

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)

2021-2022 Batch on-wards

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.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
To provide quality education at affordable cost.	PEO4.
To maintain academic and research excellence with a keen focus.	PEO4
Industry-integrated research and education.	PEO1, PEO2, PEO3

Mapping of Department Mission to PEO

Department Mission	PEO's
To impart education with the forward thinking and creative professionals in young minds	PEO4
To enable them to reach intellectual maturity to become a Media Person	PEO4

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.

Program Specific Outcomes (PSO)

PSO1	:	Express specialist subjects under one collective roof- Film and Animation, Graphic Communication, Illustration and Photography.
PSO2	:	Familiar with the film making, editing and recording.
PSO3	:	Understanding and Ability to develop creative and experimental visual literacy and design skills
PSO4	:	Develop creativity skill and professional journalist

Correlation between the POs and the PEOs

Program Outcomes		PEO1	PEO2	PEO3	PEO4
PO1	:				3
PO2	:		2	3	1
PO3	:		1		2
PO4	:	2	1		
PO5	:		2	2	1
PO6	:		2		3
PO7	:				2
PO8	:		3		3
PO9	:			1	1
PSO1	:	3	2	2	
PSO2	:	3	3		1
PSO3	:		2		2
PSO4	:			3	2

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				3	1				3
PO2		2	2	1	1		2	2	1
PO3		3		1			3		1
PO4	1	1		1		1	1		1
PO5		3	3	1	2		3	3	1
PO6	1	3	1			1	3	1	
PO7				1	1				1
PO8				2	2				2
PO9		1	3	1	1		1	3	1
PSO1	1	1				1	1		
PSO2			3	3				3	3
PSO3		1		2			1		2
PSO4			3	1	1			3	1

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

*Scheme of curriculum for
B.Sc. Visual Communication & E Media*

S.No.	Sem	Part	Sub Type	Sub Code	Subject	Credit	Hours	INT	EXT	Total
1	1	1	L1		Language – I	4	4	40	60	100
2	1	2	L2		English for Communication – I	4	4	40	60	100
3	1	3	Core		Core - Introduction to Communication	4	4	40	60	100
4	1	3	Core Practical		Core Practical - Creative Arts	2	4	20	30	50
5	1	3	DSC		DSC 1C - Communication Theory	4	4	40	60	100
6	1	3	DSC Practical		DSC Practical - 1C - Communication Media Practical	2	4	20	30	50
7	1	3	Allied-I		DSA 1A - Social Psychology	4	4	40	60	100
8	1	4	AEC		Ability Enhancement Course I -	2	2	50		50
9	1	6	VAC		Value Added Course - I	2	-	50		50
						28	30			
1	2	1	L1		Language – II	4	4	40	60	100
2	2	2	L2		English for Communication – II	4	4	40	60	100
3	2	3	Core		Core - Reporting and Writing	4	4	40	60	100
4	2	3	Core Practical		Core Practical - Reporting and Writing Practical	2	4	20	30	50
5	2	3	DSC		DSC 2C - Multimedia I	4	4	40	60	100
6	2	3	DSC Practical		DSC Practical - 2C - Multimedia I Practical	2	4	20	30	50
7	2	3	Allied-II		DSA 2A - Basics of Event Management	4	4	40	60	100
8	2	4	AEC		Ability Enhancement Course II	2	2	50		50
9	2	6	VAC		Value Added Course - II	2	-	50		50

						28	30			
1	3	3	Core		Core - Photography	4	5	40	60	100
2	3	3	Core Practical		Core Practical - Photography Practical	2	4	20	30	50
3	3	3	DSC		DSC 3C - Advertising	4	5	40	60	100
4	3	3	DSC Practical		DSC Practical - 3C - Advertising Practical	2	4	20	30	50
5	3	3	Allied-III		DSA 3A - Public Relations	4	5	40	60	100
6	3	4	SEC		Skill Enhancement Courses – I - Media Entrepreneurship	2	5	20	30	50
7	3	4	AEC		Ability Enhancement Course III	2	2	50		50
8	3	6	VAC		Value Added Course - III	2	-	50		50
9	3	6	ITR		Industrial Training Report-I	2		50		50
10	3	6	IDL		Inter Department Learning – I	2	-	50		50
						26	30			
1	4	3	Core		Core – Media Production	4	5	40	60	100
2	4	3	Core Practical		Core Practical - Media Production Practical	2	4	20	30	50
3	4	3	DSC		DSC 4C - Multimedia II	4	5	40	60	100
4	4	3	DSC Practical		DSC Practical - 4C - Multimedia II Practical	2	4	20	30	50
5	4	3	Allied-IV		DSA 4A - Magazine Production	4	5	40	60	100
6	4	4	SEC		Skill Enhancement Courses – II - Protecting Intellectual Property in Media	2	5	20	30	50
7	4	4	AEC		ABE	2	2	50		50
8	4	6	VAC		Value Added Course - IV	2	-	50		50
9	4	6	IDL		Inter Department Learning – II	2	-	50		50
						24	30			

1	5	3	Core		Core - Video Editing	4	4	40	60	100
2	5	3	Core Practical		Core Practical - Video Editing Practical	2	4	20	30	50
3	5	3	DSC		DSC 5C - Script Writing	4	4	40	60	100
4	5	3	DSC Practical		DSC Practical - 5C - Script Writing Practical	2	4	20	30	50
5	5	3	Elective I		Elective - I - Elements of Audio Production	4	5	40	60	100
6	5	3	Elective II		Elective - II - Elements of Film and Video Production	4	5	40	60	100
7	5	4	SEC		Skill Enhancement Courses – III - Applying Design Thinking in Media	2	4	20	30	50
8	3	6	ITR		Industrial Training Report-II	2		50		50
9	5	6	VAC		Value Added Course - V	2	-	50		50
						26	30			
1	6	3	Core		Core - Documentary	4	6	40	60	100
2	6	3	Core Practical		Core Practical - Documentary Practical	2	4	20	30	50
3	6	3	Elective III		Elective – III - Film Studies	4	6	40	60	100
4	6	3	Elective IV		Elective – IV - Film Screening	4	6	40	60	100
5	6	3	Core Course - XI		Core Project - Short Film	8	4	80	120	200
6	6	4	SEC		Skill Enhancement Courses – IV - Communication Research	2	4	20	30	50
7	6	5	EX		Extension Activity- EX %	2	-	50		50
						26	30	2000	1950	3950
					Total credit	158				

Discipline Specific Core

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1	YES		Communication Theory	Viscom	YES
2			Advanced Communication Research Theories	Viscom	
3	YES		Multimedia I	Viscom	YES
4			Audiography	Viscom	
5	YES		Advertising	Viscom	YES
6			Graphic production	Viscom	

7	YES		Multimedia II	Viscom	YES
8			Writing for Newspaper	Viscom	
9	YES		Script Writing	Viscom	YES
10			Research Writing	Viscom	
Discipline Specific Core - Practical					
S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1	YES		Communication Media Practical	Viscom	YES
2			Advanced Communication Research Practical	Viscom	
3	YES		Multimedia I Practical	Viscom	YES
4			Audiography Practical	Viscom	
5	YES		Advertising Practical	Viscom	YES
6			Graphic production Practical	Viscom	
7	YES		Multimedia II Practical	Viscom	YES
8			Writing for Newspaper Practical	Viscom	
9	YES		Script Writng Practical	Viscom	YES
10			Research Writing Practical	Viscom	
Allied					
S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1	YES		Social Psychology	Viscom	YES
2			Advanced Psychology	Viscom	
3	YES		Basics of Event Management	Viscom	YES
4			Advanced Event Management	Viscom	
5	YES		Public Relations	Viscom	YES
6			Public Relations and Media Marketing	Viscom	

7	YES		Magazine Production	Viscom	YES
8			Media Marketing	Viscom	
Skill Enhancement Courses					
S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1	YES		Media Entrepreneur	Viscom	YES
2			Social Media Startups	Viscom	
3	YES		Protecting Intellectual Property in Media	Viscom	YES
4			Marketing Communication	Viscom	
5	YES		Applying Design Thinking in Media	Viscom	YES
6			Intellectual Property Law	Viscom	
7	YES		Communication Research project	Viscom	YES
8			Advanced Design Thinking for Innovation	Viscom	
Elective					
S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1	YES		Elements of Audio Production	Viscom	YES
2			Community Radio Production	Viscom	
3			Web Radio and Podcast	Viscom	
4	YES		Elements of Film and Video Production	Viscom	YES
5			Film Theory	Viscom	
6			Film Appreciation	Viscom	
7	YES		Film Studies	Viscom	YES
8			Theories of Cinematography	Viscom	
9			Elements of Cinematography	Viscom	

10	YES		Film Screening	Viscom	YES
11			Elements of Film Noir	Viscom	
12			Understanding Film Culture	Viscom	

Semester I

BATCH: B. Sc., (VC) 2021-2024

CLASS: I VISCOM

INTRODUCTION TO COMMUNICATION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVC1CA	Core - INTRODUCTION TO VISUAL COMMUNICATION	4	3	1	-	Theory

Goal: The specific mission of this course is to enhance understanding of the nature, processes and effects of human communication.

Objective:

- Enhanced critical thinking ability.
- Enhanced competency in written & oral communication.
- Enhanced conversation management skills in interpersonal settings and increased understanding of the importance of ethics and values in human communication.

Course Outcomes:

CO1	:	To build the capacity to examine and research on the aspects of communication for developmental aspects
CO2	:	To develop insight knowledge to analyze the problems and communication gaps in the execution of technology
CO3	:	To able to create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
CO4	:	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.

UNIT- I: Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

UNIT- II: Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; visual communication techniques eye contact, hand gesture, body language, elements of visual communication.

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

UNIT- IV: Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Types of Code- Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactics & Pragmatics; Denotation, Connotation & Myth; Criticisms of Semiotic; Strengths of Semiotic.

UNIT- V: Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process- Creativity Tools, Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Level & reach of Visual Communication; Process of developing ideas to different medium.

