DEPARTMENT OF VISUAL COMMUNICATION

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Tech Zone,, Coimbatore – 641021

Syllabus for

B.Sc. Visual Communication & E-media

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

2024-2025 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 ofIndia.

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)

PEO 1	:	Pursue a career as a globally competent and universally employable professionalin core and related fields in diverse sectors who accelerates the overall development of India.
PEO 2	:	Pursue lifelong learning opportunities including graduate degrees to improve and expand domain specific and professional skills.
PEO 3	:	Advance personally and professionally by accepting professional and societal responsibilities, and pursuing leadership roles.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
To provide quality education at affordable cost, build academic and research excellence maintain eco-friendly and robust infrastructure, and	PEO1, PEO2
To create a team of well qualified faculty who can build global competency and employability among the youth of India.	PEO1, PEO2

Mapping of Department Mission to PEO

Department Mission	PEO's
Imparting critical thinking	PEO 1, PEO 2
Enhancing research skills	PEO 1, PEO 2
Developing professionalism	PEO 2, PEO 3,
Viable technical knowledge and core competency	PEO 1. PEO 3

Program Outcomes (PO):

PO1	:	Demonstrate knowledge competency in core discipline
PO2	:	Apply the appropriate knowledge and suitable skills in solving the complex problems
PO3	:	Conduct investigations of complex problems through various scientific approaches
PO4	:	Design solutions for complex and open ended real-life or real-time problems
PO5	:	Use appropriate and advanced tools for wide range of practices with an understanding on its associated limitations
PO6	:	Work effectively and responsibly as a member or a leader in a team
PO7	:	Express complex concepts within the profession and with society at large
PO8	:	Understand the professional roles and responsibilities
PO9	:	Analyze social and environmental aspects of the professional practices
PO10		Practice higher moral and ethical standards during the discharge of professional duties
PO11	:	Incorporate finer finance and business practices in all professional engagements
PO12	:	Identify and address their professional development through lifelong learning

Program Specific Outcomes (PSO)

PSO1	:	✓ **Able to perform trend analysis and performance of any media sector**
PSO2	:	✓ **Able to predict Future market trend and performance in media sector**
PSO3	:	✓ **Able to provide consultancy related market trends and performance of Media sector**

Correlation between the PO/PSO and the PEOs

Program		PEO 1	PEO 2	PEO 3

Outcomes				
PO1	:	3	1	3
PO2	:	3	2	3
PO3	:	1	2	3
PO4	:	3	1	3
PO5	:	3	3	2
PO6	:	2	3	3
PO7	:	2	3	1
PO8	:	3	2	1
PO 9	:	2	2	3
PO 10	:	3	2	1
PO 11	:	2	1	1
PO 12	:	3	2	2
PSO1	:	2	3	1
PSO2	:	3	2	2
PSO3	:	2	3	3
PSO4	:	3	2	2

Components considered for Course Delivery listed below:

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

Mapping of POs with Course Delivery:

Program Outcome	Course								
	a	b	c	d	e	f	g	h	i
PO1	3	3	1	1	2	1	3	3	1
PO2	3	3	2	3	3	1	1	2	3
PO3	3	3	1	3	1	1	1	2	3
PO4	2	3	2	3	3	1	1	3	1
PO5	3	2	1	3	1	3	3	3	3
PO6	2	3	1	3	3	1	2	3	3
PO7	2	3	1	3	1	1	2	3	3
PO8	2	2	1	2	3	3	2	3	3
PO9	1	1	2	3	3	3	2	3	3
PO10	2	1	2	3	2	2	2	2	2
PO11	1	1	2	2	2	3	3	3	3
PO12	1	2	3	2	2	2	3	3	3
PSO1	2	3	1	3	2	3	1	3	3
PSO2	3	2	2	3	3	2	2	3	2
PSO3	2	3	3	2	2	3	3	2	3
PSO4	3	2	2	1	3	2	2	1	2

RATHINAM COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)

BSC VISUAL COMMUNICATION DEGREE PROGRAMME

B.Sc. Curriculum Structure – Regulation 2024
(For students admitted from 2024-2025 and onwards)

Sem	Part	Type	Sub Code	Subject	Credit	Per Topic	CIA	ESE	Total
1	1	L1		Language - I	3	5	50	50	100
1	2	L2		English - I	3	5	50	50	100
1	3	Core		Core Course – I Theory Introduction to Communication	4	5	50	50	100
1	3	Core		Core Course – II Theory /Practical Cinema Pre Production	4	4	50	50	100
1	3	Allied		Allied-I / Introduction to cinema	4	5	50	50	100
1	4	SEC		Skill Enhancement Courses – I Practical / Training / Reporting and Writing	4	4	50	50	100
1	4	AEC		Ability Enhancement Course I Environmental Studies **or** Universal Human Values & Professional Ethics	2	2	50	0	50
					24	**30**	**350**	**300**	**650**
2	1	L1		Language - II	3	5	50	50	100
2	2	L2		English – II	3	5	50	50	100

2	3	Core		Core Course – III Theory / Communication Theory	4	5	50	50	100
2	3	Core		Core Course – IV Theory /Practical / Communication Media	2	4	50	50	100
2	3	Elective		Elective - I Advertisement	4	4	50	50	100
2	3	Allied		Allied-II / Advertisement film making Practical	3	5	50	50	100
2	4	AEC		Ability Enhancement Course II Design Thinking	2	2	50	0	50
2	5	Ext		Extension Activity - I (NASA)	1	0	25	0	25
					24	**30**	**375**	**300**	**675**
3	1	L1		Language - III	3	4	50	50	100
3	2	L2		English - III	3	4	50	50	100
3	3	Core		Core Course – V Theory / Photography	4	6	50	50	100
3	3	Core		Core Course – VI Theory /Practical / Photography Practical	2	4	50	50	100
3	3	Allied		Allied-III / Basics of Event Management	3	5	50	50	100
3	4	SEC		Skill Enhancement Courses – II Practical / Training / Entepreneurship Development	2	5	50	50	100

3	4	AEC		Ability Enhancement Course III Soft Skill-1	2	2	50	0	50
3	3	ITR		Internship / Industrial Training (Summer vacation at the end of II semester activity)	2	0	50	0	50
	3	5	Ext	Extension Activity - II (NASA)		1	0	25	0
					24	**30**	**425**	**300**	**725**
4	1	L1		Language - IV	3	4	50	50	100
4	2	L2		English - IV	3	4	50	50	100
4	3	Core		Core Course – VII Theory / Multimedia	4	6	50	50	100
4	3	Core		Core Course – VIII Theory /Practical / Multimedia	4	4	50	50	100
4	3	Allied		Allied-IV Public Relations	3	5	50	50	100
4	3	Elective		Elective - II Elements of Film and Video Production	4	5	50	50	100
4	4	AEC		Ability Enhancement Course IV - Soft Skill-2	2	2	50	0	50
4	5	Ext		Extension Activity - III (NASA)	1	0	25	0	25
					24	**30**	**375**	**300**	**675**
5	3	Core		Core Course – IX Theory / Media Production	4	6	50	50	100

