

CURRICULUM, SYLLABUS 2017

B.Sc VISUAL COMMUNICATION (BACHELOR OF SCIENCE)



KALASALINGAM
Academy of Research and Education
UNIVERSITY

(Under Section 3 of UGC Act 1956)
(Accredited by NAAC with 'A' Grade)

Anand Nagar, Krishnankoil - 626 126.
Srivilliputtur (Via), Virudhunagar (Dt), Tamil Nadu.

B.Sc. Visual Communication Curriculam, Syllabus - 2017

S.No	Course	Numbers	Credits	Total Credits
1.	Department Specific Core Subjects (DSC)	12	6	72
2.	Department Specific Electives (DSE)	6	6	36
3.	Ability Enhancement Courses (AECC)	2	2	4
4.	Skill Enhancement Courses (SEC)	4	2	8
5.	Tamil	2	3	6
6.	English	2	3	6
			Total	132

**DEPARTMENT OF VISUAL COMMUNICATION
B.SC (VISUAL COMMUNICATION) PROGRAMME**

KALASALINGAM UNIVERSITY
(Kalasalingam Academy of Research and Education)
Anand Nagar, Krishnankoil.

B.Sc. VISUAL COMMUNICATION CURRICULUM 2017-18

I Semester

Category	Subjects	Credit
BAE17R112	Tamil I/French I/ Hindi I	3
VSC17R101	Introduction to Visual Communication	6
VSC17R102	Color, Composition and Light	6
VSC17R181	Visual Arts - Practical	6
BAE17R106	Communicative English	2
	TOTAL	23

II Semester

Category	Subjects	Credit
BAE17R111	English - I	3
VSC17R103	Film Studies	6
VSC17R104	Photography Theory	4
VSC17R182	Photography Practical - I	2
VSC17R183	Graphic Design – Practical	6
CHY17R103	Environmental Science	2
	TOTAL	23

III Semester

Category	Subjects	Credit
BAE17R214	Tamil II / French II/ Hindi II	3
VSC17R205	Film and Television Production	6
VSC17R284	Cinematography Practical	6
VSC17R285	Photography Practical - II	6
VSC17RXXX	Story Boarding – Practical / Audio Production Practical	2
	TOTAL	23

IV Semester

Category	Subjects	Credit
BAE17R213	English II	3
VSC17R206	Screen Writing	6
VSC17R286	Digital Editing & Digital Intermediate - Practical	6
VSC17R287	Industrial Training /Internship	6
VSC17RXXX	VFX & Compositing / Documentary Making	2
	TOTAL	23

V Semester

Category	Subjects	Credit
VSC17RXXX	Elective 1A	6
VSC17RXXX	Elective 2A	6
VSC17RXXX	Elective 3A	6
VSC17RXXX	2D Animation – Practical/ Short Film Making	2
	TOTAL	20

VI Semester

Category	Subjects	Credit
VSC17RXXX	Project / Dissertation	6
VSC17RXXX	Elective 2A	6
VSC17RXXX	Elective 3A	6
VSC17RXXX	3D Animation - Practical / Info graphics & E-Content	2
	TOTAL	20

Consolidated CGPA Credits

Semester	Credits
I – Semester	23
II – Semester	23
III – Semester	23
IV – Semester	23
V – Semester	20
VI – Semester	20
Total Credits	132

Total Credits 132 + 9(Non CGPA) = 141

FIRST SEMESTER

BAE17R112	<p>(முதல் பருவம்) தமிழ் இலக்கிய வரலாறும் புதினமும்</p>
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(இளங்கலை, இளம் அறிவியல், இளநிலை வணிகவியல், இளநிலை வணிக நிர்வாகவியல் பட்டப்படிப்பு 2017 - 2018 கல்வியாண்டு முதல் ஆண்டு மாணாக்கர்களுக்கானது)

கூறு - 1

தமிழ்மொழியின் பழமையும் சிறப்பும் - திராவிட மொழிக்குடும்பம் - தமிழ்நாடு - தமிழின் சிறப்புகள் - பழந்தமிழ் இலக்கண நூல்கள் - தொல்காப்பியம், நன்னூல் முதலிய இலக்கண நூல்கள் - எழுத்து, சொல், பொருள் அதிகாரங்கள்.

கூறு - 2

சங்க காலம் - மூன்று சங்கங்கள் - இலக்கியச் சான்றுகள் - கல்வெட்டுச் சான்றுகள் - இலக்கண, சங்க நூல்களின் சிறப்பு - பத்துப்பாட்டு - எட்டுத்தொகை - சங்கத் தமிழர் மாண்புகள்.

கூறு - 3

சங்கம் மருவிய காலம் - பதினெண் கீழ்க்கணக்கு நூல்கள் - வகைகள்

காப்பிய இலக்கிய வரலாறு - ஐம்பெருங்காப்பியங்கள் - சிறு காப்பியங்கள் - காப்பியக்கூறுகள்

கூறு - 4

புதினம் : தேடல்

கூறு - 5

அடிப்படை இலக்கணம்

முதல், சார்பு எழுத்துக்கள், மொழி முதல், இறுதி எழுத்துக்கள், வல்லினம் மிகும் மிகா இடங்கள்.

பாட நூல்:

1. தமிழ் இலக்கிய வரலாறு
முனைவர். ச.வே.சுப்பிரமணியன்
மணிவாசகர் பதிப்பகம், 31, சிங்கர் தெரு, பாரிமுனை,
சென்னை - 600 018.
2. நன்னூல் - எழுத்ததிகாரம்
முனைவர். ச.அழகேசன் உரை
சுதன் பதிப்பகம், தூத்துக்குடி
3. தேடல் - பொன்னீலன்
ஓன்தாம் பதிப்பு, நியூ புக் ஹவுஸ் வெளியீடு
சென்னை - 98.

VSC17R101	L	T	P	Credit
Introduction to Visual communication	5	1	0	6
Course Category : Program Core Course Type : Theory				

Course Objective(s) :

- To know about the basics of communication.
- To learn and acquire the art of visual communication.
- To understand and relate the importance of visual communication
- To gain knowledge about the basic of Visual Communication. To acquire idea and concepts of various forms of Media

Course Outcome(s) :

- CO1** : Students learn about the history & evolution of Communication.
- CO2** : Students understand Nature & functions of Visual Communication.
- CO3** : Students acquire knowledge on different types of perception & illusion.
- CO4** : Students gain knowledge on semiotics.
- CO5** : Students were introduced to the world of ideation creating.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S	M	W	W	M	M
2	S	S		W	M	M
3	S	M				M
4	S		W			M
5	S	S	W	W	S	M

**S - Strong Correlation, M - Moderate Correlation,
W - Weak Correlation**

UNIT-I

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

UNIT-II

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques-eye contact, hand gesture, body language, elements of visual communication.

UNIT – III

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception- definition & concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions; Graphical Perception- definition & concept; Basic elementary graphical perception; Gregory's theory- Sensory information, Short term memory & Long term memory; Gibson's Theory of Direct Perception- Optical flow; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT- IV

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

UNIT- V

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

Text Books:

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

Suggested Reading

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

VSC17R102 Colour, Composition & Light	L	T	P	Credit
	5	1	0	6
Course Category : Program Core Course Type : Theory				

Course Objective(s) :

- To gain knowledge about the basic of light, colour & composition.
- To acquire idea and concepts of various forms of colours.
- To acquire theoretical knowledge of colours & composition on design, drawing & photography.

Course Outcome(s) :

After completing this course, the student will be able to:

CO1 : Students learn basics of colour and meaning of colours

CO2 : Students understand the design elements and principles.

CO3 : Students acquire knowledge on Composition and layout

CO4 : Students gain knowledge on semiotics.

CO5 : Students were introduced to the world of ideation creating.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S	M		M		M
2	S			M	M	S
3	S	M		M		
4	S	W	W	M		M
5	S				W	M

**S - Strong Correlation, M - Moderate Correlation,
W - Weak Correlation**

UNIT-1 Colour Theory

Primary and Secondary Colors, Addictive and Subtractive Colors & CIE Color System, Color Wheel, Colour Mixing , Color Harmonies & the interaction of Color 12 step Color wheel, Hue, Saturation, Value

UNIT-2 Elements of Design

line, shape, form, space, texture, color, value; Principle of Design – Balance, variety, rhythm, emphasis, proportion, contrast, unity, Visual Tension.

UNIT-3 Composition

Forces of Visual Organization , Line, The Sinuous, Horizontals, Verticals & Diagonals ,Open & Closed Frame Balanced and Unbalanced Frame, Positive and Negative Space , Composition Triangles Abstract, Aesthetic, Golden Ratio, Rule of Third, Symmetry, Dynamic Symmetry, Perspective, Gestalt principles, Vanishing Point, Viewpoint, Dimension

UNIT-4 Lights

Nature of Light, characteristics of Light, Highlights, Midtowns, Shadows, Contrast, Gamma, Saturation , Histogram White Balance, Light Intensity , Light Source, Densitometry , Brightness perception, Determining Exposure, Lighting as Story Telling - Light and Shadow , High – Key lighting , Low Key Lighting.

UNIT-5 Human Responses to Colour

Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, color culture, color semiotics.

References:

1. The Art of Color and Design By Maitland E. Graves, Published by McGraw-Hill, 1951, Original from the University of Michigan, 439 pages.

2. Color is Communication: Selected Projects for Foster + Partners 1996>2006 by Per Arnoldi. 224pages. Published by Birkhauser. The 10 digit ISBN is 3764375035 and the 13 digit ISBN is 9783764375034.
3. Colour: How to Use Colour in Art and Design By Edith Anderson Feisner, Published By Laurence King Publishing, 2006, ISBN 1856694410, 9781856694414, 192 pages.
4. Creativity 36byDavid E. Carter. 400 pages. Published by Harper Design Intl. The 10 digit ISBN is 0061255726 and the 13digit ISBN is 9780061255724.
5. Critical Studies in Art and Design Education, By Richard Hickman, Contributor Richard Hickman, Published by Intellect Books, 2005, ISBN 1841501271, 9781841501277, 224 pages
6. Lighting by Chris Weston. November 2007, 144 pages. Published by Ava Pub. 10 digits ISBN is 2884791019, 13 digit ISBN is 9782884791014.
7. Bellantoni, P. (2013). If it's purple, someone's gonna die: the power of color in visual storytelling. Burglington, MA: Focal Press.

VSC17R181 Visual Arts Practical	L	T	P	Credit
	0	0	6	6
Course Category : Program Core Course Type : Practical				

This course aims at imparting to students the fundamental knowledge on Visual Art to help them understand the use of this medium for visual communication.

Course Objective :

1. To know the basics of Visual Art.
2. To Use various drawing media.

Course Outcome(s) :

- CO1 :** Students learn about the portrait drawing.
- CO2 :** Students learn about the landscape Drawing.
- CO3 :** Student learns about the cityscape drawing.
- CO4 :** Student learns about the seascape drawing.
- CO5 :** Students learn about the human anatomy drawing.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S			S	M	M
2	S	S	W	S		
3	S	S		S	M	
4	S	S	W	S		M
5	S		W	S	M	

Class Exercise (Students have to practices all TEN exercises)

1. **Pencil Sketch, Light & Shadow Practice:** 2 Weeks
Minimum 4 class works
2. **Geometrical Shapes with different forms:** 2 Weeks
Minimum 4 class works: Record works-3 nos.
3. **Texture on Pattern:** 2 Weeks
Minimum 4 class works: Record works-3 nos.
4. **Composition with Light and Shadow:** 2 Weeks
Minimum 4 class works: Record works- 3 nos.
5. **Perspective Drawing:** 2 Weeks
Minimum 4 class works: Record works-3 nos.

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)

6. **Line Study in different Thickness:** 2 Weeks
Minimum 4 class works
7. **Curves and Circles:** 2 Weeks
Minimum 4 class works: Record works- 2 nos.
8. **Shapes:** 2 Weeks
Minimum 4 class works: Record works- 2 nos.
9. **Pattern Designs:** 2 Weeks
Minimum 4 class works: Record works- 2 nos.
10. **Distraction:** 2 Weeks
Minimum 4 class works: Record works-2 nos.

(Each exercise should have minimum 3 numbers with use of Indian and other inks based works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all excises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Manuals for Practicals :

1. John Montague (2013). Basic Perspective Drawing- A Visual Approach, First Edition, John Wiley & Sons, New Jersey
2. William F Powell (2012). Art of Basic Drawing, First Edition, Walter Foster Creative Team, New York
3. Christopher Hart (2012), Basic Drawing made Amazingly Easy, First Edition, Crown Publishing Group, New York .
4. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
5. Timotby Samaka (2010). Design Elements- a Graphic Style Manual, Second Edition, Rock Port, USA
6. Quentin Newark (2007). What is Graphic Design? Fourth Edition, RotoVision SA, Switzerland.

BAE17R106 Communicative English	L	T	P	Credit
	2	0	0	2
Course Category : AECC				
Course Type : Theory				

Preamble:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds

society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

The present course hopes to address some of these aspects through an interactive mode of teaching-learning processes and by focusing on various dimensions of communication skills. Some of these are:

Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note-taking etc.

While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Course Objective(s) :

- To help the learner compose CVs , Emails, Business Letters and Job Applications.
- To introduce the learner to diverse official communications like Circulars, Notices, Minutes, and also Manuals.
- To help the learner prepare power point presentations and deliver short lectures.
- To facilitate the learner to compose Welcome address, Vote of Thanks, Farewell Speeches with appropriate Body Language.
- To enable the learner compose and speak situational Dialogues.

Course Outcome(s) :

On their completion of this course, the students will be able to

CO1 : Understand the types of Communication Understand

CO2 : Analyse the Verbal Communication and Non Verbal
Apply Communication

CO3 : Practice dynamics of Professional presentations Apply

CO4 : Know how to translate the foreign language Understand

CO5 : Know how to write letters both personal and
professional Apply

Mapping with Course Outcomes

CO	PO												
	1	2	3	4	5	6	7	8	9	10	11	12	
1													L
2		L											
3			M										
4					M								
5												M	

S- Strong; M-Medium; L-Low

UNIT - I

Introduction :

- Theory of Communication
- Types and modes of Communication

UNIT - II

Language of Communication:

- Verbal and Non-verbal (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra Personal, Inter Personal and Group Communication

UNIT - III

Speaking Skills :

- Monologue
- Dialogue
- Group Discussion
- Effective Communication/ Mis- Communication
- Interview
- Public Speech

UNIT - IV

Reading and Understanding

- Cloze Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts

UNIT – V

Writing Skills

- Documenting
- Report Writing
- Making notes
- Letter Writing

Books Prescribed

1. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr RanjanaKaul, Dr Brat Biswas
2. Fluency in English Part II Oxford University Press, 2006
3. Business English, Pearson, 2008.

BAE17R111 English	L	T	P	Credit
	3	0	0	3
Course Category : Language Course Type : Theory				

UNIT-I Poetry

Nissim Ezekiel – Night of the scorpion

Robert Frost – Road Not Taken

Percy Bysshe Shelley – Ode to the West Wind

Unit-II Short Stories

Jesse Owens - My Greatest Olympic Prize

R.K.Narayan – An Astrologer’s Day

Stephen Leacock – My Financial Career

UNIT-III Fiction

Ernest Hemingway – The Old man and the Sea

UNIT-IV Grammar

- a. Tenses
- b. Nouns – Countable and Uncountable
- c. Kinds of Sentences
- d. Articles
- e. Prepositions

UNIT-V Composition and Vocabulary

1. Composition
 - a. Letter Writing (Formal and Informal)
 - b. Curriculum Vitae
 - c. Situational Conversation
2. Vocabulary

One Word Substitutes :

alimony, amateur, amnesty, anesthesia, anarchist, anatomy, anonymous, archive, atheist, autobiography, cannibal, carcinogen, cardiologist, carnivorous, centenarian, contemporary, connoisseur, cosmopolitan, crew, detective, (21 – 40) emigrant, epitaph, extempore, fauna, feminist, fleet, flora, forgery, gymnasium, gynecologist, herbivorous, hypocrisy, incorrigible, kleptomania, lexicographer, manuscript, mercenary, misanthrope, mortuary, novice, (41 – 60) obituary, omniscient, ophthalmologist, optimist, omnipotent, orphan,

panacea, parasite, pedestrian, pessimist, philanthropy philatelist, polygamy, posthumous, post-mortem, secular, somnambulist, theology, unanimous, utopia.

Books Prescribed

Sadanand Kamalesh. & Punitha, Susheela. Spoken English: A Foundation Course. Part 2 Orient Black Swan, New Delhi, 2011
 Taylor, Grant. English Conversational Practice. New Delhi. Tata McGraw- Hill, 1975

VSC17R103 Film Studies	L	T	P	Credit
	5	1	0	6
Course Category : Program Core Course Type : Theory				

Course Objective :

1. To know about the film and its characteristics.
2. To understand the different types of film genre.

Course Outcome(s) :

- CO1** : Students learn about the definition and concepts of film.
- CO2** : Students acquire knowledge on Film Genres and Elements.
- CO3** : Students learn about World Cinema.
- CO4** : Students gain knowledge on Indian Cinema.
- CO5** : Students learn about the contemporary Cinema trends.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S	S				
2		S	W	S		W
3		M	M			
4	M					
5	S	S				

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I

Film studies- definition & Concept; Culture & Art; Film as a medium; Development of cinema as a medium of art and communication: Film and cultural identity: –Levels of understanding Film; Film Semiotics; Film Language; Motion Picture- Magic Lantern & Persistence of Vision; History of Cinema- Pioneers of Cinema- The Motion Picture Patent Company (MPPC),

UNIT-II

Concepts of films - narrative form - non-narrative form. Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Other major film categories: Concepts of films - narrative form - non-narrative form. Understanding basic elements of Film: Aesthetics, Acting, Costume, Music Cinematography, Mise-en scene, Sound, Editing, Visual Effects and roles of artists. Film and Meaning, Cinematic codes, Montage, Props, Cinematic Codes.

UNIT-III

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vitoria De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema, Political Cinema.

UNIT-IV

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; New Indian Cinema- Satyajit Ray & Mrinal Sen; Indian Women Filmmakers; Emergence of Indian Regional Cinemas, Pioneers of Tamil Cinema- Kalidas & Original Tamil Talkies; Writer's era- Film Maker - C.V. Sridhar & J. Mahendran;

UNIT-V

Contemporary Cinema and trends - Impact in politics: Emerging Trends of Digital Film & Short Films; Criticism and Film Review Writing. Qualities and responsibilities of film critic Film Awards- International & National Film Festivals; Contemporary Film Status. Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

Class Exercise

1. International award winning movies will be screened (once in a week/ 4 Movies)
2. National award winning movies will be screened (once in a week/ 4 Movies)
3. Student will be trained in reviewing and analyzing the movies
4. Students will be encouraged to participate and visit the film festivals.

Record Work:

1. Should write review for all screened movies .

Text Books:

1. Jill Nelmes, Introduction to Film Studies, Routledge, USA, 2012
2. John Hill, The Oxford Guide to Film Studies, Oxford University Press, UK, 2011

Suggested Readings:

1. Warren Buckland, Film Studies: Teach Yourself, McGraw-Hill, USA, 2010 (Unit I, II & III)
2. Sarah Casey Benyahia, As Film Studies, Routledge, USA, 2008 (Unit V)
3. Richard Dyer, Film Studies: Critical Approaches, Oxford University Press, UK, 2000 (Unit IV)

VSC17R104 Photography Theory	L	T	P	Credit
	4	0	0	4
Course Category : Program Core Course Type : Theory				

Pre-Requisite :

This course aims at imparting to students the fundamental knowledge on still photography to help them understand the use of this medium for visual communication.

Course Objective :

- To know about the basics of photography
- To understand the working of the camera.
- To know of the lighting and Aesthetics in photography.

Course Outcome(s) :

- CO1** : Students gain fundamental knowledge on basic photography.
- CO2** : Students gain knowledge on different functions of a DSLR camera.
- CO3** : Students learn about the different storage processes & digital processes in photography.
- CO4** : Students gain knowledge on different types of lighting in photography
- CO5** : Students were thought about the composition, aesthetics & different types in photography.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M		M	M		
2		M	S		S	W
3	W		M	S		
4	S	M	S	M	M	
5	M		M		M	W

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I

Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNIT-II

Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of Field- Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

UNIT-III

Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- ; Film Speed- Definition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- CompactFlash , Secure Digital Card , MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

UNIT-IV

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments- Pro-lit, Soft Box &etc; Different accessories of Lighting- Umbrella, &etc; Flash- Functions of Flash; Light Meter- Definition & concept; Functions of Light Meter.

UNIT-V

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- Photo-Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Text Books :

1. James Curran, The Photography Handbook, Routledge, USA, 2013

2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010

Suggested Readings :

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit - I & II)
2. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit - V)
3. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit - III & IV)

VSC17R182		L	T	P	Credit
Photography Practical - I		0	0	2	2
Pre-requisite : -		Course Category : Program Core			
		Course Type : Practical			

Course Objective :

- To know about the basics of photography
- To understand the working of the camera.
- To know of the lighting and Aesthetics in photography.

Course Outcome(s) :

CO1 : Students gain fundamental knowledge on basic photography.

CO2 : Students gain knowledge on different functions of a DSLR camera.

CO3 : Students learn about the different storage processes & digital processes in photography.

CO4 : Students gain knowledge on different types of lighting in photography.

CO5 : Students were thought about the composition, aesthetics & different types in photography.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M		M	M		
2		M	S		M	M
3	M		M	S		
4	S	M	S	M	M	
5	M		M		M	M

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Class Exercise:

(Students has to practices all EIGHT exercises)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environmental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books :

1. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
2. E. Bruce Goldstein, Encyclopedia of Perception, SAGE Publications, New Delhi, 2010

Suggested Readings :

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009
2. Michael Langford: Advanced Photography, Focal Press, UK, 2008
3. Michael Langford: Basic Photography, Focal Press, UK, 2000

VSC17R183 Graphic Design - Practical	L	T	P	Credit
	0	0	6	6
Course Category : Program Core Course Type : Practical				

Course Objective :

- To know the basic of Graphics design.
- To Master the techniques in Graphic design.
- To learn various Graphic software's.

Course Outcome(s) :

CO1 : Students learn about basics of Graphic design.

CO2 : Students learn about the functions of Graphic design.

CO3 : Student acquires knowledge on various graphical Software's etc.

CO4 : Students get knowledge on how to use Graphics as a better visual communication tool.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M				M	
2	M	S	S			W
3	S	S	S		M	W
4	S			S	S	

Class Exercise : (Students has to practice all ten exercises)

1. Typography
2. Digital Pre Press
3. Paper and Finishing
4. Costing and Estimating
5. Newspaper Layout
6. Advertising Design
7. Poster Design
8. Packaging Design
9. Book Design
10. Outdoor Design

Softwares : Adobe Illustrator, Adobe Photoshop, Adobe Indesign

Record Work:

Corporate Stationeries

Book Design

Packaging Design

Newspaper layout

CHY17R103 Environmental Science	L	T	P	Credit
	0	0	6	6
Course Category : AECC				
Course Type : Theory				

Course Objective :

Creating awareness among engineering students about the importance of environment, the effect of technology on the environment and ecological balance is the prime aim of the course.

Course Outcomes (Cos) :

At the end of this course, the student is expected to

- CO1 :** To Know the importance of environmental studies and methods of conservation of natural resources.
- CO2 :** Describe the structure and function of an ecosystem and explain the values and Conservation of bio-diversity.
- CO3 :** Explain the sources, environmental effects and control measures of various types of pollutions.
- CO4 :** Select the appropriate methods for waste management.
- CO5 :** Recall social issues and legal provision and describe the necessities for environmental act.

UNIT-I Natural Resources

Definition, scope, and importance of environmental sciences -Need for public awareness- Natural resources: Forest resources, Water resources, Land resources, Mineral resources, and Energy resources - Role of an individual in conservation of natural resources.

UNIT-II Ecosystem and Biodiversity

Concept of an ecosystem - Structure and function of an ecosystem - Food chains, food webs and ecological pyramids - Biodiversity - Definition, value of biodiversity- Hot spots of biodiversity - Threats to biodiversity - Endangered and endemic species of India - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-III Environmental Pollution

Sources, consequences and control measures of Air pollution, Water pollution, Soil pollution, Thermal pollution and nuclear pollution. Environmental threats -, Acid rain, Climate change, Global warming (Greenhouse effect), Ozone layer depletion. Fireworks: current environmental issues.

UNIT-IV Management of Environmental Pollution

Causes, effects, treatments methods and control measures of solid waste, municipal waste, biomedical waste - Waste minimization techniques - Cleaner technology-- Disaster management: floods, earthquake, cyclone, landslides and Tsunami.

UNIT-V Social Issues and the Environment

Water conservation, rain water harvesting- Environmental impact assessment- Precautionary and polluters pay principle- environment protection act - air (prevention and control of pollution) act - water (prevention and control of pollution) act - Population explosion - Family Welfare Programmes - Environment and human health - Human Rights - Women and Child Welfare.

Text Books :

1. Dhameja, S. K., Environmental Engineering and Management, S. K. Kataria and sons, New Delhi, 1st edition 2015.
2. Anubha Kaushik and Kaushik C.P., Environmental Science & Engineering” New Age international Publishers, New Delhi, 2010.

Reference Books :

1. Gilbert M. Masters, Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd., 2nd edition, 2004.
2. Erach Bharucha, Textbook for Environmental Studies, UGC, New Delhi, 2004.
3. Miller T.G. Jr., “Environmental Science”, Wadsworth Publishing Co. USA, 2nd edition 2004.
4. Erach Bharucha, “The Biodiversity of India”, Mapin publishing Pvt. Ltd., Ahmedabad India, 2002.
5. Trivedi R.K., “Handbook of Environmental Laws”, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro media, 2003.
6. Cunningham, W.P. Cooper, T.H. Gorhani, “Environmental Encyclopedia”, Jaico Publ., House, Mumbai, 2001.
7. Wager K.D., “Environmental Management”, W.B. Saunders Co., Philadelphia, USA, 1998.
8. Sawyer C. N, McCarty P. L, and Parkin G. F., Chemistry for Environmental Engineering, McGraw-Hill, Inc., New York, 1994.

THIRD SEMESTER

BAE17R214	(இரண்டாம் பருவம்) தமிழ் இலக்கிய வரலாறும் புதுக்கவிதையும்
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(இளங்கலை, இளம் அறிவியல், இளநிலை வணிகவியல், இளநிலை வணிக நிர்வாகவியல் பட்டப்படிப்பு முதல் ஆண்டு 2017 - 2018 கல்வியாண்டு மாணாக்கர்களுக்கானது)

கூறு - 1

பல்லவர் காலம் - சைவ வைணவப் பாடல்கள் - சைவ சமயக் குரவர் நால்வர் - (வரலாறு, சிறப்புகள்) பன்னிரு திருமுறைகள் - வைணவ சமய ஆழ்வார்கள் (வரலாறு, சிறப்புகள்) - நாலாயிரதிவ்வியப் பிரபந்தங்கள் - சிறப்புகள்.

கூறு - 2

சோழர் காலம் ஆட்சி முறை - உள்ளாட்சி அமைப்பு - ஐம்பெருங்குழு - எண்பேராயம் - சிற்றிலக்கிய காலம் - வகைகள் (பிள்ளைத்தமிழ், தூது, குறவஞ்சி முதலிய இலக்கியங்கள்) தனிப்பாடல்களும் பிற்காலப் புலவர்களும் - சித்தர் பாடல்கள், காளமேகம், அவ்வையார், குமரகுருபரர் முதலியோர் - நாடக இலக்கியங்களின் வகைகள் - விடுதலைப் போரில் தமிழ் நாடகங்கள் - சங்கரதாஸ் சுவாமிகள் - பம்மல் சம்பந்த முதலியோர் தொண்டு.

கூறு - 3

உரைநடை வளர்ச்சி - கிறித்துவர் தமிழ்த்தொண்டு - வீரமாமுனிவர் முதலியோர் தமிழ்ப்பணி - தனித்தமிழ் இயக்கம் - சூரிய நாராயணா சாஸ்திரி - மறைமலையடிகள் தொண்டு - நாடகங்களின் வகைக் - புதுக்கவிதை - படைப்பாளர்கள் - வானம்பாடி முதலிய இயக்கங்கள் - எழுத்து முதலிய இலக்கிய

இதழ்கள் - சிறுகதை வளர்ச்சி - புதுமைப்பித்தன் முதலிய
படைப்பாளர்கள் - மணிக்கொடி காலம் - நாவல் வளர்ச்சி
(முதல் மூன்று நாவல்கள்)
நாவல் வகைகள் - ஹைக்கூக் கவிதை - சென்ட்ரியோக்
கவிதைகள்.

கூறு - 4

ஊசிகள் (புதுக்கவிதைத் தொகுப்பு)

கூறு - 5

அடிப்படை இலக்கணம்

சொல் வகைகள் (பெயர், வினை, இடை, உரிச்சொற்கள் -
இலக்கணம் - வகைகள்)

பாட நூல்:

1. தமிழ் இலக்கிய வரலாறு
முனைவர். ச.வே.சுப்பிரமணியன்
மணிவாசகர் பதிப்பகம்,
ஏழாம் பதிப்பு: செப்டம்பர், 2010
31, சிங்கர் தெரு, பாரிமுனை,
சென்னை - 600 018.
2. நன்னூல் - எழுத்ததிகாரம்
முனைவர். ச. அழகேசன் உரை
சுதன் பதிப்பகம், தூத்துக்குடி
3. ஊசிகள் - மீரா
கௌரா பதிப்பகம்
சென்னை.

VSC17R205 Film and Television Production	L	T	P	Credit
	5	1	0	6
Course Category : Program Core Course Type : Theory				

Course Objective(s) :

- To know about the basics of broadcast journalism
- To understand the production process of creating content for broadcast.

Course Outcome(s) :

CO1 : Students get the idea about the fundamentals of broadcast content

CO2 : Students learn about the types of editing.

CO3 : Students learn about the different facets and effects of editing.

CO4 : Students will be taught several high-end software to master the art of editing.

CO5 : Students will learn about the television content and its business.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M		S	W	M	W
2			S	M		
3	M	W	S			
4	M		S	M	W	W
5			S			

UNIT-I

Production process- Scripting, Scene Breakdown, Location Hunting, Planning, Casting & Budgeting; Production Team- Talents, Technicians, Production & Administrative Members; Production- Shooting Script & location; Post Production- Editing, Dubbing, Music & Titling; Distribution & Exhibition.

UNIT-II

Camera- Parts of Video Camera- Focus, Iris, Shutter Speed & White Balance; Operation of Video Camera- Single CCD and Three CCD Cameras; Types of Video Camera- VHS, U Matic, Beta, Digi-Beta, DV Pro & HD Camera; Video Formats- NTSC, PAL & SECAM; Types of Lens- Wide Angle, Normal, Tele & Zoom; Aspect Ratio & Framing- Standard Shot Size- Long, Mid, Close-up shots; Camera Movements- Pan, Tilt, Trolley, Crane & Dolly, Colour Temperature.

UNIT-III

Lighting- Nature & Characteristics; Functions of Lighting; The Light Source- Hard light & Soft Light; Lighting Technique- Lighting Flat Surface, Three Point Lighting & Lighting People; Lighting Equipments- Tungsten, Quartz, Gas discharge lights & Fluorescent Tubes; Lighting Accessories- Barn Door, Gel Paper, Diffuser, Cutter, Net, Reflector; Basic lighting approach subject, camera, surrounding & Atmosphere; Lighting for different situations- interviews, indoor & outdoor; Lighting Safety Measures; Lighting check list.

UNIT-IV

Editing- Editing principles- Timing & Space: Editing procedure; Types of Editing- Splice Editing, Linear Editing &

Non Linear Editing; Splice Editing- Editing Table, Moviole & Editing Equipment; Linear Editing- Assemble, Insert & Editing Equipments; Non Linear Editing- Video Capturing, Editing Process, Rendering & Editing Equipments; Linear Vs Non-Linear Editing; Adding Graphics, Titling, Special Effects; Compositing Techniques-Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.

UNIT-V

Sound- Nature & Aesthetics; Basics of Sound Waves; Characteristics of Sound Waves; Sound Process- Optical Process & Magnetic Process; Dolby Sound- Surround Sound, Dolby Stereo, Digital Theatre System (DTS), Dolby Digital & Cube; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condensor Microphones, Cardioid Microphone, Cordless Mic & Lapel Mic; Sound Mixer; Dubbing, Audio & Music Mixing.

References :

- Boyd, A. (2000), Broadcasting Journalism: Techniques of Radio & television News - 5th Edition, Focal Press, New Delhi, Srivastava, K. M.(2005). Broadcast Journalism in the 21st Century, Sterling Publications, New Delhi.
- Thompson, R.(2004).The Broadcast Journalism Handbook: A television news survival guide, Oxford.
- Papper, R.A.(1995). Broadcast News Writing style book, 5th Edition, Pearson Education, London.
- Saksena, G.(1996). Television in India: Changes and challenges, Vikas Publishing.

VSC17R284 Cinematography - Practical	L	T	P	Credit
	0	0	6	6
Course Category : Program Core Course Type : Practical				

Course Objective(s) :

- To know about all the production processes of Filmmaking.
- To understand the Television production process.

Course Outcome(s) :

- CO1 :** Students learn about the basics of television production.
- CO2 :** Students learn about the camera and its functions.
- CO3 :** Students get to know about nature and characteristics of lighting.
- CO4 :** Students learn about editing and its function.
- CO5 :** Students acquire knowledge on aesthetics and nature of sound.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M		M	M		
2		M	S		M	M
3	M		M	S		
4	S	M	S	M	M	
5	M		M		M	M

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Exercises:

1. Parts and Functions of Camera- Lens, Aperture, Focus, Body and its features, Camera profiles, Frame rates, The Five C` of Cinematography.

Composition Practise:

2. Types of Angles
3. Continuity
4. Cutting
5. Types of Shots
6. Types of composition
7. Panning and Tilting
8. Zooming practise
9. Camera Audio recording and audio Controls in camera
10. Colour Temperature study

Lighting: Practising in Day Light

11. Directional Light, Diffused Light, Reflected Light, shadows

Lighting in Indoor

12. Parts and functions of Lighting Instruments
13. Three Point Lighting
14. Lighting different situations
15. Lighting for Day Scene and Night effect (Indoor).

Record Work:

1. Cinematography show reel using basic camera shots, Angles and Movements.
2. Create a dialogue scene with two persons following 180 degree rule.

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

References :

1. Blain Brown, Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, Focal Press, 2013
2. Joseph V. Mascelli, The Five C's of Cinematography: Motion Picture Filming Techniques, Silman-James Press, 1998
3. Benjamin Bergery, Reflections: Twenty-One Cinematographers At Work, A S C Holding Corp., 2002
4. John Alton, Painting With Light, University of California Press, 2013
5. Vittorio Storaro, Writing with Light, Aperture, 2002
6. Practical Cinematography, Paul Wheeler

Suggested Readings:

1. John Watkinson, An Introduction to Digital Video, Focal Press, 2001
2. John Jackman, Lighting for Digital Video and Television, Focal Press, 2010

3. Ben Long, The Digital Film making Hand Book, Cengage Learning PTR, 2011
4. Kris Malkiewicz, Cinematography, Simon & Schuster, 2005
5. Kris Malkiewicz, Film Lighting: Talks with Hollywood's Cinematographers and Gaffers, Simon & Schuster, 2012
6. Television Production Hand Book, Herbret Zettle

VSC17R285 Photography Practical -II	L	T	P	Credit
	0	0	6	6
Course Category : Program Core Course Type : Practical				

Course Objective(s) :

- To know about the Professional Techniques of photography.
- To create a portfolio of their work.

Course Outcome(s) :

- CO1** : Students gain fundamental knowledge on basic photography.
- CO2** : Students gain knowledge on different functions of a DSLR camera.
- CO3** : Students learn about the different storage processes & digital processes in photography.
- CO4** : Students gain knowledge on different types of lighting in photography.
- CO5** : Students were thought about the composition, aesthetics & different types in photography.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M		M	M		
2		M	S		M	M
3	M		M	S		
4	S	M	S	M	M	
5	M		M		M	M

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Class Exercise:

(Students has to practices all Ten exercises)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Portrait Photography (minimum 5 excises)
2. Photo- Journalism (minimum 5 excises)
3. Wild Life Photography (minimum 5 excises)
4. Fashion Photography (minimum 5 excises)
5. Advertising Photography (minimum 5 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books :

1. Roger Watson, Capturing the Light, Macmillan Publishers, UK, 2013

2. Don Giannatti, Professional Photography, Amherst Media, USA, 2013

Suggested Readings :

1. Martin Evening, Adobe Photoshop CS6 for Photographers, Focal Press, UK, 2012
2. Chris Weston, Nature Photography, Focal Press, UK, 2008

FOURTH SEMESTER

BAE17R213 English - II	L	T	P	Credit
	3	0	0	3
Course Category : Language Course Type : Theory				

UNIT-I Prose

V.S.Srinivasa Sastri - Mahatma Gandhi
John Frazer - Mother Teresa
R.N.Roy - Martin Luther King

UNIT-II Poetry

Sri Aurobindo – The Tiger and the Deer
Gabriel Okara – Once Upon a Time
Robert Frost – Stopping By Woods on a Snowy Evening

UNIT-III Short Stories

Anton Chekhov – The Lottery Ticket
Oscar Wilde – The Selfish Giant
O.Henry – The Last Leaf

UNIT-IV Grammar

- a) Modals
- b) Introductory 'it',
- c) Introductory 'there'
- d) Questions
- e) Infinitive forms

UNIT-V Composition

- a) Précis Writing
- b) Email
- c) Advertisement
- d) Notices, Agenda, Minutes
- e) Jumbled Sentences

Books Prescribed

David Green: Contemporary English Grammar, Structures and Composition. Chennai: Macmillan, 1971

Meenakshi Raman & Sangeeta Sharma, Technical Communication: Principle and Practice. New Delhi: OUP, 2011.

VSC17R206 Screen Writing	L	T	P	Credit
	5	1	0	6
Course Category : Program Core Course Type : Theory				

Course Objective :

1. To know about the basics of script writing.
2. To learn the art of visualizing a written script.
3. To acquire knowledge on idea generation for creative writing.

Course Outcomes :

CO1 : Students learn about the elements of script writing.

CO2 : Students learn script writing for television.

CO3 : Students learn script writing for advertisement.

CO4 : Students learn script writing for documentary.

CO5 : Students acquire knowledge on script writing for feature film & short film.

CO6 : Students learn how to build a screenplay.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M		W	W	S	M
2	M	S			M	
3	M	S			M	
4	M	S	W	W		
5	M				S	M
6	S	S				

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I

Introduction of visualization- Framing & Composition, Principles of Script Writing & Creative writing; Script Formats; Idea generation & Source for idea; Elements of Script; Characteristics of Script- Creativity & Marketing.

UNIT-II

Writing for Television- Characteristics of TV Script; Types of TV Shows- News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget.

UNIT-III

Writing for Advertising- Understanding Product and Brand equity, Basic research, Demographic appeals, Idea generation; Types of Advertising- Commercials, PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.

UNIT-IV

Writing for Documentary- Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format- Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary,

UNIT- V

Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

UNIT -VI Building a Screenplay

The Subject – The Creation of Character – Building a Character – Story and Character – Endings and Beginnings – Setting Up the Story – Two Incidents – Plot Points – The Scene – The Sequence – Building the Story Line

Text Books:

1. William Smethurst, How to Write for Television, How To Books, UK, 2009
2. Syd Field, Screenplay: The Foundations of Screenwriting, Dell Publishing, USA, 2005

Suggested Readings:

1. Clifford Thurlow, The Complete Guide from Script to Screen, Oxford University Press, UK, 2008 (Unit - III)
2. Ellen Sandler: The TV Writer's Workbook: A Creative Approach To Television Scripts, 2007 (Unit - I & II)
3. Charlie Moritz , Scriptwriting for the Screen, Routledge, USA, 2001 (Unit - IV & V)

VSC17R286 Digital Editing & Digital Intermediate - Practical	L	T	P	Credit
	0	0	0	6
Course Category : Program Core Course Type : Practical				

Pre-requisite:

This course help the students to learn & acquire the art of digital editing & thereby understanding the use of this medium for visual communication.

Course Objective :

1. To know about the fundamentals of digital editing.
2. To learn the art of editing for visual story telling.
3. To acquire knowledge on digital editing and grading software's.

Course Outcomes :

- CO1** : Students get the idea about the fundamentals of digital editing and Colour grading
- CO2** : Students learn about the different types of Colour grading
- CO3** : Students learn about the different effects of editing.
- CO4** : Students learn have to create special effects through editing.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S	M	S	S	S	
2		M	S	S	S	W
3	S	W	S	S	S	
4			S	S	M	

Class Exercises :

1. Basic editing Pipeline
2. Techniques &
3. Beat Editing
4. Song Editing
5. Documentary Editing
6. Short Film Editing
7. DI Colour Confirmation
8. DI Colour Intermediate
9. Advanced Colour Grading

Record Work :

1. Edited show reel.
2. Edited Dialogue scene
3. Graded Video Clips

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

VSC17R287 Industrial Training / Internship	L	T	P	Credit
	0	0	6	6
Course Category : Program Core Course Type : Internship				

Course Objective :

1. To understand the basics of Industry
2. To apply the techniques in Professional industry
3. To solve practical problems in the real life situations.

The student will undergo 30 -45 days of Internship training in any media organization and has to submit project report. The student will be monitored by the Faculty and will be guided by the media organization in completing the Training programme.

Methodology :

The Project work can be either carried out in any Media House/Print Media/Advertising

Agency/Media Professional/Film Industry for a period of three months.

**DISCIPLINE SPECIFIC
ELECTIVES**

ELECTIVE PAPERS

VSC17R301 Media Literacy	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

- To know about the psyche of Audience
- To understand the complex messages from all media types

Course Outcomes :

CO1 : Students get the idea about the media content

CO2 : Students learn about the audience

CO3 : Students learn about the development of media literacy

CO4 : Students learn about cross media

CO5 : Students will be taught about media effects

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1						
2						
3						
4						
5						

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT -I

Media Literacy – Definition, Approach, High Degree of Exposure Media Content and Reality Perspective on Audience Industry Perspective, Children as Special Audience

UNIT -II

Literacy in Action, Media Literacy in Community, Young people, New Media, Participatory Design , News Media Literacy Strategies in the Digital Age

UNIT -III

Three Building Block of Media Literacy - Personal Locus, Knowledge Structures, Development of Media Literacy, Self Programming of Mental Codes, More control over Media

UNIT -IV

Information – Processing Tasks, Filtering, Meaning Matching, Meaning Construction Cross – Media and Cross – Vehicle Promotion

UNIT-V

Broadening Perspective on Media Effects, Effects Process m Media Ownership, Privacy, Piracy, Violence, Sports

References :

1. Kubey, R. W. (1997). Media literacy in the information age: current perspectives. New Brunswick, NJ: Transaction.
2. Tyner, K. R. (2010). Media literacy: new agendas in communication. New York: Routledge.
3. Potter, W. J. (2014). Media literacy. Los Angeles: SAGE.

VSC17R302 Semiotic And Visual Analysis	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

This paper enhances the students with concept of psychoanalysis and visuality feminist approach to visual media and Marxist approach to visual texts. It also features the students to set high standards for visual reality by understanding the social concerns and becoming socially conscious media makers.

Course Outcomes :

CO1 : Students learn about semiotic analysis.

CO2 : Students learn about feminist analysis.

CO3 : Students learn about psychoanalytic criticism.

CO4 : Students learn about sociological analysis.

CO5 : Students learn about interpretations of print advertisement.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S	S	W		W	
2	S					
3	M	S		W		
4	S	M	W			
5	S	W				

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I Semiotic Analysis

A history of subject - The problem of meaning-Signs - Signs and truth - Language and speaking - Semiotics of the television medium

UNIT-II Feminist Analysis

Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media – false consciousness – the consumer society (Targeting Women as Consumers)

UNIT-III Psychoanalytic Criticism

The unconscious-Sexuality-The Oedipus complex-Symbols-Defense mechanisms-Dreams- Aggression and guilt- Psychoanalytic analysis of media: a cautionary note-Jungian psychoanalytic theory subjectivity - The castration complex and visual pleasure – Phallocentrism – Voyeurism - Lacanian gaze - other ways of seeing.

UNIT-IV Sociological Analysis

Some basic concepts-Uses and gratifications-Content analysis

UNIT - V Interpretations of Print Advertisement

Sign in Signs: a primer on applied semiotics - Psychoanalysis aspects of the text - Commercials and anxiety

References :

1. Berger, Arthur Asa - Media Analysis Techniques, Sage, (2002)
2. Bignell, Jonathan, Media Semiotics, Routledge, London (2002)

3. Leewen and Jewitt Carey – Handbook of Visual Analysis, Sage Publication, New Delhi, (2001)
4. Carey, Jewitt - The Handbook of Visual Analysis, Himalaya publishers.(1999)
5. Leewen, Thompson,- Introducing Social Semiotics, Routledge, London (2001)
6. Using Social Semiotics, Routledge, London (2001)

VSC17R303 Visual Media Research Methods	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective				
Course Type : Theory				

Course Objective :

To expose student to the technique and tools of analysis for media studies based on quantitative research method sampling design and descriptive statistic.