Text Books:

1. Seema Hasan, Mass Communication- Principles & Concepts, CBS Publishers, New Delhi, 2010
2. Lester. E, Visual Communications: Images with messages, Thomson Learning, London, 1998

Suggested Reading:

1. Denis McQuail, Mass Communication Theory- An introduction, Sage Publications, London, 2010 (Unit I & II)
2. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2009 (Unit III & IV)
3. Edward De Bono, Lateral Thinking: Creativity Step by Step, Harper & Row Publishers, New York, 1970 (Unit V)

References :

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

Mapping of Course Outcomes with Program Outcomes:

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

Semester I
BATCH: B. Sc., (VC) 2021-2024

CLASS: I VISCOM

CORE PRACTICAL - CREATIVE ARTS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVC1CP	Core Practical - CREATIVE ARTS	2		1	3	Practical

Goal: To facilitate the student creators to learn drawing as it is the basic and core necessity for all other designing subjects.

Objective: The subject lets the students to understand the importance of drawing as a visual art and enable them to understand it as the fundamental for designing.

Course Outcome:

CO1	:	To enables learning and understanding of the basic concepts in drawing and creative arts.
CO2	:	To facilitate with the identification of drawing as a visual art.
CO3	:	To generate an opportunity to be aware of the communication aspects involved in visual arts.
CO4	:	To assist the relationship between drawing and designing.
CO5	:	To enable in the creation of colourful communication art forms and excel in designing as well.

List of Exercises:

(Students has to practices all FIVE excises)

- Lines, forms, and structure Study in different Thickness: 2½ Weeks Minimum 6 class works
- 2. Curves and Circles: 2½ Weeks Minimum 6 class works: Record works - 3 nos.
- 3. Shapes: 2½ Weeks Minimum 6 class works: Record works - 3 nos.
- 4. Perspectives: 2½ Weeks Minimum 6 class works: Record works - 3 nos.
- 5. Composition, Lights and shades 2½ Weeks Minimum
- 6: Record works - submission.

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)
(The Students have to submit all exercise as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. John Montague, Basic Perspective Drawing- A Visual Approach, John Wiley & Sons, New Jersey, 2013
2. William F Powell, Art of Basic Drawing, Walter Foster Creative Team, USA, 2012

Suggested Reading:

1. Christopher Hart, Basic Drawing Made Amazingly Easy, Crown Publishing Group, USA, 2012
2. Helen South, The Everything Drawing Book, F W Publications, USA, 2005

Semester II

BATCH: B. Sc., (VC) 2021-2024

CLASS: I VISCOM

CORE - REPORTING AND WRITING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE - REPORTING AND WRITING	4	4	-	-	Theory

Goal: This paper will enable an understanding of the medium of print journalism, its working, the writing forms and processes. It will also teach the working and organization of a print-based organization, and the roles of various people in it.

Objective: Assignments will introduce the fundamentals of reporting, newsgathering and editing. In the fundamentals of reporting and editing, students are expected to notice the difference between news agency, periodical and magazine reporting. It is also objective of the paper to introduce them Interviewing techniques and tips for conducting the interview.

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

UNIT I:

Newspaper organization: structure – Reporting section: role and responsibilities 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, Crime Reporting: Source of news, procedure, reporting style, Covering public meetings and speeches: dos and don'ts.

UNIT IV:

Rural reporting – Beats and Special Coverage. 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

References:

1. News Reporting &Editing; Jagoish Chandar, 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	M	M	H	H	L	L	L	H
CO2	H	L	H	L	L	H	M	H	L
CO3	L	M	H	L	M	L	H	M	H
CO4	M	L	L	H	L	H	H	L	L
CO5	H	M	L	L	M	M	L	H	M

Semester II

BATCH: B. Sc., (VC) 2021-2024

CLASS: I VISCOM

CORE PRACTICAL - REPORTING AND WRITING PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL - REPORTING AND WRITING PRACTICAL	4	4	-	-	Theory

Objective: Describe about news and write different stories on various subjects with responsibilities

List of Exercises:

MODULE:

- Students must publish a tabloid/Lab journal with minimum 4 to maximum 8 pages.
- Each student must concentrate and bring out their issues and publish it
- Each student must contribute at least minimum two article in other issues published.
- Each article must me published under the guidance of the staff coordinator, with the approval of English Desk and Tamil desk editors.
- Biweekly an issue should be published
- Pre modem and post modem should be conducted regularly

References:

1. News Reporting &Editing; Jagoish Chandar, Anmol Pub
2. Handbook of Reporting & Communication Skills; Gupta Sc, Media Pro. & Pub Bombay

Mapping of Course Outcomes with Program Outcomes:

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

CO4	M	L	L	H	L	H	H	L	L
CO5	H	M	L	L	M	M	L	H	M

Semester III

BATCH: B. Sc., (VC) 2021-2024

CLASS: II VISCOM

CORE - PHOTOGRAPHY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PHOTOGRAPHY	4	4	1	-	Theory

Goal: To understand photojournalism as an important concept in journalism.

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

Course Outcome:

CO1	:	To remember the history of photography and its aspects.
CO2	:	To understand the techniques involved in photo composition.
CO3	:	To enhance understanding of digital photography.
CO4	:	To able the learning of photo editing with Photoshop.
CO5	:	To gain knowledge and to train upon setting up a photo studio

UNIT – I

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

UNIT II

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

UNIT III

Introduction to digital photography: Define -Digital- Digital Still Camera. Digital SLR Camera – Types. Working with Digital Camera – Major Components and Functions, Camera Operation, Mode, Advantages. -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. Choosing Colour, Brush Shape. Operations and Usage of Tools Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus Tool, Toning, Eye Dropper, Zoom Tool, Lasso Tool.

UNIT V

Introduction to digital studio: Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio Design, Equipment's and Budget. Corporate Studio- Design, equipment and Budget. Popular Photography Websites. Creating Photography Website. Connecting Images for Internet Use.

Reference:

1. The Digital Filmmaking Handbook – Mark Brindle
2. Professional lighting handbook – Verne Carlson, Sylvia e Carlson
1. Visual Communication Images with messages – Paul martin Lester
2. The Psychology of Composition – S M Eisenstein
3. Photoshop – Tutorial – eBook
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	H	H	M	L	L	L	H	H	L
2	L	H	H	M	L	H	H	L	L
3	H	H	H	H	M	H	L	M	H
4	H	H	L	L	H	L	H	H	H
5	H	M	H	H	M	H	H	H	H

Semester III

BATCH: B. Sc., (VC) 2021-2024

CLASS: II VISCOM

CORE PRACTICAL - PHOTOGRAPHY PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL - PHOTOGRAPHY	2		1	3	Practical

Goal: To teach enable students to understand photography and its basic attributes

Objective: To learn photography as a profession as well to gain insight on the subject.

Course Outcome:

CO1	:	To learn composition and portrait features.
CO2	:	To understand the techniques in lighting.
CO3	:	To gain knowledge on the elements of camera.
CO4	:	To understand the various types of photography.
CO5	:	To understand the significance of exposures.

LIST OF PRACTICALS

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

Reference:

1. The Digital Filmmaking Handbook – Mark Brindle
2. Professional lighting handbook – Verne Carlson, Sylvia e Carlson
3. Visual Communication Images with messages – Paul martin Lester
4. The Psychology of Composition – S M Eisenstein

Mapping of Course Outcomes with Program Outcomes:

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

S	H	M	H	H	M	H	H	H	H
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Semester IV

BATCH: B. Sc., (VC) 2021-2024

CLASS: II VISCOM

CORE - MEDIA PRODUCTION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE - MEDIA PRODUCTION	4	4	1	-	Theory

Goal: To enable students to remember the concepts involved in media and its production.

Objective: The concepts involved in media production will result in producing best media production.

Course Outcome:

CO1	:	To apply digital production practices and techniques to working in groups and teams in the field of film, T.V, and digital media.
CO2	:	To enhance their understanding of digital production by showing visual elements and visual techniques
CO3	:	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	:	To prepare to take 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	:	To develop the skill as a professional in all the media.

Unit I:

Introduction to Media Production – Various stages of production, Project kick off Production schedule, Script development, Storyboards, Graphics concepts, Location scouting, Prop and wardrobe identification and preparation, Post-production preparation

Unit II:

Production, Basic Camera angles, movements and shots, Lighting Techniques and its importance. Mise -en –scene, Studio Setup.

Unit III:

Post Production, Dubbing and Re-recording, Colour Correction, Computer Graphics, VFX, and Titling.

Unit IV:

Floor management, Outdoor, Basic Sets and ENG, OB Vans. Interview

Unit V:

Idea generation, Budgeting, Crew, Casting, Planning and Scripting, Art Design.

Text Books:

1. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012
2. Gerald Millerson, Television Production, Focal Press, UK, 2009

Suggested Readings:

1. Jim Owens, Television Production, Focal Press, UK, 2012 (Unit I)
2. Andrew Utterback, Studio Television Production and Directing, Focal Press, UK, 2007 (Unit IV & V)
3. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006 (Unit II & III)

Mapping of Course Outcomes with Program Outcomes:

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

Semester IV

BATCH: B. Sc., (VC) 2021-2024

CLASS: II VISCOM

CORE PRACTICAL - MEDIA PRODUCTION PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL - MEDIA PRODUCTION PRACTICAL	2		1	3	practical

Goal: To enable students to gain practical knowledge in media production.

Objective: The exercises will provide an opportunity to experience practically and evolve professionally.

Course Outcome:

CO1	:	To develop writing skill on sports and technology
CO2	:	To write script for any kind of film
CO3	:	To understand the different types of camera and its angles in shooting a video
CO4	:	To produce creative commercials for television industry.
CO5	:	To produce creative commercials for radio industry.

1. Write a log sheet (Short film, Ad, PSA, Radio, Documentary).
2. Draw a story board for the above exercise.
3. Shoot a video using different camera angles.
4. Shoot a video using different shots.
5. Shoot a video using different camera movements.

Text Books:

1. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012
2. Gerald Millerson, Television Production, Focal Press, UK, 2009

Suggested Readings:

1. Jim Owens, Television Production, Focal Press, UK, 2012 (Unit I)
2. Andrew Utterback, Studio Television Production and Directing, Focal Press, UK, 2007 (Unit IV & V)
3. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006 (Unit II & I)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09

1	L	H	H	L	L	L	M	M	M
2	L	L	L	L	L	H	L	L	L
3	H	L	L	L	L	L	L	L	H
4	L	M	M	M	M	M	M	M	L
5	L	L	L	H	H	H	H	H	L

Semester V

BATCH: B. Sc., (VC) 2021-2024

CLASS: III VISCOM

CORE - VIDEO EDITING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE - VIDEO EDITING	4	4	-	-	Theory

Goal: To serve a purpose such as telling a story or providing information through video.

