

DEPARTMENT OF VISUAL COMMUNICATION
RATHINAM COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

B.Sc. Visual Communication & E-media

(I, II, III, IV, V, VI Semester)

2017-2018 Batch on-wards

*Rathinam College of Arts & Science (Autonomous), Coimbatore-21
Admitted in B.Sc. Visual communication & e- media from the academic year 2017-2018 & Onwards
Regulations 2017*

Approved in the BOS Meeting held on 24-04-2018

Vision and Mission of the Institution:

VISION

To emerge as a world renowned Institution that is integrated with Industry to impart knowledge, Skills, Research Culture and Values in youth who can accelerate the overall development of India.

MISSION

To impart superior quality education at affordable cost, nurture academic, and research excellence, maintain eco-friendly and future-ready infrastructure, and create a team of well qualified teaching professionals who can build global competency and employability

CORE PURPOSE

Transform the youth into National Asset.

MOTTO

Meaningful INDUSTRY-READY education and research by all means

Vision and Mission of the Department:

Vision

In the new communication era, Communication Program aims to enable students to use media as a communication tool, to benefit from different disciplines and for them to gain a conceptual, intellectual, creative and innovative practical approach.

Mission

To provide high level, forward thinking and creative professionals to work in the field of Media and Communication.

Program Educational Objectives (PEO)

PEO1	:	Graduates of the programme will have successful career in all communication and Media industries and can pursue higher education and research.
PEO2	:	Graduates of the programme can work in teams to create the social responsibilities in the broad way as media person to construct the ethical practices.
PEO3	:	Graduates of the programme will continue to develop their knowledge and skills throughout their career.
PEO4	:	Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.

Program Outcomes (PO):

PO1	:	Apply the knowledge of communication and media fundamentals to the solution of problems in Communication and media industry.
PO2	:	Identify, formulate, research literature, and analyze Media and Communication problems reaching substantiated conclusions using first principles of Media and Communication theories and practice.
PO3	:	Design solutions for complex media and Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4	:	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions related to Media and Communication
PO5	:	Create, select, and apply appropriate techniques, resources, and modern media and communication tools to Media and Communication activities with an understanding of the limitations.
PO6	:	Understand the impact of the professional media and communication solutions in societal and environmental contexts, and demonstrate the knowledge of media and communication and need for sustainable development.
PO7	:	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
PO8	:	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO9	:	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Correlation between the POs and the PEOs

Program Outcomes		PEO1	PEO2	PEO3	PEO4
PO1	:	✓			
PO2	:		✓		
PO3	:		✓		

PO4	:			✓	
PO5	:				
PO6	:		✓	✓	
PO7	:		✓		
PO8	:		✓		
PO9	:				✓

Components considered for Course Delivery listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Mini Project
5. Project
6. Online Course
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	✓	✓	✓	✓	✓	✓		✓	✓
PO2	✓	✓	✓	✓	✓	✓		✓	✓
PO3	✓	✓		✓	✓	✓	✓	✓	✓
PO4				✓	✓		✓	✓	✓
PO5	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO6		✓	✓	✓	✓		✓	✓	✓
PO7		✓	✓	✓	✓		✓	✓	✓
PO8	✓	✓	✓	✓	✓		✓	✓	✓
PO9	✓	✓	✓	✓	✓	✓	✓	✓	✓

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Scheme of curriculum for

B.Sc. Visual Communication & E Media

Board of Studies – Visual Communication & E Media (UG)

S.No	Sem	Part	Type	Subject	Credit	Hour	Int	Ext	Total
1	1	I	L1	Language - I	3	6	40	60	100
2	1	II	E1	English for Communication	3	6	40	60	100
3	1	III	C1	Core Theory – I Introduction Communication Media	4	6	40	60	100
4	1	III	CP1	Core Practical - I Creative Arts	4	5	40	60	100
5	1	III	A1	Allied – I Social Psychology	4	5	40	60	100
6	1	IV	AEC1	Ability Enhancement Compulsory	2	2	50	0	50
7	1	VI	VAC	Value Added Course - I@	2	-	100	-	100
1	2	I	L2	Language - II	3	6	40	60	100
2	2	II	E2	Technical English - Writing for Media	3	6	40	60	100
3	2	III	C2	Core Theory - II Photography	4	5	40	60	100
4	2	III	C3	Core III –Commercial Production	4	4	40	60	100
5	2	III	CP2	Core Practical - II - Photography	4	3	40	60	100
6	2	III	A2	Allied – II Media Management	4	4	40	60	100
7	2	IV	AEC2	Ability Enhancement Compulsory	2	2	50	0	50
8	2	VI	VAC	Value Added Course - II@	2	-	100	-	100
1	3	III	C4	Core - IV - Advertising	4	7	40	60	100
2	3	III	CP3	Core Practical – III - Advertising	4	7	40	60	100
3	3	III	A3	Allied - III Media Production	4	6	40	60	100
4	3	III	CP4	Core Practical – IV – Industrial Training Report	2			50	50
5	3	IV	S1	Skill Enhancement Courses – I Digital Animation	4	6	40	60	100

6	3	IV	AEC3	Ability Enhancement Compulsory Course-III – (Tamil / Advanced Tamil (OR) Non-major elective-1	2	2	50	0	50
7	3	VI	VAC	Value Added Course - III@	2	-	100	-	100
8	3	VI	IDL	Inter Department Learning – I#	2	2	-	100	100
1	4	III	C5	Core - V - Audiography	4	6	40	60	100
2	4	III	CP5	Core Practical – V Audiography	4	5	40	60	100
3	4	III	A4	Allied - IV Media Law and Ethics	4	6	40	60	100
4	4	IV	S2	Skill Enhancement Courses – II Video Editing	4	6	40	60	100
5	4	IV	SP1	Skill Lab – I Video Editing	4	3	40	60	100
6	4	IV	AEC4	Ability Enhancement Compulsory Course-IV –(Tamil / Advanced Tamil (OR) Non-major elective-II	2	2	50	0	50
7	4	VI	VAC	Value Added Course - IV@	2	-	100	-	100
8	4	VI	IDL	Inter Department Learning – II#	2	2	-	100	100
1	5	III	C6	Core - VI - Script Writing	5	6	40	60	100
2	5	III	EL1	Elective - I	5	6	40	60	100
3	5	III	EL2	Elective - II	5	6	40	60	100
4	5	III	CP6	Core Practical – VI - Script Writing	4	6	40	60	100
5	5	III	CP7	Core Practical – VII – Mini- project	3	-	-	100	100
6	5	IV	S3	Skill Enhancement Courses – III Film Appreciation	4	6	40	60	100
7	5	VI	VAC	Value Added Course - V@	2	-	100	-	100
1	6	III	EL3	Elective - III	5	6	40	60	100
2	6	III	EL4	Elective - IV	5	6	40	60	100
3	6	III	CP8	Core Practical Lab - Elective Lab	4	4	40	60	100

4	6	III	CP9	Core Project - Short Film Production	8	8	40	160	200
5	6	IV	S4	Skill Enhancement Courses – IV Radio Production	4	6	40	60	100
6	6	V	EX	Extension Activity@	2		50		50
Total					140	180	1230	2270	3500

Note:

@ -No End Semester Examination, only Internal Exam.

- No Internal Examination, only End Semester Exam.

Allied Subjects

Allied	Subject
Allied – I	Social Psychology
Allied – II	Media Management
Allied – III	Media Production
Allied - IV	Media Law and Ethics

Skill Subjects

Skill Subject	Subject
Skill Enhancement Courses – I	Digital Animation
Skill Enhancement Courses – II	Video Editing
Skill Enhancement Courses – III	Film Appreciation
Skill Enhancement Courses - IV	Radio Production

List of Electives

Elective - I	Elective - II	Elective - III	Elective - IV
Journalism	Media Entrepreneurship	Documentary	Film Analysis
Reporting and Editing	New Media	Educational Films	Cultural Anthropology and Media Culture Studies
Visual Presentation	Media Marketing	Non-Fiction Films	Introduction to Folklore

Inter Department Learning Courses:

Semester – III	Semester - IV
Photography	Videography
Screenplay Writing	Digital Film Making
Radio Jockey	Video Jockey
Print Media	Journalism

Mapping of Courses and POs:

S- Strong Correlation M – Medium Correlation B – Blank

Course Code	Course Name	Program Outcomes								
		P01	P02	P03	P04	P05	P06	P07	P08	P09
17BVC13A	Core - I-Introduction to Communication	M	S	M	B	B	M	B	B	B
17BVC13P	Core Practical I– Creative Arts	B	S	B	S	B	B	B	B	M
17BVC1AA	Allied - I - Social Psychology	M	B	S	B	B	B	M	M	M
17BVC23A	Core - II - Photography	B	B	M	M	B	S	M	B	M
17BVC23P	Core Practical - II - Photography	B	B	B	M	S	M	B	B	B
17BVC23B	Core - II - Commercial Production	M	B	B	B	M	M	M	B	M
17BVC2AB	Allied - II - Media Management	B	B	S	B	B	B	M	S	M
17BVC33A	Core - IV- Advertising	M	M	M	B	M	B	B	B	M
17BVC33P	Core Practical III - Advertising	B	B	B	B	B	S	B	B	S
17BVC3AC	Allied- Media Production	B	B	B	B	B	M	B	M	M
17BVC3ZA	Skill Enhancement Course I –Digital Animation	B	B	S	M	B	S	B	B	M
17BVC43A	Core- V- Audiography	B	B	B	M	B	S	B	M	S
17BVC43P	Core Practical –V- Audiography	B	B	M	B	S	S	B	M	M
17BVC4AB	Allied IV – Media Laws & Ethics	B	M	B	M	B	M	S	B	M
17BVC4ZB	Skill Enhancement Course II – Video Editing	B	M	B	M	M	B	B	M	S
17BVC	Core - VI - Script Writing	M	S	M	B	B	M	B	B	M