5	3	Core		Core Course – X Theory / Practical /Media Production	4	6	50	50	100
5	3	Elective		Elective - III Elements of Audio Production	4	6	50	50	100
5	3	PRJ		Project / Video Editing	5	6	0	0	0
5	4	SEC		Skill Enhancement Courses – III Practical / Training / Post Production Practical	4	6	50	50	100
5	3	ITR		Internship / Industrial Training (Summer vacation at the end of IV semester activity)	2	0	50	0	50
5	5	Ext		Extension Activity - IV (NASA)	1	0	25	0	25
					24	**30**	**275**	**200**	**475**
6	3	Core		Core Course – XI Theory / Documentary	4	6	50	50	100
6	3	Core		Core Course – XII Theory / Practical Documentary	4	4	50	50	100
6	3	Elective		Elective – IV Direction	4	6	50	50	100
6	3	PRJ		Core Project – Short Film Production	4	8	100	100	200
6	4	SEC		Skill Enhancement Courses – IV Practical / Training / Film Screening Practical	4	6	50	50	100
					20	**30**	**300**	**300**	**600**
				Total credit	**140**	**180**	**2100**	**1700**	**3800**

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3			12
Part II	3	3	3	3			12
Part III	12	15	15	15	15	20	92
Part IV	6	2	2	2	8		20
Part V		1	1	1	1		4
Total	**24**	**24**	**24**	**24**	**24**	**20**	**140**

DISCIPLINE SPECIFIC CORE

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Introduction to communication	**Viscom**	**YES**
2			Advanced Communication Research Theories	**Viscom**	
3			Communication Theory	**Viscom**	**YES**
4			Audiography	**Viscom**	
5			Photography	**Viscom**	**YES**
6			Graphic production	**Viscom**	
7			Multimedia	**Viscom**	**YES**
8			Writing for Newspaper	**Viscom**	
9			Media Production	**Viscom**	**YES**
10			Research Writing	**Viscom**	
11			Documentary	**Viscom**	YES

DISCIPLINE SPECIFIC CORE – PRACTICAL

S.No.	Pre-requisite	Sub Code	Su Subject	Offering Department	Mandatory
1			Creative Arts Practical	**Viscom**	
2			Cinema Pre Production Practical	**Viscom**	**YES**
3			Communication Media Practical	**Viscom**	**YES**
4			Audiography Practical	**Viscom**	
5			Photography Practical	Photography	**YES**
6			Graphic production Practical	**Viscom**	
7			Multimedia Practical	**Viscom**	**YES**
8			Multimedia II Practical	**Viscom**	
9			Media Production Practical	**Viscom**	**YES**
10			Research Writing Practical	**Viscom**	
11			Documentary practical	**Viscom**	YES

ALLIED

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Social Psychology	**Viscom**	
2			Introduction to Cinema	**Viscom**	**YES**
3			Advertising film Making	**Viscom**	**YES**
4			Advanced Event Management	**Viscom**	
5			Basics of Event Management	**Viscom**	**YES**
6			Public Relations and Media Marketing	**Viscom**	
7			Public Relations	**Viscom**	**YES**
8			Media Marketing	**Viscom**	

SKILL ENHANCEMENT COURSES

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Reporting & Writing Practical /Training	Viscom	YES
2			Social Media Start-ups Practical /Training	Viscom	
3			Entrepreneur Development / Practical /Training	Viscom	YES
4			Marketing Communication Practical /Training	Viscom	
5			Post Production - Practical /Training	Viscom	YES
6			Intellectual Property Law	Viscom	
7			Film Screening Practical /Training	Viscom	YES
8			Design Thinking in media	Viscom	

ELECTIVE

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Advertising	**Viscom**	**YES**
2			Community Radio Production	**Viscom**	
3			Web Radio and Podcast	**Viscom**	
4			Elements of Film and Video Production	**Viscom**	**YES**
5			Film Analysis	**Viscom**	
6			Film Appreciation	**Viscom**	
7			Elements of Audio Production	**Viscom**	**YES**
8			Screenplay	**Viscom**	
9			Elements of Cinematography	**Viscom**	
10			Direction	**Viscom**	**YES**
11			Film Studies	**Viscom**	
12			Understanding Film Culture	**Viscom**	

PROJECT

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Video Editing	**Viscom**	**YES**
2			Start-ups Practical	**Viscom**	
3			Short Film Project	**Viscom**	**YES**
4			AD Film	**Viscom**	

DISCIPLINE SPECIFIC CORE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	INTRODUCTION TO COMMUNICATION				-	**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 –definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, non-verbal and verbal. Communication – socio economic changes and the emerging trend in Communication.

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

Unit III: Characteristics of Mass Communication-Functions of mass communication: information, education and entertainment -Communication and public opinion: nature, meaning and process.

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

Unit V: Introduction-digital media-evolution of technology-advertising on digital media- social media-Mobile advertising-media relations management through online.

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.

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Advanced Communication Research Theories					**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

UNIT II: Process of research; Hypothesis and variables; Research design and its types, Types of Research; Classification of Research on Basic of logic, Classification of Research on the basic of process.

UNIT III: Classification of Research based on Objectives- Descriptive Research, and its type, CorrelationalResearch, Explanatory, Exploratory, Experimental Reseach,
UNIT IV: Classification of Research on basic of application – Fundamental Research,and its different type,Applied Research,Classification of Research on the basic of concept.

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

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.

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMUNICATION THEORY				-	**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 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, Channel Theories: Technological Determinism, Social Shaping of technology

UNIT – V - Message Theories, Diffusion of Innovations, Propaganda theory, Framing Analysis, Priming, Discourse Analysis, Social Construction,

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**
CO1	H	H	H	M	L	H	M	L	L
CO2	L	H	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	M	L	M	L	H	L	H	L	H
CO5	H	H	M	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Audiography					Theory

Goal: Evaluating and ensuring the quality of sound recordings for various applications, such as music production, film, and broadcasting.

Objective: Improving the clarity and quality of sound transmission in telecommunication systems.

Course Outcome:

CO1	:	An ability to expound the various theoretical concepts would naturally broaden the level comprehension during the field practice
CO2	:	An ability to gain an opportunity to formulate independent conclusions that will 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

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 Acounstics 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.

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
CO1	H	H	H	M	L	H	M	L	L
CO2	L	H	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	M	L	M	L	H	L	H	L	H
CO5	H	H	M	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PHOTOGRAPHY					**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

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
CO1	H	H	H	M	L	H	M	L	L
CO2	L	H	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	M	L	M	L	H	L	H	L	H
CO5	H	H	M	H	M	L	H	M	H

BATCH: B. Sc., (VC) 2024-2027

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MULTIMEDIA					**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
CO1	H	H	H	M	L	H	M	L	L
CO2	L	H	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	M	L	M	L	H	L	H	L	H
CO5	H	H	M	H	M	L	H	M	H

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Writing for Newspaper					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: Work of a Chief Reporter, News editor, Sub Editors Correspondents and reporters. Duties, responsibilities, rights and privileges. Functions of editorial department

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

UNIT III: Writing feature article, writing editorial column, Writing human interest stories, writing cinema reviews, writing .

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

UNIT V: 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.

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MEDIA PRODUCTION					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
CO1	L	H	L	M	L	H	M	L	L
CO2	H	L	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	L	L	M	L	H	L	H	L	H
CO5	M	H	M	H	M	L	H	M	H

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Research Writing					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 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	L	H	L	M	L	H	M	L	L
CO2	H	L	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	L	L	M	L	H	L	H	L	H
CO5	M	H	M	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DOCUMENTARY					**Theory**

Goal: To produce an own quality documentary. Develop creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses from at least two disciplinary perspectives.

Objective: Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice

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.

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.