Objective: To create skilful, creative and technical video editors suitable for broadcasting and telecasting.

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.
CO5	: To develop a different audio editing perspective.

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:

Principles of continuity editing – Continuity, jump cuts, match on action cuts, Working in timeline, Parallel editing, Color correction.

Unit III:

Introduction to sound editing, Sound design, sound mixing, sound editing techniques, syncing audio.

Unit IV:

Scene breakdown cuts, advance editing techniques, Rough out, Final out, Usage of log sheet.

Unit V:

Titling, Motion graphics techniques, Introduction to various video editing softwares (Adobe Premiere Pro, Final Cut Pro, Adobe After effects), Introduction audio recording and audio editing softwares (Sound forge, Adobe Audition).

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	M	L	M	M	M	L	H
4	L	L	L	L	L	L	L	M	L
5	H	H	M	L	H	H	M	L	H

Reference:

Reference book:

The Technique Of Film Editing, Karel Reisz, Gavin Miller

In the Blink of an Eye, Walter Murch

The Technique Of Film And Video Editing, Ken Dancyger

The Story of Film, Mark Cousins

Semester V

BATCH: B. Sc., (VC) 2021-2024

CLASS: III VISCOM

CORE PRACTICAL - VIDEO EDITING PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE - VIDEO EDITING PRACTICAL	4	4	-	-	Practical

Premiere Pro
 Travel Video: Intro to Premiere Pro
 Creating a new sequence
 Adding audio to the timeline
 Adding audio fades
 Adding video
 Using a tint effect
 Exporting
 Shanarra Title Card
 Adjusting audio volume
 Adding animation
 Zoo Promo: Working with Voice-Over
 Adding voice-over & removing a section of audio
 Adding music
 Adjusting audio volume
 Adding the photos & videos
 Resizing a video
 Setting in & out points in the timeline
 Zoo Promo: Animations, Effects, & Transitions
 Adding Zoom-In animation
 Adjusting existing keyframes
 The Slip Tool
 Adjusting animation on the Cross Dissolve
 Adding a Push Slide transition
 Zoo Promo: Adding Subtitles & Exporting
 Adding subtitles
 Adding client revisions

Exporting

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	M	L	M	M	M	L	H
4	L	L	L	L	L	L	L	M	L
5	H	H	M	L	H	H	M	L	H

Reference:

Reference book:

The Technique Of Film Editing, Karel Reisz, Gavin Miller

In the Blink of an Eye, Walter Murch

The Technique Of Film And Video Editing, Ken Dancyger

The Story of Film, Mark Cousins

Semester VI

BATCH: B. Sc., (VC) 2021-2024

CLASS: III VISCOM

CORE - DOCUMENTARY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE – 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 Marker – 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: Documentary story telling – Ethics in making a documentary – Steps in producing a documentary – Proposing an advance documentary – Advanced research Pre-production – Conducting & Shooting interviews.

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	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
BATCH: B. Sc., (VC) 2021-2024

CLASS: III VISCOM

CORE PRACTICAL – DOCUMENTARY PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
CP8	CORE PRACTICAL – DOCUMENTARY PRACTICAL	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

BATCH: B. Sc., (VC) 2021-2024

CLASS: III VISCOM

CORE PROJECT – SHORT FILM PRODUCTION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PROJECT – 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)
- Produce Cast 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

DISCIPLINE SPECIFIC CORE:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Discipline Specific Core 1C - COMMUNICATION THEORY	4	4	1	-	Theory

Goal: To understand communication and the role of communication theories

Objective: To utilize communication theories in media development.

Course Outcome:

CO1	:	To understand the evolution of human communication and its theoretical types
CO2	:	To know the difference between communication theories and models.
CO3	:	To understand the audience perception and its related theories.
CO4	:	To learn theories related to media and its effects.
CO5	:	To understand and learn theories based on the society and their understanding about the media.

UNIT – I

1. Introduction

Definition of theory, meaning of communication theory, Origin of mass communication theories, Paradigm shifts in communication theories, Functions of communication theories, Models of communication.

UNIT – II

Approaches to the Study of Communication Theories: Media use theories, media effects theories, (channel/source/message/audience) theories,

UNIT – III

Normative Theories and their Criticisms: Authoritarian media theory, Soviet-communist media theory, Libertarian or free press media theory, Social responsibility media theory, Democratic participant media theory, Development media theory

UNIT – IV

Source Theories: Agenda setting, Gate-keeping, Message Theories, Diffusion of Innovations, Propaganda theory, Framing Analysis, Priming, Discourse Analysis, Social Construction, Two step flow of information

UNIT – V

Channel Theories: Gatekeeping, Technological Determinism, Social Shaping of technology

REFERENCE:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43A	Advanced Communication Research Theories	4			4	Theory

Course Outcome:

CO1	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
CO2	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
CO3	:	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
CO4	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO5	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Goal: This Paper will introduce the students to the main methods of Communication Research. It is based on concepts that they are familiarized in the previous semesters such as basics to Communication, Media and Cultural Studies.

OBJECTIVES :

1. To understand the theoretical concepts of qualitative and quantitative research techniques.
2. Understand the characteristics and use of different tools and techniques for data collections
3. To enhance the students' applications of research nuances from the stage of research formulation through to presentation.

UNIT I: Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

UNIT II: Methods/techniques of research; Hypothesis and variables; Research design and its types, Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources. Methods of research, Census, Survey, Random; Sampling - meaning, types and problems ; Survey research, experimental and field research, panel research; Reliability, validity and objectivity. Qualitative approaches : Positivism, Focus Ethnography, Discourse analysis, Action research, Grounded theory, Phenomenological research , Interpretive Phenomenological Analysis (IPA), Symbolic Interactionism, Conversation analysis, Ethnomethodology.

UNIT III: Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale. Sampling Design; Sampling methods; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size. Tools and methods of research; Sources of data - Primary and Secondary source ; Questionnaire and schedules; Observation - Participatory and Non

participatory; Interview method; Case study; Content analysis of mass media.

UNIT IV: Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and Summative research; Ethical issues in media research; Media research as a tool of reporting.

UNIT V: Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

BOOKS FOR REFERENCE:

- Berger, A. A. (2000). Media and communication research methods: An introduction to qualitative and quantitative approaches. Thousand Oaks, CA: Sage Publications.
- Bruhn Klaus Jensen and Jankowski W Nicholas, (1991) A Handbook of Qualitative methodologies for mass communication research : Routledge
- Ghosh, B. N. (1992). Scientific method and social research. New Delhi: Sterling Pub.
- Maslog, C. C. (1983). Communication research in Asia impressions and intuitions. Pulau Pinang: School of Humanities, Universiti Sains Malaysia.
- Farrar, R. T., & Stevens, J. D. (1971). Mass media and the national experience: Essays in communications history. New York: Harper & Row.
- Hansen Anders (1998) Mass Communication Research Methods
- Hsia H.J (2017) Mass Communications Research Methods , Routledge
- Pool, I. D. (1959). Trends in content analysis: Papers of the Work Conference on Content Analysis of the Committee of Linguistics and Psychology, Social Science Research Council. Urbana: University of Illinois Press.
- Selltiz, C. (1962). Research methods in social relations. New York: Holt, Rinehart and Winston
- Stempel, G. H., & Westley, B. H. (1989). Research methods in mass communication. Englewood Cliffs, NJ: Prentice-Hall
- Krippendorff, K. (2018). Content analysis an introduction to its methodology. Los Angeles: SAGE.
- Kumar Ranjit (1996) Research Methodology A step by Step for beginners , British Library Cataloging
- Kothari, C. R., &Garg, G. (2016). Research methodology: Methods and techniques. London: New Age International Limited.
- Lindzey, G., & Aronson, E. (1968). The handbook of social psychology. Reading, Mass.: Addison-Wesley.
- Wayne Goddard & Stuart Meiville(2001) Research Methodology an Introduction: Juta Academic
- Wimmer, R. D., & Dominick, J. R. (2014). Mass media research: An introduction. Australia: Cengage- Wadsworth.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	H	H	H	H	H	H	H

CO2	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE 2C - MULTIMEDIA I	4	4	-	-	Theory

Goal: To enable students to understand the importance of computer for communication.

Objective: The significance of multimedia will enable the students to enhance creative skill in computer for communication knowledge purpose

Course Outcome:

CO1	:	To learn the basics of computer for communication process.
CO2	:	To understand computer and gain knowledge in communication process
CO3	:	To learn MS Office as documentation is one aspect in scripting.
CO4	:	To able the students to learn power point and excel in presentations.
CO5	:	To develop create and use in print format.

UNIT I

Introduction to computers for communication, Introduction to Microsoft Word, usage of word in writing a news, usage of text, usage of fonts, size, Working with Documents, Headers and Footers, Basic Text Editing, Style and Paragraph Formatting, Index.

UNIT II

MS Word – tools, word processing techniques, bullet and numbered lists, spelling and grammar check, proof reading techniques, proof reading symbols.

UNIT III

Introduction to Microsoft PowerPoint, Applying Themes and Layouts to Slides, working with images, Inserting Pictures, Text, Graphics, Shapes, Inserting Tables into Presentations, Adding Sound and Video.

UNIT IV

MS Excel – features & utility- description, purpose and application of excel, working with the excel interface, how to create, save and open workbooks, types of data (text, numbers, dates) basic formatting, working with multiple worksheets.

UNIT V

Work book: usage of word in writing (news article, story, and script), usage of Excel in (collecting survey, data entry, and research work), usage of power point in making a presentation for a (proposal, event, and action plan)

REFERENCES:

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000. 2. MS Office – Bible, Edward Willet, IDG Books, 2000. 5. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998. 6. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998. 7. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000

Mapping of Course Outcomes with Program Outcomes:

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

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 eventu 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 appro 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 Degree Course

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

Goal:

Objectives:

Course Outcome:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE 3C – ADVERTISING	4	4	-	-	Theory

Goal: To enable students to understand the role of advertising and its significance in the society.

Objective: Understanding the concept of advertising, its aspect and the strategies will help the students to survive in advertising industry.