17BVC	Elective – I- Journalism	B	S	B	S	B	B	B	B	M
17BVC	Elective – I Reporting and Editing	M	B	S	M	B	B	M	M	M
17BVC	Elective – I Editorial Practice	B	B	M	M	B	S	M	B	M
17BVC	Elective - II Media Entrepreneurship	B	B	M	M	S	M	B	B	B
17BVC	Elective - II New Media	M	M	B	B	M	M	M	B	M
17BVC	Elective - II Media Marketing	B	M	S	B	B	B	M	S	M
17BVC	Core Practical – VI - Script Writing	M	M	M	B	M	B	B	B	M
17BVC	Core Practical – VII – Mini-project	B	B	S	M	B	S	B	B	S
17BVC	Skill Enhancement Courses – III-Film Appreciation	B	S	M	B	M	M	B	S	M
17BVC	Elective - III Documentary	M	B	S	M	B	S	B	B	M
17BVC	Elective - III Educational Films	B	B	S	M	S	S	B	S	S
17BVC	Elective - III Non-Fiction Films	B	B	B	B	B	S	B	M	M
17BVC	Elective - IV Research Communication	B	B	B	M	M	M	S	B	M
17BVC	Elective - IV Research Methodology	B	M	B	M	M	S	M	B	S
17BVC	Elective - IV Media Research	B	M	B	S	B	M	B	M	M
17BVC	Core Practical Lab - Elective Lab	M	B	S	M	B	S	B	B	M
17BVC	Core Project - Short Film Production	B	M	B	M	B	S	B	S	S
17BVC	Skill Enhancement Courses – IV Radio Production	M	B	B	M	S	S	B	M	S

Semester I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC13A	Core - I - INTRODUCTION TO COMMUNICATION MEDIA	4	5	1	-	Theory

Course Outcome:

CO1	:	Capacity to critically examine and research on the aspects of communication for developmental aspects
CO2	:	Develop insights and in-depth aware to analyze the problems and communication gaps in the execution of technology
CO3	:	Create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
CO4	:	Ability to execute and plan required field works for the enhancement of communication development through collecting data for future references
CO5	:	To develop the skills of using technology to communicate effectively in various settings and contexts for cultural and developmental aspects.

Syllabus:

Unit I: Define communication -List the five forms of communication - Communication definitions, scope, forms, and purpose – functions of communication and types of communication. Communication process – sources, message, channel, receiver, feedback, - encoding and decoding process. Informal and formal channels –Lasswell, Shannon and Weaver models -Osgood - Schramm model of Communication, Barriers to effective communication

Unit II: Communication process – sources, message, channel, receiver, feedback, - encoding and decoding process. Informal and formal channels –Lasswell, Shannon and Weaver models -Osgood - Schramm model of Communication, Barriers to effective communication

Unit III: Characteristics of mass communication- Functions of mass communication: information, education and entertainment –communication; Communication and public opinion: nature, meaning and process. Cross-cultural communication: problems and challenges. Digital divide. Communication and New Media- mobile communication – Emergence of Social Media

Unit IV: Print medium & New media: Newspapers and Magazines – types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines content and style of English and Tamil language newspapers and magazines- an overview. New Media: Information age, knowledge society, global media and audiences, New media- Social Media Advantage and Disadvantages, digital revolution, internet, satellite, media convergence, information super high way – issues and future challenges.

Unit V: Radio & Television Media: Radio as a medium of mass communication – types of ownership: Private and Public- Organizational structure and functioning - Community radio, FM broadcasting and the audiences: Programming Content and style- a critical review. Television as a mass medium: Characteristics, ownership, organizational structure, Programming pattern, content & script.

Reference :

- Mass Communication in India – Keval .J.Kumar
- Communication Studies – The Essential Introduction – Andrew Beck, Peter Bennett & Peter Wall
- Communication Theories and Models – Dr.Andal.N.
- Mass Communication – Stanley J Baran

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	L	L	L	L	L	L	L
2	L	H	L	L	L	L	L	L	L
3	L	L	L	L	L	H	L	L	L
4	L	L	L	L	L	L	L	L	L
5	L	L	H	L	L	L	L	L	L

Semester I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC13P	Core Practical I– Creative Arts	4	-	1	4	Practical

Course Outcome:

CO1	:	The ability to learn creative elements in basic pencil designing aspect.
CO2	:	Capability to create pencil designing in 2D and 3D elements
CO3	:	The ability to develop Creative skills and gain knowledge in Drawing and Painting
CO4	:	To attain the basic knowledge about the type different types of painting, and pencils involved in sketching to execute different projects as picture is a powerful medium of communication.
CO5	:	To develop the knowledge on various perspective of visualization, and creativity.

LIST OF PRACTICALS

1. From Your Environment - Sketching, Drawing, Shading for Manmade, Nature, Figure Drawing from Life.
2. Form, Shape, Colour in Composition & space.
3. Perspective & eye levels.
 - One Point, Two point & Three points.
4. Illustration.
 - Market.
 - Vendors & their Vending methods.
 - Detailed Study of historical place/city/person.
5. Visually Representing the Ideas.
6. Human Forms.
7. Sketch a live portrait.
8. Sketch a live Architect (Building View)
9. Sketch a story board.
10. Sketch a live Mega Structure.

Project:

Students are asked to go out for a monument visit and are ask to sketch a live drawing.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	L
3	L	L	L	H	L	L	L	L	L
4	L	L	L	H	L	L	L	L	L
5	L	H	L	L	L	L	L	L	H

Semester I:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC1AA	Allied - I - SOCIAL PSYCHOLOGY	4	4	1	-	Theory

Course Outcome:

CO1	:	Ability to create and develop student with good thought and goal to have a successful communication process
CO2	:	Ability to create social responsibility among students
CO3	:	Ability to develop knowledge in socialization and motivational aspects.
CO4	:	Ability to coordinate among different dimensions of attitudes.
CO5	:	Ability to develop technical perspective in psychological aspects

Syllabus:

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 Dough all; 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.

Reference:

- An Introduction to Social Psychology – Kuppusamy
- Social Psychology - Baron R A
- Social Psychology – Anitha Kumar

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	L	L	L	L	L	L	L	L
2	L	L	H	L	L	L	L	L	L
3	L	L	H	L	L	L	H	L	L
4	L	L	L	L	L	L	L	H	L
5	L	L	L	L	L	L	L	L	H

Semester II:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC23A	Core - II - Photography	4	4	1	-	Theory

Course Outcome:

CO1	:	Capacity to critically evaluate the visualization, imagery and other iterative processes involved in photography
CO2	:	Capabilities to meet the required market requirements in media outlets as an employer or a client
CO3	:	Ability to get updated about the modern and updated visual languages and pictorial representation on the basis of the context and other socio-cultural aspects
CO4	:	To attain the basic knowledge about the theories and the execution of meanings conveyed through the photographs
CO5	:	To develop the skills of analyzing the principles formats and technologies that involved in a visual culture of photography

Unit I: Photography as an art of communication - Essential tools of photography: Camera – Types of cameras – characteristics and features of each type of cameras – Aperture and Shutter speed – Usage. Focusing Mechanism - Depth of Field - Focal Length - Basics of design - Photo composition - Rule of Third - Angle of View.

Unit II: Light Types and functions. Basic Lighting: Key Light - Fill Light - Low Key and High Key Picture - Light Meter: Types and Usage. Flash: Types and Usage- Electronic Flash – Selection of Right Flash Mode. Flash Synchronization – Camera Accessories. Lens: Types and Usage. Filters: Types and usage. Tripod: Types - Usage. Basic Techniques for Better Image.

Unit III: Digital Photography: Digital Still Cameras - Types- Major Components and Functions, Camera Operation, Mode, Advantages. Types of Photography. Photo documentary, Photo Essay, Photo feature. Setup for Digital Imaging: Data Storage and Transfer Options. - File Formats – Converters. Scanner - Types - Scanning Techniques- Film Scanning. Photo Printers, Types of Photo Printing – Photo Quality. Printing Paper-Types.

Unit IV: Photoshop - Vector and raster images - exploring menu bar, tool bar - customizing work spaces - opening and navigating images - saving the file in different file formats - selection tools - layers basics - reshaping and transforming - drawing and painting text creating text type - editing text - filters - color management - exporting and printing exporting to different formats.

Unit V: CorelDraw - Selecting and Manipulating Objects Drawing and Shaping Objects - Arranging Objects - Using Text and Colour - Working With Color Working With Text - Special Text Effects. Working With Objects - Outlining and Filling Objects - Using Symbols and Clipart - Transforming Objects. Adding Special Effects - Creating Output: Exporting, Drawings, Printing Layouts and Layers Special Page Layouts. Arranging Objects Using Layers Styles and Templates.

Textbook:

1. The Digital Filmmaking Handbook – Mark Brindle

Reference :

1. Professional lighting handbook – Verne Carlson, Sylvia e Carlson

2. Visual Communication Images with messages – Paul martin Lester
3. The Psychology of Composition – S M Eisentein
4. Photoshop – Tutorial – ebook
5. CorelDraw – Tutorial - ebook

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	H	L	L	L
2	L	L	L	L	L	H	L	L	H
3	L	L	H	L	L	L	L	L	L
4	L	L	L	H	L	L	L	L	L
5	L	L	L	L	L	L	H	L	L

Semester II:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC23P	Core Practical - II - Photography	4	-	-	3	Practical

Course Outcome:

CO1	:	The ability to handle camera and other outlets in a business oriented market as a career opportunity
CO2	:	Capabilities to handle the software's and equipment's involved in photography to capture the moments and present it innovatively
CO3	:	Create skills in Press Photographers or Photo Journalists, Fashion Photography, Portrait Photographers, Industrial Photographers, Wildlife Photographers, Feature Photographers and Freelancers as a livelihood.
CO4	:	To attain the basic knowledge about the type and use of different lenses involved in photography and to execute different projects as picture is a powerful medium of communication
CO5	:	To develop the skills of technical operational skills, visual eye and to expand boundaries of traditional photographic practice in the new world of moving, digital 3D and interactive media

LIST OF PRACTICALS

Photography

1. Composition
2. Portrait - Children
3. Silhouette
4. Lighting (Key, Fill, Rim, Back)
5. Shutter Speed Techniques (Fast, Slow)
6. Product—Indoor, Outdoor
7. News Photography
8. Candid Photography
9. Bulb Mode
10. Multiple Exposures

Photoshop and CorelDraw

1. Creating Logos with shapes and effects
2. Designing an Invitation for any Event
3. Collage works with photographs
4. Display Advertisement for a product

5. Public service Advertisement

Textbook:

1. Photoshop – Tutorial – ebook

Reference :

1. Professional lighting handbook – Verne Carlson, Sylvia e Carlson
2. Visual Communication Images with messages – Paul martin Lester
3. The Psychology of Composition – S M Eisentein
4. CorelDraw – Tutorial - ebook

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	H	L	L	L	L
2	L	L	L	L	L	H	L	L	L
3	L	L	L	L	L	L	L	L	H
4	L	L	L	H	L	L	L	L	L
5	L	L	L	L	H	L	L	L	L

Semester II:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC23B	Core - II - Commercial Production	4	3	1	-	Theory

Course Outcome:

CO1	:	Ability to create interactive media projects in various aspects of communication and Media Industry.
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CO2	:	Ability to practices commercial aspects of production and develop new technical innovation content.
CO3	:	Ability to conduct and evaluate ethical practices in production process.
CO4	:	Ability to handle various new media skills and career oriented projects.
CO5	:	Ability to design and coordinate the technical perspective of commercial production.