It provides the student a pilot study approach to media planning. Use helps them on art to effectively use the tools of research design.

Course Outcomes :

CO1 : Students learn about introduction to communication research.

CO2 : Students acquire knowledge on some research methodologies.

CO3 : Students know about the survey readership, audience, consumers.

CO4 : Students learn about Sampling.

CO5 : Students learn about presenting research.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S	M		M		M
2	S			M		S
3	S	M		M	M	
4	S	W	W	M		M
5	S				W	M

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT - I

Introduction to Communication Research Definition, Role and Function- Basic and Applied Research- Role of Theory in Research- Ethical Issues and Questions.\

UNIT - II

Research, Methodologies Quantitative – Qualitative Methods - Content Analysis- Archival Methods - Ethnographic Methods.

UNIT -III

The Survey: Readership, Audience, Consumers Survey: Schedule, Sample- Focus Groups, Questionnaire Design- Field work, Telephone Polls, Online Polls.- Primary and Secondary data.

UNIT -IV

Presenting Research: Writing a proposal – research question, thesis statement- Tools of Data Collection- Data

Analysis: Statistical-Coding and Tabulation, Non-Statistical Descriptive and Historical, Bibliography and Citation.

UNIT -V

Citation, APA, Bibliography, Project Report, Project Proposal

Reference :

1. Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.
2. Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.
3. Kothari, C.R , Research Methodology: Methods and Techniques, New age International Ltd. Publishers.
4. Wimmer and Dominick, Mass Media Research Thomson Wadsworth. Written Examination.

VSC17R387 Project Work & Dissertation	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

To produce a high- standard portfolio for professional recognition in the Media Industry

Methodology :

Students are expected to do an on-Campus project of professional nature within the stipulated time. Criteria for selecting the project will be based on the area of specialization by

the student. Emphasis will be given to producing works that are of professional and broadcasting quality That will help students enter the media industry with an evaluated portfolio. The project Presentation and viva voce will complete the process of evaluation.

VSC17R304 Mass Media, Culture & Society	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

- To know about the historical development of mass media.
- To acquire knowledge on media culture.
- To understand the impact of media on society.

Course Outcomes :

- CO1 :** Students learn about the historical development of mass media and characteristics.
- CO2 :** Students acquire knowledge on media audience.
- CO3 :** Students gain knowledge about media culture.
- CO4 :** Students learn about psycho analysis and its concepts.
- CO5 :** Students learn about audience analysis.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M	M		M		M
2	S			M		S
3		M			M	
4	S	W	W	M		M
5					W	M
6		W		S		

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I

Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

UNIT-II

Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making- Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.

UNIT- III

Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

UNIT-IV

Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernismdefinition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx's theory; Criticisms of Marx's Theory; Marx's Understanding of Globalization.

UNIT- V

Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating-Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.

UNIT- VI

Social problem in India - Social Transformation, Tradition and Modernity, Caste System and its Transformation, Religion and its Development, Demographic Trends in India – Population, Communalism, Secularism, Uniform Civil Code, Linguistic division of State, Weaker Sections, Regionalism, Reservation Issues, Issues Related to Education, Women’s issues, Empowerment, employment, Drug Addiction, Juvenile Delinquency, Child Labor, Students Unrest, Generation Gap, Social Exclusion and Inclusion.

Text Books:

1. Ravi Sundaram, Media Studies: No Limits, Oxford University Press, UK, 2012
2. A Dictionary of Media and Communication, Oxford University Press, UK, 2011

Suggested Readings :

1. Asa Berger, Media Analysis Technique, Sage Publications, India, 1998 (Unit IV & V)
2. Lawrence Grossberg, Media-Making: Mass Media in a popular culture, Sage Publications, 1998 (Unit III)
3. Richard Collins, Media, Culture & Society- A Critical Reader, Sage Publications Ltd, 1986 (Unit I & II)

VSC17R305 Gender & Media	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective				
Course Type : Theory				

Course Objective :

- To know about the concept of gender
- To understand the patriarchal set-up in the society
- To analyse the portrayal of women in the society

Course Outcomes :

CO1 : Students learn about the concept of gender, patriarchy, sex.

CO2 : Students will analyse how gender inequality exists at each level

CO3 : Students will learn about the gender biasness which exists at every step.

CO4 : Students will learn about the portrayal of women in each media

CO5 : An overall perspective about gender roles will be analysed with perspective to mass media

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1		S	W	M		M
2		S			W	
3	M	S	W	M		
4		S				
5		S				W

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT - I

History of Indian, Press - Press and Freedom Movement, Press after Independence. Press during Emergency, Current status of Indian Journalism. Advent of New Media, New trends in Indian Media, Globalization and the Indian Press.

UNIT - II

Understanding the concept of Gender, Gender and Sex, Femininity and Masculinity, Patriarchy, Status of Women in India, Gender Inequality in the society, Women Empowerment

UNIT - III

Women in Print media, Women in Electronic Media, Media coverage of women's issues, Status of women professionals in the media.

UNIT - IV

Understanding the roles and Images of Women in Media such as Newspapers, Magazines, Television, Radio, Cinema, Advertising. Impact of stereotyped image upon the society. Women as Sex Objects. Male Objectification.

UNIT - V

Challenges ahead, Prospects. Women Empowerment. Do's and Don'ts of the Media.

References :

1. Women and Society- Desai Neera & Krishnaraj
2. Indian Women-Change and Challenges- Patel V & Desia Neera
3. Whose News- Ammu Joseph & Kalpana Sharma
4. Whose Media- A Women’s Space- Manju Kak.

VSC17R306 Science Communication	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

- To know about basic science
- To understand the nuances of science writing
- To analyse the contemporary science journalism.

Course Outcomes :

- CO1 :** Students learn about the need for science journalism
- CO2 :** Science communication and its importance for development of the country
- CO3 :** Students acquire knowledge about scientific writing and popularising scientific concepts.
- CO4 :** Students learn about environmental issues
- CO5 :** Students gain knowledge about science establishments and laws.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M				M	
2				M		
3		W	S		W	
4						S
5	W			M		

UNIT - I

Science-The method of science, scientific attitude, great ideas of science, development technology. Role of science and technology in human development. Recent trends in science and technology. Science establishments in India.

UNIT -II

Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact framing policies at national and international levels. Science communication for popularization of science, Careers in science journalism

UNIT-III

Doing Science Journalism: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc. Science language, science writing skills, understanding basic concepts. writing feature story on science and technology. Interviewing scientists, science communicators. Visits to science technology institutes. Attending science conferences and seminars, reading science journals like- Nature, Lancet, Current Science, etc.

UNIT-IV

Domain of Science Journalism: Health: Health communication, public health policies, general hospitals, patient care, New Epidemics and response of govt., society, WHO guidelines, research institutes. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed banks, irrigation land use.

UNIT-V

Pollution Causes and solutions, Global warming and climate change, green house gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation sources, Conventional and non-conventional sources, controversies, regulatory authorities Intellectual Property Rights.

References :

1. Gregory, Jane & Steve Miller (1998) Science in Public: communication, culture and credibility (New York: Plenum), 11-17.
2. Bultitude, Karen (2011). "The Why and How of Science Communication" (PDF). Retrieved 25 October 2016.
3. Bauer, M & Bucchi, M (eds) (2007) Journalism, Science and Society (London & New York: Routledge).

4. Bauer, M & Bucchi, M (eds) (2007) Journalism, Science and Society (London & New York: Routledge).

VSC17R307 Communication for Social Change	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

- To know about the film and its characteristics.
- To understand the different types of film genre.
- To acquire knowledge on film theory and semiotics.

Course Outcomes :

CO1 : Students learn about the definition and concepts of film.

CO2 : Students acquire knowledge on misc-en-scene.

CO3 : Students learn about montage and its types.

CO4 : Students gain knowledge on narrative cinema and its types.

CO5 : Students gain knowledge on different type of film genre and contemporary film theatres.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S					
2						
3	S					
4		S				
5						

UNIT-I

Print Media: types, nature, characteristics, reach access. Radio: types, nature, characteristics, reach, access. Television and cinema: types, nature, characteristics, reach, access. ICTs: types, characteristics, reach and access.

UNIT-II

Behaviour Change Communication: Concept & Approaches ,Concept and approaches of BCC- Processes of Behaviour Change Communication

UNIT - III

Strategic issues and BCC (Health/ Environment/ Consumption) Analysis BCC campaigns for social mobilization and policy change BCC campaigns in core areas for stakeholders

UNIT - IV

Advocacy Meaning, purpose and types of Advocacy Tools, techniques and approaches of advocacy Elements of an advocacy strategy

UNIT – V

Advocacy Planning Cycle - planning advocacy campaigns for different Stakeholders Relationship between advocacy, programme communication and social mobilization.