Course Outcome:

CO1	:	To able the understanding about the role of advertising internationally and nationally.
CO2	:	To understand the types of advertising.
CO3	:	To gain knowledge on ad agencies and their structure.
CO4	:	To know the creative strategies involved in advertising.
CO5	:	To learn the ethical issues and standards in advertising industry.

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

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

UNIT III: Advertising agency: Structure and functions; Types - Leading agencies in India–multinational clients –challenges and opportunities. How to choose an advertising agency, agency briefing and evaluating an agency.

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

UNIT-V: Professional ethics in advertising-cases of ethical violations –Advertising Standards Council – Social and cultural issues –Global regulations and Future trend.

REFERENCES:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	GRAPHIC PRODUCTION	4	4	-	-	Theory

Goal: To take the responsibility to create and provide illustrations.

Objective: To make the students **to** create visual communication materials for marketing and advertising.

Course Outcome:

CO1	:	To provide an overview of printing industry.
CO2	:	To understand the importance of colour in printing.
CO3	:	To learn the digital printing process and editing methods.
CO4	:	To acquire knowledge on different methods of printing.
CO5	:	To understand the role and importance of paper and its quality in printing technology.

UNIT-I

Introduction to Printing Technology: Size and scope of Printing Industry- Organization. Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need- Design- Reproducing Design- Distributing printing material.

UNIT-II

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

UNIT-III

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

UNIT-IV

Offset Press operations - Sheet fed – Web fed - Roller and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeeze and Ink- High Speed Presses Machine.

Gravure-Concepts-Cylinder preparations-Printing Process -Flexographic printing-Concept-Printing Process

UNIT-V

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

REFERENCES:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE 4C - MULTIMEDIA II	4	4		-	Theory

Goal: To teach students multimedia and it's designing features.

Objective: To develop and create animation designers

Course Outcome:

CO1	:	To be trained Photoshop and its tools.
CO2	:	To gain knowledge of CorelDraw and its tools.
CO3	:	To study Illustrator and its tools.
CO4	:	To learn In Design and its tools.
CO5	:	To become skilled at animation and its scope in the industry.

UNIT I

A brief introduction to Illustrator - Usage of Tools, Features, Workspace

UNIT II

Getting to know the Illustrator 2021 workspace and preferences, Making a custom Tool panel, Understanding paths, views, selection tools, fills and strokes, Setting up preferences and color settings, Creating basic geometric shapes with the Shape tools, Live Corners and reshape segment techniques, Using the enhanced features in the Pencil tool, Using a grid and/or Smart Guides to aid symmetrical drawing, Using the Bezier Pen, Direct Selection tool, and Anchor Point tool efficiently, Applying and editing colour gradients to filled regions, Creating and using swatches, tints, gradients, and patterns on filled regions, Transform tools including scaling, rotating, distorting, shearing, and reflecting, Using the Pathfinder panel to make complex shapes, Working with the Blend tool/command and its options, Creating a compound path, Adobe Illustrator Tips and Tricks, What's new in Illustrator 2021?

UNIT III

A brief introduction to In-Design - Usage of tools, shortcuts, Features.

UNIT IV

Getting to know the tools, panels, and workspaces, learning how to navigate and zoom in a document, working with layers for efficiency and organization, setting up master pages in a document, building automatic page numbering and sections, creating text and graphics placeholder frames, placing text and graphics on document pages, Understanding and editing text and graphics frames, Grouping and transforming frames, Formatting text

using paragraph and character styles, Flowing, threading, and spell-checking text in text frames, Adding colour using swatches, gradients and tints, Frequently-used shortcuts and techniques, What's new in InDesign 2021, Your questions are always welcome.

UNIT V

Usage of Illustrator – hands on practice, Usage of In-Design– hands on practice, Career opportunity in the field.

Reference Book:

Adobe InDesign CC Classroom in a Book (2018 release) 1st Edition, Kindle Edition by Kelly Kordes Anton (Author), Tina DeJarld (Author)

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13B	Writing for newspaper	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

Goal: This paper will enable an understanding of the medium of print journalism, its working, the writing forms and processes. It will also teach the working and organization of a print based organization, and the roles of various people in it.

Objective: Assignments will introduce the fundamentals of reporting, newsgathering and editing. In the fundamentals of reporting and editing, students are expected to notice the difference between news agency, periodical and magazine reporting. It is also objective of the paper to introduce them Interviewing techniques and tips for conducting the interview.

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, 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 II: Writing feature article, writing editorial column, Writing human interest stories, writing cinema reviews, writing

UNIT III: Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Financial Reporting, Business reporting, Share market and Stock market reporting.

UNIT IV: Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards. Covering public meetings and speeches: dos and don'ts, 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: Features: Types, Characteristics, Styles, Subjects and Scope, 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, Iowa 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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE 5C - SCRIPT WRITING	4	4	-	-	Theory

Goal: To learn and develop your craft as a visual storyteller.

Objective: To learn a professional approach to writing a screenplay from conception of the idea through the outlining process and onto a finished short script.

Course Outcome:

CO1	:	To understand the fundamentals of screenwriting.
CO2	:	To learn how to break a story, develop an idea, create character arcs, and craft your idea into a three act structure.
CO3	:	To learn and practice the elements of a “Good Story Well Told”.
CO4	:	To write from a visual and aural perspective.
CO5	:	To develop good writing habits while discovering your creative voice.

UNIT I

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and nonfiction film/videos differences and similarities between scripting for fiction and non-fiction films

UNIT II

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT III

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Nonfiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT IV

Screenwriting, Types of screen play – Plot based – Event based, Character based – Idea based, Three act dramatic structure, Plot points – Climax – Resolution, Two Column Script format.

UNIT V

Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women’s program - scripting for commercials.

Reference books:

1. Writing the Script by Wells Root, Jan 15, 1980
2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger
4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999)
5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43A	Research Writing	4			4	Theory

Course Outcome:

CO1	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
CO2	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
CO3	:	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
CO4	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO5	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Goal: This Paper will introduce the students to the main methods of Communication Research. It is based on concepts that they are familiarized in the previous semesters such as basics to Communication, Media and Cultural Studies.

Objective: This course will help to teach you the basic research and writing skills that are necessary for clear and accurate written communication.

Syllabus:

Unit- I: Introduction to the Writing Process: Brainstorming and Prewriting

- View Lecture #1.
- Complete brainstorming exercises.

Unit- II: Drafting (Research and Sources)

- View Lecture #2.
- Find and list possible sources for a topic that interests you.
- Become familiar with CUGN's online resources.

- Read from course text: Part 1, “Research and Writing: From Planning to Production.”

Unit- III: Citations and Style Guides

- View Lecture #3.
- Complete citation exercises.

Unit- IV: Ethical and Legal Issues in Writing

- View Lecture #4.
- Review recent writing to screen for unintentional plagiarism.

Unit-V: Revise, Proofread, Publish

- View Lecture #5.
- Complete proofreading exercise.
- Review from course text: Part 3, “Style.”

Note:

- Complete validation form indicating completion of all course requirements.
- Complete and submit course survey form.

BOOKS FOR REFERENCE:

- Research methods in mass communication by Stempel and Westley, Prentice Hall, 1981.
- Communication Theories: origins, methods and uses” by Severin and Tankard, Hastings House Publishers, 1979.
- Mass Media Research An Introduction by Roger Wimmer & Joseph Dominick. (3rd edn.) Wadsworth Pub. 1991.
- Handbook of radio & TV Broadcasting Ed–by James Fletcher, Van Nostrand Reinhold Company, London 1981.
- Studies in Mass communication & technology Ed, by Art Thomas, Ablex Publishing Company, 1984.
- Qualitative methodologies for Mass communication research Ed by Klaus Bruhn Jensen and Nicholas W. Jankowski, Routledge, London, 1991

Mapping of Course Outcomes with Program Outcomes:

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

DISCIPLINE SPECIFIC CORE PRACTICAL:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVCCP1	DISCIPLINE SPECIFIC CORE PRACTICAL 1C - COMMUNICATION FOR MEDIA PRACTICAL	2		1	3	Practical

Goal: To introduce students' various media and its characteristics.

Objective: To speak effectively in interpersonal and public speaking situations using appropriate nonverbal communication. Write effectively, face interview and speak effectively using a microphone before an audience.

Course Outcome:

CO1	:	To understand the various concept involved in print media.
CO2	:	To understand the radio medium and to create an opportunity in the radio industry.
CO3	:	To analyze the structural function of television medium.
CO4	:	To create an opportunity to critically analyze and review a film.
CO5	:	To develop the skills of technical operational skills, visual eye and to expand boundaries of traditional photographic practice in the e world of moving, digital 3D and interactive media.

Activity: Classroom based activity; students should maintain an observation note, observe & write all the modules.

List of Exercises:

MODULE:

1. Conversation between two students recorded on camera.
2. Reporting on various types of radio programmes monitored by them
3. Presentation on TV programmes
4. Rewriting Headlines of Newspapers (Hindi & English)
5. Reading & Writing of day's newspapers followed by discussions
6. Interview and Group Discussion sessions

7. Book Reading,

8.Reviews,

9.Appreciation

10. Effective Presentation using various audio – visual **aid**

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43V	Advanced Communication Research Practical			4	4	Project

Course Outcome:

CO1	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
CO2	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
CO3	:	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
CO4	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO5	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Project :

A research project extensively in the field of media is to be carried out.

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC PRACTICAL MULTIMEDIA PRACTICAL CORE 2C - I	4		1	3	practical

Goal: To enable students to understand the importance of computer for communication.

Objective: The significance of multimedia will enable the students to enhance creative skill in computer for communication knowledge purpose

Course Outcome:

CO1	:	To able to present a power point presentation.
CO2	:	To create a simple content using MS Word.
CO3	:	To develop and prepare to document a full complete script using MS Word.
CO4	:	To design a professional data survey questioner using excel work sheet.
CO5	:	To learn creating data entry using Excel.

List of Practical

1. Make a PowerPoint presentation with ten slides on any topic.
2. Create content for a news using word.
3. Prepare a rough script using word (Script format, text, font, hedder, index, numbering)
4. Design a simple survey questioner using excel (research purpose)
5. Create a student survey data using excel and value.

