

Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE
(AUTONOMOUS)
CHENNAI - 600 039
(Accredited by NAAC at level “B”)

B. Sc., VISUAL COMMUNICATION
(FOR CANDIDATES ADMITTED FROM 2022-23 ONWARDS)

Syllabus



Under Choice Based Credit System
LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)

DEPARTMENT OF VISUAL COMMUNICATION

**Based on UGC – Learning Outcomes-Based Curriculum Framework
Course Structure under Choice Based Credit System**

(For the candidates admitted from the academic year 2022-2023 onwards)

Sem. No	Part No.	Course	Subject code	Course Title	Ins. Hrs/W eek	Credit	Exam Hrs	Marks		Total
								Int	Ext	
I	I	LC - I	22UAFTA1	General Tamil - I	6	3	3	25	75	100
	II	ELC - I	22UACEN1	Communicative English - I	4	3	3	50	50	100
	III	CC - I	22UAVCC1	Visual Communication	5	4	3	25	75	100
	III	CCP - II	22UAVCC2	Practical - Visual Literacy	6	4	3	40	60	100
	III	AC - I	22UAVCA1	Contemporary Media	5	5	3	25	75	100
	IV	NME - I	@	One from the Non Major Elective Subjects	2	2	3	25	75	100
	IV	SBE - I	22UAPAS1	Professional English for Arts and Social Sciences - I	2	3	3	50	50	100
				Total	30	24				
II	I	LC - II	22UBFTA2	General Tamil - II	6	3	3	25	75	100
	II	ELC - II	22UBCEN2	Communicative English - II	4	3	3	50	50	100
	III	CC - III	22UBVCC1	Publication Design	6	4	3	25	75	100
	III	CCP - IV	22UBVCC2	Practical - Visual Design	6	4	3	40	60	100
	III	ACP - II	22UBVCA2	Practical - Writing for Media	4	5	3	40	60	100
	IV	NME - II	@@	One from the Non Major Elective Subjects	2	2	3	25	75	100
				Total	30	24				
III	I	LC - III	22UCFTA3	General Tamil - III	6	3	3	25	75	100
	II	ELC - III	22UCLTS1	Language Through Literature - I	4	3	3	50	50	100
	III	CC - V	22UCVCC1	Advertising	6	4	3	25	75	100
	III	CCP - VI	22UCVCC2	Practical - Digital Photography	6	4	3	40	60	100
	III	ACP - III	22UCVCA3	Practical - Computer Graphics	4	5	3	40	60	100
	IV	EVS	22UCEVS1	Environmental Studies	2	2	3	25	75	100
	IV	SBE - III	22UCSBE3	SS III – Personality Enrichment	2	3	3	40	60	100
				Total	30	24				
IV	I	LC - IV	22UDFTA4	General Tamil - IV	6	3	3	25	75	100
	II	ELC - IV	22UDLTS2	Language Through Literature - II	4	3	3	50	50	100
	III	CC - VII	22UDVCC1	Elements of Film	6	4	3	25	75	100
	III	CC - VIII	22UDVCC2	Media Culture & Society	6	4	3	25	75	100
	III	AC - IV	22UDVCA4	Television Production	4	5	3	25	75	100
	IV	VBE	22UDVBE1	Value Based Education	2	2	3	25	75	100