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

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

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

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

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	L	H	L	M	L	H	M	L	L
CO2	H	L	M	L	H	M	L	H	L
CO3	H	H	H	H	H	M	L	H	H
CO4	L	L	M	L	H	L	H	L	H
CO5	M	H	M	H	M	L	H	M	H

DISCIPLINE SPECIFIC CORE – PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	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: Thesubject lets the students to understand the importance ofdrawing 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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	M	L	M	L	H	M	L	M
CO2	M	L	H	L	H	M	L	H	L
CO3	M	L	H	H	H	M	L	H	H
CO4	L	H	L	L	H	L	H	L	L
CO5	L	H	M	H	M	L	H	M	H

CINEMA PRE-PRODUCTION PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CINEMAPRE-PRODUCTION PRACTICAL					**Practical**

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

Objective: The subject lets the students to understand the importance of cinema pre production and enable them to understand it as the fundamental for film making.

Course Outcome:

CO1	:	To enables learning and understanding of the basic concepts in drawing and cinema pre production.
CO2	:	To facilitate with the identification of drawing as a cinema pre production.
CO3	:	To generate an opportunity to be aware of the communication aspects involved in cinema pre production.
CO4	:	To assist the relationship between cinema pre production.
CO5	:	To enable in the creation of cinema pre production

Unit 1: Introduction to Pre-Production

- Overview of Filmmaking Stages
    - Introduction to the stages of filmmaking: Pre-Production, Production, and Post-Production.
    - Importance of pre-production in filmmaking.
- Developing a Film Concept
    - Idea generation and brainstorming techniques.
    - Writing loglines and synopses.
    - Understanding genres and target audiences.

- Scriptwriting Basics
    - Structure of a screenplay.
    - Writing dialogue and action descriptions.
    - Formatting a screenplay (using software like Final Draft or Celtx).
- Script Development
    - Script analysis and feedback.
    - Revisions and rewrites.
    - Developing a shooting script.

Unit 2: Planning and Budgeting

- Budgeting for a Film
    - Understanding film budgets.
    - Line item budgeting.
    - Tools and software for budgeting (e.g., Movie Magic Budgeting).
- Scheduling
    - Importance of a shooting schedule.
    - Breaking down the script for scheduling.
    - Tools and software for scheduling (e.g., Movie Magic Scheduling).
- Location Scouting
    - Identifying and selecting locations.
    - Conducting location scouts and securing permits.
    - Considerations for indoor and outdoor locations.
- Legal and Administrative Tasks
    - Contracts and agreements (e.g., talent, crew, location releases).
    - Copyrights and clearances.
    - Understanding union and guild regulations.
- Creative Pre-Production
- Storyboarding and Shot Lists
    - Importance of storyboards and shot lists.
    - Techniques for creating effective storyboards.
    - Tools for storyboarding (e.g., Storyboard Pro).
- Production Design
    - Role of the production designer.
    - Developing a visual style and mood board.
    - Designing sets, props, and costumes.
- Casting
    - Casting process and casting calls.
    - Audition techniques.
    - Working with casting directors and talent agencies.
- Cinematography Planning

- Role of the director of photography (DP).
- Planning shots and camera movements.
- Selecting camera equipment and lenses.
-

Unit 4: Technical Pre-Production

- Sound Design and Planning
    - Importance of sound in filmmaking.
    - Planning for sound design and recording.
    - Selecting and using microphones and other sound equipment.
- Lighting Design
    - Basics of film lighting.
    - Planning lighting setups for different scenes.
    - Using lighting equipment and techniques.
- Special Effects and Makeup
    - Planning for special effects (practical and digital).
    - Working with special effects artists.
    - Makeup techniques for film.
- Pre-Visualization and Animatics
    - Creating pre-visualization (pre-vis) sequences.
    - Using animatics to plan complex scenes.
    - Tools and software for pre-vis and animatics.

Unit 5: Team Building and Rehearsals

- Building the Crew
    - Roles and responsibilities of the film crew.
    - Hiring and managing the crew.
    - Team dynamics and collaboration.
- Rehearsals
    - Importance of rehearsals.
    - Techniques for effective rehearsals.
    - Working with actors and crew during rehearsals.
- Final Preparations
    - Finalizing all pre-production elements.
    - Conducting a pre-production meeting.
    - Preparing for the first day of shooting.
- Review and Feedback
    - Reviewing the pre-production process.
    - Gathering feedback from instructors and peers.
    - Preparing a pre-production portfolio.

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Audiography Practical					**Practical**

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

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

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 OFPRACTICALS:

1. Write a script for 3mins radio production. (Any emotion as subject)
2. Make an audio recording for the script. (Conventional microphone position)
3. Record 2mins speech based recording for old listener. (Slow pace)
4. Record 2mins music based live recording for all age groups. (More dynamic and cheerful)
5. Conduct and record a live interview with senior academics 6mins. (Intelligence and Maturity)
6. Location recording of a festival/sports 6mins (Convey immediacy – Important natural quality of occasion)
7. Create a 2mins of audio work to convey space and time to the listeners using audio clips.
8. Record a radio drama 6mins (create location of sound and effects by microphone placement)
9. 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 cut it to3mins.
10. Create an audio storybook with ambience sound and effects.
11. Do dubbing (ADR) using protocols and (VGN-EFX for animation or video duration) 6mins.
12. Multi microphone and multi-track show auto equalization mixing on pro tools

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMUNICATION MEDIA PRACTICAL					**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 aids

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
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CO1	H	M	L	M	L	H	M	L	M
CO2	M	L	H	L	H	M	L	H	L
CO3	M	L	H	H	H	M	L	H	H
CO4	L	H	L	L	H	L	H	L	L
CO5	L	H	M	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL - PHOTOGRAPHY					**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	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	M	M	L	H	M	L	M
CO2	M	M	L	L	H	M	L	H	L
CO3	M	M	L	H	H	M	L	H	H
CO4	L	L	H	L	H	L	H	L	L
CO5	M	L	H	H	M	L	H	M	H

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Graphic Production Practical					**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								
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CO1	H	H	M	M	L	H	M	L	M
CO2	M	M	L	L	H	M	L	H	L
CO3	M	M	L	H	H	M	L	H	H
CO4	L	L	H	L	H	L	H	L	L
CO5	M	L	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MULTIMEDIA					**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	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	M	M	L	H	M	L	M
CO2	M	M	L	L	H	M	L	H	L
CO3	M	M	L	H	H	M	L	H	H
CO4	L	L	H	L	H	L	H	L	L
CO5	M	L	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	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	PO2	P03	P04	P05	P06	P07	P08	P09
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CO2	M	M	L	L	H	M	L	H	L
CO3	M	M	L	H	H	M	L	H	H
CO4	L	L	H	L	H	L	H	L	L
CO5	M	L	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MEDIA PRODUCTION					**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 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
CO1	H	H	M	M	L	H	M	L	M
CO2	M	M	L	L	H	M	L	H	L
CO3	M	M	L	H	H	M	L	H	H
CO4	L	L	H	L	H	L	H	L	L
CO5	M	L	H	H	M	L	H	M	H

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Research Writing					**Practical**

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.

TOPICS:

Unit- I: Writing Process: Brainstorming and Prewriting

Unit- II: Drafting (Research and Sources)

Unit- III: Citations and Style Guides

Unit- IV: Ethical and Legal Issues in Writing

Unit-V: Revise, Proofread, Publish

Note: students must submit a research proposal as a practical research work.