REFERENCES:

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000. 2. MS Office – Bible, Edward Willet, IDG Books, 2000.
5. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998. 6. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
7. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC43P	Audiography Practical	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	PO2	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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE PRACTICAL 3C - ADVERTISING PRACTICAL	2		1	3	Practical

Goal: To enable students to practice advertising and its core concepts in hands-on training.

Objective: To exercise the concept of advertising, its practical knowledge and creativity

Course Outcome:

CO1	:	To able creativity and produce forms of advertisement.
CO2	:	To create different types of advertisement.
CO3	:	To understand the difference between corporate advertisement and public service advertisement.
CO4	:	To create and enhance brand promotion.
CO5	:	To understand the importance of appeal so as to develop advertising with different types of appeal.

List of Practical:

1. Produce classified advertisements
2. Produce a corporate advertisement
3. Produce a public service advertisement
4. Produce a testimonial advertisement
5. Produce an ad with various appeal

(Record should contain the script copy, with budget sheet for all the items listed above)

REFERENCES:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23P	Graphic Production Practical			5	4	Practical

Course Outcome:

CO1	:	To evaluate the advantages/disadvantages of one-, two-, and four-color 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 color models as they apply to print and web production.
CO5	:	Ability to utilize appropriate terminology when dealing with clients, peers, and suppliers.

Goal: Enabling the students to know the basics behind designing and printing.

Objective: Helps the students to generate interest in lay out, designing and printing genres.

LIST OF PRACTICALS:

Module 1:

Design a Logo
Design a Visiting Card
Design a Letter Pad
Design a Certificate
Design an Invitation

Module 2:

Design a Poster
Design a Brochure
Design a Magazine Cover
Design a Public Service Advertisement
Design a Bill Board Advertisement

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	H	L	L	L	L
CO2	L	L	H	H	H	H	L	L	L
CO3	L	L	L	L	L	L	L	L	L
CO4	L	L	L	L	H	L	L	L	L

CO5	L	L	L	L	H	L	H	H	H
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Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE PRACTICAL 4C - MULTIMEDIA II PRACTICAL	4		1	3	practical

Goal: To train the students on multimedia and its features.

Objective: To enhance creative and skilled designing through multimedia.

Course Outcome:

CO1	:	To create and present a power point presentation.
CO2	:	To produce and design a simple invitation using MS Word.
CO3	:	To propose a magazine using Quark Xpress.
CO4	:	To design a newspaper using Page Maker.
CO5	:	To learn to create data using Excel.

LIST OF PRACTICAL

Module – 1: InDesign

Creating Layouts - Letters & Magazine Ads

Letter Creation: Text Attributes & Styling

Magazine Ad: Combining Text and Images

Advanced Word Processing/Formatting

Kerning/Tracking

Color Swatches

Placing Text, Photos, & Illustrations

Gradient Swatches

Drop Shadows

Outputting Files

Exporting PDFs

Module – 2: Illustrator

PenTool

Drawing Lines & Curves (Pen Tool)

Anchor Points and Direction Points

Default Fill and Stroke

Corners and Curves

Drawing Corners and Curves (Pen Tool)

Adjusting Anchor Points

Super Hero

Live Trace and Live Paint

Tracing Hand-Drawn Images

Coloring Live Paint Objects

Brushes

Flare Tool

3D Shape: Milk Duds Box

3D Extrude & Bevel

Creating Symbols from Artwork

Mapping Symbols onto 3D Objects

Lighting and Shadows for 3D Objects

Will It Blend?

Blend Tool

Blending Options

Wavy Line Blend

Blending Lines

Reflect Tool

Rotate Tool

Juggling Colors and Gradients

Dashed Lines and Stroke Options

Saving Colors as Swatches

Blending Modes

Gradient Tool

Saving Gradient Swatches

Combining Shapes with the Pathfinder

Merging Paths (Pathfinder)

Transparency Options

Grouping Objects

NOTE: Printed portfolio for an organization on a theme or Topic

Reference Book:

Adobe InDesign CC Classroom in a Book (2018 release) 1st Edition, Kindle Edition by Kelly Kordes Anton (Author), Tina DeJarld (Author)

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DISCIPLINE SPECIFIC CORE 5C - SCRIPT WRITING PRACTICAL	2		1	3	Practical

Goal: To enable students to learn a professional approach to writing a screenplay

Objective: To draw on your memories, experiences, observation and of course imagination to create compelling characters and stories for the screen.

Course Outcome:

CO1	:	To learn to write a script.
CO2	:	To be trained on writing script for a television program
CO3	:	To gain knowledge on compeering skills for a talk show
CO4	:	To discover the editing techniques
CO5	:	To qualify and have the best practice in video editing

List of exercises

Module-1:

Write a detailed script using script and screenplay format.

Reference books:

1. Writing the Script by Wells Root, Jan 15, 1980
2. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999)

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13P	Writing for Newspaper Practical			6	4	Practical

Course Outcome:

CO1	:	An ability to utilize editing and proofreading symbols accurately
CO2	:	An ability to Copyedit with a high degree of accuracy and speed for consistency of style, grammar, and syntax
CO3	:	To create Proofread typewritten material with a high degree of accuracy and speed
CO4	:	To apply house styles and other styles as appropriate
CO5	:	To manage electronic files effectively for print production

LIST OF PRACTICALS:

- Reading of newspapers in the class particularly the front page and the local news pages.
- Writing reports on crime related incidents from leading Newspapers.
- Writing reports on civic problems incorporating information from civil organization based on interview.
- Rewriting news stories from newspapers converting them for magazine.
- Filing report after attending one press conference after going to the field.
- Writing two editorials.
- Assigning the qualities/attributes of a good editor.
- Finding out facts/opinion/hearsay in at least five stories published in newspaper
- Prepare a lab Journal in a Tabloid format. (Bilingual / monthly magazine / Team project)

Mapping of Course Outcomes with Program Outcomes:

ALLIED:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVCC02	ALLIED 1A - SOCIAL PSYCHOLOGY	4	4	-	-	Theory

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

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

Course Outcome:

CO1	:	To locate goal to have a successful communication process
CO2	:	To gain social responsibility among students
CO3	:	To acquire knowledge in socialization and motivational aspects.
CO4	:	To coordinate among different dimensions of attitudes.
CO5	:	To develop technical perspective in psychological aspects

UNIT-I:

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

UNIT-II:

Specialization: Social Learning Process. Socialization and Motivation; dependency; Aggression; Need

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

Achievement; affiliation.

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; Development of Groups; group Dynamics; Group norms and conformity; Group structure and group performance; Cooperation and competition.

UNIT-V:

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

BOOKS FOR REFERENCE:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVCC02	Advanced Social Psychology	4	4	-	-	Theory

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

Objective: This course is a graduate-level introduction to the field of social psychology with an emphasis on theoretical foundations.

Course Outcome:

CO1	:	To locate goal to have a successful communication process
CO2	:	To gain social responsibility among students
CO3	:	To acquire knowledge in socialization and motivational aspects.
CO4	:	To coordinate among different dimensions of attitudes.
CO5	:	To develop technical perspective in psychological aspects

Unit I :

Introduction to social psychology – Attribution - Self-Perception - Judgment Errors

Unit II:

Early History, Methods, and Interpreting Experiments - Groups and Group Dynamics - Culture, Self, and Aging.

Unit III:

Compliance and Social Pressure - Social Comparison – Emotion - Affiliation

Unit IV:

Attraction and Preference - Conformity, Cooperation, and Social Dilemmas - Subjective Construal - Positive Psychology, Judgment and Decision Making.

Unit V:

Attitudes - Attitude Change - Stereotyping - Prejudice - Dissonance and Consistency Theories.

BOOKS FOR REFERENCE:

1. The Robbers Cave Experiment by M. Sherif et al.
2. A Theory of Cognitive Dissonance by L. Festinger.
3. When Prophecy Fails by S. Schachter, L. Festinger, and K. Back.
4. Human Inference: R. Nisbett and L. Ross.
5. The Social Animal by E. Aronson.

Mapping of Course Outcomes with Program Outcomes:

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

ALLIED – BASICS OF EVENT MANAGEMENT

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ALLIED 2A – BASICS OF EVENT MANAGEMENT	4	5	-	-	Theory

Goal: To enable students to plan an event which will enhance their managing skill?

Objective: To arrange, plan, manage and organize an event at a greater extent.

Course Outcome:

CO1	:	To understand the concept of event management.
CO2	:	To understand the need for scheduling and budgeting.
CO3	:	To gain knowledge on the funds available for managing an event.
CO4	:	To differentiate between the event and other exhibitions.
CO5	:	To know the skills in promoting an event.

UNIT I

Introduction to Events - Event Characteristics demand for Events - When do we need events -Types of events - Structure of events Supply and Suppliers – Planning & distribution.

UNIT II

Event management principles - Event Process- Brief- Concept- Budgets -Schedule of items-The suppliers Media coverage of events -Themes- Creative.

UNIT III

Property Creation-implications of special events-Cultural Event- Organizational Event- Personal Event-Sponsorship and Public Funding

UNIT IV

Exhibitions-A little history- introduction and define -Why Visit an Exhibition-Other common reasons-The Economic Impact of Exhibitions- A cost effective way of exhibiting-ways to build a dream team- 10 steps to create the great indoors.

UNIT V

India Trade Promotion Organization (ITPO) - Exhibitions in India-Promotion through Department Stores,etc.

REFERENCE

1. Sustainable Event Management: A Practical Guide, Meegan Lesley Jones, Meegan Jones - 2014
2. Event Planning and Management, Diwakar Sharma - 2005
3. Events Management, G. A. J. Bowdin - 2010
4. Event Planning: Management & Marketing For Successful Events, Alex Genadinik - 2015
5. Event Management For Dummies, Laura Capell - 2013

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ALLIED 3A - PUBLIC RELATION	4	4	-	-	Theory

Goal: To gain knowledge in maintaining the public relationships and its etiquettes

Objective: To introduce public relation and its concepts in order to outshine in the industry.

Course Outcome:

CO1	:	To announce the subject and its importance in terms of the media industry
CO2	:	To understand the fundamentals of PR medium.
CO3	:	To know the way of approaches as a PR.
CO4	:	To identify the role and responsibilities of an effective PR
CO5	:	To gain knowledge on implications for future developments in PR industry.

UNIT I

Public Relations: Definitions, PR as a management concept, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context., PR firms in India: status and growth.

