

B.SC. VISUAL COMMUNICATION & ELECTRONIC MEDIA

SCHEME OF EXAMINATION: CBCS PATTERN

(WITH FOUR SEMESTER LANGUAGE PAPER)

(APPLICABLE TO STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2013 - 2014)

PART	STUDY COMPONENTS	INS. HRS/ WEEK	EXAMINATIONS				CREDIT
			DU R. HRS	CIA	ESE	TOTAL	
SEMESTER-I							
I	LANGUAGE-I	6	3	25	75	100	4
II	ENGLISH-I	6	3	25	75	100	4
III	INTRODUCTION TO COMMUNICATION	6	3	25	75	100	4
III	COMMUNICATION MEDIA	6	3	25	75	100	4
III	ALLIED-I: INTRODUCTION TO SOCIAL PSYCHOLOGY	4	3	25	75	100	4
IV	ENVIRONMENTAL STUDIES*	2	3		50	50	2
SEMESTER-II							
I	LANGUAGE-II	6	3	25	75	100	4
II	ENGLISH-II	6	3	25	75	100	4
III	COMMUNICATION THEORIES	6	3	25	75	100	4
III	ALLIED-II: WRITING FOR MEDIA	3	3	25	75	100	4
III	PRACTICAL -I : WRITING FOR MEDIA	3	3	40	60	100	3
III	PRACTICAL -II : VISUAL ARTS	4	3	40	60	100	3
IV	VALUE EDUCATION / HUMAN RIGHTS*	2	3		50	50	2
SEMESTER-III							
I	LANGUAGE-III	6	3	25	75	100	4
II	ENGLISH-III	6	3	25	75	100	4
III	BROADCASTING PRACTICE	4	3	25	75	100	4
III	ALLIED-III: ADVERTISING	4	3	25	75	100	4
III	PRACTICAL - III: PHOTOGRAPHY	4	3	40	60	100	4
IV	SKILL BASED SUBJECT-I	4	3	25	75	100	3

	PHOTOGRAPHY						
IV	TAMIL ** / ADVANCED TAMIL ** (OR) CONSTITUTION OF INDIA*/COMMUNICATIVE ENGLISH-I *	2	2		50	50	2
SEMESTER-IV							
I	LANGUAGE-IV	6	3	25	75	100	4
II	ENGLISH-IV	6	3	25	75	100	4
III	MEDIA LAWS AND ETHICS	4	3	25	75	100	4
III	ALLIED-IV: NEW MEDIA	4	3	25	75	100	4
III	PRACTICAL - IV: DIGITAL DESIGN PRODUCTION	4	3	40	60	100	4
IV	SKILL BASED SUBJECT-II DIGITAL DESIGN PRODUCTION	4	3	25	75	100	3
III	INDUSTRIAL REPORT @	-		20	80	100	4
IV	TAMIL ** / ADVANCED TAMIL ** (OR) NON-MAJOR ELECTIVE - II GENERAL AWARENESS */COMMUNICATIVE ENGLISH -II*	2	2		50	50	2
SEMESTER-V							
III	FILM STUDIES	6	3	25	75	100	4
III	MEDIA PRODUCTION	6	3	25	75	100	4
III	PRACTICAL - V: DIGITAL ANIMATION PRODUCTION	6	3	40	60	100	4
III	ELECTIVE 1	3	3	25	75	100	4
III	ELECTIVE 2	3	3	25	75	100	4
IV	SKILL BASED SUBJECT-III DIGITAL ANIMATION PRODUCTION	4	3	25	75	100	3
IV	PLACEMENT TRAINING**	2					-
SEMESTER-VI							
III	PRACTICAL - VI: NON LINEAR EDITING	6	3	40	60	100	4
III	PRACTICAL VII : MEDIA PRODUCTION	12	6	40	60	100	4
III	ELECTIVE 3	6	3	25	75	100	4
IV	SKILL BASED SUBJECT-IV NON LINEAR EDITING	4	3	25	75	100	3
IV	PLACEMENT TRAINING**	2					-
V	EXTENSION ACTIVITYY **	-		50	-	50	2
TOTAL		-		-	-		140