Unit I:Development of ideas-brief from client, agencyinterpretation, advertisingstrategy, creative work-idea/concept development,popularTV ad formats, script/ storyboard, client approval, media approval- creativepotential ofTV.

Unit II:Preproduction-film formats, filmstocks, planningof special elements-choosingthe production team, crew, cast- sourcesof casting, importanceof castingdirector. Pre-production meeting-the agenda.

Unit III:Production ofthe commercial-set shooting/ location shooting-recordingthesound trackand creatingthe special effects-Prescoringand Post scoring.

Unit IV: Editingthe commercial-traditional film editing/ nonlinearediting-finishingtheaudio elements-confirmingthepicture-special effects and animations.

Unit V Economics of commercial production-Budgeting,factors affectingbudgeting, problems with in-houseproduction-findingproduction companies forbiddingspecialization ofproduction companies, reviewingthe production companycassettes futureof TV commercial production.

Textbook:

Television Production handbook – Zettl

Reference :

1. Mass Communication in India – Keval .J.Kumar
2. Mass Communication Principles (Broadcasting Media) – Semma Hasan
3. Kelsey, Gerald. Writingfor Television. Unistar,(E- book)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	L	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	H
3	L	L	L	L	L	L	H	L	L
4	L	L	L	L	L	H	L	L	L
5	L	L	L	L	H	L	L	L	L

Semester II:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC2AB	Allied - II - Media Management	4	3	1	-	Theory

Course Outcome:

CO1	:	Ability to Facilitate effective completion of both individual and collaborative interactive media projects.
CO2	:	Ability to use and evaluate best practices and tools to design and develop dynamic, rich-media content.
CO3	:	Ability to conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
CO4	:	Ability Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
CO5	:	Ability to design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and development principles and applying conceptual and theoretical frameworks.

Syllabus:

Unit I: Media Management and Organization an Introduction, Function of a Media Organization, Media as Business and Social Institution. Media entrepreneurship

Unit II:Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

Unit III:Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Media Industry today.

Unit IV: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 etc.

Unit V:Programming Strategies, TRP, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs arid selling space and time. Different kinds of contracts and legal arrangements, Project Management.

Rathinam College of Arts & Science (Autonomous), Coimbatore-21
Admitted in B.Sc. Visual communication & e- media from the academic year 2017-2018 & Onwards
Regulations 2017

Textbook: Media & Society By Gupta Dk, Isha Books Delhi.

Reference: Mass Media & Information Revolution By Gopal Bargava, Kanishna Pub

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	L	L	H	L
2	L	L	H	L	L	L	L	L	L
3	L	L	L	L	L	L	L	L	H
4	L	L	L	L	L	L	L	H	L
5	L	L	H	L	L	L	H	L	L

Semester:III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC33A	Core - IV - Advertising	4	5	2	-	Theory

Course Outcome:

CO1	: An Ability to develop the creative context of advertising.
CO2	: An ability to develop the knowledge and advertising skills to operate and develop advertising content in the core area
CO3	: An ability to produce advertisement content to promote the product.
CO4	: An ability to incorporate theoretical concept as per the standard of advertising norms
CO5	: An ability to develop a working expertise in the field of Advertising Industry

Syllabus:

Unit I: Definition, Origin & Growth – Nature & Scope of Advertising, roles of advertising, Social, Communication, and Marketing & Economic- functions of advertising.

Unit II: Based on target audience, geographic area, Media & purpose. Corporate & Promotional Advertising – Online Advertising.

Unit III: Latest trends in advertising (India & abroad) – Ad agency & its types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues.

Unit IV: Client Brief, Account Planning, Creative Strategy & Brief, Communication Plan, Brand management – Positioning, Brand personality, Brand image, Brand equity, Case studies.

Unit V: Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing – types of headlines, body copy base lines, slogans. Logos & trademarks.

Textbook:

- | | |
|---|------------------------|
| 1. Advertising Management (4 th Edition) | - Aaker, Batra, Myers. |
| 2. Advertising Management (5 th Edition) | - Aaker, Batra, Myers. |
| 3. Advertising Management Concept & Cases) | - Manendra Mohan. |
| 4. Advertising Basics | - Vilanilam, Varghese. |
| 5. Advertising Media Planning (7 th Edition) | - SissorsBarom. |

Reference :

- | | |
|-------------------------|--------------|
| Advertising Excellence. | - NV Thrill. |
|-------------------------|--------------|

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	H	L	L	L	L	L	L
2	L	H	L	L	L	L	L	L	L
3	L	L	L	L	H	L	L	L	L
4	L	L	L	L	L	L	L	L	L
5	L	L	L	L	L	L	L	L	H

Semester :III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC33P	Core Practical - III - Advertising	4	5	-	-	Practical

Course Outcome:

CO1	: An Ability to develop the creative practical Knowledge in advertising.
CO2	: An ability to develop advertising skills in the core area
CO3	: An ability to produce practical knowledge in advertisement and to promote the product
CO4	: An ability to produce practical knowledge in advertisement and to promote the product
CO5	: An ability to develop a skill based expertise in the field of Advertising Industry

Topics:

1. Creative Writing
2. Script for a Radio commercial
3. Script for a Television Commercial
4. Script for a Public Service Advertisement
5. Content writing (Advertisement content) for an e-commercial website

Projects:

- Student should submit the script as well as the project CD attached to the record.
- Students should make a Radio commercial for 30 sec
- Student should make a Commercial for (45 sec – 2 minute)
- Student should make a Public Service Advertisement for about (30 sec – 1 minute)

BOOKS FOR REFERENCE:

- | | |
|---|------------------------|
| 1. Advertising Management (5 th Edition) | - Aaker, Batra, Myers. |
| 2. Advertising Management Concept & Cases) | - Manendra Mohan. |
| 3. Advertising Basics | - Vilanilam, Varghese. |
| 4. Advertising Media Planning (7 th Edition) | - SissorsBarom. |
| 5. Advertising Excellence. | - NV Thill |

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	L	L	L	H
2	L	L	L	L	L	H	L	L	L
3	L	L	L	L	L	H	L	L	L
4	L	L	L	L	L	H	L	L	L
5	L	L	L	L	L	L	L	L	H

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC3AC	Allied – Media Production	4	5	1	-	Theory

Course Outcome:

CO1	:	An ability to apply digital production practices and techniques to working in groups and teams in the field of film, T.V, and digital media.
CO2	:	An ability to enhance their understanding of digital production by showing visual elements and visual techniques
CO3	:	An ability to develop a competent level of familiarity and safe operational proficiency with acquiring moving images that meet a predetermine narrative and tell a visual story
CO4	:	An ability to prepare to take an a wide range of different makes within an ever changing media landscape and media industry dealing with the development of digital content for both traditional and convergent media platforms.

Syllabus:

Unit I: Introduction to Media Production - Analysis of images - Introduction to Photography and Visual Literacy - Preproduction Techniques, What is a Story Board, What is idea generation, Budgeting, Crew, Casting, Planning and Scripting, Art Design.

Unit II: Production, 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: Post Production, Dubbing and Re-recording, Colour Correction, Computer Graphics, VFX, and Titling

Unit IV: Audio recording and editing, audio editing (software’s- Sound Forge),(features Adobe Premier, FCP) Post Production and its usage

Unit V: Hands on experience in Internet radio, community radio, mobile radio, and careers in audio and video production.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	L	L	L	L
2	L	L	L	L	L	H	L	L	L
3	L	L	L	L	L	L	L	L	H
4	L	L	L	L	L	L	L	L	L
5	L	L	L	L	L	L	L	L	L

Semester :III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC3ZA	Skill Enhancement Course – I Digital Animation	4	5	1	-	Theory

Course Outcome:

CO1	:	To make acquainted the students with various approaches in computer animation
CO2	:	To Master the students in tradition and advanced animation techniques.
CO3	:	To intensify the proficiency in life drawing and character molding
CO4	:	To implant the audio and Video production modus operandi in animation
CO5	:	To enable students to relate the flow of animation in a pipeline from concept to screen.

Syllabus:

Unit I: Fundamentals of computer graphics- file formats, image modes, colour resolution, compression, print and online formats. Animation- Definition, 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 - cartoons - commercial - television, 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.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	H	L	L	H
2	L	L	H	L	L	H	L	L	L
3	L	L	H	L	L	L	L	L	L
4	L	L	L	L	L	L	L	L	H
5	L	L	L	L	L	L	L	L	L

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC43A	Core-V- Audiography	4	5	1	-	Theory

Course Outcome:

CO1	:	An ability to expound the various theoretical concepts would naturally broaden the level comprehension during the field practice
CO2	:	An ability to gain an opportunity to formulate independent conclusions that will eventually get reflected in his/her year ending projects
CO3	:	Ability to Band audiography in digital editing on a single platform, the student gains t insight into the inter-dependability of the various media.
CO4	:	A basic programme in Audiography is the initial step towards a formal and graded approach for a profession in audiography and sound design
CO5	:	An ability to assess his/her highest talent after mooring himself/herself at the level of t Degree Course

Syllabus:

Unit I: Sound Meaning & Definition - Nature and characteristics of a Sound Wave- Principles of Sound- frequency, noise, amplitude, timbre, velocity, Analogue, Velocity, Wavelength, Phase and Harmonic content. The "Ear" Physics and Psychophysics of Sound- quality, intensity etc. Digital Audio-Process formats.

Unit II: Basic acoustics – sound pressure and sound power, inverse square law. Psycho-acoustics-spatial Hearing, Reverberant Sounds. Matching Acoustics to Program material Studio Design-Noise. Sound Isolation, Room modes-Axial, Tangential, Oblique modes.