	IV	SBE - IV	22UDSBE4	SS IV - Computer Basics and Office Automation	2	3	3	40	60	100
	V	Extension	22UDEXT1	Extension Activities	-	1	-	-	-	-
				Total	30	25				
V	III	CC - IX	22UEVCC1	Media Research	6	4	3	25	75	100
	III	CCP - X	22UEVCC2	Practical - Digital Film Making	6	4	3	40	60	100
	III	CCP - XI	22UEVCC3	Practical - Web Design	6	4	3	40	60	100
	III	CC - XII	22UEVCC4	Development Communication	6	4	3	40	60	100
	III	CEC - I	*	One from the Elective-I Subjects	6	4	3	25	75	100
				Total	30	20				
VI	III	CC- XIII	22UFVCC1	Media Management	6	4	3	25	75	100
	III	CC - XIV	22UFVCC2	Media Law and Ethics	6	4	3	25	75	100
	III	CCP-XV	22UFVCC3	Practical - Animation 3D	6	4	3	40	60	100
	III	CEC - II	**	One from the Elective-II Subjects	6	4	3	40	60	100
	III	CEC - III	22UFVCE3	PROJECT	6	7	3	40	60	100
	III	Internship.	22UFVCI1	Media / Internship	-	2	-	-	-	-
				Total	30	25				
				Total Credits	180	142				

CORE ELECTIVE COURSES:

Elective-I (Any one subject of the following Core Elective chosen by the candidate)		Elective-II (Any one subject of the following Core Elective chosen by the candidate)	
*Sub. Code	Core Elective Courses	**Sub. Code	Core Elective Courses
22UEVCE1A	Media Analytics	22UFVCE2A	Practical – Advertising Photography
22UEVCE1B	Indian Media Business	22UFVCE2B	Practical Photo-Journalism
22UEVCE1C	Film Appreciation	22UFVCE2C	SCREEN PLAY & DIRECTION

NON MAJOR ELECTIVE COURSE:

I Semester (Any one subject of the following Non Major Elective chosen by the candidate)		II Semester (Any one subject of the following Non Major Elective chosen by the candidate)	
@Sub. Code	Non Major Elective	@@Sub. Code	Non Major Elective
22UAVCN1A	Understanding Media	22UBVCN2A	Social Media Communication
22UAVCN1B	Visual Arts and Aesthetics	22UBVCN2B	The Great Indian Artists
22UAVCN1C	Folk & Traditional Media	22UBVCN2C	Modern Tamil Drama

SEMESTER-1

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

FIRST SEMESTER				
Course Code		22UAVCC1		
Name of the Course		VISUAL COMMUNICATION		
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CC I	Core	4	5	25+75=100

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

Unit 1

Basics of Human Communication -Evolution, Forms, Types, Nature & Characteristics- History of Human Communication seen as four revolutions-oral, written, printing and audio-visual technology. Strategies for effective Communication, Public Communication, speech styles and presentation skills. **(15 Hours)**

Unit 2

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. **(15 Hours)**

Unit 3

Models & Theorizing Communication Process- Communication Process– SMCR -Sender, Message, Channel, Receiver. Models of Communication–Lasswell, Shannon and Weaver, Wilbur Schramm, Osgood Model, New comb Model, Dance Helical Model. Theory of Communication –Uses and gratification, Hypodermic needle theory, Magic Bullet theory, and Reinforcement theory. **(15 Hours)**

Unit 4

Visual Communication–Definition, Significance (The Visual power & The Visual pleasure) and The Visual Process. Visual Communication Theories: Sensual, Perceptual theories and Cognitive Psychology. Application of psychological concepts to visual communication. Meaning and Interpretations of Visual Imageries. **(15 Hours)**

Unit 5

Visualization- Imagination, Conceptualization, Abstract Knowledge and the Visual cues. **(15 Hours)**

ReferenceBooks

1. Lester & Martin(2005).Visual Communications: Images with Messages, Words Worth Publications, California.

2. KevalJ. Kumar(2008).Mass Communicationin India, Delhi.

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand and apply the basics of Human Communication	K2,K3
CO2	To understand the forms, types and barriers in Communication	K2
CO3	To understand the significant Models and theories in Communication	K2
CO4	To understand and analyze the visual process, meanings and interpretations of Visual Imageries.	K2,K4
CO5	To Demonstrate the power of Visual Imageries	K6

CO-PO Mapping: (Course Articulation Matrix)

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	2	3	3
CO2	2	3	2	2	3	3
CO3	2	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	13	14	14	13	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