NOTE

* NO INTERNAL EXAMINATIONS ONLY EXTERNAL EXAMINATIONS

** NO EXTERNAL EXAMINATIONS ONLY INTERNALS EXAMINATIONS

@ VOCATIONAL INDUSTRIAL TRAINING

LIST OF ELECTIVE PAPERS:

ELECTIVE-I	A. ELEMENTS OF FILM PRODUCTION	
	B. MARKETING	
	C. Printing Technology	
ELECTIVE-II	A. Screen Play	
	B. PR	
	C.PACKAGING	
ELECTIVE-III	A.FILM MARKETING AND DISTRIBUTION	
	B.Event Management	
	C.DIGITAL PRINTING MANAGEMENT	

SEMESTER I

INTRODUCTION TO COMMUNICATION

Goal: To make students understand the basics of communication and the elements involved in communication process.

Objective: To make students think about the various aspects involved in the communication process and analyse the issue of digital divide.

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

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

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

UNIT-IV : Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges. Digital divide.

UNIT-V: Communication and New Media- mobile communication – Emergence of Social Media.

BOOKS FOR REFERENCE:

1. Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
2. McQuail Dennis, “Communication Models”, Longman, London, 1981.
3. John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
4. Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.
5. Shukla,SK. „ Mass media and Communication“. Cybertech Publishing, New Delhi. 2006.
6. Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.

SEMESTER I

COMMUNICATION MEDIA

Goal: To introduce students to the field of media and its characteristics.

Objective: To make students understand the concept of ownership patterns and recent technologies in media.

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

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

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

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

UNIT-V: New Media: Information age, knowledge society, global media and audiences ; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.

BOOKS FOR REFERENCE:

1. Arvind Kumar. “The Mass Media”. Anmol Pub. New Delhi. 1999.
2. Parthasarathy, Rangasamy. Journalism in India”. Sterling Pub. New Delhi.1995.
3. Keval J Kumar “Mass Communication in India “ Jaico pub. Bombay. 1998.
4. Chatterji. P.C. “ Broadcasting in India”. Sage, New Delhi. 1997.
5. Shrivastava,KM. “Radio and TV Journalism” Sterling Pub., New Delhi.1989.
6. Arandhai Narayanan. “Tamizh Cinemavin Kadhai”. New Century Pub., Chennai. 1981.

SEMESTER I

INTRODUCTION TO SOCIAL PSYCHOLOGY

Goal: To enable students to understand Social Psychology as a subject and the basic attributes.

Objective: The concept of identity , community and group processes is best understood by students to enable them to gain an insight into media.

UNIT-I: The Nature and Scope of Social Psychology. The Methods of Social Psychology. The Development of Social Psychology: Early Beginnings – the Contributions of Sociologists and Psychologists : Comte; Le Bon; Durkheim; Cooley; G H Mead; Mc Doughall; Goffman.

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

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

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

UNIT-V: Mass Psychology; Audiences and Collective Behaviour. Classification of collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. New Media and Audience Behaviour. Social Media and Flash Mobs; Political Movements.

BOOKS FOR REFERENCE:

1. Mc David and Harris ; “An Introduction to Social Psychology” . Harper & Row, 1968.
2. D Crytchfold, RS and Ballachey, E L “Individual in Society”. McGraw Hill. New York.
3. Sherif, N and Sherif C.W. “An Outline of Social Psychology” Harper & Row. New York.

SEMESTER II

COMMUNICATION THEORIES

Goal: To enable students to understand the theories and models of communication and its basic attributes.

Objective: To understand the need of knowledge and skills of communicator.

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

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

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

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

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

BOOKS FOR REFERENCE:

1. Communication models by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. Theories of Mass Communication by Mattelart et al., Sage, London. 1998.
4. Essentials of Mass Communication by Asa Berger, Sage, New Delhi, 2000.
5. Media Gratifications Research by Rosengren et al., Sage, London, 1985.
6. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
7. Theories of the Information Society by Webster, Frank. Routledge, London. 1995.

SEMESTER II

WRITING FOR MEDIA

Goal: To introduce students to the strands of various writing for mass media.

Objective: To make students understand the importance of effective writing.

UNIT I: History of writing – Elements of Language – Concept of Literate Societies – Language as a tool of Communication – Writing as coding of contents.