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	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	M	M	L	H	M	L	M
CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DOCUMENTARY					**Practical**

Course Outcome:

CO 1	:	Ability to create interactive Documentary projects in various aspects of society.
CO 2	:	Ability to analyze non-commercial aspects of production and develop new technical innovation content.
CO 3	:	Ability to conduct and evaluate ethical practices in production process.
CO 4	:	Ability to Recreate the happiness in society.
CO 5	:	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	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	M	M	L	H	M	L	M
CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

ALLIED

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SOCIAL PSYCHOLOGY					**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 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	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	M	M	L	H	M	L	M
CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Introduction to Cinema					**Theory**

Unit I

History and Origin of Film The Lumiere Brothers, George Melies – French cinematic Magician, Films of Edwin S. Porter, Griffith – Early Film Pioneer, First film days. Transformation from photography to motion picture.

Unit II

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

Unit III

Introduction to Media History Introduction to Media History, Communication in Prehistory, Communication in the Middle ages, The Print Revolution, Electricity & Communication, History of the Image, History of Sound, Radio History, Television History, Media Convergence Internet, Mobile Internet, Convergence Technology (Television, Internet, DTH), Digital Light Projection/Digital Cinema (DI), Reverse Tele-cine

Unit IV

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

Unit V

Technical Journey What is film technology? Basic technological, mechanical and creative inventions during these era. Film Forms Film Forms: Narrative and Non-narrative – Film Genres Film Grammar

Reference Book

1. The development of Film – Alan Casty
2. Movies of the Forties to Eighties - Jurgen Muller
3. Indian Films – Eric Burnow& Krishnaswamy
4. Understanding Indian Movies- Patrick Colm Hogan
5. Film theory— Focal press
6. Film Form, Film Sense— Sergi Eisenstein
7. Film Language— Christian Metz
8. Introduction to Mass Communication: Media Literacy and Culture - Stanley J. Baran
9. The Art of Watching Films" - Joseph M. Boggs and Dennis W. Petrie

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	M	M	L	H	M	L	M
CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type

	ADVERTISING FILM MAKING					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.

Unit 1: Introduction to Advertising Film Making, Understanding the role of advertising in film making, Evolution of advertising films from traditional media to digital platforms, Defining advertising objectives, target audience, and messaging.

Unit 2: Creative Concept Development, Techniques and principles of creating a storyboard for advertising films., Crafting compelling scripts for different advertising formats., Exploration of visual and narrative techniques specific to advertising.

Unit 3: Production Process, Planning and logistics for advertising film shoots, Execution of filming techniques and directing actors/models, Editing, sound design, and adding visual effects.

Unit 4: Advertising Regulations and Ethics, Understanding regulations related to advertising content, Issues like truth in advertising, stereotypes, and cultural sensitivity., Analysis of advertising campaigns that faced legal or ethical challenges.

Unit 5: Advertising Campaign Analysis, Assessing the effectiveness of advertising campaigns. Analyzing how digital platforms have influenced advertising strategies. Predicting the future of advertising film making in a digital-first world.

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								
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CO1	M	L	M	M	L	H	M	L	M
CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type

	ADVANCE EVENT MANAGEMENT					Theory

Course Outcome:

CO1	:	Understanding of what an event and its types are.
CO2	:	Concepts involved in event management and the coverage of media.
CO3	:	Creation of unique and contemporary events for different sectors.
CO4	:	Purpose of organizing exhibitions and its economic impacts.
CO5	:	Promotions and developments in trading.

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

Objective: Students to understand the basic event and to apply the techniques in event management and also to solve practical problems in the real life situations.

UNIT I Budgeting an Events: Define; Event Types &Demand for Events; Event Proposal, Demo event observation.

UNIT II DefineEvent management; Event Management Process& outcome; Concept; Budgets ; Press &Media coverage of events; Proposal for media.

UNIT III Types of Cultural Event; Types of Organizational Event; Types of Corporate Event; Sponsorship and Public Funding

UNIT IV Exhibitions; Exhibition Proposal, Planning for an Exhibition, Purpose & need Exhibition Budgeting & outcome.

UNIT V Trade center Observation, Purpose of Trade centers, Event schedule, Event Management for an entire Trade show.

REFERENCES:

1. Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2204)

2. Attributes of PR in the multiplex industry; Kawathekar, Parag (2004) Brand enhancement through corporate social responsibility (2004)

3. Event production : lights and sound; Niyogi, Ishani (2004)

4. Celebrity political endorsement ; Parikh, Sejal (2004)

5. Role of public relation in social marketing Singh, Shruti (2004)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	M	M	L	H	M	L	M
CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ADVANCE EVENT MANAGEMENT					**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

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Course Outcomes	Program Outcomes								
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CO2	L	H	L	L	H	M	L	H	L
CO3	L	H	L	H	H	M	L	H	H
CO4	H	L	H	L	H	L	H	L	L
CO5	H	M	H	H	M	L	H	M	H

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

1. Managing media organizations' , 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 & Weihrich, 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	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	H	M	L	H	M	L	M
CO2	L	H	M	L	H	M	L	H	L
CO3	H	H	M	L	H	M	L	H	H
CO4	L	H	L	H	H	L	H	L	L
CO5	H	M	L	H	M	L	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	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

UNIT II PR firms in India: status and growth-Relationship of PR & Communication mix - Relationship Marketing and customer equity - Key Players and issues within the industry.

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

UNIT IV Research, SWOT Analysis, PEST, Gap analysis, Market Research. Original Research on any two of the following functions - media relations, brand management, crisis communication, grass roots advocacy, public opinion 7 MA PR 2019-2020 SRM(S&H)

UNIT V Course related marketing & socially responsible investment, ethical dimensions - universalism, utilitarianism, justice & virtue theory, relativism REFERENCE BOOKS 1. Swarup K. Goyal, Event Management - Adhyayan Publisher - 2009 2. Fearne, Banks, Kathleen, Crisis Communications, Evbaum Associates, 2007

References
6. Managing media organisations, 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	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Media Marketing					**Theory**

Goal: To gain knowledge in maintaining the Media Marketing and its etiquettes

Objective: To introduce public relation and its concepts in order to outshine in the industry of Media Marketing

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	:	Ability to critically report, review and discuss research around new media and Internet phenomena.

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 & MarketShare

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, NewDelhi.
2. Sengupta, Subroto. 1990. Brand Positioning. Tata McGraw Hill. New Delhi.
3. Sontakki.2000. Principles of Marketing. Kalyani Pub. NewDelhi.
4. KennethClow&DonaldBaack.2005.IntegratedAdvertising,Promoti onandMarketing Communication (2nd edn.) Prentice Hall, NewDelhi.
5. Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Pub. NewDelhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L

Skill Enhancement Courses

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	REPORTING AND WRITING					**Practical Training**

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

TOPICS:

- **Create your own Tabloid**
- **Everyone must be a subeditor, Photographer, Reporter ,Desk editor**
- **Only own article must be written**
- **Each one must contribute a news/ Human interest article**

- **6 TO 7 max, minimum 5Columns and total of 8 pages**
- **As a project student must submit the proof of field work in record and Tabloid output as project.**

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	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Social Media Startups					**Practical Training**

Goal: To gain knowledge in understanding **Social Media Startups** and its etiquettes

Objective: To introduce **Social Media Startups** and its concepts in order to outshine in the industry of Marketing

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.