First Semester				
Course Code		22UAVCC2		
Name of the Course		VISUAL LITERACY(P)		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-II	CORE -2	4	6	40+60=100

Objective

- To understand the elements of visual construction and its applications
- To understand the principles of visual construction and its applications
- To understand the different techniques of Visualization
- To understand the psychology of colors and their impact
- To understand the different tools and techniques of visual construction

Unit - I	Visual elements: – dot, lines, shapes, forms, contour, texture, size, perspective.	15
Unit – II	Picture reading: – figurative level – the relationship of elements – perception – constancies – perceptual grouping, symbolic level – verbalization – creativity.	15
Unit – III	Visual construction: - vocabulary by exaggeration, distortion, stylization, and abstraction.	10
Unit – IV	Color psychology: – pigment, value, chroma, optical, aspects of color, the meaning of color – functions of color – attraction, association, retention, and atmosphere.	15
Unit - V	Use of various mediums: – pencil, charcoal, crayon, pastels, pen and ink, water, oil, and other mediums.	20

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 9 = 15 + 75 = 90 hours.

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

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	Students will be able to identify and choose the visual element for creation.	K3 Applying
CO II	Students will be able to analyze the effectiveness of combinations of shapes and colors in visual construction	K3 Applying K4 Analysing
CO III	The course will help the students to create abstraction.	K6- Creating
CO IV	The course will help the students to choose the relevant color combinations for different visual aids.	K4 Analysing

CO V	Students will be able to demonstrate artistic skills by using a different medium.	K3 Applying K4 Analysing K6- Creating
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K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	3	3	1
CO2	3	3	1	3	3	1
CO3	3	3	1	3	3	1
CO4	3	3	1	3	3	1
CO5	3	3	1	3	3	1
Average of CO-PSO mapping	3	3	1	3	3	1
Total of CO – PSO mapping	15	15	5	15	15	5

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

First Semester				
Course Code		22UAVCA1		
Name of the Course		Contemporary Media		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
AC-I	Allied -1	5	5	25+75=100

Course Objectives

1. To understand how different types of media evolved from Scientific invention.
2. To know the history and development of Mass media such as Print, Radio and Television.
3. To comprehend how satellite technology has brought revolutionary changes in the field of communication.
4. To provide an exposure in Digital Photography and Digital film Technology
5. To acquire the knowledge on latest trends and technologies of Tele-communication, Internet and Social media.

Unit- I

History and evolution of Printing technology, Historical development of press in India, current scenario in Tamil Press, Types of Newspapers and Magazines in India, News Agencies in India, Newspaper in the era of Digital Journalism: Growth of e-newspaper, competition, content and style of English and Tamil language newspapers and magazines – an overview. **(15 Hrs)**

Unit- II

Evolution and Growth of Radio broadcasting in India: Public Service Broadcasting, Commercial broadcasting–Vivid Bharathi, Growth of Private FM Radio channels, Community Radio, Ham radio. Digital Radio Technology: Web Radio, Podcasting, Mobile Broadcasting, HD Radio, DRM, SDR, Recent techniques of Audio recording and Sound Editing (Adobe Audition, Sound Forge, Audacity, Nuendo software) **(15 Hrs)**

Unit-III

Origin and development of Television in India, Characteristics and types of Television broadcasting, Growth of Communication Satellites- SITE, Autonomy –Prachar Bharathi, Growth of Cable TV and Private Channels, DTH, IPTV, TV on mobile, TRAI, Digital Television Technology : ATSC, QAM, CAS, Challenges and current trends in Indian Television

(15 Hrs)

Unit- IV

Evolution of Photography, Digital revolution and latest Innovation in Photography: Mirror less Camera, HD Video, Mobile Phone Camera Technology- GPS Unit, Motion pictures–Historical background, Digital Film Making: Digital Distribution and Exhibition. Growth of Multiplex, OTT Explosion, Present status, problems and prospects of film and entertainment industry with special reference to Regional cinema

(15 Hrs)

Unit-V

Evolution of Telegraphy and Telephony in India, emerging of satellite telecommunication in India– Emerging of Information and communication technology, Fibre Optics, Digital revolution in Television Technology, Mobile cellular technology – Generations of Mobile Networks, WWW technology: Application of Web 2.0 and Web 3.0, Search engines, Blogosphere, Growth of Social media, Virtual reality, Artificial Intelligence.