UNIT II: Readability – Techniques of readability – Gunning’s fog Index- Point score – Flesch’s reading Ease Score (RES) and Human Interest Score (HIS) – Practical exercises.

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

UNIT IV: Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - profiles - Practical exercises. Writing for the Web.

UNIT V: Creative writing – principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.

BOOKS FOR REFERENCE:

1. Mencher, Melvin. “Basic News Writing“ Universal Bookstall, New Delhi.1993.
2. Sreenivas Rao. “Handbook for Writers and Editors“. Academic Book Centre, Ahmedabad, 1981.
3. Evans, Harold. “Newsman’s English“ . Heinemann, London:1972.
4. Reah, Danuta. Language of Newspapers (2nd ed.). Routledge, London. 2002.
5. Fergurson, Rowena.”Editing A Small Magazine“. Columbia Univ.Press. 1976
6. Hicks,Wynford. English for Journalism. Routledge, London. 1993.
7. Effective writing – Robert Gunning
8. Modern English Usage – Fowler
9. Art of effective writing – Rudolf Flesch

SEMESTER II

WRITING FOR MEDIA PRACTICAL

Goal: To introduce students to the strands of various writing for mass media.

Objective: To make students skilful in writing News stories, features, copywriting and content writing.

LIST OF PRACTICAL:

1. Writing leads.
2. Feature writing.
3. Inverted pyramid style writing.
4. Feature writing.
5. Copywriting.
6. Writing a News article on current affairs. (Newspaper)
7. Writing a magazine feature (of students)
8. Writing for a Radio Talk Show and interview
9. Writing a script for educational programme in TV
10. Content writing for a website

SEMESTER II

PRACTICAL I – VISUAL ARTS

Goal: To make students understand the aesthetics of various visual forms.

Objective: To make students work on given topics and making them more professional.

LIST OF PRACTICAL:

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

SEMESTER-III

PHOTOGRAPHY

Goal: To introduce the students into basics of photography and its techniques.

Objective: To make students understand the technicalities in photography.

UNIT-I: Composition-Framing-Perspective-Texture-Pattern. Aperture-Usage. Shutter-Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light-Fill Light. Low Key and High Key Picture. Rule of Third. Angle of View. Picture Format.Using one light source-Using two light-Using multiple light source- synchronization-flash sync speed- Exposure techniques- psychology of colours and lighting

UNIT-II: Define Photography- Types. Brief History and Development of Photography. Camera –Types- Usage. Lens- Types- Usage. Lights- Types- Usage. Filters –Types- Usage. Film – Types. Film- Speed and Size. Tripod –Types- Usage. Light Meter- Usage. Flash-Types-Usage- Electronic Flash – Selection of Right Flash Mode. Other Useful Accessories.

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

UNIT –IV: Define Photoshop. Photoshop workspace. Palettes, Buttons. Choosing Color, Brush Shape. Operations and Usage of Tools- Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus Tool, Toning, Eye Dropper, Zoom Tool, Morgue Tool, Lasso Tool. Magic Wand, Art Marks, Art Layers, Layer Mark, Create Layer, Fill Tool, Trashcan, Cloning, Clone Align, Art Filter, Plug ins, Rule of Thumb, Kerning, Leading. Digital Image on Various Media.- Latest trends in digital imaging.

UNIT-V: Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio- Design, Equipments and Budget. Corporate Studio- Design, Equipments and Budget.

BOOKS FOR REFERENCE:

1. Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom and Mitchell Beazley.
2. Practical photography – O.P. Sharma – Hind pocket books.
3. The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.
4. Mastering Digital Photography & Imaging(2001)Peter K Burian, Publisher Sybex. USA.

5. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge

SEMESTER III

ADVERTISING

Goal: To enable students to understand advertising and its basic attributes.

Objective: To make students understand the importance of advertising and do campaigns.

UNIT-I: Advertising and its role in the market place, advertising industry in India – advertising as a process of communication - Social effects of advertising. Different Media of Advertising.