UNIT II

PR Publics: Internal and external public; issues and problems; management approach, PR strategy, Channels of Communication – public perception, evaluation.

UNIT III

Tools of PR: mass media, ICT, press conference, press kits, exhibition, outdoor media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community, government, media.

UNIT IV

PR in private and public sectors, educational institutions and in Government: Structure and functions, policies, problems and issues.

UNIT V

Public Relations practice in the Global context – Corporate culture – global competition, International PR and implications for developing countries; PR policies, professional organizations in PR, code of ethics – Future developments – Case studies

. References

1. 'Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
2. 'Newspaper organization and management' , Williams, Iowa State university press, 1978.
3. 'Media management in India' Dibakar Panigrahy,&Biswasroy, Kanishka pub, New Delhi 1993.
'Management concepts and practices' Tim Hannagan, Macmillan, 1995.
4. 'Essentials of management'. Koontz & Wehrich, Tata McGraw Hill. 1990.
5. 'Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey, 1982.

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	M	L	L	L	L
CO3	L	L	M	L	L	M	L	M	H
CO4	L	L	M	H	L	M	L	M	L
CO5	H	L	L	L	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Public Relations & Media marketing	4	4	-	-	Theory

Goal: To gain knowledge in maintaining the public relationships and its etiquettes

Objective: To introduce public relation and its concepts in order to outshine in the industry.

Course Outcome:

CO1	:	To announce the subject and its importance in terms of the media industry
CO2	:	To understand the fundamentals of PR medium.
CO3	:	To know the way of approaches as a PR.
CO4	:	To identify the role and responsibilities of an effective PR
CO5	:	To gain knowledge on implications for future developments in PR industry.

UNIT I

Public Relations practice in the Global context –public opinion, propaganda, and publicity. Public Relations practice in the present context., International PR and implications for developing countries ;Corporate culture – global competition, PR policies, professional organizations in PR , Case studies, PR as a management concept, elements of PR, code of ethics – Future developments evolution of PR, PR as a profession, PR Functions: PR firms status and growth national and internationally.

UNIT II

Channels of Communication – public perception, evaluation, PR Publics: Internal and external public; issues and problems; management approach, PR in Government: Structure and functions, policies, problems and issues, PR strategy, PR in private and public sectors, educational institutions.

UNIT III

ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising, consumers, community, government, media, Employees, Tools of Public relation mass media, shareholders.

UNIT IV

Media Marketing, Functions of Marketing, Marketing Concepts – Goods – Service Continuum, Product, Market, Need, Want, Desire, Benefits, Demand, Value, Exchange.

UNIT V

Approaches to Marketing, Product – Production – Sales – Marketing, Customer Satisfaction, Customer Delight, Societal – Relational.

References

6. Managing media organizations’ , John Lavine and Wackman, Longman , NY. 1988.
7. ‘Newspaper organization and management’ , Williams, Iowa State university press, 1978.
8. ‘Media management in India’ Dibakar Panigrahy,&Biswasroy, Kanishka pub, New Delhi 1993.
‘Management concepts and practices’ Tim Hannagan, Macmillan, 1995.
9. ‘Essentials of management’. Koontz & Weihrich, Tata McGraw Hill. 1990.
10. ‘Effective Public Relations’. Cutlip et al., Prentice Hall, New Jersey, 1982.

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	M	L	L	L	L
CO3	L	L	M	L	L	M	L	M	H
CO4	L	L	M	H	L	M	L	M	L
CO5	H	L	L	L	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ALLIED 4A – MAGAZINE PRODUCTION	4	4	-	-	Theory

objectives:

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

Course Outcome:

CO1	:	To Understand the principles and practices of magazine Production.
CO2	:	To Understand the principles and practices of magazine Production.
CO3	:	To Develop their Knowledge on the basis of magazine writing
CO4	:	To Create an exposure on the working patterns of magazine industry.
CO5	:	To Apply the knowledge gained through designing principles on the basis of colour and balance

UNIT I

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

UNIT II

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 III

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 IV

Content, Layout and Design analysis of India Today, The Week, Front Line, Outlook, India Today (Tamil), Tamil weeklies and fortnightlies – English and Tamil special

UNIT V

Project report: Student should join as a team and produce a multilingual departmental magazine with minimum of 8 pages max of 12 pages.

Reference Books

1 Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.

2 Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

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, analyze 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.
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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 Behavior: 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 Outcome s	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

SKILL:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SKILL ENHANCEMENT COURSE I – 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	PO2	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	L	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
	SKILL ENHANCEMENT COURSE III – APPLYING DESIGN THINKING IN MEDIA	4	6	2	-	Theory

Goal: To make students to understand the claims of cinema by examining cinema as a art forms, storytelling medium, and enduring cultural aspects.

Objective: To enrich our students to closely analyse the representation works of World cinemas to Bollywood cinemas.

Course Outcome:

CO1	:	To understand digital equipment and its various generics purpose
CO2	:	To analyse the aesthetics, technique and storytelling of film narratives.
CO3	:	To evaluate various production works from a range of perspectives
CO4	:	To apply a variety of critical frameworks to analysing a content
CO5	:	To create a original work of film production

Unit-I

Introduction to Design thinking, what id innovation, what is design thinking, how do they go together, Introduction to reflection and visualizing,

Unit-II

Wicked problems, Problem framing, Solution-focused thinking, Abductive reasoning, Co-evolution of problem and solution, Representations and modelling,

Unit-III

Process for innovation, Inspiration, Empathy, Ideation: Divergent and convergent thinking, Implementation and prototyping, Product idea and problem it solves, Stereotypical view.

Unit-IV

Biggest challenge in embracing design thinking, effective design thinking tool
Project planning and innovation, introduction, planning of the project.

Unit-V

Activity 1: HOOK/ATTENTION GETTER

Ask students to talk about this question: "What can you do to solve the problems of others?"

Note to Teachers: Give students about 5 minutes to come up with as many answers the question has possible. Record the answers on the board for all students to see.

Then tell them "what if I was to give you a process that will allow you to solve every problem you and others encounter. Would you be willing to try it?"

Give the students time to respond as a group. Tell them the process you are going to show them allow them to be creative and solve problems. It is called Design Thinking.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SKILL ENAHNCEMENT COURSE IV – COMMUNICATION RESEARCH	4	6	2	-	Theory

Course Outcome:

CO1	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
CO2	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
CO3	:	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
CO4	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO5	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Goal: This Paper will introduce the students to the basic methods of Communication Research.

Objective: The student is expected to get equipped with basic approaches to media research and learn quantitative and qualitative methods and apply them to media research.

UNIT I: Development of mass media research around the world–Phases of media research–Mass Communication research in India.

UNIT II: Research procedure: Steps in doing research – Media Research problems – Review of media studies – sources of secondary data.

-

UNIT III: Research questions and Hypothesis – Types of hypothesis - Sampling Procedure - probability and non-probability sampling techniques – merits and demerits of each – determinants of Sample size – Sampling error.

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UNIT IV: Research Design: Experimental and Non - experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research - - Case study approach.

UNIT V:Data Analysis: Data classification, Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics in conducting research.

BOOKS FOR REFERENCE:

- Research methods in mass communication by stempell and westley, Prentice Hall, 1981.
- Communication Theories: origins, methods and uses" by severin and tankard, Hastings house Publishers, 1979.
- Mass Media Research An Introduction by Roger wimmer& Joseph Dominick. (3rd edn.)Wadsworth Pub.991.
- Handbook of radio & TV Broadcasting Ed–by James Fletcher, VanNostrand Reinhold company, London 1981.
- Studies in Mass communication & technology Ed, by Art Thomas, Ablex Publishing company,1984.
- Qualitative methodologies for Mass communication research Ed by Klaus Bruhn Jensen and Nicholas W.Jankowski ,Routledge, London, 1991

Mapping of Course Outcomes with Program Outcomes:

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

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

Course Outcome:

CO1	Demonstrate visual competence by creating work (product design plan, marketing materials and launch presentation) that is visually compelling, human-centered and well composed.
CO2	Use research and reporting skills to learn about and report on media entrepreneurship and to study the market for a new digital media product.
CO3	Employ concise, clear and accurate writing skills to produce work that engages the audience, be it readers or potential investors.
CO4	Use media literacy skills that demonstrate an ability to understand and competently navigate through a rapidly changing media world.
CO5	Use data and numbers and analytical competence to draft a budget and financial projections for a startup.

Syllabus:

Unit- I: Introduction to Social media startups – Ideology & Brain storming - Bay Area media startup

Unit- II: An elevator pitch for the media business you'd like to create

Unit- III: Startup case study – Proposals writing & Presentation

Unit- IV: Need findings – Background Study – Launch plan

Unit- V: An idea for a digital media business - create a brand, pitch ideas, work collaboratively - design prototypes - write a business plan - build-measure-learn - consider different revenue models - complete PPT a demo by the students.

Books for Reference:

Entrepreneurial Journalism by Mark Briggs (CQ Press, 2012)

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SKILL ENHANCEMENT COURSE II – PROTECTING INTELLECTUAL PROPERTY IN MEDIA	4	4	-	-	Theory

objectives:

1. To enable students to define, and understand the usage of Intellectual Property in Media industry.

Course Outcome:

CO1	:	To Understand the principles and practices of Intellectual Property in Media.
CO2	:	To Develop their Knowledge on the basis of Intellectual Property in Media.
CO3	:	To Create an exposure on the working patterns using Intellectual Property in Media industry.
CO4	:	To Apply the knowledge gained by learning Intellectual Property rights in Media.
CO5	:	To Develop the knowledge gained through various methods of using Intellectual Property in Media industry.

UNIT I

Governing laws and rights. India is a common law country and a signatory to various international IP treaties. Section 37 of the Copyright Act grants a special right. Law governing copyrights, The copyright act 1957; and the Trademarks Act 1999.

UNIT II

Broadcasting rights: ‘hot news’ and live match updates. A lingering issue for the media and broadcasting industry, Broadcasting rights, internet streaming and statutory licensing.

UNIT III

These acts are exhaustive in terms of identifying: original content; owners’ rights; remedies for infringement; fair use and defences; broadcasting, moral and performance rights; and border measures against the import of infringing copies and material.