TOPICS:

- Introduction to Social media startups – Ideology & Brain storming - Bay Area media startup
- An elevator pitch for the media business you'd like to create
- Startup case study – Proposals writing & Presentation
- Need findings – Background Study – Launch plan

- 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.

Note: (Mandatory)

As a part of practical outcome students must submit a complete output of a startup company and Present a PPT with complete About the Startup company, Plan, Idea, Budget, Pre Research report, Filed visit of the product/sample /area, etc. sampling/Demo outcome.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L

ENTREPRENUERSHIP DEVELOPMENT

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Entrepreneurship Development					**Practical Training**

Goal: To gain knowledge in understanding Entrepreneurship Development and its etiquettes

Objective: To introduce Entrepreneurship Development and its concepts in order to outshine in the current business industry

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.

Topics:

Module 1: Introduction to Entrepreneurship

Module 2: Opportunity Identification and Evaluation

Module 3: Business Planning and Strategy

Module 4: Legal and Ethical Considerations

Module 5: Marketing and Sales

Module 6: Operations and Resource Management

Module 7: Financial Management and Funding

Module 8: Scaling and Growth Strategies

Module 9: Entrepreneurship Ecosystem

Module 10: Practical Applications and Case Studies

Note: Students must submit a complete Project Work Developing a business plan or startup

idea with practical implementation steps.

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**
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Marketing Communication					**Practical Training**

Goal: To gain knowledge in understanding Marketing Communication and its etiquettes

Objective: To introduce Marketing Communication and its concepts in order to outshine in the current marketing needs.

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	:	Ability to critically report, review and discuss research around marketing and communication.

TOPICS:

- Process: Advertising a and integrated brand promotion
- Planning: Analyzing advertising
- Preparing the Message: Creative design and development,
- Media strategy,
- Media planning ,
- Integrated Brand Promotion:,

- Support media partner.
- As a part of practical training student should choose a product and make a complete presentation of End to End Marketing Communication Strategies.

BOOKS FOR REFERENCE:

1. William Stanton et al. 1994. Fundamentals of Marketing. Tata McGraw Hill, NewDelhi.
2. Sengupta, Subroto. 1990. Brand Positioning. Tata McGraw Hill. New Delhi.
3. Sontakki.2000. Principles of Marketing. Kalyani Pub. NewDelhi.
4. KennethClow&DonaldBaack.2005.IntegratedAdvertising,Promoti onandMarketing Communication (2nd edn.) Prentice Hall, NewDelhi.
5. Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Pub. NewDelhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Post production					**Theory**

Goal: To gain knowledge in understanding Post production and its techniques.

Objective: To introduce Post production and its concepts in order to outshine in the current cinema industry needs.

Course Outcome:

CO1	:	An ability to understand the post production
CO2	:	An ability to describe and explain the implication of new concepts, products and services within the area of Production to post production
CO3	:	An ability to describe, analyze and discuss the current development in post production
CO4	:	An ability to describe, analyze and discuss the usage of new technology software and its uses in post production.
CO5	:	An ability to critically report, review and discuss the outcome of post production

Topics:

❖ Types of Editing – Linear Vs Non- Linear Editing – Off line and On-line editing

❖ Formats – Aspect Ratios – Frame Rates –Type of OS

❖ Types of Video Editing Software – Ap Technology.

❖ Editing Software: Introduction to Video Editing software - Interface of FCP X/Adobe Premiere software –

❖ Types of cuts - Effects – Titles – Dubbing – Image Editing – News Editing – Multi camera Editing and Ad- Making (Green/Blue Screen) - Color Grading – LUTs – Share Project different formats – XML and EDL.

Practical Sessions:

1. Title creation and Image Editing

2. Ad making (Blue and Green Screens)

3. Multi camera editing and Color Grading.

4. Share different formats – XML, EDL.

Students must submit a complete post production output

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Intellectual Property Law					**Practical Training**

Goal: To gain knowledge in understanding Intellectual Property Law and its usage.

Objective: To introduce Intellectual Property Law and its concepts in order to outshine in the current needs.

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

Topics:

1. Trademarks and Brand Protection:

- Understanding the basics of trademarks, including registration, maintenance, and enforcement.

- Practical aspects of trademark searches and clearance.

- Case studies on famous trademark disputes (e.g., Nike vs. Adidas).

2. Copyright Law:

- Essentials of copyright protection for creative works (literary, artistic, musical, etc.).

- Digital rights management and copyright infringement in the digital age.

- Fair use/fair dealing considerations and their practical applications.

3. Patent Law:

- Basics of patentability criteria and patent application procedures.

4. Trade Secrets:

- Definition and protection of trade secrets.

- Drafting and enforcing non-disclosure agreements (NDAs) and confidentiality agreements.

- Trade secret misappropriation cases and remedies.

5. Intellectual Property Licensing and Transactions:

- Drafting intellectual property licenses.

- Due diligence in IP transactions.

- Case studies on successful IP licensing deals.

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:

Subject Code	Subject Title Course Outcomes	Credit Program Outcomes							Lecture Tutorial Practical		Type
		P01	PO2	P03	P04	P05	P06	P07	P08	P09	
	CO1 FILM SCREENING	H	L	M	L	M	H	L	M	H	Practical Training
	CO2	M	M	L	L	M	L	M	H	L	
	CO3	L	H	M	L	L	M	L	M	H	
	CO4	L	M	M	L	M	H	L	M	L	
	CO5	H	L	H	H	L	M	L	M	L	
	CO1	H	L	M	L	M	H	L	M	H	

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
1. 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**

Note: Students must watch all the movies and submit a review & analysis report

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L
CO1	H	L	M	L	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Applying design thinking in media					**Practical Training**

Goal: To make students to understand the aspects of Applying design thinking in media

Objective: To enrich our students to closely analyse the representation the purpose of Applying design thinking in media

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 analyzing a content
CO5	:	To create a original work of film production

Topic 1: Introduction to Design Thinking in Media
- Lecture: Overview of Design Thinking principles and their relevance to media.
- Case Study: Analyzing successful media projects that applied Design Thinking.
- Activity: Define a media-related problem statement.

Topic 2: Empathy and Understanding the Audience
- Lecture: Importance of empathizing with media consumers.
- Activity: Conduct user interviews and develop empathy maps.
- Guest Speaker: Media professional discussing audience research techniques.

Topic 3: Ideation and Brainstorming
- Lecture: Techniques for generating innovative ideas in media.
- Activity: Brainstorming sessions focused on media challenges.
- Workshop: Prototyping media concepts.

Topic 4: Prototyping and Testing
- Lecture: Prototyping methods applicable to media production.
- Activity: Create and test rapid prototypes (e.g., storyboards, rough cuts).
- Feedback Session: Peer review and critique of prototypes.

Topic 5: Iteration and Refinement
- Lecture: Strategies for iterative improvement in media projects.
- Activity: Iteratively refine prototypes based on feedback.
- Guest Speaker: Media designer or producer sharing their iterative process.

Topic 6: Implementation and Execution
- Lecture: Planning and executing media projects using Design Thinking.
- Activity: Develop a roadmap for implementing a media project.
- Case Study: Analysis of media projects from conception to execution.

Topic 7: Evaluation and Metrics in Media
- Lecture: Methods for evaluating media projects' success.
- Activity: Define metrics for evaluating the impact of media projects.
- Workshop: Analyzing case studies based on predefined metrics.

Topic 8: Scaling and Sustainability
- Lecture: Scaling media solutions and ensuring sustainability.
- Activity: Develop strategies for scaling media projects.
- Guest Speaker: Media entrepreneur discussing sustainability in media ventures.