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

UNIT III: Advertising agency: Structure and functions; Leading agencies in India-Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

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

UNIT-V: Professional ethics in advertising- cases of ethical violations –Advertising Standards. Council – Social and cultural issues – New Media Advertising Ethics

BOOKS FOR REFERENCE:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; „Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994.
5. Mohan, M; “Advertising management concepts and cases”; Tata McGraw Hill; New Delhi, 1989.
6. Chunnawalla and K.C. Sethia ; “Foundations of Advertising: Theory and practice”,

SEMESTER III

BROADCASTING PRACTICE

Goal: To make students understand about production process, crew forming and marketing the commercials in broadcast media.

Objective: Enables the students to understand the format for script writing, camera handling techniques and production process method for broadcast media

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

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

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

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

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

BOOKS FOR REFERENCE:

1. Kelsey, Gerald. Writing for Television. Unistar, 2004.
2. Simon, Mark. Storyboards Motion in Action(2nd edn.). Oxford: Focal Press. 2000
3. Zettl, Herbert. Television Production Handbook(7th edn.). Belmont: Wadsworth Publishing,2000.
4. Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
5. Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
6. Hooper White. How to produce effective TV commercials ,3rd EDN

SEMESTER-III

PHOTOGRAPHY PRACTICAL

Goal: To make students get hands on experience in photography.

Objective: To make students take different shots on different aspects of photography.

LIST OF PRACTICALS:

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

Project Portfolio on a topic/theme

SEMESTER-IV

MEDIA LAWS AND ETHICS

Goal: Providing students with an ethical perspective.

Objective: To understand the relationship between the media and society.

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

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

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

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

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

BOOKS FOR REFERENCE:

1. Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications,1988.
2. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.
3. Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005.
4. Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997
5. Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.
6. Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

SEMESTER-IV

NEW MEDIA

Goal: To introduce the new media concepts to students.

Objective: To enable students to understand the features of new media and its implications.

UNIT 1: Introduction to new media, difference between traditional media and new media, basic concepts and theories in new media, technological innovation and change.

UNIT 2: Mobile communication, blogging – its nature and scope, social networking sites – features, advantages and disadvantages.

UNIT 3: The role of digital media, its impact on politics, culture, entertainment and economics. Issues concerning digital media.

UNIT 4: The role of new media – Indian perspective – case studies. The issue of digital divide and challenges before us.

UNIT 5 : Cyber crimes – types of cyber crimes and its impact, cyber laws dealing with new media, information technology act 2008.

BOOKS FOR REFERENCE:

1. Convergence Culture: Where Old and New Media Collide, Henry Jenkins, New York University Press, 2006
2. The Language of New Media , Lev Manovich First Edition, Leonardo Books, 2002
3. New Media: A Critical Introduction, Martin Lister, Routledge, 2009
4. New Media and Intercultural Communication: Identity, Community and Politics , Pauline Hope Cheong, Lang, Peter, Publishing Inc,2012
5. The New Media Book, Dan Harries, British Film Institute, 2002

SEMESTER-IV

DIGITAL DESIGN PRODUCTION

Goal: To introduce the aspects of digital designing to the students.

Objective: To make students understand the features of designing software.

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

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

UNIT III: Advance Excel Tutorials, Corel Draw- features & tools, working with vector/raster images, special effects and other supporting components of CorelDraw.

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

UNIT V: Adobe In design-features, tools, page layouts.

BOOKS FOR REFERENCE:

1. Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.
2. Photoshop for Dummies, IDG Books, New Delhi, 2000.
3. Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
4. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
5. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
6. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.

SEMESTER-IV

DIGITAL DESIGN PRODUCTION PRACTICAL

Goal: To make students get hands on experience in digital designing.

Objective: To make students work on given topics in order to gain more skills.

LIST OF PRACTICALS:

1. Visiting card using corel draw
2. Brochure using corel draw
3. Logo designing using corel draw
4. Make a package design for any product using coreldraw.
5. Make a newspaper using indesign
6. Make a magazine using indesign
7. Special fx using photo shop
8. Photo Editing
9. Color correction
10. Make a animation using photoshop

SEMESTER-V

FILM STUDIES

Goal: To give the students a broader outlook about the content of movies and a brief introduction to world cinema and its repercussions on Indian cinema.

Objective: To explain the evolution of Indian cinema and make students capable of reviewing a movie.

UNIT – I: A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.

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

UNIT- III: Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects. Dubbing as a creative art. Role of PRO in a cinema unit.