UNIT IV

Broadcasting rights, internet streaming and statutory licensing, Broadcasting rights: ‘hot news’ and live match updates, Online platforms and intermediaries, Celebrity and personality rights, Merchandising in India – legal framework

UNIT V

Literary, dramatic, musical and artistic works, Anonymous and pseudonymous works, Posthumous work, Cinematograph films, Sound records, Government work, Public undertakings, International Agencies

photographs

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

Course Outcome:

CO1	: An ability to understand the communication in marketing.
CO2	: An ability to describe and explain the implication of new concepts, products and services within the area of Marketing and Communication.
CO3	: An ability to describe, analyze and discuss the current development in marketing and its consequences in the marketing communication.
CO4	: An ability to describe, analyze and discuss the current development in marketing communication and its consequences for individuals and groups of people.
CO5	: An ability to critically report, review and discuss research around marketing and communication.

Syllabus:

Unit- I:

Process: Advertising and IBP in business and society, The world of advertising and integrated brand promotion, The India advertising scenario, The structure of advertising, Social, ethical and regulatory aspects of advertising

Unit- II:

Planning: Analyzing advertising and the IBP environment, Consumer behavior, Planning advertising and integrated brand promotion

Unit- III:

Preparing the Message: Creative design and development, Creativity, advertising and the brand, Message strategy, Copywriting, Art direction and production

Unit- IV:

Placing the Message: Conventional and new media, Media strategy, Media planning

Unit- V:

Integrated Brand Promotion: Support media, Point-of-purchase advertising, Public relations, Events and sponsorships, Other innovative means of brand communication

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Advanced Design Thinking for Innovation	4	6	2	-	Theory

Objective: To provides an introduction to the basic concepts and techniques of engineering and reverse engineering, process of design, analytical thinking and ideas, basics and development of engineering drawing, application of engineering drawing with computer aide.

Course Outcome:

CO1	:	To Appreciate various design process procedure.
CO2	:	To Generate and develop design ideas through different technique
CO3	:	To Identify the significance of reverse Engineering to understand products
CO4	:	To Draw technical drawing for design ideas
CO5	:	An ability to critically think, identify and generate or draw ideas around creative field.

Course Syllabus :

UNIT I:

Introduction – Product Life Cycle - Design Ethics - Design Process - Four Step - Five Step - Twelve Step - Creativity and Innovation in Design Process - Design limitation.

UNIT II:

Introduction - Create Thinking - Generating Design Ideas - Lateral Thinking – Analogies – Brainstorming - Mind mapping - National Group Technique – Synectics - Development of work - Analytical Thinking - Group Activities Recommended.

UNIT III:

Introduction - Reverse Engineering Leads to New Understanding about Products - Reasons for Reverse Engineering - Reverse Engineering Process - Step by Step - Case Study.

UNIT IV:

Introduction - Many Uses of Drawing - Communication through Drawing - Drawing Basis – Line - Shape/ Form – Value – Color – Texture - Practice using Auto CAD recommended.

UNIT V:

Introduction - Perspective Drawing - One Point Perspective - Two Point Perspective - Isometric Drawing - Orthographic Drawing - Sectional Views - Practice using Auto CAD recommended.

BOOKS FOR REFERENCES:

1. John R. Karsnitz, Stephen O'Brien and John P. Hutchinson, "Engineering Design", Cengage learning (International edition) Second Edition, 2013.
2. Yousef Haik and Tamer M. Shahin, "Engineering Design Process", Cengage Learning, Second Edition, 2011.

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	M	L	L	L	L
CO3	L	L	M	L	L	M	L	M	H
CO4	L	L	M	H	L	M	L	M	L
CO5	H	L	L	L	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Intellectual Property Law	4	6	2	-	Theory

Course Outcome

CO1:	To Understand the principles and practices of Intellectual Property Law
CO2:	To Develop their Knowledge on the basis of Intellectual Property Law
CO3:	To Create an exposure on the working patterns using Intellectual Property Law
CO4:	To Apply the knowledge gained by learning Intellectual Property Law
CO5:	To Develop the knowledge gained through various methods of using Intellectual Property Law

Objectives:

1. To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
2. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
3. To disseminate knowledge on copyrights and its related rights and registration aspects
4. To disseminate knowledge on trademarks and registration aspects
5. To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects
6. To aware about current trends in IPR and Govt. steps in fostering IPR

Syllabus:

Unit – I:

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994

Unit – II:

Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board

Unit – III:

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights

Unit – IV:

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registerable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board

Unit – V:

Design: meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection Geographical Indication (GI) Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection, Plant variety protection: meaning and benefit sharing and farmers' rights – Procedure for registration, effect of registration and term of protection, Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection

Unit – VI:

India's New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies

BOOKS FOR REFERENCES:

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.
3. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BVC43A	ELECTIVE I – ELEMENTS OF AUDIO PRODUCTION	4	5	1	-	Theory

Course Outcome:

CO1	: An ability to expound the various theoretical concepts would naturally broaden the level of 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 Audio production 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 Audio production is the initial step towards a formal and graded approach for a profession in Audio production and sound design
CO5	: An ability to assess his/her highest talent after mooring himself/herself at the level of the Degree Course

Syllabus:

Unit I: Introduction to Audio production, Basic ideology, listening techniques, Acoustics concepts, Acoustic ecology.

Unit II: Recording techniques, Sound walk, Introduction to interview techniques, Microphones, Types of microphones & usage, Zoom audio recorders.

Unit III: Sound editing, Listening to recording exercise, Introduction to audition, Basic audio editing, transitions & techniques, presence and layering, bouncing.

Unit IV: Interviews, Soundscapes, Music concrete, Tension through ambience, Directing the ear, Review feel recording techniques, Round table on soundscape ideas and approaches.

Unit V: Sound design, Treatment and field recordings, sound effects for soundscape projects, EQ and reverb, audio effects, Eco, Planning, Basic mixing, Logging field recordings, Sound effects.

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Community Radio Production	4	4	-	-	Theory

Goal: To build on the basic skills learned in Community Radio Production

Objective: To be taught the theory and techniques of radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative community radio production, and sound design for other media.

Course Outcome:

CO1	:	Understands the history of community radio
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 community radio industry.
CO5	:	Apply research knowledge in the community radio industry.

Syllabus:

UNIT- I: Community Radio, Community Radio in development of the country, Case studies for community radio for social change.

UNIT- II: Setting up your own community radio, Planning, Production, Public Address System, Studio setup, Technical setup, Programming.

UNIT- III: Community Radio Programs, Public Service, Special Interest of the community - Talk show, News, Music, Documentary, Drama, Magazine – Combination Of talk, Interviews, News, Live Music, Radio drama.

UNIT – IV: Different segments in community radio program – Talk show, News reporting, Canned Pre-recorded segments, Station ID, Program ID, Support statements, Radio Play, Plugs.

UNIT- V: Essentials of a radio program, Greetings, Host Introduction, Commercials / PSA, Run-down sheet.

BOOKS FOR REFERENCES:

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	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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Web Radio and Podcast	4	4	-	-	Theory

Goal: To build on the basic skills learned in Web Radio & Podcast Production

Objective: To be taught the theory and techniques of radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative web radio and Podcast production, and sound design for other media.

Course Outcome:

CO1	:	Understands the history of web radio
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 web radio & podcast industry.
CO5	:	Apply research knowledge in the web radio & podcast industry.

Syllabus:

UNIT- I: Introduction to Web radio, History, Podcasting, Vodacasting, How Podcasting works, Benefits of Podcasting, How to Podcast, Issues and Problems with Podcasting.

UNIT- II: Introduction to Podcast, How to start a podcast, Why to start a podcast, Marketing, Measuring a podcast, Audacity, Future of Podcast.

UNIT- III: Advantages & Disadvantages of Podcast, Podcast toolbox, Feed, Gear, Setup room, Types of feed.

UNIT- IV: Feed – Getting listed in iTunes, Podcast directory, Audio File RSS, Uploading, Gear – Microphones, Audio recording software, Headphones,

UNIT- V: Setup – In build perfect room, Remote setup tools, Quiet space, Marketing – Search Engine Optimization, Website for Podcasts, Track growth, Cross promotion.

BOOKS FOR REFERENCES:

Hub Spot Podcast Creator Himself – David Gerhardt.

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	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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ELECTIVE II - ELEMENTS OF FILM & VIDEO PRODUCTION	4	4	1	-	Theory

Goal: To make students to understand the claims of cinema by examining cinema as a art forms, storytelling medium, and enduring cultural aspects.

Objective: To enrich our students to closely analyze the representation works of World cinemas to Bollywood cinemas.

Course Outcome:

CO1	:	To understand digital equipments and its various generics purpose
CO2	:	To analyse the aesthetics, technique and storytelling of film narratives.
CO3	:	To evaluate various production works from a range of perspectives
CO4	:	To apply a variety of critical frameworks to analysing a content
CO5	:	To create a original work of film production

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

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

Brief History and how it differs from Cinematography, Basics of video cameras, their operations and its application, Visual Composition, Basic Rules of Framing – Rule of third, Point of view shots/ Over the shoulder/ Suggestion-preference/ Two shot etc.

Unit-IV

Importance of Continuity, cutaways, Filler, Reaction shots, Role of Gears – Tripod, Monopod, Slider, Crane etc., Basics of lighting techniques

Unit- V

Basics of film production & marketing, Different modes of marketing, Film advertisement, How does film distribution of a film work, Distribution rights, Idea about film market, festivals, Film organizations in India, Audience reception, How to pitch a film idea (NFDC Screen Lab, Docedge etc.), Case study analysis.

References:

1. Television Production – Gerald Millerson, Focal press,1999.London.
2. The Technique of Television Production 2001 by Gerald Millerson . Focal press. London.
3. Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.
4. The Essential of TV Director’s Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.
5. An Introduction to Ddigital Video (1994) – John Watkinson, Focal Press, London.
6. Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross – MC G rawhill.
7. Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications . Tanzania. First edition.
8. Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London . Sixth edition

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	M	L	M	M	M
2	H	H	H	H	M	M	H	H	H
3	H	L	L	L	M	M	H	H	H
4	H	L	L	H	M	M	H	H	H
5	H	H	H	H	H	H	H	H	H

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

Goal: To make students to understand the exact meaning of film making and its theory.

Objective: To supplement knowledge about film to students and analyse the various perspective of Film making.