(15 Hrs)

Text Books

1. Kumar Keval J. (2020), 'Mass Communication in India –Fifth Edition', Jaico Publishing House, New Delhi, Fifth Edition

Reference Books

1. KrishnamurtiNadig (1966) 'Indian Journalism', Prasara, University of Mysore.
2. RangaswamyParthaSarathi (2001), 'Journalism in India', Sterling Publisher, New Delhi.
3. Chatterjee P. C. (1990), 'Broadcasting in India', Sage, New Delhi.
4. Luthra I.I R.(1986), 'Indian Broadcasting', Publications Division, New Delhi, 1986
5. ArvindSinghal, Enerett Rogers (2001), 'India's Communication Evolution from Bullock Carts to Cybermarts', Sage Publications.
6. VianilamJ.V (2003), 'Growth and Development of Mass Communication', National Book Trust, New Delhi.
7. Renu Saran (2012), 'History of Indian Cinema', Diamond Books
8. Gandhi V. Prakash (2013), 'Hand book of Television and Radio Broadcasting' Kanishka Publication
9. SupatroGhose (2013), ' History of Journalism', Wisdom Press

Web Resources (E-Learning)

<https://prasarbharati.gov.in/growth-development-air/#:~:text=In%20June%201923%20the%20Radio,in%20less%20than%20three%20years.>

<https://www.freepressjournal.in/india/world-television-day-2021-history-and-evolution-of-television-in-india>

Methodology of Teaching

Class Lectures, Power point Presentations, Group Discussion, Assignments, quiz, seminar and Field Based learning

Course Outcomes (Cos):

Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	The students will understand the nature and growth of Newspaper and Magazines in India.	K1, K2
CO2	To inculcate the knowledge of developments of Radio, Television and cinema.	K1, K3
CO3	To gain an understanding of digital revolution in Photography and film production	K1,K2
CO4	The students will have in-depth knowledge on the recent developments in Tele-communication and Television Technology	K2,K3
CO5	The student will gain knowledge of contemporary developments in Social Media and Web Technology	K2, K3

K1-Remebering, K2-Understanding, K3-Applying, K4- Analysing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	3	1	3
CO2	2	3	2	3	1	3
CO3	2	3	2	3	1	3
CO4	2	3	2	3	1	3
CO5	2	3	2	3	1	3

Total	10	15	10	15	5	15
Average	2	3	2	3	1	3

BLOOM TAXANOMY BASED QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Grand Total				75

NON MAJOR ELECTIVE-1

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

FIRST SEMESTER				
Course Code			22UAVCN1A	
Name of the Course			Understanding Media	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
NME I	Non Major Elective	2	2	25+75=100

Objective: As a Course content for other Department students, this introduces the basic understanding of Media and their practice

Unit- 1

Mass Communication & Culture, Scope & Nature of Mass Media, Elements of Media Literacy and Skills of Media Literacy

Unit- 2

Books & their Audience, Scope & Structure of Book Industry

Unit -3

Newspapers, Magazines & their Audience, Scope & Structure of Newspaper Industry

Unit -4

Radio & its Audience, Scope & Nature of Radio Industry

Unit --5

Television & its Audience, Scope & Nature of Broadcast Television Industry

Text Book

Baran J. Stanley, Introduction to Mass Communication, Media Literacy and Culture, 5th Edition, TataMcGraw -Hill, 2010

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	This introduces the basic understanding of Media and their practice	K2