UNIT- IV: Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema. New generation movies. Changes in Tamil movie industry in past one decade. South Indian cinema culture.

UNIT V: Regulations for the film industry – Problems of film industry: Piracy - Government's Initiatives and policies – Film institutes and organizations, The male chauvinism inside cinema unit: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review. Movies of world famous directors-past and present.

BOOKS FOR REFERENCE:

1. Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
2. Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
3. Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
4. Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
5. Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
6. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press.

SEMESTER-V

MEDIA PRODUCTION

Goal: To introduce the basics of pre production, production and post production.

Objective: To make students understand the importance of scriptwriting , story board, techniques in production and post production.

UNIT-I: Preproduction Techniques, What is a Story Board, What is idea generation, Budgeting, Crew, Casting , Planning and Scripting, Art Design.

UNIT-II: Basic Camera angles, movements and shots, Crane, Dolly, Lighting Techniques and its importance. Mise -en -scene, Studio Setup and Floor management, Outdoor, Basic Sets and ENG, OB Vans. interview

UNIT-III: Capturing and Editing, Dubbing and Re-recording, Colour Correction, Computer Graphics and VFX and Titling

UNIT-IV: Audio recording and editing, audio editing softwares- Sound Forge, Cubase-features

UNIT-V: Internet radio, community radio, mobile radio, careers in audio production, hands on experience.

BOOKS FOR REFERENCE:

1. Introduction to Documentary Production: A Guide for Media Students, Wallflower Press, 2002.
2. Audio in Media: Principles, Technology and Production 1st Edition, Stanley R. Alten, 2008.
3. Media Production First Edition, Open University Press, 2005.
4. Introduction to Media Production, Taylor and Francis, 2012.

SEMESTER-V

DIGITAL ANIMATION PRODUCTION

Goal: To introduce the basic concepts in animation technology.

Objective: To introduce the features of animation softwares to students.

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

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

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

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

UNIT V: Animation industry in India & Abroad, Animation in cinema and television. Professional requirements (skills) for animation industry, Latest trends in animation.

BOOKS FOR REFERENCE:

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

SEMESTER-V

DIGITAL ANIMATION PRODUCTION PRACTICAL

Goal: To gain hands on experience in animation technology.

Objective: To make students work on given topics in order to acquire more skills and make their own creative works.

LIST OF PRACTICALS:

2D animation

1. Titles
2. Path animation
3. Cell animation
4. Shape animation
5. Working with multiple scenes
6. Animation using script
7. Export a 2d animation movie
8. Add sound track for a 2d movie
9. Make one advertisement using 2d
10. Make one titling fx using masking fx.

3D animation

1. Working with 3D max tools
2. Modelling
3. Materials
4. Texturing
5. Rigging
6. Lighting
7. Camera
8. Rendering
9. Dynamics
10. 3D titling
11. Make 3d animation clip for Ad

SEMESTER-VI

NON LINEAR EDITING

Goal: To introduce the concepts in editing.

Objective: To make them learn the importance of editing and features in editing software.

UNIT -I: History of Editing, Basics of Editing, Basics of camera and their features, basics of videography, Basic shots and their composition, Importance of cut away and cut in shots, Various camera movements and angles, Basics of video editing, Editing - meaning and significance.

UNIT-II: Montage, introduction to Adobe Premiere and Final Cut Pro.

UNIT-III: Linear and Non Linear Editing Types and Techniques. Online and offline editing

UNIT-IV: Equipments for editing. Editing equipment - recorder, player, video switcher, vision mixer, audio mixer, monitor, speaker. Connecting and handling editing equipment. Working on NLE software.

UNIT-V: Concept mapping, discussion with experts and practical sessions.

BOOKS FOR REFERENCE:

1. New Technologies and training, Chris Thompson, Dec 1994
2. From still to motion: Editing DSLR video with Final Cut Pro, Richard Harrington, Abba Shapiro and Robbie Carman, Dec 2011
3. An Editor's guide to Adobe Premiere Pro, Richard Harrington, Robbie Carman and Jeffi. Greenberg, Aug 2012
4. The Film Editing Room Handbook: How To Tame The Chaos Of The Editing Room, Norman Hollyn, Dec 2009
5. Cut by Cut: Editing Your Film or Video, Gael Chandler, Jun 2012

SEMESTER-VI

MEDIA PRODUCTION PRACTICAL

Goal: To get the hands on experience in media production like audio and video.