Unit III: Sound Equipment-Mics, mixers/Consoles. Analogue Recording, digital Recording, Synchronization, Signal Processing, Loud speakers and Monitors, Audio Meters, etc.

Unit IV: Sound Aesthetics, Sound Design-elements of sound structure, Functions of speech in media, sound effects and its functions, functions of sound in relation to picture, Strategies in designing sound.

Unit V: Dubbing – narration, commentary, etc. Recording: Digital recording - distractive recording - punch recording - loop recording, single track recording - multi track recording. Sound Production-Studio and Live. Making speech, music, live shows, Interviews etc. Sound Editing, Scripting Sound, dubbing, creative usage of sound.

BOOKS FOR REFERENCE:

1. Practical Recording Techniques: Bartlett and Bartlett
2. Sound and Recording: Francis Rumsey and Tim Mc Cormick
3. An Introduction to Pro tools: Frank D Cook
4. Producing great sound of film and video: Jay Rose
5. Radio Production: Robert McLeish

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	L	L	H	H
2	L	L	L	H	L	H	L	L	L
3	L	L	L	L	L	H	L	L	H
4	L	L	L	L	L	L	L	L	L
5	L	L	L	L	L	L	L	L	L

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC43P	Core Practical-V- Audiography	4	0	1	4	Practical

Course Outcome:

CO1	: An ability to experiment the various practical concepts to the level of media practice
CO2	: An ability to formulate the practical principles required for his/ her own works.
CO3	: Ability to Band audiography in digital editing on a single platform, the student gains the insight into the inter-dependability of the various media
CO4	: A basic programme in Audiography is the initial step towards a formal and graded approach for a profession in audiography and sound design
CO5	: An ability to assess and program his/her highest talent to the level of the field practice

LIST OF PRACTICALS:

- Write a script for 3mins radio production. (Any emotion as subject)
- Make an audio recording for the script. (Conventional microphone position)
- Record 2mins speech based recording for old listener. (Slow pace)
- Record 2mins music based live recording for all age groups. (More dynamic and cheerful)
- Conduct and record a live interview with senior academics 6mins. (Intelligence and Maturity)
- Location recording of a festival/sports 6mins (Convey immediacy – Important natural quality of occasion)
- Create a 2mins of audio work to convey space and time to the listeners using audio clips.
- Record a radio drama 6mins (create location of sound and effects by microphone placement)
- Submit original edited interview done off studio in a quiet indoor location, Crowded indoor and outdoor location from the 5mins edited, remove, glitches, distortions, do sweetening cut it to 3mins.
- Create an audio storybook with ambience sound and effects.
- Do dubbing (ADR) using protocols and (VGN-EFX for animation or video duration) 6mins.
- Multi microphone and multi-track show auto equalization mixing on pro tools.

BOOKS FOR REFERENCE:

1. Practical Recording Techniques: Bartlett and Bartlett
2. Sound and Recording: Francis Rumsey and Tim Mc Cormick
3. An Introduction to Pro tools: Frank D Cook
4. Producing great sound of film and video: Jay Rose
5. Radio Production: Robert McLeish

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	H	L	L	L
2	L	L	L	L	L	H	L	L	L
3	L	L	L	L	L	L	L	L	H
4	L	L	L	L	L	L	L	L	L
5	L	L	L	L	L	L	L	L	L

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC4AD	Allied – IV Media Laws and Ethics	4	4	2	-	Theory

Course Outcome:

CO1	:	An Ability to develops an understanding and appreciation of legal and ethical issues prevails in the media society
CO2	:	An ability to analyze the importance of legal and ethical issues involved with the mass media industry.
CO3	:	An ability to acquire knowledge of basic Indian legal system
CO4	:	An ability to do basic legal research on their own contents/ creations
CO5	:	An ability to develop a working knowledge of the principles and concepts of ethical theory, in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media

Syllabus:

Unit I: [Indian Constitution] Indian Constitution: Salient Features & preamble. Fundamental Rights and Fundamental duties - Directive Principles of state policy- States and Union Territories & Centre-State Relations. State legislature – Functions and powers. Superior Judiciary - Supreme Court, High Courts. Election Commission – Functions and powers–Emergency provision.

Unit II:[Press Freedom and Law] Introduction to Indian Press - Law - Society & Democracy. Media as fourth pillar of democracy. Ethics: Meaning & definition - Self-Regulation -Social Responsibility of Press - Constitution and freedom of speech and expression. Constitutional Safeguards to Freedom of Press - Contempt of court - Official secrets act 1923 - Right to information - Right to privacy.

Unit III:[Media Laws] Civil and criminal law of defamation - Indian penal Code 1860 (Section - 124A,153AB, 292,293) - Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327) - Intellectual property rights - Copy Right Act 1957 -Prasar Bharti Act 1990 - Cable TV network regulation Act 1995 - Information technology Act 2000.

Unit IV:[Media Councils and Committees] Press Commissions & their recommendations - Media council/ Press Council- Working Journalist Act - Autonomy of public broadcasting.

Unit V:[Media Codes and Ethics] Advertising Council of India - Parliamentary privileges: article 105, 193 and 361A of constitution - Guidelines for parliamentary coverage - AIR code for election coverage -Doordarshan commercial code.

BOOKS FOR REFERENCE:

- Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi,
- J.S. Yadava& Pradeep Mathur Issues in Mass Communication: The Basic Concepts,Kanishka Publishers, Delhi, 2008
- ShymaliBhattacharjee., Media and Mass Communication: An Introduction, KanishkaPublishers, Delhi, 2005

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	L	H	L	L
2	L	L	L	L	L	L	H	L	L
3	L	L	L	L	L	H	L	L	L
4	L	L	L	H	L	L	L	L	L
5	L	L	L	L	L	L	L	L	H

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC4ZB	Skill Enhancement Course – II Video Editing	4	4	2	-	Theory

Course Outcome:

CO1	: An ability to produce and edit video in terms of technical excellence with critical and creative innovation.
CO2	: An ability to operate the new era, equipment's and gadgets as per the industry norms.
CO3	: An ability to work with technical skills and modern practice to convey the concept and ideas of the script to others.
CO4	: An ability to develop an understanding of the nature and operations of video graphical theories and its external environment.

Syllabus:

Unit I: Basics of Nonlinear editing, An introduction to the different methods of video Editing, The history and evolution of the development of video editing, The various components used in both linear ,and non-linear video editing, on line editing, off line editing

Unit II: Dimensions of film editing, continuity editing, alternative to continuity editing, Dramatic Continuity, *The Technique of Film and Video Editing*, fundamentals of editing, artistic and aesthetic principles and practices of editing, Discontinuity, Close up, Minimalism, Deep Focus, and Long takes, breaking 180 degree rule, Pillow shots, editing for narrative clarity, Advertising & Promotional video

Unit III: Creating a Project, from Start to Finish, Action Sequence, Cross Cutting, Parallel Cutting Effects, and Color Correction, Motion Effects Multi cam Editing, Filter and Transition Effects, Clips and Markers-Transitions, Narrative concepts of Titles, Advanced Editing Techniques, Titles and Credits, Montage.

Unit IV: Basic Audio Editing, Audio Mixing, Audio Effects, Music, Dialogue Editing, Advanced Editing Internal Audio track laying, Sound track design with images.

Unit V: Exporting-Project Management Preparing and Encoding Your Video for Delivery, Compression, Bit Rates- Key Frames, Design an Encoding Specification, Analysis of film sequences from editing point of view

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	H
3	L	L	L	L	L	L	L	L	H
4	L	L	L	L	L	L	L	L	L

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC4ZB	Skill Lab – I Video Editing	4	3	1	2	Theory

Course Outcome:

CO1	: An ability to edit video in terms of technical excellence with critical and creative innovation.
CO2	: An ability to operate the new era, equipment's and software as par the industry.
CO3	: An ability to work with technical skills and modern practice to convey the concept and ideas of the script to others.
CO4	: An ability to develop an understanding of the nature and operations of video graphical theories and its external environment.
CO5	: An ability to explore the core competency prevails in the field

LIST OF PRACTICALS:

- 1) Introduction to Basic tools (Final Cut Pro/ adobe Premiere)
- 2) Arranging the Interface & Learning a Custom Layout
- 3) Edit a montage shot
- 4) Organizing Video Footage
- 5) Color correction
- 6) Applying Transitions & Effects, Motion effect
- 7) Working with Multi Layers, Key framing Image, Time Remapping
- 8) Sound Editing, Adjusting Audio Levels, Dubbing and Syncing

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	H
3	L	L	L	L	L	L	L	L	H
4	L	L	L	L	L	L	L	L	L

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SCRIPT WRITING	4	5	1	-	Theory

Course Outcome:

CO1	: The ability to practice scripting
CO2	: Capability to write a script and understand the in-depth process of script writing
CO3	: The ability to develop a concept in to a complete script
CO4	: To attain the basic knowledge about the different types of scripting
CO5	: To develop the knowledge on various perspective views in writing a good script

Syllabus:

UNIT I: Introduction to the art of writing - Introduction to Screenwriting: The visual nature of movies - Screenplays as blueprints - Finding ideas: ideas from news story & other mediums - Forming a premise - High and low concept - Hollywood vs. Indie. Genre - The usefulness of outlines - The three-act structure - The difference between classic plots and subtle plots - Making a story map.

UNIT II: Types of screen play – plot based, character based, event based, idea based, place story – Dialogue: significance of dialogue – dialogue role in action – word count in script writing – creating belief in dialogue - Dialogue's illusion of reality. Compression. Characterization through dialogue. Subtext. Exposition. Stage directions. Voice over.

UNIT III: Writing for different mediums – writing for television – different script formats in Tv: serials, sit-coms, One-off dramas – the process of making scripts & the steps involved in script creation – Genres in writing script: romance, westerns, science fiction, action/adventure, detective/thriller, epic/historical event – pros and cons of each genre implications

UNIT IV: Films – Film formats – the process from page to screen - Characterization - protagonist & antagonist - Handling other characters: baddie, comedy sidekick, supporting characters, character development, character interaction - Making characters dimensional through desire and contrasts. Creating character profiles. Showing characters through their actions

UNIT V: Formatting a screenplay - effective screenplay writing – revising your script - describing a scene – defining a scene - Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression, visual storytelling. Sequences. Making a step outline - Exploration of the various stages of revision – Opportunities for a screen writer - The life of a screenwriter.