Topic 9: Ethical Considerations in Media Design

- Lecture: Ethical implications of media design and consumption.
- Activity: Debate on ethical dilemmas in media creation.
- Case Study: Examining ethical issues in prominent media campaigns.

Topic 10: Final Projects and Presentations
- Project Work: Finalize and polish media projects using Design Thinking principles.
- Presentation: Present final projects to peers and industry professionals.
- Reflection: Self-assessment and review of learning outcomes.

❖ **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.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L
CO1	H	L	M	L	M	H	L	M	H

ELECTIVE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ADVERTISING					**Theory**

Goal: To make students to understand the claims of advertising by examining as medium and enduring Industry aspects.

Objective: To enrich our students to closely analyse the representation works of advertising to International Business.

Course Objectives:
The main objectives of this course are:
1 To give the fundamentals of Advertising
2 To give them the basic knowledge required about Advertising and Ad Agencies.
3 To help the motto create Advertisements ethically.

4   To give them the required inputs to analyze and evaluate the Ad content.

Unit:1
Advertisinganditsroleinthemarketplace,advertisingindustryinIndia–advertisingasaprocess ofcommunication-Socialeffectsofadvertising.Thechangingworldofadvertising.

Unit:2
Typesofadvertising:consumer,corporate,industrial,retail,cooperativeandPublicservice advertising.- tone and content; reading the advertisement –review with current ad campaigns.

Unit:3
Advertisingagency:Structureandfunctions;LeadingagenciesinIndia-
Diversificationandcompetition–fullserviceagencies–multinationalclients–
challengesandopportunities.Howto
Choose an advertising agency, agency briefing and evaluating an agency.

Unit:4
Advertisingcampaign:objectives,creativestrategy:message,appeals,targetmarket,levelof Response, media Planning, advertising budget, pretesting and post testing.

Unit:5
Professionalethicsinadvertising-casesofethicalviolations–AdvertisingStandardsCouncil–

Text Book(s)

- Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
- Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990
- Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.

Reference Books

- Mooij,Mariekae de; „AdvertisingWorldwide (2nd edn.); Prentice Hall; UK.1994
- Mohan, M; "Advertising management concepts and cases"; Tata McGraw Hill; New Delhi.
- 1989.
- Chunnawalla and K.C. Sethia ; "Foundations of Advertising: Theory and practice",

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	L	M	H	L	M	H
CO2	M	M	L	L	M	L	M	H	L
CO3	L	H	M	L	L	M	L	M	H
CO4	L	M	M	L	M	H	L	M	L
CO5	H	L	H	H	L	M	L	M	L
CO1	H	L	M	L	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMUNITY RADIO PRODUCTION					**Theory**

Goal: To make students to understand the claims of community radio by examining as medium and enduring Industry aspects.

Objective: To enrich our students to closely analyse the representation works of community radio to the community.

Course Objectives:
The main objectives of this course are:
1. To give the fundamentals of community radio
2. To give them the basic knowledge required about community radios.
3. To help the motto create community radio program ethically.
4. To give them the required inputs to analyze and evaluate the CRP.

Unit 1:

Structure ,Introduction ,Learning Outcomes ,Radio Broadcasting in India ,Public Service Broadcasting ,Emergence of Private Radio Sector ,Community Radio: Evolution ,Concept and Role of CRS ,Community Radio in India Today ,Some CR Initiatives

Unit 2:

Structure, Introduction, Learning Outcomes, Developmental Implications of CR, Concept of development, CR and social change, Freedom of Speech, Voice for the marginalised, Right To Information, Community Participation , Gender equity , Culture and identity

Unit 3:

Structure, Introduction, Learning Outcomes, CR Policy Guidelines and Implications, Historical Background ,Policy related to Content ,Policy related to Technical Parameters, Let Us Sum Up ,Model Answers to Activities

Unit 4:

Structure, Introduction, Learning Outcomes, CR Policy Guidelines and Implications

Unit 5

Historical Background, Policy related to Content, Policy related to Technical Parameters, Let Us Sum Up,and Model Answers to Activities

Reference Books

- Mooij,Mariekae de; „AdvertisingWorldwide (2nd edn.); Prentice Hall; UK.1994
- Mohan, M; "Advertising management concepts and cases"; Tata McGraw Hill; New Delhi.
- 1989.
- Chunnawalla and K.C. Sethia ; "Foundations of Advertising: Theory and practice",

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**PO2**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	M	H	L	M	M	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Advertising for Broadcast media					**Theory**

Goal: To make students to understand the claims of advertising by examining as medium and enduring Industry aspects.

Objective: The subject introduces students to fascinating world of advertising in broadcast media and will give an international perspective..

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

Unit-I Characteristics of Broadcast Media, Types of Broadcast Media, Industry Structure, Importance and Effectiveness of Broadcast Media in the Contemporary world. Growth of International Business and Advertising.

Unit-II The Rise of Broadcast Media Advertising, Advertising in the International Arena, Coordinating and Controlling International Advertising, Principles and Concepts in Cross-Cultural Advertising, Contemporary Culture and Advertising, Socio Economic Effects of Advertising.

Unit-III Role of Broadcast Media in Advertising and Marketing, Creative Strategy in Broadcast Media, Advertising with situation, Seasonality and Timing, Target Audience, Broadcast Media Advertising Rates, Audience Measures, Buying Broadcast Advertising.

Unit-IV Format for Broadcast Media Commercials, Advertising Production Process, Advertising Scripting and Narrating for Broadcast Media, Creativity in Advertising for Electronic Media, Stages and Design Process, Advertising Copy, Copy Ideas and Effective Copy Writing Techniques, Media Planning, Language of Broadcast Advertising, Promotional Strategy.

Unit-V Broadcast Media Advertising Ethics, Controversial, Economic Function, Law and Industry Regulation, Public Complaints, Advertising and Children, Infantilism in Brand Advertising, Advertising and Obesity.

Books For Reference:

1. Agres, S. J., Edell, J. A., &Dubitsky, T. M: Emotion in advertising: Theoretical and practical explorations. New York, NY, England: Quorum Books

2. Ahuja, B. N., &Batra, S: Mass communications: Press, radio, T.V., films, advertising, and other media : with special reference to Indian conditions. New Delhi: Varma Bros.

3. Albion, M. S., & Farris, P: The advertising controversy: Evidence on advertising's economic effects, Auburn House Co Boston.

4. Anne Zeiser: Trans media Marketing: From Film and TV to Games and Digital Media, Focal Press.

5. C.D McCormick: Transit and radio advertising, International Textbook Co.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	H	L	M	M	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

ELEMENTS OF FILM AND VIDEO PRODUCTION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Elements of film and video production					**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 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.