Objective: To make students work on given topics in order to acquire more skills and make their own audio and video production.

LIST OF PRACTICALS:

1. Add vocals to previously recorded rhythm tracks and correct errors and add new parts.
2. Do over dubbing procedures for any three types of musical instruments.
3. Blend sound to create moods.
4. Record live drums using multiple mikes.
5. Do Signal processing to shape sound through the use of reverberation units, digital delays and echo production – (using either software/hardware)
6. Produce a radio news bulletin.
7. Experiment and discover your own unique sounds and special effects.
8. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
9. Produce programme in different formats (Talk, compeering, announcement, anchoring, interviews etc.)
10. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).
11. Short film
12. Documentary

SEMESTER-VI

NON LINEAR EDITING PRACTICAL

Goal: To get the hands on experience in Non linear editing.

Objective: To make students work on the given topics.

LIST OF PRACTICALS:

1. Overview of Premiere Pro - Setting up your system
2. Settings of import & export
3. Tools
4. Track
5. Titling
6. Cutting
7. Add effects
8. Transitions
9. Rendering
10. Export movie

ELECTIVE I

A - ELEMENTS OF FILM PRODUCTION

Goal: To understand the concepts in film making.

Objective: To make students write scripts, create story boards and other production techniques.

UNIT – I: Concept, Idea, and Budget

UNIT – II: Story Board, Scripting, Story Writing, Script writing

UNIT – III: Location Meeting, Casting, Mise – En – Scene, Props – lighting

UNIT – IV: Formats for Advertisement, Commercials, Live examples

UNIT – V: Assignments, Live Projects

BOOKS FOR REFERENCE:

1. Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.
2. An Introduction to Digital Video (1994) – John Watkinson, Focal Press, London.
3. Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross – Mc Grawhill.
4. Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications . Tanzania. First edition.
5. Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London. Sixth edition.

ELECTIVE I

B. MARKETING

Goal: To make students understand the basic concepts in marketing.

Objective: To enable students to understand market segmentation, consumer behaviour and marketing mix.

UNIT-I: Introduction to Marketing: Definition & Functions of Marketing. Core concepts of Marketing - a) Need, Want, Desire, Benefits, Demand, Value, Exchange, b) Goods – Service Continuum, Product, Market c) Customer Satisfaction, Customer Delight. d) Approaches to Marketing – Product – Production – Sales – Marketing – Societal – Relational.

UNIT-II: Consumer Behaviour: Concept, Characteristics of Consumer and organizational markets, step Buyer decision process.

UNIT-III: Marketing Environment: Analyzing needs and trends Macro Environment – Political, Economic, Socio-cultural and Technical Environment – PEST analyses. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

UNIT-IV: Market segmentation: Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.

UNIT-V: Marketing Mix: Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment.

BOOKS FOR REFERENCE:

1. William Stanton et al. 1994. Fundamentals of Marketing. Tata McGraw Hill, New Delhi.
2. Sengupta, Subroto. 1990. Brand Positioning. Tata McGraw Hill. New Delhi.
3. Sontakki.2000. Principles of Marketing. Kalyani Pub. New Delhi.
4. Kenneth Clow & Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication (2nd edn.) Prentice Hall, New Delhi.
5. Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Pub. New Delhi.

ELECTIVE I

C. PRINTING TECHNOLOGY

Goal: To introduce the basics in printing technology.

Objective: To understand the technicalities in printing and layout design.

UNIT-I: Growth of Tamil and English magazines – General and special magazines – circulation and readership – characteristics of magazines – magazine readers.

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

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

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

UNIT-V: Content, Layout and Design analysis of India Today, The Week, Front Line, Outlook, India Today (Tamil), Tamil weeklies and fortnightlies – English and Tamil special magazines such as Femina, Gentleman, Avazh Vikatan etc – Special Magazines on products and industries – comparison with some foreign magazines.