Textbook:

- Schellhardt, L. (2011). *Screenwriting for dummies*. John Wiley & Sons.
- Walter, R. (2010). *Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing*. Penguin.
- Dancyger, K. (2001). *The Ascent of Voice. Global Scriptwriting (Boston, MA: Focal Press, 2001)*.
- Cowgill, L. J. (2005). *Writing short films: structure and content for screenwriters*. Lone Eagle Publishing Company.
- Field, S. (2005). *Screenplay: The foundations of screenwriting*. Delta.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L	L	H	L	
CO2	H	H		L	H	H	L	L
CO3	H	H	L	L	H	H		L
CO4	H	H	H	H	L	H	H	L
CO5	L		L		L	L	L	L

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Script Writing - Practical	4	-	1	4	Practical

Course Outcome:

CO1	:	The ability to practice scripting
CO2	:	Capability to write a script and understand the in-depth process of script writing
CO3	:	The ability to develop a concept in to a complete script
CO4	:	To attain the basic knowledge about the different types of scripting
CO5	:	To develop the knowledge on various perspective views in writing a good script

LIST OF PRACTICALS

1. Module 1: Idea Generation - One line – Students should submit a one line and synopsis for a concept.
2. Module 2: Film Making – Students should submit a complete script for a Short film (Two Column Script)
3. Module 3: Students should submit a Script for a Public Service Advertisement / Advertisement
4. Module 4: Students should submit a Script for a Documentary
5. Module 5: Students should submit a Script for a Radio Program

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	L
3	L	L	L	H	L	L	L	L	L
4	L	L	L	H	L	L	L	L	L
5	L	H	L	L	L	L	L	L	H

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Mini Project – Media Entrepreneur	4	-	1	4	Practical

Course Outcome:

CO1	:	The ability to learn the experience to become an Media Entrepreneur
CO2	:	Capability to create a proposal and develop business ideologies
CO3	:	The ability to develop Creative thinking and gain knowledge in
CO4	:	To attain the basic knowledge about the type different types of business modules
CO5	:	To develop the knowledge on various perspective and various business strategies

LIST OF PRACTICALS

- Representing the Ideas
- Research
- Budget
- Funding Schemes
- Proposal

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	L
3	L	L	L	H	L	L	L	L	L
4	L	L	L	H	L	L	L	L	L
5	L	H	L	L	L	L	L	L	H

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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	Film Appreciation	4	5	1	-	Theory
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Course Outcome:

CO1	:	To understand the language of semiotics, lighting and music in film.
CO2	:	To know about the significance of film personalities in Indian cinema
CO3	:	To have the knowledge about international and national film culture
CO4	:	To stay updated with the current trends in Indian cinema
CO5	:	To learn the literature and its impact in Indian cinema

Syllabus:

Unit I: Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music - Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - Dadasaheb Phalke, Bombay Talkies, mythologicals etc History of Indian Cinema (contd.) Cubism, Realism, Neo-realism Other arts and cinema - theater, painting

Unit II: Importance accorded to song and dance Actors and personality cults Mythological Films Formula in Cinema - Masculine Charisma Melodrama in Indian Cinema

Unit III: 'B' Movies High Culture vis a vis low culture Satire Cult Remakes Japanese Cinema British Cinema Iranian Cinema Chinese/Korean Cinema Latin American Cinema Regional Cinema in India

Unit IV: Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India

Unit V: Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system

BOOKS FOR REFERENCE:

- Film: From Watching to Seeing (2nd Edition) by Bill Goodykoontz

- Website to refer <http://nptel.ac.in/>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L	L	H	L	H	L	H	L
CO2	L	L	L	H	L	L	L	L	L
CO3	L	H	L	H	H	L	H	L	L
CO4	H	H	L	H	H	L	H	H	H
CO5	L	H	L	H	L	L	H	L	L

Semester: VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
CP8	Core Practical Lab - Documentary	5	3	1	2	Theory

Course Outcome:

CO1	:	Ability to create interactive Documentary projects in various aspects of society.
CO2	:	Ability to analyze non-commercial aspects of production and develop new technical innovation content.
CO3	:	Ability to conduct and evaluate ethical practices in production process.
CO4	:	Ability to Recreate the happiness in society.
CO5	:	Ability to Research and produce the technical perspective of non commercial film.

Topics:

1. Watching Docudrama/Documentary-

- **Samsara** (2011)
- Planet Earth (2006)
- Baraka (1992)
- Triumph of the Will (1935)
- Invisible Hands (2018)

2. Script for a Documentary

3. Script for a Docudrama

Projects:

- Student should submit the script as well as the project CD attached to the record.
- Students should make a Documentary for minimum 10min
- Student should make a Review for Documentary/ Docudrama

Book for reference:

1. Directing the Documentary - MICHAEL RABIGER
2. How to make Documentary for video and Film - MIKE WOLVERTON
3. The Technique of Television Production - GERALD MILLERSON
4. News interview - AKIBA. A, COHEN
5. Broadcast journalism - ANDREW B

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	L	L	L	L	L	L	L	L
2	L	L	H	L	L	H	L	L	L
3	L	L	H	L	H	L	H	L	L
4	L	L	L	L	L	L	L	H	L
5	L	L	L	L	L	L	L	L	H

Semester: VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Short Film Production	5	6	2	-	Theory

Course Outcome:

CO1	: Show proficiency in at least two disciplinary areas as part of a filmmaking team, including: producing/production, management, screenwriting, directing, camera and lighting, editing, audio, art direction, set design, special effects and television studio production.
CO2	: Develop the creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses from at least two disciplinary perspectives.
CO3	: Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice.
CO4	: Develop an understanding of the industry as a whole by executing all components of development, pre-production, production and post-production planning in at least two disciplinary areas.
CO5	: Apply what you learn and prepare for employment by creating a portfolio or demo reel.

LIST OF PRACTICALS:

- To make a script & screenplay with dialogues & story board for any topic. (Short movie, AD film, Documentary, PSA, TV commercial)
- To make a storyboard with suitable for your concept (Narration).
- To shoot a footage in different lighting & create a different moods ((Lighting Equipment, Filters, Camera Operation, Demonstration on Lighting Techniques; Physical demonstration of Lighting Instruments)

- ProduceCast and Crew hiring procedures. (Characterization`, Action)
- To edit the footage used with transitions and visual effects.(Post production works)

Reference :

- Indie Film Production: The Craft of Low Budget Filmmaking
- Producer to Producer: A Step-By-Step Guide to Low Budgets Independent Film Production
- The Reel Truth: Everything You Didn't Know You Need to Know About Making an Independent Film
- Independent Film Producing: How to Produce a Low-Budget Feature Film

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	H	L	H	H	L	L	L	H	H
2	L	L		H	L	L	H	L	
3	H	L	L		H	H	H	H	L
4	H	H	L	H	H	L		L	H
5	H	H		H	H	L	H	H	L

Practical Assessment apart from the Practical Programs to be shown as demonstration for getting the Internal Mark 10 (Activity Record)

Projects: Student must submit a Short Film by his/ her own work for a duration of 5-20 min

Semester : VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Radio Production	4	5	0	0	Theory

Course Outcome:

CO1	:	Understands the history of broadcast medium and the related industry
CO2	:	Develops the writing skill for the listening medium
CO3	:	Acquires knowledge on how to conduct the interview and its techniques involved in it.
CO4	:	Will be able to create and conduct different program formats in radio industry.
CO5	:	Apply research knowledge in the broadcast industry.

Syllabus:

UNIT I: Introduction to the radio medium – history of the radio – characteristics of the medium: the speed of radio, radio on demand, personality of radio – types of radio station - structure of the radio station: studio layout, digital compression, digital audio workstation, equipments: CDs, microphones, stereo and tape formats – editing principles – ethics and status of the media

UNIT II: Writing for the ear: who and what you talk - structuring and signposting – the script – news values – campaigning journalism – investigative reporting – the newsroom operation – news reading and presentation: the seven Ps - radio car & mobile phone

UNIT III: Interview: the basic approach – types of interview – non-verbal communication – cues and links in interview - the triangle of trust – vox pop – interviewing children – the discussion: format, selection of participants, the chairperson, preparation, advice to contributors

UNIT IV: Phone-in programme: Technical facilities, the open line, support staff, choosing the calls – the role of the presenter – non-broadcasting effort – music programming: attitudes to music, clock format, computerized selection, choosing music, DJ programmes – outside broadcasting: planning, visiting the site, people, hazard assessment, equipment, safety, programme research, Liaison with the base studio – conflicts of approach

UNIT V: Documentary and feature programs: the documentary, planning & research, structure - collecting the material, impression and truth, music, compilation – program sequence – the ending, program in real time, the feature

Textbook:

- McLeish, R. (2012). *Radio production*. Focal Press.
- Hausman, C., Messere, F., O'Donnell, L. B., & Benoit, P. (2012). *Modern Radio Production: Production Programming & Performance*. Cengage Learning.
- Priestman, C. (2001). *Web radio: radio production for internet streaming*. Focal Press.
- NEELAMALAR, M. (2018). *RADIO PROGRAMME PRODUCTION*. PHI Learning Pvt. Ltd..
- Wissner, R. (2019). *Making Radio: Early Radio Production and the Rise of Modern Sound Culture*, by Shawn VanCour.

Reference :

Radio Production , by Robert McLeish

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L	L	H	L	L
CO2	H	H	L	L	H	H	L	L
CO3	H	H	L	L	H	H	L	L
CO4	H	H	H	H	L	H	H	L
CO5	L	H	L	H	L	L	L	L

ELECTIVE - I

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Journalism	5	6	2	-	Theory

Course Outcome:

CO1	: An ability to analyze and create journalism on contemporary issues for print, broadcast and other digital media
CO2	: An ability to Write and edit clear, graceful, grammatically correct prose
CO3	: An ability to Use reliable visual aids to tell stories ethically
CO4	: An ability to Demonstrate an awareness of journalism as an ethical practice
CO5	: An ability to Demonstrate preparation for an entry-level position in the profession through a portfolio exhibiting their work.

Syllabus:

Unit I: Introduction to Communication : Introduction, Models of Communication, Basics of Mass Communication, Limited Effects Paradigm, Media and the Public Sphere, Growth and Evolution of Media.