Unit 1: Introduction to Film Language and Theory

Understanding the basic elements of film language and theory., History and evolution of cinema, Basic film terminology (shot, scene, sequence, etc.), Introduction to film analysis (narrative, mise-en-scène, cinematography, editing, sound, Major film movements and genres

Unit 2: Cinematography and Visual Aesthetics

Exploration of cinematographic techniques and visual storytelling., Principles of cinematography (lighting, framing, camera angles, movement), Visual composition and its impact on storytelling, Role of color and texture in visual storytelling, Case studies of notable cinematographers and their styles

Unit 3: Editing and Post-Production

Techniques and theories behind film editing and post-production processes., history and evolution of film editing techniques, Principles of continuity editing, Experimental and avant-garde editing styles, Digital editing techniques and software tools

Unit 4: Sound Design and Music in Film

Understanding the role of sound and music in film production.Functions of film sound (diegetic vs. non-diegetic sound),Sound design techniques and principles,Importance of music in film (score, soundtrack), Case studies of iconic film scores and sound designers

Unit 5: Film Theory and Critical Approaches

Examining theoretical frameworks and critical approaches to film analysis., Major film theories (auteur theory, genre theory, feminist film theory, etc.),Critical approaches to film (psychoanalytic, Marxist, formalist, etc.),Issues in representation and diversity in film, Contemporary trends and future directions in film theory

Reference Book:

1. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus This is a widely used and respected guide covering all aspects of filmmaking from pre-production through post-production, updated to include digital filmmaking techniques.

2. The Complete Film Production Handbook" by Eve Light Honthaner Known for its practical advice and comprehensive coverage, this handbook is designed to guide filmmakers through every stage of production.

3. Film Production Management 101: Management and Coordination in a Digital Age" by Deborah Patz - Focuses specifically on the management and logistical aspects of film production, offering insights into scheduling, budgeting, and coordinating.

4. Set Lighting Technician's Handbook: Film Lighting Equipment, Practice, and Electrical Distribution" by Harry C. Box - Essential for anyone interested in the technical aspects of film lighting, covering equipment, techniques, and safety considerations.

5. Film Directing Fundamentals: See Your Film Before Shooting" by Nicholas T. Proferes - While more focused on directing, this book provides valuable insights into the creative and visual aspects of film production.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	H	L	M	M	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM ANALYSIS					**Theory**

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

Objective: This course provides an in-depth study of film analysis, focusing on various elements of filmmaking, narrative techniques, and critical perspectives. Students will learn to critically analyze films and understand the cultural, social, and historical contexts in which they are made.

Course Outcome:

CO1	:	Develop skills in critical thinking and analysis of films.
CO2	:	- Understand the basic elements of film form and style.
CO3	:	- Analyze narrative structures and thematic content.
CO4	:	- Explore various critical and theoretical approaches to film.
CO5	:	- Enhance appreciation and enjoyment of cinema.

Unit 1: Introduction to Film Analysis, Introduction to Film Studies, Course overview and expectations, The language of film: Key terms and concepts, Elements of Film Form, Mise-en-scène: Setting, lighting, costume, and behavior of figures, Cinematography: Shot types, camera angles, and movement, Editing Techniques, Continuity editing and its alternatives, The role of editing in shaping narrative and meaning, Sound in Film, Diegetic and non-Diegetic sound, The impact of sound on film experience

Unit 2: Narrative and Genre, Classical Narrative Structure, Three-act structure, Character development and plot progression, Alternative Narrative Forms, Nonlinear storytelling, Episodic structures, Genre Analysis, Defining film genres, Conventions and iconography of major genres (e.g., Western, Horror, Noir),Genre Evolution, Hybrid genres, Genre conventions and subversions

Unit 3: Film Theory and Criticism, Introduction to Film Theory, Overview of major theoretical approaches (e.g., Formalism, Realism, Auteur Theory), Psychoanalytic and Feminist Film Theory, Key concepts and case studies, Analyzing films through psychoanalytic and feminist lenses, Ideological Criticism and Cultural Studies, The role of ideology in film, Representation and cultural identity, Postmodernism in Film, Characteristics of postmodern cinema, Case studies of postmodern films

Unit 4: Historical and Cultural Contexts, Film History Overview, Silent cinema and the transition to sound, Major movements in film history (e.g., German Expressionism, Italian Neorealism), National Cinemas, Exploring cinema from different countries (e.g., French New Wave, Japanese Cinema) The Hollywood Studio System- The rise and development of Hollywood- The impact of the

studio system on film production Contemporary Global Cinema- Trends in contemporary world cinema- The role of international film festivals

Unit 5:, Analyzing Cinematic Techniques- Close analysis of specific scenes- Techniques for writing film analysesFilm as a Collaborative Art- Roles of director, screenwriter, cinematographer, editor, and other crew membersCase Studies in Film Analysis- In-depth analysis of selected films (e.g., "Citizen Kane," "Pulp Fiction")Final Presentations- Student presentations on their film analysis projects- Peer review and discussion

Reference Books:

- ❖ Film Production Management 101: Management and Coordination in a Digital Age" by Deborah Patz - Focuses specifically on the management and logistical aspects of film production, offering insights into scheduling, budgeting, and coordinating.
- ❖ Set Lighting Technician's Handbook: Film Lighting Equipment, Practice, and Electrical Distribution" by Harry C. Box - Essential for anyone interested in the technical aspects of film lighting, covering equipment, techniques, and safety considerations.
- ❖ Film Directing Fundamentals: See Your Film before Shooting" by Nicholas T. Proferes - While more focused on directing, this book provides valuable insights into the creative and visual aspects of film production.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	M	H	L	M	M	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Film Appreciation					**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:

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, mythological 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	M	M	M	M	H	L	M	H
CO2	M	H	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	L	M	M	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	L	M	M	M	M	H	L	M	H

ELEMENTS OF AUDIO PRODUCTION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Elements of audio production					**Theory**

Goal: To make students to understand the exact meaning of audio Production

Objective: To supplement knowledge about film to students and analyze the various perspective of audio Production

Course Outcome:

CO1	:	To understand various ideas in audio Production
CO2	:	To analyse the various aspect of f audio Productionmaking.
CO3	:	To evaluate and justify the various perspectives of audio Production
CO4	:	To apply and enhance the knowledge of audio Production
CO5	:	To create and ameliorate the film language to mass media through audio Production.

 Unit 1: Introduction to Audio Production

Overview: Introduction to the fundamentals and principles of audio production., History and evolution of audio recording technologies, Overview of audio signal flow and components (microphones, mixers, processors), Introduction to digital audio workstations (DAWs) and their functions, Basic acoustics and sound theory

Unit 2: Microphone Techniques and Recording

Techniques and practices for capturing high-quality audio recordings.Types of microphones and their characteristics (dynamic, condenser, ribbon), Microphone placement and techniques for different instruments and vocals, Stereo microphone techniques (XY, ORTF, MS),Remote and field recording techniques

Unit 3: Mixing and Signal Processing

Principles and techniques for mixing audio tracks effectively.Fundamentals of audio mixing (balance, panning, EQ, dynamics),Use of audio effects and processors (reverb, delay, modulation), Automation techniques in mixing, Mixing for different genres and styles

Unit 4: Sound Design and Post-Production

Techniques for enhancing and manipulating audio for multimedia projects.

Principles of sound design for film, TV, and video games, Foley and sound effects creation, Dialogue editing and noise reduction techniques, Integration of music and sound effects in post-production

Unit 5: Advanced Topics in Audio Production

Exploration of advanced techniques and emerging trends in audio production.