BOOKS FOR REFERENCE:

1. Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.
2. King, Stacey. Magazine Design that Works. London: Routledge, 2001.
3. Morrish, John. Magazine Editing. London: Routledge, 1996.
4. Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.
5. Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

ELECTIVE II

A. SCREENPLAY

Goal: To make students understand about film and television screenplay structure.

Objective: To make students create story with plots and subplots.

UNIT-I: The Current Campfire: Film as a Storytelling Device- The history of storytelling - Plays vs. novels vs. film - What is a “story”? - The “idea” vs. “story” vs. “screenplay”

UNIT-II: The Screen Story- What is it? - The logline - The essence of a screen story - Conflict (and why we love it) - Form, format and formula

UNIT-III: The Structure of a Screenplay- Back to story- Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot points

UNIT-IV: The First Act- Establish, introduce and hook- The inciting incident - The first act plot point The Second Act- Rising conflict and overcoming obstacles - The second act plot point The Third Act- The “final battle” - The outcome of the final battle - The denouement - Happy vs. hopeful endings

UNIT-V: Character - Plot vs. Character - Character vs. Characteristics- Actions Speak Louder than words - The main character (our hero!)- Other characters and character Types. Dialogue - The functions of dialogue – Voiceover. The Kitchen Sink-Back story & Exposition- Subplots- Setup and payoff - Flashbacks- Theme Breaking the Rules - How screenwriters break them and why Genre - “What is this movie anyway?”

BOOKS FOR REFERENCE:

1. The Writer’s Journey by Christopher Vogler
2. Adventures in the Screen Trade by William Goldman
3. The New Screenwriter Looks at the New Screenwriter by William Froug

ELECTIVE II

B. PUBLIC RELATION

Goal: To introduce the basics and process of PR.

Objective: To make students prepare press release and understand etiquettes in PR.

UNIT-I: Development Of Public Relations - Historical Perspective Present status of PR and future scope Distinction between PR, Propaganda, Advertising, publicity, Marketing PR as a Management Function and its interface with other Managerial disciplines.

UNIT-II: PR In India- Development of PR in Indian Public sector-historical perspective Objectives of PR in Public sector vis-à-vis Private sector Govt. Information System Role of PIB in PR /press relations Role of PR in democracy PUBLIC OPINION how it is formed Winning Public Opinion Pressure groups

UNIT- III: Planning and Programming Implementation of Plans Anticipating crisis & handling disasters Evaluation of PR Programme

UNIT –IV: pr for internal communication Publics” in Internal Communication Objectives of Employee relations Building Organizational culture Media for Internal Communication PR FOR EXTERNAL PUBLIC Defining publics Various publics pr has to interact with MASS MEDIA OF COMMUNICATION Role of new technology

UNIT V: ETHICS AND PR Code of ethics Professionalism in PR Growth of Professional bodies: PRSI, IPRA

BOOKS FOR REFERENCE:

1. Cutlip, Center and Broom, “Effective Public Relations” Prentice Hall; NJ; 1982
2. ‘Handbook of Public Relation’. Stephenson, Howard. MC Graw Hill Pub., Illinois. 1971
3. ‘Practical Public Relation’, Anil Basu.
4. ‘PR principles, cases and problem’, Moor and can field.
5. ‘Public Relations Practices” Ventre & Walsh, Prentice Hall, 1981.

ELECTIVE II

C. PACKAGING

Goal: To introduce the basic concepts in package designing.

Objective: To make students create package for different products.

UNIT 1: The process of 3-D design and its function in advertising communication, Identify target markets and its function in relationship to design, Defining concepts and objectives for the client.

UNIT 2: Planning marketing strategies and organize information prior to final construction, Adapting typography, illustration, design and materials to 3-D forms, Designing for structural integrity, and display aesthetics.

UNIT 3: Developing high comps and model making, Construction patterns and perspective marker rendering, Compositional problems and solutions.

UNIT 4: Working with type, colour, three dimensional objects, and structure From design development to final: thumbnails and roughs, to presentation Communicate and implement concept options.

UNIT 5: Rigid packaging - Carton manufacturing, Materials and equipments used, Processes and design of rigid packaging, Testing of raw material, Flexible packaging - Materials, Properties, Advantages and limitations, Applications, Modern trends in printing : Bar coding, Facsimile technology, Lasers used in prepress, Digital offset colour printing, Security printing, Printing on uneven surfaces

BOOKS FOR REFERENCE:

1. Operator's Manual - GATF,
2. Maintenance Engineering Handbook - Lindley Higgings, Mc Graw Hill.
3. Flexo Primer-D.C.Mulvihill, GATF.
4. Basic Gravure Technology- PIRA
5. Packaging Technology Set I , II - Asian Packaging.

ELECTIVE III

A. FILM MARKETING AND DISTRIBUTION

Goal: To make students understand the basics in film marketing and distribution.

Objective: To make students understand the issues and challenges involved in marketing.

UNIT- I: The role of marketing in the film industry: What you need to know BEFORE You shoot - developing a release strategy - checklist for preparing your film for buyers -how to generate consumer & distributor interest for your film - what are your films exhibition options (theatres, TV, DVD, internet)? - What are deliverables?

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

UNIT -III: Stars and marketing; genres and marketing

UNIT- IV: Marketing and new media- Internet- streaming video, Podcasts,

UNIT -V: Alternative approaches to marketing film: exploitation, cult and art cinema
Current approaches to film marketing - cultural and economic contexts

BOOKS FOR REFERENCE:

1. Ackland, C.A. 2003. Screen Traffic: Movies, Multiplexes, and Global Culture, North Carolina: Duke University Press Bosko, S. 2003.
2. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese Prod Durie, Pham & Watson, 2000.
3. Marketing and Selling Your Film Around the World, Cal: Silman-James Press Tuuk, T. 1997.
4. Movie Marketing: Opening the Picture & Giving It Legs, Cal

ELECTIVE III

B. EVENT MANAGEMENT

Goal: To enable students understand the concepts involved in event management.

Objective: To make students conduct events and campaigns.

UNIT -I: Defining an event. Planning an Event. Categories of Events - Convection, Conference

UNIT -II: Event Management Principles – Individuals and Group Participants .Team Building .Co- ordination

UNIT -III: Sponsorship and Fund Raising. Ethics and Operations. Information Technologies

UNIT – IV: PR- Introduction Definition, Lobbying, Advertisement, Publicity, Public Opinion

UNIT –V: Event Management .Trade Fair. Conference .Crisis Management – Crisis Situation

BOOKS FOR REFERENCE:

1. Dynamics of public relations in Indian Software and ITES sectors; Chawla,Ruchi(2004)
2. Attributes of PR in the multiplex Industry; Kawathekar, Parag(2004)
3. Brand enhancement through corporate social responsibility (2004)
4. Event production; Lights and sound; Niyogi, Ishani(2004)
5. Celebrity political endorsement; Parikh Sejal(2004)
6. Role of PR in Social marketing; Singh, Shruti(2004)

ELECTIVE III

C. DIGITAL PRINTING MANAGEMENT

Goal: To introduce concepts in management with reference to printing industry.

Objective: To make students aware of scopes and challenges in printing management.

UNIT I: Definition and Basic concepts of management

UNIT II: Project Formulation, Technical Feasibility, Economic Viability, Site selection, Plant Layout.

UNIT III: Sales budgeting – market segments / customers / products, Customers enquiry and preparation of quotation, Customer order processing – from order acknowledgement to dispatch and invoicing, Pending customer orders – follow up, e) Sales analysis, Network of sales

UNIT IV: Capacity requirements planning for equipment manpower and time, Shop floor control – calculation of labour efficiency, productivity and equipment down – time analysis, Material procurement – indenting, purchasing, vendor analysis, suppliers bill passing and receipt of material, Stock accounting and control – raw material, work in process and finished goods, Sub contracting of work outside Vendors

UNIT V: HRM – Functions and practices, Recruitment and selection, Performance appraisal, Training and Development, Career Planning.

BOOKS FOR REFERENCE:

1. Marketing Management , Philip Kotler, 14th Edition, Prentice Hall, 2011.
2. Fundamentals of Financial management , Prasanna Chandra, 5 Edition, Tata McGraw - Hill Education (2010)
3. Profitable Printing Management, Roger Williams, Practical Printing Management, 1996.
4. Printing Production Management, Gary G. Field's, 2nd edition, 2010.