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: Introduction to film theory, What is film theory, Elements of film theory, Essence of cinema, Film theory & film criticism, evaluation of film effectiveness.

Unit II: History of film theory, Development, Evaluation of cinema overtime, Basic understanding of film theory, Emerging of motion pictures.

Unit III: Film theorist, Relationship between film and media, Relationship between film and society.

Unit IV: New form of mass entertainment, Critics and theorists, Critics and Theorist analysis, Comparing the new medium to art form theatre.

Unit V: Work of influential early directors like Dziga Vertov, Sergei Eisenstein, and Germaine Dulac, the French New Wave, New focus on realism, auteur theory, and avant-garde filmmaking, Feminist, Marxist, Psychoanalytic, Queer, Auteur.

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	PO2	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

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

Goal: To make students to understand the exact meaning of cinema and Film making.

Objective: To supplement knowledge about film to students and analyze the various perspective of Film making.

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	PO2	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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ELECTIVE III - FILM STUDIES	4	4	2	-	Theory

Goal: To able the students to work in collaboration with a variety of films, documentaries, and other filmic subjects.

Objective: Rising of professional film makers and television production. Creating awareness about responsive and responsible film making and TV production.

Course Outcome:

CO1	:	To identify the historical and theoretical relations to films and media.
CO2	:	To understand film as a culture and classify its genres.
CO3	:	To learn the concepts and transforming of scripts into visuals through characterizations.
CO4	:	To learn to appreciate, criticize and review a film.
CO5	:	To gain knowledge about the piracy policies, film clubs and film awards.

UNIT- I:

Illusion of Movement, Pre-cinema toys and machines - Film Production, Distribution & Exhibition - Film Form: Concept & Principle - Shot: Mise-en-scene & Composition, a) Aspects of Mise-en-scene, b) Realism & Mise-en-scene, Cinematography & lighting: Types of shots; Camera angles, placement, movement, types of lenses; basics of lighting, Editing: Editing Components: Transitions, Continuity of time & space, Construction of scene, Sound: Audio components; Diegetic & non-diegetic sound; sync & non-sync sound,

UNIT – II:

Cinema in Digital Era, Silent Cinema: Primitive and Pioneers, Films from 1895 – 1910 [Reference Films: Films by Lumiere Bros, A Trip To The Moon, The Great Train Robbery], Narrative Cinema and Institutional Mode of Representation: D. W. Griffith [Reference Films: The Birth of a Nation (1915)], Hollywood Studio Era: till 1950s, a) Hollywood Film Style, b) Genre: Western & Thriller

UNIT- III:

German Expressionism: Robert Weine & Fritz Lang [Reference film: Cabinet of Dr Caligari (1919), Metropolis (1927), Soviet Montage: Lev Kuleshov, Vsevolod Pudovkin, Sergei Eisenstein [Reference film: Battleship Potemkin (1925)], Surrealism: Luis Bunuel [Reference film: Un Chien Andalou (1929)], Silent Comedy: Chaplin [Reference film: Chaplin's Short Comedies, Modern Times (1936)]

UNIT- IV:

Italian Neo-Realism: Roberto Rossellini & Vittorio De Sica [Reference film: Rome, Open City (1945) & Bicycle Thieves (1948)], French New Wave: Francois Truffaut & Jean Luc Godard [Reference film: 400 Blows (1959) & Breathless (1960)], Japanese Cinema: Ozu, Akira Kurosawa & Mizoguchi [Reference film: Tokyo Story (1953), Rashomon (1950), Life of Oharu (1952)]

UNIT V:

Early cinema: Hiralal Sen, D. G. Phalke - Studio system: New Theatres, Bombay Talkies - Post Studio System: Melodrama [Reference Films: Mother India (1957), Anand(1971), Sholay (1975), Parinda (1989), Dilwale Dulhaniya Le Jayenge (1996)], b) Auteurs : Satyajit Ray [Reference films: Apu Trilogy], Ritwik Ghatak [Reference films: Partition Trilogy], Indian New Wave [Reference films: Bhuvan Shome (1969), Uski Roti (1969), Ankur (1972) Garam Hawa (1974), Rat Trap (1982), Ardh Satya (1983), Jaane Bhi Do Yaaron (1983)]

References:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Theories of Cinematography	4	5	1	-	Theory

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

Goal: To able the students to work in collaboration with a variety of films, documentaries, and other filmic subjects for the elements of cinematography.

Objective: Creating awareness about responsive, responsible, professional, creative cinematograph style.

Course Outcome:

Syllabus:

UNIT- I:

Introduction to theories of cinematography, Definition and Scope of Compositional theories, Various composition theories of cinematography.

UNIT- II:

Rule of third, The rule of odds, Leading lines, Strong diagonal, Deep focus (Reference: Citizen Kane), Depth of field and focus.

UNIT- III:

Lines of sight, Point of view, Framing, Simplify, Depth of field.

UNIT- IV:

Strong foreground, Fill the frame, Aka Nose room, Active space, Aspect ratio and framing, lighting, Image exposure on the frame, Camera Movement.

UNIT- V:

Digital Image sensor, Advancement in film emulsion, Film stock, Film gauge, Digital

Course Outcomes	Program Outcomes								
	P01	PO2	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

Cinematography, Degree of color sensitivity, Image contrast, Light sensitivity, Digital Image Adjustment, Usage of filters and Pioneer Christopher Doyle.

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:

CO1	:	To understand the language of mise-en-scene, lighting in cinematography.				
CO2	:	To know about the significance of film personalities in cinematography				
CO3	:	To have the knowledge about international and national cinematography				
CO4	:	To stay updated with the current trends in cinematography				
CO5	:	To learn the literature and its impact in Indian cinema cinematography				
Subject Code	Subject Title	Credit	Lecture	Tutoria 1	Practica 1	Type
	Elements of Cinematography	4	5	1	-	Theory

Goal: To able the students to work in collaboration with a variety of films, documentaries, and other filmic subjects for the elements of cinematography.

Objective: Creating awareness about responsive and responsible professional cinematography.

Course Outcome:

Syllabus:

UNIT- I:

Introduction to Elements of cinematography, Definition and Scope, Essential elements, Various elements in Cinematography.

UNIT- II:

5 Essential Elements of Successful Mise en Scène in Film, Everything in the frame can carry meaning, Mise en scène, Placing one stage, Termonology Film analysis and Film Criticism.

UNIT- III:

Different factors contribute to visual, The setting, Décor, lighting, depth of space, and costumes and makeup.

UNIT- IV:

Elements of film language, Camera shots, Camera angles, Camera movements, Focus,

TUNIT- V:

Composition, Lighting, Sound and Music, Editing, Performance.

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

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:

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ELECTIVE IV - FILM SCREENING	2		1	3	Practical

Goal: To make students to understand the exact meaning of cinema and Film making.

Objective: To supplement knowledge about film to students and analyze the various perspective of Film making.

Course Outcome:

CO1	:	To understand various genre in film making
CO2	:	To analyse the various aspect of film making.
CO3	:	To evaluate and justify the various perspectives of film & script
CO4	:	To apply and enhance the knowledge of film theory
CO5	:	To create and ameliorate the film language to mass media.

LIST OF PRACTICALS

- Literary genres
 - Absurdist/surreal/whimsical
 - Action
 - Adventure
 - Comedy
 - Crime
 - Drama
 - Fantasy
 - Historical
 - Historical fiction
 - Horror
 - Magical realism
 - Mystery
 - Paranoid fiction
 - Philosophical

- Political
- Romance
- Saga
- Satire
- Science fiction
- Social
- Speculative
- Thriller
- Urban
- Western

2. Film and television formats and genres

- Animation
- Live-action scripted
- Live-action unscripted
- Other television-related topics

3. Video game genres

4. Music genres

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Elements of Film Noir	4	5	1	-	Theory

Goal: To able the students to work in collaboration with a variety of films, documentaries, and other filmic subjects.

Objective: Rising of professional film makers and television production. Creating awareness about responsive and responsible film making and TV production.

Course Outcome:

Syllabus:

UNIT- I:

Introduction to Film Noir, Scope, Definition, Theory, Hollywood Dramas, Classic period.

UNIT- II:

American film noir, Low key lighting, Black and White visual style, Films of 1930's to 1950's

UNIT- III:

German Expressionism, Creative movements in Germany before First World War, Expressionist Movement, Larger Expressionist movement in north and central European culture.

UNIT- IV:

Architecture, dance, painting, sculpture and cinema, Developments in German Expressionist cinema before and immediately after World War I.

UNIT- V:

Course Outcomes	Program Outcomes								
	P01	PO2	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

Dark film, Melodrama, Neo-noir, Clutches of film noir, A private investigator (The Big Sleep), a plainclothes policeman (The Big Heat), an aging boxer (The Set-Up), a hapless grifter (Night and the City), a law-abiding citizen lured into a life of crime (Gun Crazy), or simply a victim of circumstance (D.O.A.).

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:

CO1	:	Demonstrate an understanding basic film industry terminology and techniques
CO2	:	Demonstrate critical thinking skills in analyzing how specific films reveal cultural values and norms
CO3	:	Analyze, reflect, and write about key cinematic elements in film
CO4	:	Demonstrate an understanding of key elements in the production, exhibition, & distribution of American and international film.
CO5	:	Appreciate the rich & diverse forms of cinematic expression

Subject Code	Subject Title	Credit	Lecture	Tutoria 1	Practica 1	Type
	Understanding the Film Culture	4	5	1	-	Theory

Goal: To able the students to work in collaboration with a variety of films, documentaries, and other filmic subjects.

Objective: Rising of professional film makers and television production. Creating awareness about responsive and responsible film making and TV production.

Course Outcome:

Syllabus:

UNIT- I:

Introduction to film and culture, Recognize and describe humanistic, historical, or artistic works within problems and patterns of human experience.

UNIT- II:

Distinguish and apply terminologies, methodologies, processes, epistemologies, and traditions specific to the discipline.

UNIT- III:

Understanding of key elements in the production, exhibition and distribution of Indian, and international film.

UNIT- IV:

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

Analyze, evaluate, and interpret texts, objects, events, or ideas in their cultural, intellectual or historical contexts Analyze, key cinematic elements in film.

UNIT- V:

Demonstrate self-reflection, intellectual elasticity, widened perspective, and respect for diverse viewpoints on cultural aspects of film.

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: