

**DR. AMBEDKAR GOVT ARTS COLLEGE (AUTONOMOUS),
VYASARPADI, CHENNAI**

DEPARTMENT OF VISUAL COMMUNICATION

Meeting of Board of Studies in Department of ~~Business Administration~~ ^{Visual Communication}

Date: Wednesday, 10th June 2019

Time: 10.30 AM

Agenda:

- To discuss the course content of the existing syllabus
- To suggest suitable modifications and
- To consider and approve the modified syllabus.

Chairman

University Nominee

Subject Expert-1

Subject Expert-2

Subject Expert-3

Industry Representative

Mrs AGP Gayathri

Mr.M.Devendran

Mr M.RAJU

Student Representative

S. Ganesh

10/06/2019
10/06/2019
P.N. - i - CP. Ramanathan.
10/06/2019
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10.06.2019

Dr.Ambedkar Government Arts College, Chennai-39

**DR.AMBEDKAR GOVT ARTS COLLEGE (AUTONOMOUS),
VYASARPADI, CHENNAI**

DEPARTMENT OF VISUAL COMMUNICATION

Minutes of the meeting of Board of Studies in Visual Communication

Meeting of the board of studies for Bachelor of Visual Communication was held on 10th June 2019 at 10.30 AM in the Department of Visual Communication.

- The curriculum was revised based on the guidelines laid down by Tamilnadu State Council for Higher Education (TANSCHE).
- The members of the board discussed the course content in details and incorporated necessary changes.

The following are the highlights of the changes introduced in the syllabus.

- Total Credits for course will be 140 credits.
- Writing for Media (IV SEM) Paper is introduced as a core Practical Paper with some minor changes
- The Core Paper –I Introduction to Visual Communication is changed to “Visual Communication”.
- Communication Strategies Title is changed to Effective Communication.
- Contemporary Media Scenario to “Cotemporary Media”
- Television Production Papers to Television Production-1 (Theory) & Television Production-2(Practical)
- The title Professional Ethics is changed to Communication Ethics with changes in the content in Constitutional parameters and ethics.
- Professional Photography is changed to Advertising Photography.
- The board want to be specific with Project in terms of Format and the parameters of submission to be incorporated

- The board want to introduce a New Paper Photo Journalism as a new Elective Paper- with contents such as Photo-essay, Photo features and different Genres of Photojournalism.
- The title of the Paper Graphic Design is Changed to " Visual Design" and the title of the paper Web Publishing to Web Design.

➤ This syllabus is approved and decided to implement it with effect from the academic year 2019-2020 onwards.

Chairman  10/6/19
 University Nominee  10/06/2019

Subject Expert-1

Subject Expert-2 P. N. - i CP. natarajan.

Subject Expert-3  10/6

Industry Representative

Mrs AGP Gayathri  10/06/19

Mr.M.Devendran  10/06/19

Mr M.Raju

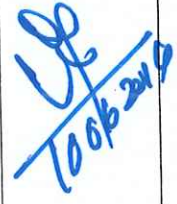
Student Representative

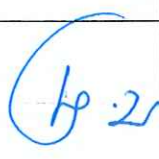
 10.06.2019
 S. Ganesh

Department of Visual Communication

Members of Board of Studies

Date- 10.6.2019- 10.30 AM

S.No		Membership	Signature
1.	Dr.C.Jeba Kumar Assistant Professor & Head Department of Visual Communication Dr.Ambedkar Government Arts College Vyasarpadi, Chenn	Chairman	 10/6/2019
2.	Dr. G.Ravindran Professor & Head Department of Journalism & Communication University of Madras Chepauk, Chennai-600005 Phone- 9442554807 gopalanravindran@gmail.com	University Nominee	 10/6/2019
3.	Prof. P.Natarajan Head, Department of Communication SRM Arts & Science College Kattangulathur Chennai Phone- 9791900372 Mediatoday73@gmail.com	Subject Expert-2	P.N - 1 - P. Natarajan.
4.	Dr.S.Elango Head, School of Media Studies Department of Electronic Media St. Thomas College of Arts & Science Koyembedu Chennai-107 Elangos007@gmail.com Phone 9385237423	Subject Expert-3	
5.	Mr Murali Subramaniam Field Exhibition Officer DAVP, Shastri Bhavan Nungambakkam Chennai muralisarang@gmail.com Phone- 9962568301	Industry Representative	 10/6

6.	Mrs AGP Gayathri Pattabhi Assistant Professor Department of Visual Communication Dr.Ambedkar Government Arts College Vyasarpadi, Chennai	Member	 10/06/19
7.	Mr M.Devendran Assistant Professor Department of Visual Communication Dr.Ambedkar Government Arts College Vyasarpadi, Chennai	Member	 10/06/2019
8.	Mr M.Raju Assistant Professor Department of Visual Communication Dr.Ambedkar Government Arts College Vyasarpadi, Chennai	Member	 10.06.2019
9	Students Reperesenatative S.Ganesan (2016-19)	Alumni	

Chairman

University Nominee

Subject Expert-1

Subject Expert-2

Subject Expert-3

Industry Representative

Mrs AGP Gayathri

Mr. M.Devendran

Mr. M.Raju

Student Representative

S. Ganesan

FIRST SEMESTER

Subject Code: 19UAVCC1

CREDITS-4

Core Paper-I

VISUAL COMMUNICATION

Objective

To help students understand Communication and its process; and to introduce students to the concept of Visual Communication and its applications.

Unit I

Communication: Definition, need and functions of communication. Types of Communication– Intra, Inter, Group and Mass Communication. Forms of Communication –Verbal and Non -Verbal Communication. Functions and characteristics of verbal and non verbal communication. Barriers of Communication Physical, Psychological, Mechanical, Language, Semiotic and Cultural Barriers.

Unit II

Communication Process– SMCR-Sender, Message, Channel, Receiver. Models of Communication– Lasswell, Shannon and Weaver, Wilbur Schramm, Osgood Model, Newcomb Model, Dance Helical Model. Theory of Communication –Uses and gratification, hypodermic needle theory, Magic Bullet theory, and Reinforcement theory

Unit III

Visual Communication–Definition, need. The Visual Process, Visual Communication Theories: Sensual, Perceptual and Cognitive. Psychology. Application of psychological concepts to visual communication.

Unit IV

What is Visualisation? Visual power. Visual pleasure. Visuality. Picture definition; Line, Colour, Vision. Discipline and colour.

Unit V

History of human Communication seen as four revolutions-oral, written, printing and audio-visual technology. Strategies for effective Communication, Public Communication, planning as speech, speech styles and presentation skills

Reference Books

1. Lester & Martin (2005). Visual Communications: Images with Messages, words worth Publications, California.
2. Keval J. Kumar (2008). Mass Communication in India, Oxford Press, Delhi.
3. Vishweshwer Rao, P.L. (2005). Principles of Communication. Media House Publication.

Objective

- To understand the elements of visual construction and its applications

Unit - I

Visual elements:– dot, lines, shapes, forms, contour, texture, size, perspective.

Unit-II

Picture reading: – figurative level – relationship of elements – perception – constancies – perceptual grouping, symbolic level – verbalization – creativity.

Unit – III

Visual construction: - vocabulary by exaggeration, distortion, stylization and abstraction.

Unit – IV

Colour psychology: – pigment, value, chroma, optical, aspects of colour, meaning of colour – functions of colour – attraction, association, retention and atmosphere.

Unit – V

Use of various mediums: – pencil, charcoal, crayon, pastels, pen and ink, water, oil and other mediums.

Methodology

Theory and practical sessions with exhaustive lab work on various assignments.

Reference books

Robert W. Gill, *Rendering with pen & Ink*, Thames & Hudson, 1981

Stan Smith, *Anatomy, Perspective & Composition*, Macdonald, 1984

CONTEMPORARY MEDIA**Subcode: 19UAVCA1****Hours: 5****Objective:****To help students understand the Indian media scenario.****UNIT-I**

Historical development of press in India, current scenario in Tamil Press, Types of newspapers and magazines in India, growth of e-newspaper, competition, content and style of English and Tamil language newspapers and magazines-an overview.

UNIT- II

Evolution and growth of Radio broadcasting in India: Public Service Broadcasting, Commercial broadcasting, Growth of Private FM Radio channels, Community Radio, Internet Radio. Recent techniques of Audio recording and Editing (Softwares)

UNIT-III

Origin and development of Television in India, Growth of Communication Satellites- SITE, Growth of Cable TV and Private Channels, DTH, IPTV, TV on mobile, PrasarBharathi, TRAI, Challenges and current trends in Indian Television

UNIT-IV

Evolution of Photography, Digital revolution in Photography, Motion pictures—historical background, Digital Film Making: Recent developments in film production, Distribution and Exhibition. Growth of Multiplexes, Present status, problems and prospects of film industry with special reference to regional cinema

UNIT-V

Evolution of Telegraphy and Telephony in India, emerging of satellite telecommunication in India- Emerging of Information and communication technology, Television Technology, Mobile technology, WWW, Blogosphere, Growth of social media, Application of Web.2.0, Virtual reality.

ReferenceBooks

1. Chatterjee P. C.(1990), Broadcasting in India, Sage, New Delhi, 1990
2. LuthraH.K.,(1986) Indian Broadcasting, Publications Division, New Delhi,
3. ArvindSinghal,Everett.M.Rogers(2001).India'sCommunication evolution from bullock carts to cybermarts, Sagepublication.
4. RangaswamyParthaSarathi (2001), Journalism in India, Sterling Publisher, New Delhi
5. Vilanilam J.V (2003), Mass communication in India, SAGE.
6. Kumar Keval J., (2012) Mass Communication in India, Jaico Publishing House, New Delhi, Fourth Edition,
7. Vilanilam J.V (2003), Growth and Development of Mass communication in India, National Book Trust.

VISUAL ARTS**Subject Code: 19UAVCN1****CREDITS-2****NON-MAJOR ELECTIVE-I**

(Any **one** subject of the following Non Major Elective Chosen by the candidate)

HISTORY OF INDIAN ART**Objectives;**

To introduce students to major milestones in the History of Indian Art and Architecture

Contents:

Unit-1: Introduction to Indian Art and Architecture; an overview-pre-historic Period; The Harappa Civilization

Unit-II: Buddhist and Jain art and Architecture: structural designs of Stambha, Stupa, Chaitya and Vihara.

Unit-III: Hindu art and Architecture-structural designs of temples; Orissa (Lingaraja temple and Surya Temple, Central India (Khajuraho), Rajasthan (Vimala Vasahi temple) Gujarat (Surya Temple)

Unit-IV: Islamic Art and Architecture: General design of Mosque-Mughal Style (Tomb of Humayun and Tajmahal)

Unit-V: Important painting: Ajanta and Ellora and miniature, (Rajasthan style)

References:

Tomory, Edith, A History of Fine arts in India and the West. Orient Longman.

Agarwala, V.S, Indian miniatures-an Album, Department of Archeology.

Coomarasawmy, A Introduction to Indian Art, Adyar theosophical publishing house.

HISTORY OF SOUTH INDIAN ART

Objectives:

To introduce students to major milestones in the history of south indian and architecture.

Contents:

Unit I:Pallava Period (Mamallapuram)

Unit II:Chola period (BrihadishwaraTemple, Tanjavur)

Unit III:Pandiya Period (Great Temple, Chidamparam)

Unit IV:Vijayanagar Period (Hampi)

Unit V:Nayaka Period (RanganathaswamiTemple, Srirangam)

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman

Dubreuil, Jouveau, *Dravidian Architecture*. Bharat Bharati.

GREAT ARTISTS

Objectives:

To introduce students to some of the world's best artists and their works.

Contents:

Students are expected to be familiar with the following

- brief biography of each artist
- at least five major works of each artist
- unique contribution of each artist to the field of art

Artist to be studied:

(1) Leonardo da Vinci, (2) Michelangelo, (3) Rembrandt, (4) Gustavo Dore, (5) Vincent van Gogh, (6) Paolo Picasso, (7) Raja Ravi Varma, (8) D P Roy Choudhury, (9) K C S Panikar, (10) M F Husain

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman
Raman, A. S. *The Southern accent*. TN Ovi Nunkalaikuzhu.

SEMESTER I

SBE I : SOFTSKILLS- ESSENTIALS OF LANGUAGE AND COMMUNICATION

Common for all UG Courses

(Effective from the Academic Year 2019-2020)

SUBJECT CODE: 19UASBE1

CREDITS 3

OBJECTIVE

This course helps the learner to improve his / her language skills by practicing the primary skills LSRW.

UNIT I : LISTENING & WRITING SKILLS

Spelling Test [Words selected from the prescribed Poems in Foundation English will be tested]

UNIT II: READING SKILL

Reading the passages from the Short Stories of the prescribed syllabus of Foundation English. Fluency and Reading aloud are the criteria for testing reading skill.

UNIT III: SPEAKING SKILL

Introducing oneself

REFERENCE BOOK:

A Course in Listening and Speaking Part I – A Textbook for I Year Undergraduate(Non-Professional)
General English Course – V.Sasikumar et al.

SUGGESTED YOUTUBE VIDEOS

<https://www.youtube.com/watch?v=VCb5qfNgNro>

<https://www.youtube.com/watch?v=zKZ1Y6oH8Fc>

<https://www.youtube.com/watch?v=chWUolYBgjA>

SEMESTER- II

CORE- II

SUB CODE- 19UBVCC1

CREDITS-4

PUBLICATION DESIGN

OBJECTIVE

To make understand the students how a Publication is designed and th challenges and opportunities in Publication design and motivate a student to take a desired career in Publication Industry.

UNIT-1

Introduction to Printing Process, Historical Background of Printing, Different types of Printing Process, Structure of the Printing & Publication Industry

UNIT-2

Introduction to Design and Layout, The Elements and principals of Publication Design(line, Shape ,Texture, Unity etc, Communication and Design Understanding. Layout formats of various Print Publication: Newspaper, Brochure, Pamphlets, Booklet & Leaflet.

UNIT-3

Typography, Understanding types Parts Measurement and Type Faces, Type Space and Unity, Application and Importance of Legibility and Readability, Typographic.

UNIT-4

Typographic Specifications of Different Classes of Work – Bookwork, Magazine work, News Paper work.

UNIT-5

Print Publishing, Consideration for Print Production, Budget Deadline & production Reality, Software Used for Designing & Page Layout.

References

McKay, Jenny. Magazine Handbook. London: Routledge, 2000

King, Stacey. Magazine Design that

Works. London: Routledge, 2001. Morrish, John. Magazine Editing. London: Routledge, 1996

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

Jelf Schewe [2013], The Digital Printing, Thomson Learning

Ruggles, P [1996] Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning

VISUAL DESIGN (P)

CORE-IV

Sub. Code: 19UBVCC2**CREDITS-4**

(Hand Drawing—Lines, Sketches)

Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for **Record I**.

Record:

- Lines of different thickness
- Curves of different thickness
- Shapes of different forms
- Patterns—of different kinds
- Distortion—of different kinds
- Lettering(fonts) Alphabets
- Fonts Numbers

- Logo design
- Letterhead
- Visiting Cards
- Brochures
- Print Advertisements - Black & White, Colour

SEMESTER – II Allied =2 Credit =4 Hour=5

EFFECTIVE COMMUNICATION (PRACTICALS)

Sub code =19UBVCA2

Objective: *To understand and communicate effectively in interpersonal, group and Public Communication*

Unit I: Interpersonal communication: Basic Models – INTENTION-INITIATION-CONTEXT-MOTIVATE-ACTION-REACTION (Transactional analysis etc).

Unit II: Group communication: Basic Models – COGNITION-CONSONANCE-PROBLEM-IDENTIFICATION-RESOLVING CONFLICT-AGREEMENTS

Unit III: Public communication: AGENCIES-WRITING & CORRESPONDING-MAKING SENSE

Unit IV: Verbal & Non-verbal Communication: Basic Models, MESSAGE PATTERNS-ATTITUDE-INCLINATION-RETENTION/REJECTION-DEEDS

Unit V: Case Studies in communications skills: OUTCOME-CONSEQUENCES-EFFECTS (Lighting, Visual & Sound).

Reference:

1. Sen Leena, Communication Skills, 2nd ed, PHI Learning Pvt Ltd
2. Holliday Adrian, Hyde Martin and Kullman John, Inter-cultural Communication, An Advanced Resource Book, Routledge.

At the end of the semester the students are expected to submit a record comprising 1 model and three exercises for every unit. In total 5 models and 15 exercises shall be done.

ANY ONE AMONG THE FOLLOWING**TELEVISION BROADCASTING****Unit-1**

Television as Mass medium, Characteristic and functions of Television, Various broadcast formats, Types of telecasting, Different Types of Channels- Global, National and Regional, Major Television networks

Unit-II

Television genres: Soap opera, reality shows, Talk and Game shows, Documentary, interview, Debate and discussion, travelogue – film based shows etc. Different stages of productions, Television Production Team, Program research, Scripting for Television.

UNIT-III

Understanding TV News: sources of news, types of news, Selection for TV news: News values, Television reporting: Reporting and Interview skills, sound Bites, Spot reporting: Piece to camera, Phone-in, Responsibility of Anchor person, various camera shots and angles for news coverage

Unit-IV

News writing and editing: Structure of Television news, Writing News story and headlines, Voice over, News scroll, breaking news, Current affairs, Teasers, running order and panel production of news bulletins, Teleprompter, Basis of News editing, using file shots and Graphics.

Unit-V

TV News room structure – Types of ENG cameras – live broadcasts, planning and execution, Current trends in television broadcasting.

References

1. Gerald Millerson(1999), TV Production, Focal Press
2. VasukiBelavadi (2013), Video Production, Oxford University Press India
3. Hebert Zettl (2011), Television Production Handbook, Wardsworth Thomson Learning
4. Esta De Fossard (2005), Writing and producing for Television and Film, SAGE
5. KesahavSathaye (2011), Broadcast journalismand Digital Media, Diamond Publication,

6. Stephen Kushen(2012), Television journalism SAGE
7. Shrivastava K.M (2005), Broadcast Journalism, NewDawn Press.
8. Peter Stewart, Ray Alexander (2016), Broadcast Journalism, Routledge

RADIO BROADCASTING

OBJECTIVE

Different radio formats and their production aspects are studied through this course. The course also seeks to impart skills in writing for the ear and its co-existence with available technologies

UNIT-1

Evolution and brief history of Public broadcasting in India, Growth of FM Channels in Tamilna
Role of radio in National development, Gyanvani, Community radio, HAM radio

UNIT-2

Radio as a mass medium: Characteristics and nature, Different types Radio formats and Genres, sponsor programmes, live Broadcasting – Phone in, running commentary, Broadcasting Code

UNIT-3

Writing for radio, Scripting for various formats, Voice over and special effects, Radio presentation: Art of radio jockey, Duties and responsibilities of Announcer, Traffic management

UNIT-4

Radio News: news room operation ,news formats, news gathering, News reporting, news writing – structure of news, news presentation, basic of news reading

UNIT-5

Programme recording – Studio layout, acoustic treatment, studio console and recording instruments: various types of microphones, output system, Sound editing: Audio editing Softwares, Recording, Dubbing, Mixing and special effects. Archives

REFERENCE

1. Chatterjee P. C.(1990), Broadcasting in India, Sage, New Delhi, 1990
2. Luthra H.K.,(1986) Indian Broadcasting, Publications Division, New Delhi,
3. Saxena, Ambrish, Radio in New Avatar- AM to FM, New Delhi: Kanishka Publishers, 2008.
4. Keith, M (2007)., Radio Production, London: Focal Press.
5. McLeish (2015), Radio Production, London: Focal Press.

SBE II: SOFTSKILLS - ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS

Common for all UG Courses

(Effective from the Academic Year 2019-2020)

SUBJECT CODE: 19UBSBE2

CREDITS 3

OBJECTIVE

This paper helps the learner to improve his/her speaking skills in a particular situation and also prepares for seeking job.

UNIT I

Speaking Skills - Narrating a story or incident

UNIT II

Interview Skills – Role play of Interview, Dress Code for Interviews and formal occasions

UNIT III

Reading a passage from the prescribed texts of Foundation English II. Voice modulation for direct speech, dialogues will be tested

STUDY AID

Language laboratory, Computers Software- power point, Flash

REFERENCE BOOK

A Course in Listening and Speaking Part I – A Textbook for I Year Undergraduate(Non-Professional) General English Course – V.Sasikumar et al.

SUGGESTED YOUTUBE VIDEOS

<https://www.youtube.com/watch?v=nhTcuUvLGOE>

<https://www.youtube.com/watch?v=ncuCMZRG1wo>

<https://www.youtube.com/watch?v=AxTys2C4t68>

<https://www.youtube.com/watch?v=1mHjMNZZvFo>

Internal Marks :40

External Marks – 60 [PRACTICAL PAPER]

The break up is

Unit I : Listening & Writing Skills – 20 marks

Unit II : Reading Skills – 20 marks

Unit III: Speaking Skills – 20 marks

THIRD SEMESTER

SUB CODE: 19UCVCC1

CREDITS-4

HOURS-6

ADVERTISING

OBJECTIVE

- 1. To help students understand advertising and its scope**
- 2. To expose students to the various creative aspects in advertising**

Unit-I

Definition, nature and scope of advertising, roles of advertising: societal, communication, marketing and economics, Function of advertising –AIDA process, Effects of Globalization on Indian advertising

Unit-II

Types of advertising, Role of Public service advertising, Advertising media: Print, Radio, Television, Cinema, Outdoor Advertising, New media- Online, Mobile advertising,- Merits and demerits

Unit-III

Advertising agency- Types, Structure and functioning of an Ad agency, Client-Agency Relationship, leading agencies in India, Client brief, Copy writing, creative and communication strategy, Media planning- objectives, strategies and planning, Appeals in advertising, Brand Management: positioning, Brand Image.

Unit-IV

Advertising Campaign : Conceptualization and ideation, Translation of ideas in to campaign, visualization, Planning and executing, Advertising research- measuring advertising effectiveness, Media research- Audience analysis, Audience measurements, Code and ethics of Advertising, ASCI, Comparative advertising.

Unit-V

Designing and layout: Ad structure- Types of headlines, body copy, base lines, slogans, logos and typography, Scripting for Audio Visual media : Screen play, Treatment, Story board, Advertising as a carrier.

REFERENCE

- 1. Miles Young (2018), Ogilvy on Advertising in the digital Age, Bloomberg,**
- 2. Frank Jefkins(2016, Advertising: Made simple, Prentice Hall ,NewDelhi.**
- 3. Ron Lane, Karen King (2011), Kleppner's Advertising Procedure, Pearson**
- 4. Sanjay Tiwari (2003), Theuncommon sense of Advertising, Response book.**

5. **S.A Chunnawala, K.C Sethia (2015), Foundation of Advertising Theory and practices, Himalaya Publishing House**
6. **C.N Sontakki (2003), Advertising, Kalyani Publishers, New Delhi**
7. **Ruchi Gupta (2017), Advertising- Principles and Practices, S.Chand& Company**

DIGITAL PHOTOGRAPHY (P)**Sub. Code: 19UCVCC2****CREDITS-4****HOURS-6****PHASE I**

The students will be given theoretical inputs on the following

- a) Principles of Photography**
- b) Digital camera and Accessories**
- c) Recoding Qualities (pixels, raw and JPEG)**
- d) Exposure combinations**
- e) Lighting**
- f) Visual Compositions**

PHASE II

Students should take photographs of the following

- 1. Flowers**
- 2. Fruits & Vegetables**
- 3. Portrait**
- 4. Monuments**
- 5. Street Photography**
- 6. Action Photography**
- 7. Animals & Birds**
- 8. Seascape**
- 9. Market**
- 10. Silhouette**
- 11. Long Exposure**
- 12. Special Effects**

Each title may have 2-3 photographs with necessary details (Exposure and Titles) in 8”X12” size.

Subject Code: 19UCVCA3**CREDITS-5****HOURS-5**

COMPUTER GRAPHICS

The practical will include

1. DTP for Publication Design: Corel Draw, In-design (latest version)
2. Editing and manipulation of image/pictures using Photoshop (latest Versions)

Exercises

1. Design a 'logo' for an
 - a. Advertising agency
 - b. Commercial organization
 - c. Non-profit organization
 - d. Government agency
 - e. Service industry
2. Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise.
3. Design a 'news letter' for any one of the above-mentioned agencies.
4. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies.

PERSONALITY ENRICHMENT

SUBJECT CODE: 19UCSBE3

SOFTSKILL: III

CREDITS: 3

Objectives:

- To make students understand the concepts and Determinants of Personality
- To enable students to keep themselves abreast of general knowledge and current information
- To bring out creativity and other latent talents with proper goal setting so that self-esteem.
- To sharpen memory skills and other study skills which are vital for academic excellence?
- To give training for positive thinking, which will keep the students in a good stead at the time of crisis?

Unit I

Introduction Definition of Personality, Determinants of Personality biological, psychological and socio-cultural factors. Misconceptions and Classifications, Need for personality development

Unit II

Self-awareness and self-motivation Definition of self, self concept and self awareness Self analysis through SWOT and Johari window Definition of Motivation Types of Motivation ,Techniques and strategies for self motivation,Motivation checklist and Goal setting based on the principle of SMART Self motivation and life

Unit III-

Memory and Decision making Definition and importance of memory Causes of forgetting,Techniques of improving memory ,The decision making process

Unit IV

Study skills, Definition of study skills ,Characteristics of study skills, Techniques of passing exams

Unit-V

ASSERTIVENESS, Definition and characteristics, Assertive-submissive-Aggressive differences, Assertiveness skills

References

1. Mile, D.J. 2004. Power of positive thinking. Delhi:Rohan Book Company.
2. Praveshkumar. 2005. All about self-motivation. New Delhi: Goodwill Publishing House
3. Dudley, D.A. 2004. Double your learning power. Delhi: Konark Press. Thomas Publishing Group Ltd.
4. Lorayne, H. 2004. How to develop super power memory. Delhi: Konark Press. Thomas Publishing Group Ltd.

5. Hurlock, E.B. 2006. Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.

THIRD SEMESTER

ENVIRONMENTAL STUDIES

Common for all U.G. Courses

(Effective from the Academic Year 2019 – 2020)

SUB CODE- 19UDVBE-1

Unit 1 : Scope and importance of Environmental Science : Definition, Multidisciplinary nature of environmental science, scope and importance; global environmental problems.

Unit 2 : Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Food chains, food webs and ecological pyramids.

Unit 3 : Biodiversity and its conservation : Introduction – Definition : Value of biodiversity: consumptive use, productive use. India as a mega-diversity nation, Hot-spots of biodiversity. Brief account on biodiversity conservation.

Unit 4 : Environmental Pollution : Definition – Cause, effects and control measures of :-
a) Air pollution, b) Water pollution. Solid waste Management : Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution.

Unit 5 : Social Issues and the Environment : Water conservation, rain water harvesting. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents. Waste land reclamation.

Text Books:

1. Environmental Studies (UGC syllabus), Jazym Publications, Trichy.
2. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi
5. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad India.

FOURTH SEMESTER

SUB CODE- 19UDVCC1

CREDITS-4

FILM STUDIES

OBJECTIVE

To Understand the Evolution of cinema – origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers' actuality shots to the present digital trends; film as an art, industry and political propagandist

UNIT-1

Language of cinema – elements of visual composition; visual space; balance; contrast; depth of field; mis-en-scene; shot, scene and sequence; image sizes; camera and subject movements; camera angles; creative use of light and colour; sound effects, ambient sounds, music and dialogue delivery

UNIT-2

Basics of film editing – the principles of editing and its functions; evolution of montage theory

UNIT-3

Major film movements – German expressionism; Italian neo-realism; French new wave; the Western and Hollywood cinema; comedy films; cinema verite; and documentary movies

UNIT-4

Indian cinema – brief history; great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement

UNIT-5

Tamil cinema – brief history of Tamil cinema & Their Contribution, Contemporary Trends

References

Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press

Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva

Bernard F. Dick (1978), Anatomy of Films, New York, St. Martin's Press

Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press

FOURTH SEMESTER

Subject Code: 19UDVCC2

CREDITS-4

TELEVISION PRODUCTION -1

Unit- I

Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit- II

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, and selection of cast, costumes, locations, set & design, Research. Locations: In-door On-sights sets, -- Outdoor on-sight sets, blue matte.

Unit- III

Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi)

Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

Unit IV

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration). Presentation skills, recording live programmes.

References

1. Zettle Herbert, Television Hand Book-10th Edition, Wordsworth Publishing.
2. Zettle Herbert[2008], Television production-15th Edition, Wordsworth Publishing
3. Millerson Gerald [2013], Lighting for video, Focal Press.
4. Millerson Gerald [2013], Lighting for TV and Film, Focal Press.
5. Millerson Gerald [1993], Effective Television Production, Focal Press.
6. Holland, P [1998]. The Television Handbook. Routledge

FOURTH SEMESTER

WRITING FOR MEDIA (PRACTICAL)

SUBJECT CODE- 19UDVCA4

CREDIT-5

HOURS-6

ALLIED-IV

Objective: *Tapping effective skills of students to write for different media and to provide fresh insights.*

Unit 1: Writing for Newspaper – 5 exercises

Headlines, Leads, News structure, Reporting and Editing

Unit 2 : Writing for Magazines – 3 exercises

Fiction; Non-Fiction Writing, Soft news

Unit 3: Writing for Television – 5 exercises

Genres, Appeal, Documentary and Short film Scripts, Characterization, Commercials

Unit 4 : Writing for Radio – 4 exercises

Radio Genres, Formats, Radio News

Unit 5: Writing for New Media – 3 exercises

Blogs, Social media, Web Content

The record has Exercises that will include on the above topics and will have 20 exercises in total.

References:

Dwivedi Ratnesh, Mass Media and Communication in Global Scenario

Aggarwal Vir Bala and V.S Gupta, Handbook of Journalism and Mass Communication

Carroll Brian ,Writing and Editing for Digital Media

The Associated Press Stylebook, Associated Press

FOURTH SEMESTER

COMPUTER BASICS AND OFFICE AUTOMATION

SUBJECT CODE: 19UDSBE4

CREDIT -3

COURSE OBJECTIVES

The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point. The course is highly practice oriented rather than regular class room teaching.

UNIT - I

Introductory concepts: History - Generation - Classification - Block diagram - Memory unit – CPU.

UNIT - II

Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems & its features: UNIX – Windows. Introduction to Programming Languages: C, C++ and its features.

UNIT - III

Word Processing: Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, numbering; printing – Preview, options.

UNIT - IV

Spreadsheets: Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing.

UNIT - V

Power point: Introduction to Power point - Features – Understanding slide types – creating & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects.

TEXT & REFERENCE BOOKS

1. Peter Norton, “Introduction to Computers” –Tata McGraw-Hill.
2. Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, “Microsoft 2003”, Tata McGraw-Hill.

Note : All units need an approach through practical exposure.

FOURTH SEMESTER

VALUE BASED EDUCATION

Common for all UG Courses

(Effective from the Academic Year 2019-2020)

SUBJECT CODE: 19UDVBE1

CREDITS 2

OBJECTIVE

The age today is marked by vast technological changes which have wrought widespread transformations in social and cultural conditions. In such a situation Education without values becomes directionless. This paper stresses the importance of inculcating values in the young minds.

UNIT- I

Values

Definition and Meaning of Values- Human Values, Social Values, Cultural and Religious Values, Ethical Values, Global Values and Spiritual Values

UNIT-II

The Power of Positive Thinking

‘Building Self-Confidence’-Norman Vincent Peale (From Touchstone: Synergy of Values)

UNIT-III

Leadership: The Challenge of Excellence

Living Excellence –Anthony Robbins (From Touchstone: Synergy of Values)

UNIT-IV

The Personal Value of Truth and Its Importance

The Story of My Experiments with Truth - M.K. Gandhi (Chapter 2)

UNIT V

Human Rights

Human Rights – Universal Declaration of Human Rights – Human Rights violations (From Touchstone: Synergy of Values)

REFERENCE BOOKS

- 1) *Touchstone : Synergy of Values* (Madras University Publication - 2003)
- 2) Swami Vivekananda- *Youth and Modern India*, Ramakrishna Mission, Chennai.
- 3) M.K.Gandhi- *The Story of My Experiments with Truth*, Maple Classic
- 4) Norman Vincent Peale-*The Power of Positive Thinking*
- 5) Martin Meadows- *How to Build Self-Discipline: Resist Temptations and Reach Your Long-Term Goals*

6) M.G.Chitakra- *Education and Human Values*, A.P.H Publishing Corporation, New Delhi, 2003.

7) Anthony Jay Robbins - *Unlimited Power: The New Science of Personal Achievement*, Free Press New York, 1986 (Pages 408 – 410)

8) Ed. Dr. N.Venkataiah. *Value Education*. APH Publishing Corporation, New Delhi, 2007. (Pages 1- 8)

MEDIA CULTURE AND SOCIETY

SUBJECT CODE:19UEVCC1

CREDITS- 4

1. To help students understand the relationship between media and society.
2. To expose students to the various aspects of media responsibility.

UNIT I INTRODUCTION TO MEDIA CULTURE SOCIETY

Media saturation – Media influence – Management and manufacture of information- Media education and Democracy - Importance of Visual Communication – Education for the future- Privatizations of information – Media in Indian Society.

UNIT II UNDERSTANDING THE MEDIA

How to study media and how not to study media- sociological –cultural – skills- political- Media audience analysis(Mass, segmentation, product etc, social uses) – Media education Possesses –Theoretical Frame work – Core concepts-Mode enquiry – Practical work- Media Pedagogy.

UNIT III MEDIA DETERMINANTS

Media Determinants- Ownership and control – Media Institution – The state and the Law – Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources – Audience as textual determinant & audience as readers – audience positioning - establishing critical autonomy.

UNIT IV MEDIA RHETORIC

Media Rhetoric – Selection – Social construction of reality by media - The Rhetoric of the image –Combining image and linguistic text – Suppressing the existence – Sets- ups –Film and sound Editing – Interpretative Frame works- Visual Coding- Narrative.