Surround sound mixing and immersive audio formats (e.g., Dolby Atmos), Mastering principles and techniques, Audio for virtual reality (VR) and augmented reality (AR), Career paths and industry trends in audio production

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	L	M	M	M	M	H	L	M	H
CO2	M	H	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	L	M	M	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	L	M	M	M	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Screenplay					**Theory**

Goal: To make students to understand the exact meaning of cinema and Screenplay

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

Course Outcome:

Syllabus:

CO1	:	To understand the language of Screenplay in film.
CO2	:	To know about the significance of film personalities in Indian cinema
CO3	:	To have the knowledge about Screenplay
CO4	:	To stay updated with the current trends in Screenplay
CO5	:	To learn the film to script to screen and its impact in Screenplay

Unit 1: Introduction to Screenwriting- Week 1: Understanding Screenplays

 - Definition and purpose of a screenplay - Differences between a screenplay and other forms of writing (e.g., novels, stage plays)-Screenplay Structure - Three-act structure - Plot points and turning points - Common structural templates (e.g., Hero's Journey, Save the Cat)

Unit 2: Character Development- Week 3: Creating Compelling Characters

 - Protagonists, antagonists, and supporting characters - Character arcs and development- Week 4: Dialogue and Subtext - Writing authentic dialogue - The role of subtext in dialogue - Techniques for revealing character through dialogue

Unit 3: Storytelling Techniques- Week 5: Plot and Conflict - Types of conflict (internal vs. external) - Building tension and suspenseThemes and Motifs - Identifying and integrating themes - Using motifs to enhance storytelling Visual Storytelling - Show, don't tell: writing visually- Using imagery and symbolism

 Unit 4: Genre and StyleExploring Different Genres- Conventions and tropes of major genres (e.g., drama, comedy, thriller, sci-fi) - Blending genres Writing Styles

and Techniques- Narrative voice and tone - Experimenting with non-linear storytelling

Unit 5: The Screenwriting Process- The Writing Process - From idea to outline - Writing the first draft- Revision and Feedback - Techniques for revising your work - How to give and receive constructive feedback The Business of Screenwriting- Understanding the industry - Pitching and selling your screenplay - Legal considerations (copyright, contracts) Assessments and Activities- Assignments: Weekly writing exercises, character sketches, scene writing.- Projects: Mid-term project (outline of a screenplay), final project (first act of a screenplay).- Readings: Selected screenplays, theoretical texts on screenwriting.- Participation: Class discussions, peer reviews, and workshops.

Books:

 "Save the Cat!" by Blake Snyder

 "Story" by Robert McKee

"The Anatomy of Story" by John Truby

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**PO2**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	M	M	M	M	H	L	M	H
CO2	M	H	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	L	M	M	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	L	M	M	M	M	H	L	M	H

ELEMENTS OF CINEMATOGRAPHY

	Subject Title	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**

Subject Code						
	Elements of Cinematography					**Theory**

Goal: To able the students to work in collaboration with a variety of *films*,

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

documentaries, and other filmic subjects for the elements of cinematography.

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

Course Outcome:

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 Cane), 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 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 BillGoodykoontz
- Website to referhttp://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	M	M	M	M	H	L	M	H
CO2	M	H	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	L	M	M	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	L	M	M	M	M	H	L	M	H

FILM DIRECTION

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM DIRECTION					**Theory**

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

Course Outcome:

CO1	:	Understand the role and responsibilities of a film director.
CO2	:	- Learn the fundamentals of visual storytelling.
CO3	:	- Develop skills in working with actors and crew.
CO4	:	- Gain proficiency in pre-production, production, and post-production processes.
CO5	:	- Create a short film by the end of the course.

Unit 1: Introduction to Film Direction, The Role of the Director - Understanding the director's vision - Responsibilities and collaboration with other departments- Basics of Visual Storytelling - Composition and framing - The language of the camera: shots, angles, and movements- Analyzing Famous Directors - Case studies of renowned directors (e.g., Alfred Hitchcock, Steven Spielberg, Greta Gerwig) - Discussion on different directing styles

Assignments:

- Write a short analysis of a scene directed by one of the studied directors.

- Create a storyboard for a given script.

Unit 2: Script Interpretation and Development - Reading and Analyzing Scripts - Understanding themes, characters, and plot - Identifying the director's approach to the script- Script Breakdown - Scene breakdowns and scheduling - Budget considerations- Working with Writers - Collaboration and communication with screenwriters - Adapting scripts for film

Assignments:

- Breakdown a provided script into scenes and shots.

- Develop a director's treatment for a short script.

Unit 3: Working with Actors - Casting Process- Auditions and callbacks - Selecting the right actors for roles- Directing Actors- Understanding actor's techniques and methods - Communication and feedback - Rehearsal techniques and exercises

Assignments:

- Conduct and record a mock casting session.

- Direct a scene with actors and provide a reflective journal on the process.

Unit 4: Production Techniques - Pre-Production Planning - Location scouting and set design - Creating shot lists and storyboards - Organizing the production schedule- On-Set Direction- Managing the set and crew - Problem-solving during production - Maintaining continuity

Assignments:

- Plan and execute a short scene, including all pre-production elements.

- Create a detailed production schedule for a provided script.

Unit 5: Post-Production and Final Project , Editing Fundamentals - Basic editing techniques and software- Working with an editor - Sound design and scoring- Finalizing the Film - Color correction and grading - Visual effects and graphics - Preparing the film for distribution

Reference Screenplays:

  "Pulp Fiction" by Quentin Tarantino

  "The Social Network" by Aaron Sorkin

  "Eternal Sunshine of the Spotless Mind" by Charlie Kaufman

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**PO2**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	L	M	H	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM STUDIES					**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, VsevolodPudovkin, Sergei Eisenstein [Reference film: Battleship Potemkin (1925)], Surrealism: Luis Bunuel [Reference film: Un ChienAndalou (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 Theives (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], RitwikGhatak [Reference films: Partition Trilogy], Indian New Wave [Reference films: BhuvanShome (1969), Uski Roti (1969), Ankur (1972) Garam Hawa (1974), Rat Trap (1982), Ardh Satya (1983), JaaneBhi 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	**PO2**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	L	M	H	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Elements of Film Noir					**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:

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:

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

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:

Dark film, Melodrama, Neo-noir, Clitches 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 BillGoodykoontz
- ❖ Website to referhttp://nptel.ac.in/

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**PO2**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	L	M	H	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	L	M	H
CO4	M	H	L	M	M	H	L	M	L
CO5	L	M	L	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type

	Understanding the Film Culture					**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	:	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

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:

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 BillGoodykoontz
- Website to referhttp://nptel.ac.in/

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	M	M	H	H	L	M	H
CO2	M	L	M	H	M	L	M	H	L
CO3	L	M	L	M	L	M	H	M	H
CO4	M	H	L	M	M	H	M	M	L
CO5	L	M	M	M	L	M	L	M	L
CO1	M	H	L	M	M	H	L	M	H

PROJECT

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Video Editing					**Practical**

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

Note: Students must submit a complete editing out of project (Montage cut, Trailer, Any film trailer cut)

Reference:
- ❖ 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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	START UP					**Practical**

TOPICS:

Unit 1: Ideation and Validation

Unit 2: Business Planning

Unit 3: Product Development

 Unit 4: Marketing and Sales

Unit 5: Scaling and Growth

Practical Activities

- Case studies and real-life examples

- Workshops and hands-on projects

- Guest lecturers from successful entrepreneurs

- Mentorship sessions

- Pitch competitions and demo days

Note: Students must submit a complete report on project of startup wit a presentation to investors.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	AD- FILM					**Practical**

LIST OFPRACTICALS:

- ❖ Introduction to Advertising Films
- ❖ Pre-Production Planning
- ❖ Production techniques
- ❖ Post production
- ❖ Finalizing & Presentation to the client

Note:

- ❖ Students must submit a corporate AD & PSA (Duration minimum 45 sec to 1 minute)
- ❖ Students must also present a PPT for client