Unit II: Principles of Journalism: A brief introduction to Journalism, Pioneers of Indian Journalism, Role of Press in Democracy, Theories of Press, Introduction to Regional Journalism, Concepts related to Newspaper, Newspaper and Globalization

Unit III: Writing for Print: A brief introduction to Newspapers, Magazines and other publications
 Concept of News, Newspaper Content, Writing Opinion pieces, editorials, feature articles, interviews, profiles, reviews, criticism etc., Principles of editing, rewriting and translation

Unit IV: Writing for New Media: Introduction to New Media, Writing for Online newspapers, Blogs, Cellphone Communication, E-mail

Unit V: Press Laws and Ethics: Origin and definition of Law, Law and Morality, Types of Law – Civil and Criminal, Press Legislations, Freedom of the Press, Defamation, Contempt of Court, Censorship, Legislative Privileges

BOOKS FOR REFERENCE:

1. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
2. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
3. Wren & Martin High School English Grammar & Composition, S.Chand
4. Thomas S. Kane Oxford Essentials Guide To Writing
5. George.A.Hough News Writing, Kanishka
6. Robert Mc. Lesh Radio Production, Focal Press.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	L	H	L	H	L
2	L	L	L	H	H	L	L	L	H
3	L	L	L	L	L	L	L	L	H
4	L	L	L	L	L	L	L	L	L
5	L	L	L	L	L	H	L	L	L

Semester: V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Reporting & Editing	6			4	Theory

Course Outcome:

CO1	:	To enhance the habit of newspaper reading and to motivate the students to stay updated.
CO2	:	To improve the writing skill, especially the writing method for print media.
CO3	:	Develops the core skills on writing for magazines and newspapers.
CO4	:	Cultivates the attribute of becoming a virtuous sub-editor
CO5	:	Arranges and organizes to design and publish a lab journal

Syllabus:

UNIT I: Newspaper organization: structure – Reporting section: Work of a Chief Reporter, News editor, Sub Editors Correspondents and reporters. Duties, responsibilities, rights and privileges. Functions of editorial department.

UNIT II: Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style: Lead- Importance, types of lead; body of the story; attribution, objectivity. Interviews types.

UNIT III: Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards. Covering public meetings and speeches: dos and don'ts.

UNIT IV: Rural reporting – Beats and Special Coverage. Reporting Legislature - Proceedings, Powers and Privileges of the House. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting.

UNIT V: News Agencies –Wire editing News selection. Opinion page – Editorial writing: Purpose, Types of editorials, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials.

References:

1. News Reporting &Editing;JagoishChandar, Anmol Pub
2. Handbook Of Reporting & Communication Skills; Gupta Sc, Media Pro. & Pub Bombay
3. News Reporting & Editing; Ganesh T.K, Gnosis Pub
4. News Reporting And Editing In Digital Age; Ganesh T.K, Authors Presss Delhi
5. Computer Assisted Reporting; Aditya Sengupta, Mac Milan
6. News Reporting And Editing; Shrivastava, Lowa State
7. Hand Book Of Writing, Reporting, Sorting And Editing; Tiwari K, VikasPub,Delhi

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	L	L	L	L	L	L	L
CO2	H	L	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L	L	H
CO4	L	L	L	H	L	L	L	L	L
CO5	H	L	L	L	L	L	L	L	L

Semester: V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4EB	Visual Presentation	4			4	Theory

Course Outcome:

CO1	:	Discuss the visual principles involved in media communication and their appropriateness to the delivery of a commercial message.
CO2	:	Describe the role of the image-maker in the media in relation to history and culture
CO3	:	Use a range of image-making skills, techniques, processes, conventions and technologies to create and produce media images that convey meaning for different audiences.
CO4	:	Evaluate the usefulness of visual information across a range of media
CO5	:	Identify the creative opportunities and limitations of a non-literal symbolic language to convey meaning.

UNIT-I:An introduction to the basic language of composition, layout, colour, typography and scale.

UNIT-II: An understanding of the conceptual framework of creativity and the variety of approaches to generating original solutions.

UNIT-III:The application of Graphic Design to different contexts, from traditional print and published media, to digital and social media platforms.

UNIT-IV: How the methods of Visual Communication relate to Graphic Design, and how the industry is changing due to emerging technologies and markets.

UNIT-V: Rapidly changing Graphic Design industry, new research methods and ways of generating ideas creatively, conceptual development.

BOOKS FOR REFERENCE:

- Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 1 July 2002
- Hoffman, Armin; Graphic design manual, Principles and Practice. Arthur Niggli Publisher, Multilingual edition. October 1, 2001
- Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press (1 August 2001)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L	H	L	H	L	L	H	L
CO2	L	L	L	L	L	L	L	L	L
CO3	L	L	H	L	H	L	L	H	L
CO4	H	H	H	H	H	L	L	H	H
CO5	L	L	L	H	L	L	L	H	L

ELECTIVE - II

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Media Entrepreneurship	4	6	2	-	Theory

Course Outcome:

CO1	:	An ability to analyze and create media as a business
CO2	:	An ability to utilize students and motivate them to become a Media Entrepreneur
CO3	:	An ability to Use reliable visual aids to start up a media business
CO4	:	An ability to Demonstrate an awareness to become a Media Entrepreneurship
CO5	:	An ability to Demonstrate preparation for an entry-level business plan in the profession through a portfolio and exhibiting their work.

Syllabus:

UNIT- I:Media Entrepreneurship,Media as a Business,Types of Media Business,Start up.

UNIT- II:How to write a proposal for a business,Business plan,Presentation,Various Business schemes

UNIT- III:Fund Raising,Business Budget,Sponsor,Government schemes for Business,entrepreneur loan

UNIT- IV:Promotion,Digital marketing,Advertisement of your business,Canvassing,Ad campaigns

UNIT- V:Finding an appropriate business,Planning a proposal,Initial Funding,Investment planning,Profit planning

BOOKS FOR REFERENCE:

- The Hard Thing About Hard Things- Building a Business When There Are No Easy Answers by Ben Horowitz
- Wise Guy-Lessons from a Life by Guy Kawasaki
- Crush It!-Why NOW Is the Time to Cash In on Your Passion by Gary Vaynerchuk
- Get Over Your Damn Self-The No-BS Blueprint to Building a Life-Changing Business by Romi Neustadt
- Life, Liberty, and the Pursuit of Entrepreneurship by MJ DeMarco

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	H	L	L	L	H	L
2	H	L	L	H	L	H	H	L	H
3	H	I	H	H	H	L	H	L	H
4	L	H	L	L	H	L	L	L	H
5	H	L	H	L	H	H	H	L	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	New Media	4	6	2	-	Theory

Course Outcome:

CO1	: An ability to understand and account for the impact of social, political, economic and cultural phenomena for Internet and new media development
CO2	: An ability to describe and explain the implication of new concepts, products and services within the area of Internet and new media.
CO3	: An ability to describe, analyse and discuss the current development of Internet and new media and its consequences for the new media industry today.
CO4	: An ability to describe, analyse and discuss the current development of Internet and new media and its consequences for individuals and groups of people.
CO5	: An ability to critically report, review and discuss research around new media and Internet phenomena.

Syllabus:

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: New Media and Mass Communication – Theme of New Media Theory – applying medium theory to new media – Theories of Information Society – technological determinism – New Media Theories and democracy.

UNIT 3: The role of digital media, its impact on politics, culture, entertainment and economics; Issues concerning digital media; Mobile communication, blogging – its nature and scope, e-commerce & e-governance.

UNIT 4: The role of new media – Indian perspective – case studies. Cyber crimes – types of cyber crimes and its impact, cyber laws dealing with new media, information technology act 2008.

UNIT 5: The issue of digital divide and challenges before us, social networking sites – features, advantages and disadvantages.

Textbook:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	H	L	L	H	L
2	H	L	H	H	L	L	H	L	L
3	H	H	L	L	H	H	H	L	L
4	L	H	L	L	L	L	L	L	H
5	H	L	H	L	L	H	H	L	L

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Media Marketing	4	6	2	-	Theory

Course Outcome:

CO1	: An ability to understand the available media market
CO2	: An ability to describe and explain the implication of new concepts, products and services within the area of Internet and new media.
CO3	: An ability to describe, analyse and discuss the current development in media and its consequences in the media industry today.
CO4	: An ability to describe, analyse and discuss the current development in media and its consequences for individuals and groups of people.
CO5	: An ability to critically report, review and discuss research around new media and Internet phenomena.

Syllabus:

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.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	H	L	L	H	L
2	H	L	H	H	L	L	H	L	L
3	H	H	L	L	H	H	H	L	L
4	L	H	L	L	L	L	L	L	H
5	H	L	H	L	L	H	H	L	L

ELECTIVE- III**Semester: VI**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Documentary	4	6	2	-	Theory

Course Outcome:

CO1	:	Ability to create interactive Documentary projects in various aspects of society.
CO2	:	Ability to analyze non-commercial aspects of production and develop new technical innovation content.
CO3	:	Ability to conduct and evaluate ethical practices in production process.
CO4	:	Ability to Recreate the happiness in society.
CO5	:	Ability to Research and produce the technical perspective of non commercial film.

Syllabus:

UNIT I: The definition of documentary- The difference between Fact film and Fiction film –Brief study of different types of factual films – Educational films, Instructional films, Travel films, Newsreel films, Publicity films.

UNIT II:Traditions in documentary films: Naturalist – Realist – News reel – Propagandist – Detailed study of Louisiana Story, Berlin –The Symphony of a city – Kino-eye- Theory – Night Mail –Song of Ceylon – Principle of documentary films – The documentary idea today – The different style of documentary film making – Journalist approach – The Impressionist approach – Types of documentaries.

UNIT III:Contemporary documentaries – Chris Maker – Special reference to –LE Joli Me – Study of documentary films of Mani Kaul and Anand Patwardhan – Experimental approach in Non-Fiction films – The style of Norman Mc. Lauren – Evaluation of video documentaries.

UNIT IV: Development of documentaries in India – The Government approach to sponsorship – The Film Division of India – The independent documentary filmmaker – Television documentary films and educational films – UGC’s TV programmes.

UNIT V:The proposal outline – Fact film treatment – The information line – Interesting line – The presentation line – The sequence outline – Shooting script – Writing narration for non-fiction script.