UNIT V IDEOLOGY & CULTURE

Ideology – Defining Ideology –Hegemony –Myth Ideology in the classroom –Denotation – Connotation – Ideological Analysis – Media and Popular culture – culture and sub- culture , popular texts , politics popular culture Vs people's Culture

REFERENCE BOOKS:

1. Srivastava K M (1991). Media Issues, Sterling Publication,
2. Berger, Asa (1991).Media Analysis Techniques, Sage Publications.
3. Blackwell (2008) Media Culture and Society.

TV PRODUCTION-II (Practical)

Subject Code: 19UEVCC2

CREDITS-4

CORE PAPER –X

1. Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate Record
2. Shoot a Short story or Documentary—duration not to exceed 5 Minutes, and
3. Shoot a Commercial— 15 or 20 second spots

Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

WEB DESIGN - (Practical)

SUBJECT CODE- 19UEVCC3

CREDITS-4

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash

HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Students are given orientation of web/multimedia usability issues and interface design basics

Each student has to submit a record with at least five designing template of the web pages designed by students . Students have to provide individual CD-ROMs **with all** the exercises done during the semester with proper dates. Students are given adequate orientation on Web design and usability concepts

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates.

Note

1. The web pages should contain objects created by the students only. **No objects/ elements downloaded from the Internet should be used.** If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.
2. A minimum of Five exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record
4. All exercises should be accompanied by “paper-page” and “paper-design” in **record** form along with the original fine containing the exercises.
5. The above mentioned are the **minimum requirement** for external examination.

References

Powell, Thomas .Web Design [2000]. The Complete Reference. Tata McCraw-Hill

Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future

Grahm, L [1999]The principles of Interactive Design. Thomson Learnin

Advertising Photography (P)

SUBJECT CODE- 19UEVCC4

CORE PAPER – XII:

CREDIT-4

OBJECTIVE

The students are exposed to different genres of Advertising and Commercial Photography.

Phase-1

- . Understand the role of photography in advertising,
- . Know the pre-production, production & post production basics of advertising photography.
- Understand the use of storyboard, mock-ups for advertising photo shoot.
- Know the use of software in image processing
- Differentiate the types of photography for advertising.

Phase-II

In the phase II the students are supposed to submit a record with photographs taken by them in following contents.

Final practical examination will test student's knowledge on advertising Photography (either as a viva or practical work on fundamentals of Advertising photography).

Photography record should contain at least 15 Topic. Each exercise should include all the necessary details (colour, exposure time, lens type etc.).

Following themes should be covered (minimum)

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product)
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration (logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects (freezing movements)
19. Montage
20. Visual with models.

SOCIAL MEDIA COMMUNICATION

SUBJECT CODE- 19UEVCE1

CREDITS-4

ELECTIVE-1

Course Objective:

- To understand the current importance of social media and recognize various platforms
- Understanding the technicalities of utilizing Social Media within recommended guidelines and regulations.
- To understand maximizing presence in Social Media through Content Management.

UNIT I

Social Media Basics

Social Media- Definition & Concept; Characteristics, Role and Types of Social media; The Evolution of Social Media; Impact of Social Media. Media platforms for social media.

UNIT II

Social Media Tools

Social networking, Blogs, Micro-blogging, Wiki, Content sharing & social bookmarking; Social Media- Creating & Connecting, Creating & Managing groups, Privacy & Safety; Blog- Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture- presence, credibility, identity, reputation, authority and influence. Mobile Applications and App Culture

UNIT III

Planning and Strategizing for Social Media presence

Search engine optimization, Social Media Content Creation- Writing for social media, micro blogging creating content for websites, Email etiquette, Utilizing social media for research; Social media analysis- analyzing the audience and measuring the reach.

UNIT IV

Challenges in social media

Content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Net Neutrality; Revenue streams for internet; Trends of Social Media Communities, Audience & Users; Domains of application- Social Media & Crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Race, Class & Digital Divide.

UNIT V

Social Media- Laws and Ethics

Creating community, identity and maintain relationships through social media, , Ethical Issues, Privacy, The need for cyber laws, Nature and scope of cyber laws, approaches to cyber laws, cyber crimes. Labor & Identity Regulations; Social Media- Activism, Diplomacy, User-generated content (UGC), Consumer generated Media (CGM)

References

- Terry Flew (2011). *New Media: An Introduction, First Edition, Oxford Press, London*
- Alex Newson (2009). *Blogging and other Social Media, First Edition, Gower Publishing Limited, England*
- Matt Haig (2000). *E-PR: The Essential Guide to Public Relations on the Internet. Kogan Page Publishers*
- Hamid Mowlana (1997). *Global Information & World Communication, Fourth Edition, Sage Publications, New Delhi*

SEMESTER VI

Subject Code: 19UFVCC1

CREDITS-4

CORE PAPER –XIII

MEDIA MANAGEMENT

OBJECTIVE

Introduction to media management and Media economics

Unit- I

Management in Media organization – Definition, Need and process of Media management, Principle and function of Media management , Media as business and social Institution, Grienier’s development Model

Unit-II

Media organizations: Organizational structure of a newspaper- role and functions of each department in Newspaper, Organizational structure of public broadcasting-AIR and DD, Private satellite channels, production houses, Ownership patterns: cross media ownership, Media Corporate, Media conglomerate, Mergers and Acquisition, Media Entrepreneurship

Unit-III

Project management in Media; Production Project Cycle; Management Themes and Production management Process - Project planning, Production strategies, Sources of funds, Budgeting, Project responsibility: Case studies.

Unit-IV

Economics of media: Circulation , Advertising, Marketing and cost factors, competition, Space and Time selling, Media Revenue models, race for TRP, Audience rating, Audience analysis,

Unit-V

Media and Globalization: Concept of Globalization and its Impact on Indian Media, Foreign Direct Investment, Global Media Giants, Media Pluralism, Indian Media and entertainment industry- present status, problemsand prospects.