CO2	This introduces the basic understanding of Books Industry and their practice	K2
CO3	This introduces the basic understanding of Newspapers & Magazines Organization and their practice	K2
CO4	This introduces the basic understanding of Radio and their practice	K2
CO5	This introduces the basic understanding of Television Industry and their practice	K2

CO-PO Mapping: (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

FIRST SEMESTER				
Course Code			22UAVCN1B	
Name of the Course			Visual Arts & Aesthetics	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
NME- I	Non-Major Elective	4	6	25+75=100

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

Unit -1

Introduction to Indian Art and Architecture; an overview of Pre-historic Period; The Harappa Civilization and the Indus Valley Civilization.

Unit- 2

The Great Indian Art and Architecture : Buddhist, Jain, Hindu and Islamic Art Forms

Unit -3

The Great Dravidian Art and Architecture: The Pallava, Chola, Pandiya, Vijayanagar and Nayaka Art Forms

Unit - 4

Case Study of any of the above Art Forms - Structural Codes and Symbolism.

Unit- 5

Create your Masterpiece using a Visual Depiction of any of the above Art Forms and make an appropriate validation.

References:

Edith Tomory, A History of Fine Arts in India and the West, Orient BlackSwan

Susie Hogge, Art, Quercus The Great Artists, Their lives, works and inspiration, A Marshall Cavendish weekly Collection

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation and Exhibit.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand ancient civilization	K2

CO2	To analyze the Buddhist, Jain, Hindu and Islamic Art Forms	K4
CO3	To analyze the The Pallava, Chola, Pandiya, Vijayanagar and Nayaka Art Forms	K4
CO4	To apply the Structural Codes and Symbolism of any of the above Art Forms and make a Case Study	K3
CO5	Create a Masterpiece using a Visual Depiction of any of the Art Forms	K6

CO-PO Mapping: (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

Knowledge Level	Section	Marks	Description	Total Marks
K1	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 x 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

B.Sc Visual Communication

FIRST SEMESTER				
Course Code		22UAVCN1C		
Name of the Course		FOLK & TRADITIONAL MEDIA		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
NME-I	NME	2	2	25+75=100

Note: As the non-major elective is allotted 30 hours per semester (2 hours per week 2 X 15 = 30 hours) the syllabus is framed to overview the concept.

Objective
 To view Folk and Traditional Art forms in India.
 To Discuss the power of folk and traditional media in comparison with modern mass media.
 To understand the different theatre forms of India.
 To understand the various folk and traditional forms of Tamil Nadu.
 To understand the nature of street theatre.

Unit - I	Nature of Folk Media	3
Unit – II	Dynamics of Folk Media	5
Unit – III	Folk theatre forms: Tamasha, Keerthana, Yakshagana, Bhavai, Therukoothu	5
Unit – IV	Tamil Traditional forms: puppetry, Mayilattam, Kavadiyattam, poikkal Kuthirai, Silambattam, and Thappattam	5
Unit - V	Street Theatre	3

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 3 = 9 + 21 = 30 hours.

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

Reference books Keval J. Kumar, *Mass communication in India*, Jaico, 2012
 A.N. Perumal, *Folk arts of Tamils*, International Institute of Tamil Studied, 1983

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The students will be able to understand the origin of Folk Media	K2 Understanding
CO II	The students will be able to analyse the strength of Folk Media in comparing other modern mass media	K4 Analysing K5- Evaluating
CO III	The students will be able to relate todifferent folk forms of India	K4 Analysing K5- Evaluating
CO IV	The students will be able to appreciate the richness of Tamil traditional forms of performing arts.	K4 Analysing K5- Evaluating
CO V	The students will understand the dynamics of traditional street plays and modern street theatre	K2 Understanding

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	1	2	1	1
CO2	1	3	1	2	1	1
CO3	1	3	1	2	1	1
CO4	1	3	1	2	1	1
CO5	1	3	1	2	1	1
Average of CO-PSO mapping	1	3	1	2	1	1
Total of CO – PSO mapping	5	15	5	10	5	5