Book for reference:

1. Directing the Documentary - MICHAEL RABIGER
2. How to make Documentary for video and Film - MIKE WOLVERTON
3. The Technique of Television Production - GERALD MILLERSON
4. News interview - AKIBA. A, COHEN
5. Broadcast journalism - ANDREW B

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	L	L	L	L	L	L	L	L
2	L	H	L	L	L	L	L	L	L
3	L	L	H	L	L	L	H	L	L
4	L	L	L	L	L	L	L	H	L
5	L	L	L	L	L	L	L	L	H

Semester: VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Non Fiction Films	4	6	2	-	Theory

Course Outcome:

CO1	: Ability to be familiar with key periods in the history of non-fiction film and video from history to the present.
CO2	: Ability to Explore central questions surrounding the representation of reality and truth, including voice, authority, evidence and point of view.
CO3	: Ability to able to recognize and write about various forms and conventions of documentary storytelling, including the basic grammar of documentary moving images.
CO4	: Ability to explore key issues in the ethics of documentary representation, including maker-subject relationships, informed consent, fairness, and evidence
CO5	Ability to be able to think – and write — critically about non-fiction media.

Syllabus:

Unit 1: Introduction to Indian Cinema: Introduction with Indian cinema industry- its techniques- challenges and the role of Indian cinema in our country. Cinema & Semiotics- Plot in Cinema- Character as a plot elemen- Editing in Cinema Montage Jump-cut- Realism in Cinema- Colour : Theory & Practice

Unit 2: Cinema & Modernism -The Lumiere Brothers -George Melies -Carl Dreyer- Charlie Chaplin- Buster Keaton

Unit 3: Cinema and Genres -Italian cinema- Japanese Cinema- Auteur Theory in the cinemas- The French Masters Jean Renoir- Canonical Text- German Expressionism Film noir- Cinema and the Counterculture Movement

Unit 4: Postmodernism and Cinema Critical Theory- Film Theory: concepts of film narrative, scriptwriting, directing - Media Economics and Criticism- the economic policies related to media companies, film production, broadcasting.

Unit 5: Multimedia and culture: Use of multimedia- web designing and artistic work in film production.

Book for reference:

- Barnouw, Erik; 1993 (orig. 1974); Documentary: A History of the Non Fiction Film; Oxford Paperbacks; NY; 400pp.
- Barsam, Richard Meran; 1973; Non Fiction Film: A Critical History; E.P.Dutton and Co., Inc.; NY; 332pp
- Baddeley, W. Hugh; 1981 (orig. 1963); Documentary Film Production Focal Press; London and Boston; 283pp
- Crawford, Peter Ian and David Turton (eds.); 1992; Film as Ethnography; Manchester University Press Manchester NY 322pp.
- Kahana, Jonathan; 2008; Intelligence Work: The Politics of American Documentary; Columbia University Press; NY 439pp
- Rosenthal, Alan (ed); 1999; Why Docudrama? Fact-Fiction on Film and TV; Southern Illinois University Press; Carbondale; 387pp

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	H	L	L	L	L	L	L	L	L
2	L	H	L	L	L	L	L	L	L
3	L	L	H	L	L	L	H	L	L
4	L	L	L	L	L	L	L	H	L
5	L	L	L	L	L	L	L	L	H

Semester: VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Educational Films	6			4	Theory

Course Outcome:

CO1	:	Show proficiency in at least two disciplinary areas as part of a producing
CO2	:	Develop the creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses from at least two disciplinary perspectives.
CO3	:	Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice.
CO4	:	Develop an understanding of the industry as a whole by executing all components of development, pre-production, production and post-production planning in at least two disciplinary areas.
CO5	:	Apply what you learn and prepare for employment by creating a awareness in the society through your film

Syllabus:

UNIT- I:To make a Educational film for a script & screenplay with dialogues & story board for any topic.

(Short movie, AD film, Documentary, PSA, TV commercial)

UNIT- II:To shoot a footage in creative aspect in creating awareness through your script

UNIT- III:To shoot a footage in creative aspect in creating awareness through your script

UNIT- IV:Produce a concept (Production flow through)

UNIT- V:To edit the footage used with transitions and visual effects.(Post production works)

References:

- Crawford, Peter Ian and David Turton (eds.); 1992; Film as Ethnography; Manchester University Press Manchester NY 322pp.
- Kahana, Jonathan; 2008; Intelligence Work: The Politics of American Documentary; Columbia University Press; NY 439pp
- Rosenthal, Alan (ed); 1999; Why Docudrama? Fact-Fiction on Film and TV; Southern Illinois University Press; Carbondale; 387pp

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	L	L	L	L	L	L	L
CO2	H	L	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L	L	H
CO4	L	L	L	H	L	L	L	L	L
CO5	H	L	L	L	L	L	L	L	L

ELECTIVE- IV

Semester: VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Film Analysis	4			4	Theory

Course Outcome:

CO1	:	To understand the language of semiotics, lighting and music in film.
CO2	:	To know about the significance of film personalities in Indian cinema
CO3	:	To have the knowledge about international and national film culture
CO4	:	To stay updated with the current trends in Indian cinema
CO5	:	To learn the literature and its impact in Indian cinema

Unit I : Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music .

Unit II: Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - Dadasaheb Phalke, Bombay Talkies, mythologicals etc History of Indian Cinema (contd.) Cubism, Realism, Neo-realism Other arts and cinema - theater, painting

Unit III: Importance accorded to song and dance Actors and personality cults Mythological Films Formula in Cinema - Masculine Charisma Melodrama in Indian Cinema

Unit IV: Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system.

Unit V: Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India

BOOKS FOR REFERENCE:

Film: From Watching to Seeing (2nd Edition) by Bill Goodykoontz

Website to refer

<http://nptel.ac.in/>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L	L	H	L	H	L	H	L
CO2	L	L	L	H	L	L	L	L	L
CO3	L	H	L	H	H	L	H	L	L
CO4	H	H	L	H	H	L	H	H	H
CO5	L	H	L	H	L	L	H	L	L

Semester: VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Cultural Anthropology and Media Culture Studies	5			4	Theory

Course Outcome:

CO1	:	Ability to create a Culture ideology
CO2	:	Ability to practices and develop cultural ethics
CO3	:	Ability to conduct and evaluate ethical practices
CO4	:	Ability to handle various culture
CO5	:	Ability to design and coordinate the perspective of media art forms

Syllabus:

Unit 1: Cultural Anthropology and Culture Studies: An Introduction Concept, Definition and Approaches

Unit 2: Basic Concepts-I Society, Culture, Group, Community, Caste System, Social Institution,

Unit 3: Social Organization, Social Stratification, Village Marriage, Kinship and Family

Unit 4: Basic Concepts-II Religion, Magic, Totem, Taboo, Animism, Animatism and Manaism, potrail od media and culture, Society and Media relationship.

Unit 5: Case study: Cultural Impact, Inter caste marriage, Taboo a special study in southern India,

REFERENCE:

- Cultural Anthropology - Miller Barbara
- Understanding Cultural Transmission in Anthropology –Roy Ellen
- An Introduction To Cultural Anthropology- Robert Harry Lowie

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	H	L	L	H	L
2	H	L	H	H	L	L	H	L	L
3	H	H	L	L	H	H	H	L	L
4	L	H	L	L	L	L	L	L	H
5	H	L	H	L	L	H	H	L	L

Semester: VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Introduction to Folklore	5			4	Theory

Course Outcome:

CO1	:	Ability to create a tradition ideology
CO2	:	Ability to practices and develop cultural ethics
CO3	:	Ability to conduct and evaluate ethical practices in folk art forms
CO4	:	Ability to handle various media art skills and career oriented projects
CO5	:	Ability to design and coordinate the perspective of media art forms

Syllabus:

Unit 1: Culture, Tradition Folklore Definition, Nature and Scope Relation of Culture, Tradition to Folklore and Society Mono Culture and Cultural Pluralism Tribal Culture – Folk – Elite ‘Little’ Tradition and ‘Great’ Tradition

Unit 2: Folk - Introduction Definitions, Folklore, Characteristics of Folklore, infusion of local myths, costumes, Ancient form of drama, diverse regional styles of folk theatre.

Unit 3: Folk theatre, basic elements of a drama, folk theatre forms - rasilila, Nautanki and Ramlila

Unit 4: Koodiyatam, Yakshangana, Swang, Bhand Paather, Ankiya Naat Bhaona, Tamasha, Terukoothu, Jatra, Bhavani, Dashavataar

Unit 5: Street play, Mime, Mono acting, Short stories, Play, Drama

REFERENCE:

1. Introduction to Folklore: Traditional Studies – Ronald M James
2. Introduction to Folklore 1904
3. Handbook of Folklore 1914 - Charlotte Sophia Burne
4. Folklore and Folklife: An Introduction -Richard M. Dorson University of Chicago Press, 15-Apr-1982

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	H	L	L	H	L
2	H	L	H	H	L	L	H	L	L
3	H	H	L	L	H	H	H	L	L
4	L	H	L	L	L	L	L	L	H
5	H	L	H	L	L	H	H	L	L

INTER DEPARTMENTAL COURSE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Photography					Theory

Course Outcome:

CO1	:	Capacity to critically evaluate the visualization, imagery and other iterative processes involved in photography
CO2	:	Capabilities to meet the required market requirements in media outlets as an employer or a client
CO3	:	Ability to get updated about the modern and updated visual languages and pictorial representation on the basis of the context and other socio-cultural aspects
CO4	:	To attain the basic knowledge about the theories and the execution of meanings conveyed through the photographs
CO5	:	To develop the skills of analyzing the principles formats and technologies that involved in a visual culture of photography

Syllabus:

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

UNIT II: Basic Techniques for Better Image. Aperture-Usage. Shutter- Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light-Fill Light. Low Key and High Key Picture. Rule of Third. Angle of View. Picture Format.

UNIT 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.

UNIT V: Photography Project, Assignments. Photo Documentary. Photo Essay. Small Budget Studio- Design, Equipments and Budget. Corporate Studio- Design, Equipments and Budget. Popular Photography Websites. Creating Photography Website. Connecting Images for Internet Use.

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. The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebe – Focal press baston, London. Third edition.
3. Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition. The

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Screen play writing					Theory

Course Outcome:

CO1	:	Capacity to critically evaluate the visualization, imagery and other iterative processes involved in photography
CO2	:	Capabilities to meet the required market requirements in media outlets as an employer or a client
CO3	:	Ability to get updated about the modern and updated visual languages and pictorial representation on the basis of the context and other socio-cultural aspects
CO4	:	To attain the basic knowledge about the theories and the execution of meanings conveyed through the photographs
CO5	:	To develop the skills of analyzing the principles formats and technologies that involved in a visual culture of photography

Syllabus:

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?”