References

1. Albarran, Alan B. (2009) Management of Electronic Media, New York: Thomson Wadsworth
2. Choudhury, Biplab L. (2008) Media Organization Management, Kolkata: Unique Books International,
3. Kohli, V. (2013) The Indian Media Business, New Delhi: Sage
4. Rantanen, T. (2005) The Media and Globalization New Delhi: Sage

5. Suresh, K. (2002) Media Management: Emerging Trends, ICFAI University Press
 6. M.K Waseem (2015), Media Organisation and Mnagement, Wisdom Press
- MukhalSahay (2011), A text book of Media Management, Wisdom Press

CORE-XIV

COMMUNICATION ETHICS

CREDITS-4

SUB CODE- 19UFVCC2

OBJECTIVE

Students are exposed to states law which govern the functioning of media and also focuses on ethical issues relating to role of media and media self regulation.

UNIT-1

Freedom of Expression (Article 19 1A), Media & Judiciary Legislature and the Executive—Media Laws—violations and restrictions—media censorship—recent cases

UNIT-2

PCI(Press Council of India) Code of ethics of Press

UNIT-3

Responsibilities of the Advertising Standards Council of India

UNIT-4

Broadcasting Council-Broadcasting codes

UNIT-5

Film Censor Board :Role and functions—other media regulatory Bodies of the government

References

Ahuja,B.N.HistoryofPress,PressLawsandCommunications.NewDelhi:Surjeet Publications, 1988.

Aggarwal, VirBala. Essentials of Practical Journalism .New Delhi Concept Pub.2006

NaliniRajan(Ed.).PracticingJournalism.London:SagePub.2005.

Joseph,N.K.Freedomof thePress.NewDelhi:AnmolPub.1997

AhujaB.N.AudioVisualJournalism.NewDelhi.SurjeetPub.2000.

3 D ANIMATIONS (Practical)

Modeling-Human, Architecture, stylization, Rigging, scripting, texturing and Lighting, Camera tracking- VFX and Compositing

Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. **No objects/elements downloaded from the Internet should be used.** If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. All exercises should be accompanied by “paper-design” in **record** form along with the original file containing the exercises.

PHOTOJOURNALISM (PRACTICAL)

SUBCODE-10UFVCE1

ELECTIVE

CREDIT-4

To impart the skills necessary for a photojournalist in covering any news story.

Phase-1- Theoretical Input is given to students in the following areas.

Unit – I

Introduction to Photojournalism (Timeliness , Objectivity , Narrative) , Responsibilities of Photojournalism, Qualities needed by a Photojournalist ,Ethics of Photo Journalism Photographers Right over their pictures, History of Photojournalism, Role of war in the history of Photojournalism.

Unit – II

Essential Elements of News (Immediacy , Proximity , Consequence , Conflict , Oddity , Sex , Emotion , Prominence , Suspense , Progress) , Importance of News Photographs , Types of News Photographs(Spot news & Feature news) , Creating a good news Photograph.

Unit – III

Principles of Photographic Composition (Simplicity , Point of Interest , Compositional Lines , Balance , Forms , Rhythm or Pattern , Tone , Depth Perception , Action),

Unit – IV

Picture Stories(Illustrated text , Photo – text combination , Pure picture story , Picture story with in text , Single picture story , Abstract picture , Informal portrait) , Photo Essay.

Unit – V

File size, File Format(JPEG, GIF, TIFF, PSD, EPS, PICT, PDF), Storage methods (Hard disk, Removable media , Memory cards) ,Image editing possibilities, Image editing software, Image editing tutorial(Acquiring the image, Opening the image, Saving the file, Straightening & Cropping the image , Over all color & tone correction, Overall Sharpness correction), Special effect, Combining Images.

Phase-II

In the phase II the students are supposed to submit a record with photographs taken by them in following guidelines.

Practical –Photojournalism

Photography record should contain at least **7 Topic**. Each exercise should include all the necessary details (**colour, exposure time, lens type etc.**).

Final practical examination will test student's knowledge on Photojournalism (**either as a viva or practical work on fundamentals of photography**).

Following themes should be covered (minimum)

Exercises

- 1. Photo essay (Minimum of 8 Photo)**
- 2. News Photo**
- 3. Violence Against Animal**
- 4. Peace**
- 5. Happiness**
- 6. Politics**
- 7. Awareness for people**

Reference:

- Bruce Warrant (2002) – 2nd Edition, **Photography**, Delmar
- James A. Flots, Ronald P. Lovell, Fred C. Zwahlen, Jr (2002), **Hand Book of Photography**. 5th Edition, Delmar
- Horton Brain, **Associated Press Guide to Photojournalism**

Elective

PROJECT

Code-19UFVCE2

CREDITS- 5

A project proposed and executed in a chosen area of interest related to the course either in Advertising or Television Production or Multimedia & Web Designing or Photography. Emphasis will be given to producing work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio.

I –ADVERTISING Print materials for advertisements, corporate identity manual, stationery, brochure, posters, newsletter, etc.

II – TELEVISION PRODUCTION Television presentation of commercial, social ad, interview, music video, documentary, feature, etc.

III – PHOTOGRAPHY Photographs produced with a purpose for Journalism, Fashion, Advertisements, etc.

IV- e-Newspaper/Magazine Production –Designing of a Newspaper, Magazine etc

Every student should produce a Record, with details of the Project, with bonafide certificates from respective Faculty Guides assigned.

**MEDIA INTERNSHIP
ELECTIVE- 3**

Credits-2

Subject Code- 19UFVCE3

For a period of one months, students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. Students are supposed to go for a Internship during summer vacation after fourth semester or fifth semester holidays the evaluation will be done on final semester along with Project.

The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation

Project reviews will be conducted during the internship project on regular intervals which would consist of. Weekly Report Presentation Final Report Submission of the presentation and final Report Presentation with the Aids and with works of the students.Viva through the presentation and subject knowledge.

Presentation should be made in consultation with the faculty guide assigned