Knowledge Level	Section	Marks	Description	Total Marks
K1	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 x 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER-II

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

Second Semester				
Course Code		22UBVCC1		
Name of the Course		PUBLICATION DESIGN		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CC-III	CORE -III	4	6	25+ 75=100

Course objectives:

1. To make students understand the Different Printing Process their Evolution
2. Understand the Design Process and Software's used for designing the publication.
3. Understand the Concept of Digital Pre-Press.
4. Present trend in Publication Industry and E- Publishing
5. Printing Industry from management Perceptiveness Challenges and opportunities

UNIT I (Introduction):

Introduction to Printing Process, Historical Background of Printing, Different types of Printing Process, Structure of the Printing & Publication Industry (15 Hours)

UNIT II (Design & Layout of Print Publication):

Introduction to Design and Layout, The Elements and principals of Publication Design (line, Shape, Texture, Unity etc., Communication and Design Understanding. Layoutformats of various Print Publication: Newspaper, Brochure, Pamphlets, Booklet & Leaflet (15Hours)

UNIT III (Digital Prepress):

Software Used for Designing & Page Layout, Digital Description of Printed Pages, Barcodes and their types, Digital Image Assembly and Data Formats, Colour Management and Digital Proofing, Computer to Plate System. (15 Hours)

UNIT IV(E-Publishing):

An Introduction –Advantages and Disadvantages, Basic Principles of E-Books, Softwares of Digital , Pdf Production, Copy Editing, HTML and XML, Web to Print (15 hours)

UNIT V (Printing Press management):

Print Publishing, Consideration for Print Production, Budget Deadline & production Reality, Selection of Paper, Planning for Print Production- Safety, health and Environment Regulations (15 hrs)

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

Web Resources

E-SOURCE

<http://helloartsy.com/https://practicaltypography.com/what-is-typography.html>

<http://learning.gov.wales/docs/learningwales/publications/130424-art-and-design-guidance-en.pdf>

<http://www.aproged.pt/biblioteca/handbookofdrawing.pdf>

METHODOLOGY OF TEACHING

Class lectures, Group Discussion, Assignments, Field-based learning.

COURSE OUTCOMES (CO):

Upon completion of this course, the students will be able to:

CO	Course Outcomes	K - Levels
CO1	Recognize and Summarize the Growth and development of Printing & Graphic Industry	K1, K2
CO2	Define Sketch various Design Elements in Publication	K1, K2
CO3	Understand the Concept of Pre-Press Production	K1, K2
CO4	Understand the Concept of E-Publishing	K1, K2, & K3
CO5	Students will be able to understand the process and challenges print production	K2

PROGRAMME SPECIFIC OUTCOMES (PSO) – COURSE OUTCOME (CO) MAPPING

	PROGRAMME SPECIFIC OUTCOMES (PSO)						
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COURSE OUTCOMES (CO)	CO1	3	2	2	2	3	3
	CO2	3	2	2	3	2	2
	CO3	2	2	2	2	3	2
	CO4	2	2	3	2	2	3
	CO5	2	2	2	2	2	2
	TOTAL	12	10	11	11	12	12
	AVERAGE	2.4	2	2.2	2.2	2.4	2.4

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

SECOND SEMESTER				
Course Code			22UBVCA2	
Name of the Course			WRITING FOR MEDIA (PRACTICAL)	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
ACP-II	ALLIED-II	5	4	40+60=100

Objective: To enable students utilize their skills for different media and to provide fresh insights.

Unit 1: Writing for Newspaper & Magazines– 4 Exercises

News structure, Headlines, Leads, Hard & Soft news, Feature Writing

Unit 2: Writing for Television& Radio – 4 Exercises

Genres, Script Formats, Presentation, Commercial

Unit 3: Writing for New Media – 2 Exercises

Blogs, Social Media Communication

Unit 4: E- Content Development - 1 Exercise

Manual and Testing

Unit 5: Educational Content Design - 1 Exercises

Creating Module with Lesson Structure

The record will include 12 Exercises on the above topics.