UNIT VI: A Script-to-Screen Analysis

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Radio Jockey					Theory

Course Outcome:

CO1	:	Ability to Use software, hardware and exchange formats effectively in the area of audio visual technology
CO2	:	Ability to discuss the requirements of broadcast media and workflow, including criteria of its existing examples
CO3	:	Ability to plan and manage projects intended for broadcasting
CO4	:	Ability to utilize problem solving skills in the implementation of audio solutions
CO5	:	Ability to prepare material for Internet broadcasting

Syllabus:

UNIT - I : History of Radio - Radio Programme Formats - Latest trends of Radio - Functions & Characteristics of Radio

UNIT – II: Programme Planning - Broadcasting Guidelines - Scripts for various Radio Programme- Conceptualization and Ideation: Show Designing

UNIT – III: Yuvvani for Unemployed youth - AIR (Prasar Bharti) - Commercialization of Radio - Reach- Access - impact

UNIT – IV: Entertainment Radio - Community Radio - Internet Radio- Satellite Radio - Radio Programme production – Interviews - Radio Talk – Discussions - Review Programmes

UNIT – V: Voice Culture - content for Radio - Sound Recording - Microphones - Use of Microphones - Console handling –OBRecordings & Live Shows - Radio audience measurements systems (RAM, SMS IVRS and Phone calls)

Reference:

1. Broadcasting inIndia, P.C. Chatterjee, SageNew Delhi.
2. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Print media					Theory

Course Outcome:

CO1	:	To evaluate the advantages/disadvantages of one-, two-, and four-colour printing in order to choose or recommend the most appropriate method for a particular job.
CO2	:	To describe and utilize the basic digital file construction process for print and web. Ability to differentiate between the major printing processes to choose the appropriate method for a job.
CO3	:	Ability to describe various proofing processes and their purpose.
CO4	:	Ability to differentiate between colour models as they apply to print and web production.
CO5	:	Ability to utilize appropriate terminology when dealing with clients, peers, and suppliers.

Syllabus:

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.

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.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Videography					Theory

Course Outcome:

CO1	:	Ability to create interactive media projects in various aspects of communication and Media Industry.
CO2	:	Ability to practices commercial aspects of production and develop new technical innovation content.
CO3	:	Ability to conduct and evaluate ethical practices in production process.
CO4	:	Ability to handle various new media skills and career oriented projects.
CO5	:	Ability to design and coordinate the technical perspective of commercial production.

Syllabus:

Unit-I : Introduction to Digital Video Equipments: Digital Video Camera- Types – Format- Major Components - Operation and Functions. Lens – Types – Aperture- Shutter. Focussing Methods. Focal Length. Depth of Field. Video Signal, Video Format, Video Lights - Types and Functions. Tripod- Types. Clapboard- Usage. Light meter. Other Useful Accessories.

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

Unit-III : Introduction to Digital Video Production: Digital Camera- Movements-Composition-ShotsAngles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News Documentary.

Unit-IV : Introduction to Digital Video Editing: Editing Techniques- Continuity-Sequence-Dynamic. Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions. EDL Preparations. Storage Devices. Titling- Graphics, Animations.

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

Reference:

1. Introduction to Video Production – Ronald J Compesi, Jaime S Gomez
2. Television Production – Herbert Zettle

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Digital Film Making					Theory

Course Outcome:

CO1	:	An ability to apply digital production practices and techniques to working in groups and teams in the field of film, T.V, and digital media.
CO2	:	An ability to enhance their understanding of digital production by showing visual elements and visual techniques
CO3	:	An ability to develop a competent level of familiarity and safe operational proficiency with acquiring moving images that meet a predetermine narrative and tell a visual story
CO4	:	An ability to prepare to take an a wide range of different makes within an ever changing media landscape and media industry dealing with the development of digital content for both traditional and convergent media platforms.
CO5	:	An ability to make films to the film culture and behaviourism

Syllabus:

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.

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.

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

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - Video Jockey					Theory

Course Outcome:

CO1	:	Ability to Use software, hardware and exchange formats effectively in the area of audio visual technology
CO2	:	Ability to discuss the requirements of broadcast media and workflow, including criteria of its existing examples
CO3	:	Ability to plan and manage projects intended for broadcasting
CO4	:	Ability to utilize problem solving skills in the implementation of video solutions
CO5	:	Ability to prepare material for Internet broadcasting

Syllabus:

Unit-I: Introduction to Body Language - Body Language Basics - Body Language Varying By Group - Body Language That Displays Different Emotions - How to Read Body Language.

Unit-II: Using Body Language to Your Personal Advantage - Using Body Language in Your Career - Discovering Patterns - The Power of First Impressions - Asking the Right Questions, Listening to the Answers - The Power of Intuition - Self Reflection.

Unit-III: Language – Pronunciation – Usage of language – slangs – Types of communication – Lip synchronization - Voice over-

Unit-IV: Camera Angles- camera look – camera continuity – adjusting looks and action – tele prompter – board reading

Unit-V: Voice Culture - content for Radio - Sound Recording - Microphones - Use of Microphones - Console handling – OB Recordings & Live Shows – Television audience measurements systems (RAM, SMS IVRS and Phone calls)

Reference:

1. Broadcasting in India, P.C. Chatterjee, SageNew Delhi.
2. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - JOURNALISM					Theory

Course Outcome:

CO1	: An ability to analyze and create journalism on contemporary issues for print, broadcast and other digital media
CO2	: An ability to Write and edit clear, graceful, grammatically correct prose
CO3	: An ability to Use reliable visual aids to tell stories ethically
CO4	: An ability to Demonstrate an awareness of journalism as an ethical practice
CO5	: An ability to Demonstrate preparation for an entry-level position in the profession through a portfolio exhibiting their work.

Syllabus:**Unit-I [Introduction to Journalism]**

Journalism Meaning and concept. Introduction to Indian Press - Brief account of the origin and development of newspaper and magazine in India – Types of journalism: Radio journalism, Television journalism – Online Journalism: Meaning & Definition.

Unit-II [Introduction to News]

News: Meaning & definition - Sources and elements of news - Characteristics of news - Mass Communication: Concept & Characteristics - Different styles of news writing - Headline: Importance & types.

Unit-III [Different Types of writing]

Writing for newspaper and magazines: Nature & Difference - Feature writing: Meaning, definition & nature - Editorial: Importance & art of writing - Writing column, Reportage, analysis etc.

Unit-IV [Reporting for Print Media]

Definition, scope, concept & principles of news reporting - Types & techniques of news reporting - Functions of reporting: Interview, collection of data, research - Qualities & Responsibilities of a reporter - Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

Unit-V [Editing for Print Media]

Theories and Principles of Editing - Preparing good copies for Newspaper, Magazine & others - Introduction to editing symbol, proof reading symbols & Copy desk - Role, functions and responsibilities of Copy editor.

References

1. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
2. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
3. Wren & Martin High School English Grammar & Composition, S.Chand
4. Thomas S. Kane Oxford Essentials Guide To Writing
5. George.A.Hough News Writing, Kanishka
6. Robert Mc. Lesh Radio Production, Focal Press.

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Value Education – Human Rights	2	2		0	FC

Syllabus:

UNIT – I: Concept of Human Values, Value Education Towards Personal Development - Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.

UNIT – II: Value Education towards National and Global Development - National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

UNIT – III: Impact of Global Development on Ethics and Values - Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT - IV: Introduction – Law – Functioning of Court – Hierarchy of Courts – seeking Justice – Dragged into the Net – Help thy Neighbor – You snooze, You Lose - Crime & Punishment – Introduction to Criminal Law – Encounter with Criminal Law – Limitation and other restrictions for prosecution – Major offences and punishments - Guardianship and Minority – Civil Marriage – Compulsory Registration of Marriages – Relief through Family Court – Writing a Will.

UNIT - V: Protection of Women under Civil Law – Protection of Women under Criminal law – Protection of Child under Civil and Criminal Law - Protection of Workmen - Consumer Protection – Consumer friendly forums – Defective and Hazardous Good – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes – E-Commerce.

References

1. Value Education – Human Rights – Learning Material, Bharathiar University, 2009.
2. Introduction to Human Rights and Duties - Dr.T. S.N.Sastry, University of Pune, 2011
3. Human Rights Education for Begineers - KWIRC , NHRC, 2005.
4. Layman’s Guide to Law, Yetukuri Venkateswara Rao, Asia Law House, 2008.

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Environmental Studies	2	2		0	FC

Syllabus:

Unit I : A Multidisciplinary Subject – Natural Resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

Unit II : Ecosystem – Concepts of Ecosystem – Characteristics – Food Chains – Food Web – Ecological Pyramids – Energy Flow in an Ecosystem – Nutrient Cycling – Primary Production – Ecosystem Regulation – Ecological Succession – Major Ecosystem Types.

Unit III : Biodiversity and its Conservation – Diversity – Biogeographically Classification of India – Value of Biodiversity – Global Biodiversity – Biodiversity: National, Regional or Local – Hot Spots of Bio Diversity – Threats to Biodiversity – Loss of Habitat – Poaching – Man-wildlife Conflicts – Endangered Species of India – Endemic Species of India – Conservation of Biodiversity.

Unit IV : Environmental Pollution – Air pollution – Noise Pollution – Water Pollution – Thermal Pollution – Marine Pollution – Soil Pollution – Nuclear Hazards – Solid Waste Management – Role of an Individual in Prevention of Pollution – disaster Management.

Unit V : Social Issues and the Environment – From unsustainable to sustainable development – Urban problems related to energy – Water Conservation – Rainwater Harvesting – Watershed Management – Resettlement and Rehabilitation Issues – Environmental Ethics – Climate change – Global Warming – Acid Rain – Ozone Layer Depletion – Environmental Legislation.

References

1. Perspectives in Environmental Studies – Aubha Kaushik, C. P. Kaushik, New Age International Publishers, Second Edition, 2004.
2. Basics of Environmental Science – Michael Allaby, Routledge – London, 2nd Edition, 1996.
3. Principles of Environmental Science and Technology – K. Saravanan, S. Ramachandran and R. Baskar, New Age International Publishers, 2005.