP (PRACTICAL)

DURATION: 200 Hours

COURSE CODE: VC18/6C/INT

CREDITS: 4

COURSE OBJECTIVES:

To enable the students to,

1. Adapt to actual situations in the media industry
2. Analyze the functioning of media industry.
3. Relate with subjects in par with the media industry.
4. Apply the basic concepts in media organization.
5. Utilize the knowledge gained in terms of specialization and create media professionals.

COURSE OUTCOMES:

CO No.	CO Statement	Knowledge Level
CO1	Define and adapt to everyday scenarios in the industry	K1
CO2	Relate to the roles and responsibilities of the designation	K1
CO3	Plan ,create and develop the skills obtained	K3,K6
CO4	Utilize the hands on experience and improve professionally	K3
CO5	Find the area of specialization and develop based on interest and expertise	K1,K3

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	2	3	3	2	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	2.8	3	3	2.8	3

Key- Strongly corelated -3, Moderately corelated -2, Weakly Corelated -1, No correlation -0

TEACHING METHODOLOGY:

For a period of one month, the student will be attached to a Media Industry on an Internship basis. The intern will be exposed to the particular area of specialization already chosen. The student has to do a weekly reporting to the faculty guide of the department and update about the progress. A report and viva-voce will complete the process of evaluation

SEMESTER VI

PROJECT

COURSE CODE: VC18/6P/PRT

CREDITS: 15

COURSE OBJECTIVE:

To enable students to

1. Demonstrate their competence in a chosen area of specialization, with a view of gaining a placement in the media industry.

COURSE OUTLINE:

Every student will complete a Project (Television Production/Photography/Computer Graphics/Animation/Online Media/Dissertation) on the area of specialization already chosen by them

Emphasis will be given to producing work that can be made use of in the industry.

SEMESTER VI
SELF STUDY PAPER
MEDIA LAWS

COURSE CODE:

CREDITS 2

COURSE OBJECTIVES:

To enable the students,

- To understand the features of Indian constitution
- To understand various media laws

COURSE OUTLINE:

UNIT 1

Salient Features of Indian Constitution, Fundamental Rights and duties, Directive principles, Functions of Executives, Judiciary and Legislature, Centre - state legislature, Parliamentary Privileges, Emergency Provisions.

UNIT 2

A brief History of press legislation in India, Meaning of freedom, freedom of speech and expressions, freedom of press, constitutional guarantees of limitation, rights and responsibility of the media, Defamation, Human rights, Right to information

UNIT 3

Working Journalistic Act, Contempt of Court, Official Secrets Act, Copy Right Act, Indian Penal Code, Cable TV Regulations Act, Intellectual Property act

UNIT 4

Role and responsibilities of Professional Bodies : Press Council of India; Press Council of Regulations, Prasar Bharathi, TRAI; International Telecommunications Union.

UNIT 5

The internet and legal issues; Cyber Laws in India – Privacy and piracy; IT act.

BOOKS RECOMMENDED:

1. Pylee , M.V, Constitution Of India, Vikas Publishers, New Delhi

2. Vijayshankar N A – Cyber Laws in India; A citizen’s guide, Ujvala Consultants, Bangalore
3. Basu, Shorter Communication of India, Prentice – Hall India

REFERENCE BOOKS:

1. Leslie, Mass Communications ethics, 2000, Thomson Learning
2. Iyer, Venkat – Mass media Laws and regulations in India, AMIC, New Delhi
3. Gillmor. E, Mass communication Laws; cases and comments, 1998, Thomson learning

E-LEARNING RESOURCES:

https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf

<http://www.legalserviceindia.com/articles/media.htm>

<https://www.un.org/en/sections/issues-depth/human-rights/>

COURSE OUTCOME:

CO No.	CO Statement	Knowledge level
CO 1	Understand the features of Indian Constitution	K2
CO 2	Understand the history of press legislation	K2
CO 3	Explain various media laws	K2
CO4	Comprehend the role and responsibilities of Professional Bodies	K2
CO 5	Explain the cyber laws	K2

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME :

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	3	1	2	2
CO 2	1	3	1	2	2

CO 3	2	2	1	2	2
CO 4	2	3	1	2	2
CO 5	2	3	1	2	2
Average	1.6	3	1	2	2

Key- Strongly corelated -3, Moderately corelated -2, Weakly Corelated -1, No correlation -0

TEACHING METHOD:

Self study

QUESTION PAPER PATTERN:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory Section B/C- must be have 2 theory and 3problems
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/3x20 marks	500	40		