Reference:

Mikkelsen, Britha, (2002), Methods for Development Work and Research. New Delhi: Sage Publications

Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi : Sage Publications

Dahama, O.P. and Bhatnagar, O.P., (2003), Education and Communication for Development, New Delhi, Oxford and IBH Publishing Co. Pvt. Ltd. Kumar & Hansra, (1997)

Extension Education for Human Resource Development. New Delhi: Concept Publishers.

VSC17R308 Advertising and Branding	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

1. Learn the basics of Advertising
2. Acquire the art of Advertising
3. Bridge the gap between media and society

Course Outcomes :

- CO1 :** Students learn about the advertising and its role.
- CO2 :** Students learn about the different types of advertising.
- CO3 :** Students acquire knowledge on advertising agency and its functions.
- CO4 :** Students gain knowledge about advertising campaign
- CO5 :** Students get to know about the professional ethics in advertising.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1				M		
2		M			M	
3	S		S			S
4				M		
5					S	

UNIT - I

Advertising Basics- Definition, concept and process of advertising, Growth and development of advertising, Evolution of Advertising, Economic and social aspects of advertising, Media of advertising, characteristics of each medium, Types of advertisements and their elements, Advertising Theories.

UNIT - II

Advertising industry- Advertising agencies and the media of advertising, types of advertising, Market mix and market segmentation, Creative strategy and creative process Media planning and budgeting, Organizing advertising campaigns, Case studies of advertising campaign, Social advertising.

UNIT – III

Advertising Media and Copy- Direct Mail, Newspaper, Magazine, Radio and TV, Outdoor Advertising, Transit Media, New Media, Writing Advertisement Copy- Print Media, Radio, TV. Visualization, Layout, Illustration, Color, Elements of Advertising Copy- Headline, Sub-headline, Text, Slogan, Logo, Trademark.

UNIT -IV

Brand and Brand Positioning, Stages in the creative process, Media planning, Qualities of a successful advertisement, Social marketing and development, Importance of Marketing in Communication, Role of Advertising as marketing communication, Communication strategies for NGOs, Advertising standards council of India and other organization in advertising.

UNIT -V

Advertising and social and cultural change; Impact of ads on children, Women, etc; Advertising and Consumerism, Gender Inequality in Advertisements, Understanding Consumer Behaviour, Impact of Globalisation on Advertising.

References :

Jones, Philip John, What's in a Brand? Building Brand Equity Through Advertising, Tata McGraw-Hill, New Delhi, 1998.

Sengupta. Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata Mc Graw –Hill, New Delhi, 1990.

S.A. Chunawalla and F.C. Sethia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986

VSC17R309 Production Planning and Management	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective				
Course Type : Theory				

Course Objective :

- To know about the historical development of mass media.
- To acquire knowledge on media culture.
- To understand the impact of media on society.

Course Outcomes :

CO1 : Students learn about the basic need for production.

CO2 : Students acquire knowledge studio operations.

CO3 : Students gain knowledge career planning.

CO4 : Students learn about production management.

CO5 : Students learn about project planning.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	W			W	S	W
2	M	W			S	
3		M	W		S	
4	W				S	
5		W			S	

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I

Need for production planning. Elements of Production Planning. Pre production and Post production planning. Duties and responsibilities of producer/director. Production Package, Production Designers. Production office. Best laid plans.

UNIT-II

Planning of Studio operations. Set designing and make up– visualization and Composition – aesthetics - directing the actors - directing the crew planning in career. Costing and budgeting of programme. Commissioned and sponsored programme.

UNIT-III

Planning in career. Planning and Production of indoor and outdoor shootings. Planning and management of live shows. Functions, roles, and skills of media managers in broadcast, cable and corporate facilities, with emphasis on financial management, personnel management, programming, physical systems, and regulations.

UNIT-IV

An overview of management theory. Financing a production. Moving the budget down. Markets and marketing. Digital Asset Management. Rich Media. Streaming management. Re-purposing of assets. Storage management and archiving. Rights management. Contracts management. Anti-piracy measures.

UNIT-V

Project planning. Project Development Life cycle. Sample business plan for a fictional company.

Reference :

1. Media Organisation and Production, Simon Cottle, Sage Publications, New Delhi, 2003
2. Filmmakers and Financing, Louise Levison, Focal Press, 2003.
3. Raindance Producers Lab: Lo-to-No Budget filmmaking, Elliot Grove, Focal Press, 2004.
4. Digital Asset Management, David Austerberry, Focal Press, 2003.

VSC17R310 Media Censorship & Ethics	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective Course Type : Theory				

Course Objective :

To enable the students to

- Understand media and their techniques
- Realize the different media determinants and
- Study media and audience relations

Course Outcomes :

CO1 : Students learn about Ethical Framework and Media Practice.

CO2 : Students acquire knowledge on media technology and ethical parameters.

CO3 : Students learn about representation and ethics.

CO4 : Students learn about media and regulation.

CO5 : Students gain knowledge on media and social responsibility.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1		M				
2	M	M	M			
3						M

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT - I

Concept of Freedom and Media interlinked. Theories of liberty, state and democracy. Major features of Indian Constitution. Fundamental Rights. Fundamental Duties.

UNIT-II

Article 19 (1)a of the Indian Constitution. Reasonable restrictions. Defamation. Contempt of Court. Legislature, Executive, Judiciary. Covering Parliamentsry sessions. Official Secrets- Morality and Decency. Sedition and inflammatory writings. Press and Books Registration Act, Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act,

UNIT - III

Working Journalists Act. Wage Board. Journalists Union. Copyright. Intellectual Property Rights. Right to Information Act. Advertising Standard Council of India. Film Censorship.

UNIT-IV

FDI in Media. Cyber Law in India. Cyber Security Concerns. IT Act.

UNIT-V

Conflict of Interest. Ethical issues: notions and debates. Resolving Ethical Dilemmas: Different Methods. Right to Privacy, Sting Journalism, Yellow Journalism. Paid news, Private Treaties, Media Net. Pressures (political, market, legal and professional). Journalists' Code of Conduct, Self-regulation, Ombudsman. Pros and Cons of Media Activism. Participatory Journalism

References :

- Law of the Press-D.D.Basu
- Television and the Public Interest- Blumer J.G
- Press and Democracy- Kaushal N
- Mass Media Laws and Regulations in India- K.S.Venkateshwaran
- Journalism Ethics- Kathy Fitzpatrick
- Cyber Laws- Justice Yatindara Singh
- Rao , M. C. (1974). The Press, National Book Trust.
- Thakurta , P.G.(2009).Media Ethics, Oxford University Press.

VSC17R312 Media Management	L	T	P	Credit
	5	1	0	6
Course Category : Program Elective				
Course Type : Theory				

Course Objective :

- Understand media and their Management techniques
- Realize the different media and its corporate governance.

Course Outcomes :

CO1 : Students learn about Media Management.

CO2 : Students acquire knowledge Management process.

CO3 : Students learn about different Medias and Management.

CO4 : Students learn about Marketing of Media Organization.

CO5 : Students gain knowledge on Corporate Governance.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S					
2						
3	S					
4		S				
5						

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

UNIT-I

Introduction to Media Management and Media Economics, Management Process and Perspectives, organizational Behavior. Managerial Economics.

UNIT-II

Computer Aided Management, Total Quality Management, Business Communication, Human Resource Management, Production and Operations Management.

UNIT-III

Print Media Management, Electronics Media Management, PR Management, Project Management Ownership patterns, Management of Media Organizations - Case Studies of media organizations

UNIT-IV

Economics and marketing of Media organizations: Circulation, Advertising and changing dynamics in marketing of newspapers and news channels (the race for TRPs and eyeballs)

UNIT-V

Entrepreneurship Development and Corporate Governance

References :

- Scott, C.& Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall
- Cees, B. M., Riel, Van, Fombrun and Charles J.(2007). Essentials of Corporate
- Communication: Implementing Practices for Effective Reputation Management Reputation, Routledge Publication

**SKILL ENHANCEMENT
COURSES**

VSC17R251 Story Boarding Practical	L	T	P	Credit
	5	1	0	6
Course Category : Skill Enhancement Course Course Type : Practical				

Course Objective :

To understand the nuances of creating storyboard for advertising copy and film.

Course Outcomes :

CO1 : Students learn about the definition and concepts of storyboard of advertisements.

CO2 : Students will understand about shots and composition

CO3 : Students will learn the fine details of storyboard creation which goes for making films

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S		W	S		
2		M			M	
3	S			S		M

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Class Exercise :

1. Story telling using visual and verbal elements.
2. Create storyboards in the correct ratio and script to plan films and animation.

3. Use various panel-to-panel transition and camera movement in storyboard and other forms of sequential art.
4. Knowledge of shots, utilizing the 180-degree rule correctly, camera angle and continuity in animation projects.
5. Sequential art including comic books, comic strips, and storyboards.

Supplementary Readings :

The Animation Book , Kit Laybourne, 1998 Three Rivers Press

VSC17R252 Audio Production Practical	L	T	P	Credit
	0	0	2	2
Course Category : Skill Enhancement Course Course Type : Practical				

Course Objective :

- To know about the basics of sound.
- To know about the importance of sound in communication.
- To practice and handle the audio equipments and software.

Course Outcomes :

- CO1 :** Students were introduced to the dubbing theatre.
- CO2 :** Students were exposed to audience equipments and software.
- CO3 :** Students learn the art of audiography.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1		S	S	S		
2			S	S	S	
3		S	S	S		

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Class Exercise :

(Students has to practices all ten exercises)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, IK Tone

7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

Record Work :

1. Music Production (Jingle/ Promo/ Song (Album): 1 min (Max)
2. PSA: 30 sec
3. Radio Features: 60 sec
4. Ad for Radio (commercial): 10 to 20 sec
5. Live recording

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books :

1. Mike Senior, Mixing Secrets for the Small Studio, Focal Press, UK, 2011
2. Tomlinson Holman, Sound for Film and Television, Focal Press, UK, 2010

Suggested Readings :

1. RicViers, The Sound Effects Bible, Michael Wiese Productions, USA, 2008
2. David Sonnenschein, The Expressive Power of Music, Voice and Sound Effects in Cinema, Michael Wiese Productions, USA, 2001

VSC17R253 Visual Effects & Compositing	L	T	P	Credit
	0	0	2	2
Course Category : Skill Enhancement Course				
Course Type : Practical				

Course Objective :

- To know about the basics of Digital Compositing
- To know about the importance of VFX in Media Industry.
- To practice and handle the various software in Compositing and VFX.

Course Outcomes :

CO1 : Students were introduced to the Computer Generated Image.

CO2 : Students were exposed to Basic techniques of Visual Effects.

CO3 : Students learn the art of Digital Compositing.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M	M	S	S	M	
2	S	S	S	M	S	
3	M		S	S	M	

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Class Exercise :

(Students has to practice all ten exercises)

1. Green Screen Shooting
2. Rotoscopy & Wire Removal.
3. Motion Tracking
4. 3D tracking
5. 2D Compositing
6. 3D Composting
7. Multi Pass Rendering
8. Basic Color Correction
9. 3D Stereoscopic

Record Work :

VFX Production: 1 min Clip with any FIVE Exercise

VSC17R254	L	T	P	Credit
Documentary Making	2	0	0	2
Course Category : Skill Enhancement Course				
Course Type : Practical				

Course Outcomes :

CO1 : Students learns about basics of Documentary Making

CO2 : Students learn about the Tips and Tricks in handling Equipments

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	M	S	S	M	M	
2	S	M	M	S	S	M

Class Exercise :

(Students has to practices all five exercises)

1. Students should write original script for Documentary (Five excises)
2. Students should prepare Production Team & Budget
3. Student should get trained in handling camera and shoot scene and shot.
4. Students should handle non-linear editing with FCP Software
5. Students should handle dubbing, Sound Effects & Mixing using the Audio Software

Record Work :

1. Documentary on any social issues (maximum 10 mins)
(The Students have to submit one exercise in the digital form for Practical exam, which will be evaluated by the External Examiner)

Manuals for Practicals :

1. Nicholas George (2010). Film Crew: Fundamentals of Professional Film and Video Production, First Edition, Platinum Eagle Publishing, USA

2. Clifford Thurlow (2008). Making Short Films: The Complete Guide from Script to Screen, First Edition, Berg, USA
3. Patricia Aufderheide (2007). Documentary Film: A Very Short Introduction, First Edition, Oxford University Press, UK

VSC17R351 2D Animation Practical	L	T	P	Credit
	0	0	2	2
Course Category : Skill Enhancement Course				
Course Type : Practical				

Course Objective :

- To know the basic of 2D Animation.
- To Master the techniques in 2D Animation.
- To learn various 2D Animation software's.

Course Outcomes :

CO1 : Students learns about basics of 2D Animation.

CO2 : Students learn about the functions of 2D Animation.

CO3 : Student acquires knowledge on various 2D Animation Software's etc.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S		M	M		S
2		S	S	S	M	
3		M		S		

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Exercise :

1. Draw Cartoon faces and Backgrounds
2. Animate 2d Shapes using key frame technique
3. Animate a cartoon character using Motion tweening
4. Animate Objects using Frame by Frame animation.
5. Transform an object from one shape to another using Shape tweening
6. 2D Titling
7. Interactive presentation using Action script
8. 12 Principles of Animations

Software :

Adobe Flash Adobe, After Effects

Class Exercise :

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Exploring the Flash
2. Exploring the Drawing and Painting Tools
3. Manipulating Objects
4. Creating an Animation
5. Basics of Action Script

6. Creating a New Document in Dreamweaver
7. Understanding Objects
8. Creating a Table
9. Understanding Links
10. Understanding Text Formatting Options

Record Work :

1. Student has to create Animation about Story, Product or Organizations. No objects/ elements should be downloaded from the Internet. If static images are to be included, then the student is expected to create her/his own images using appropriate software.
2. Minimum FIVE comple
- 3.
4. te Animation Clip for different categories of story, products or organizations must be created for the record. (The Students have to submit all two exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books :

Reference :

1. Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009
2. Tony White, How to Make Animated Films, Focal Press, USA, 2009
3. Adobe Creative Team, Adobe Flash Professional CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012

4. Adobe Creative Team, Adobe AFTER EFFECTS CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012

VSC17R352 Short Film Making	L	T	P	Credit
	0	0	2	2
Course Category : Skill Enhancement Course Course Type : Practical				

Course Outcomes :

CO1 : Students learns about basics of Documentary Making

CO2 : Students learn about the Tips and Tricks in handling Equipments.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S		S			M
2		S			W	

Class Exercise :

(Students has to practices all five exercises)

(Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Students should write original script for Short film (Five excises)
2. Students should prepare Production Team & Budget

3. Student should get trained in handling camera and shoot scene and shot.
4. Students should handle non-linear editing with FCP Software
5. Students should handle dubbing, Sound Effects & Mixing using the Audio Software.

Record Work :

1. Short Film on any Desired Topic. (Maximum 5 mins)
(The Students have to submit one exercise in the digital form for Practical exam, which will be evaluated by the External Examiner)

Manuals For Practicals :

1. Nicholas George (2010). Film Crew: Fundamentals of Professional Film and Video Production, First Edition, Platinum Eagle Publishing, USA
2. Clifford Thurlow (2008). Making Short Films: The Complete Guide from Script to Screen, First Edition, Berg, USA
3. Patricia Aufderheide (2007). Documentary Film: A Very Short Introduction, First Edition, Oxford University.

VSC17R353 3D Animation Practical	L	T	P	Credit
	0	0	2	2
Course Category : Skill Enhancement Course Course Type : Practical				

Course Objective :

1. The course aims at imparting skills to students on basic 3D Animations.
2. To Master the techniques in 3D Animation.
3. To learn various 3D Animation software's.

Course Outcomes :

CO1 : Students learn about basics of 3D Animation.

CO2 : Students learn about title animation, architecture animation and product animation.

CO3 : Student acquires knowledge on various 3D Animation Software's etc.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S			M		
2		W	S	M	W	
3		M			S	

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Software :

Maya, Blender

Class Exercise :

(Students has to practices all ten exercises with recommended Software)

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

Record Work :

1. Title Animation
2. Architecture
3. Product Animation

(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

Text Book :

1. Dariush Derakhshani, Autodesk 3ds Max 2013 Essentials, John Wiley & Sons, USA, 2012
2. Jeffrey Harper, Mastering Autodesk 3ds Max 2013, John Wiley & Sons, USA, 2012

VSC17R354 Infographics & E-Content	L	T	P	Credit
	0	0	2	2
Course Category : Skill Enhancement Course				
Course Type : Practical				

Course Objective :

- To know the basic of Infographics
- To Master the techniques in E-Content Development
- To learn various Animation softwares.

Course Outcomes :

CO1 : Students learns about basics of e-content development.

CO2 : Students learn about the functions of e-content

CO3 : Student acquires knowledge on various Animation Software's used to produce e-content.

Mapping of Course Outcome(s) :

CO	PO					
	1	2	3	4	5	6
1	S		M	M		S
2		S	S	S	M	
3		M		S		

**S - Strong Correlation, M – Moderate Correlation,
W - Weak Correlation**

Class Exercise :

1. Basic briefing of the subject Expert regarding Orientation for e-content development
2. Storyboard
3. Preparation of animation/graphic
4. Instructional Design
5. Post-production-video Programme
6. Preview, correction & certification of Video programme
7. Certification from Subject Expert

Project :

Students have to produce e-content for any of the Subject (any one Unit) from University

Reference :

1. Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009
2. Tony White, How to Make Animated Films, Focal Press, USA, 2009
3. Adobe Creative Team, Adobe Flash Professional CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012
4. Adobe Creative Team, Adobe AFTER EFFECTS CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012

FILM SCREENING AND APPRECIATION

Film screening twice a week is a Best Practice which is Mandatory for all three years in order to study and Understand Film culture and content.

Objectives :

1. To understand the basics of Film appreciation.
2. To Learn the Art of Film Review Writing.
3. To analyze the content of a Film.

Class Exercise :

1. International and National award winning movies will be screened (Twice a week).
2. Student will be trained in reviewing and analyzing the movies
3. Students should participate and visit the film festivals every year.