Teaching Methodology: Class lectures, Presentations on Study Materials

Course Outcomes:

CO CODE	Course Outcome	K- Levels
CO1	To analyse news structure, to identify hard & soft news, and to write a feature (15 Hours)	K4, K6
CO2	To identify & analyse different genres, script formats, Evolve Characterization, create commercial (15Hours)	K4, K6
CO3	Apply & create a Blog, creating content for	K3, K6

	SMC (15Hours)	
CO4	Using a Manual Template, generate Testing & Feedback mechanism (15Hours)	K3, K5
CO5	Create a learning module & to prepare a lesson structure (15Hours)	K3, K6

CO-PO Mapping: (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

B.SC. DEGREE PROGRAMME IN VISUAL COMMUNICATION

SECOND SEMESTER				
Course Code		22UBVCC2		
Name of the Course		VISUAL DESIGN(P)		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-IV	CORE	4	6	40+60=100

- Objective**
- To understand the different weights of lines, curves, shapes, and forms.
 - To understand the dynamics and impact of repetition.
 - To understand the role of numeric and fonts in visual design.
 - To understand the styles in designing for corporate communication.
 - To understand the methods and trends in consumer advertisements.

- Unit - I** **Understanding mass and weight:** Lines of different thicknesses, Curves of different thicknesses, Shapes of different forms **15**
- Unit – II** **Understanding emotions:** Patterns—of different kinds, Distortion—of different kinds **15**
- Unit – III** **Understanding the units:** Lettering(fonts) Alphabets, Fonts Numbers **10**
- Unit – IV** **Designing stationery package:** Logo design Letterhead Visiting Cards **15**
- Unit - V** **Designing Corporate communication:** Brochures, Print Advertisements - Black & White, Colour **20**

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 9 = 15 + 75 = 90 hours.

Methodology Theory and practical sessions with exhaustive lab work on various assignments. The record ONE, should contain handwork done by students on basic elements of design. There should be a minimum of THREE exercises for each topic outlined below for Record ONE.

Reference books Robert W. Gill, *Rendering with pen & Ink*, Thames & Hudson, 1981
Stan Smith, *Anatomy, Perspective & Composition*, Macdonald, 1984

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The students will effectively use the lines and shapes in design.	K3 Applying
CO II	The students can produce different types of design patterns.	K4 Analysing K6- Creating
CO III	Students will be able to use appropriate fonts and numeric for their specific needs.	K3 Applying K4 Analysing
CO IV	Students can design communication materials for business communication.	K3 Applying K4 Analysing K6- Creating
CO V	Students can be a successful designers in visual merchandising and corporate communication	K3 Applying K4 Analysing K6- Creating

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	3	3	1
CO2	3	3	1	3	3	1
CO3	3	3	1	3	3	1
CO4	3	3	1	3	3	1
CO5	3	3	1	3	3	1
Average of CO-PSO mapping	3	3	1	3	3	1
Total of CO – PSO mapping	15	15	5	15	15	5

NON-MAJOR ELECTIVE-2

NON-Major Electives-II

SECOND SEMESTER				
Course Code		22UBVCN2A		
Name of the Course		Social Media Communication		
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
NME II	Non Major Elective II	2	2	25+75=100

Objective: As a Course content for other Department students, this introduces the basic understanding of Public Relations and Social Media

Unit -1

Public Relations & its Audience, Scope & Structure of Public Relations Industry

Unit --2

Movie Genres & their Audience, Scope & Nature of the Film Industry

Unit -3

Internet & the Global Media, The Case for The Global Village & the Case against the Global Village

Unit- 4

New Media Practices & Ethics, Freedom & Regulation

Unit- 5

Media Convergence & the use of Social media.

Text Book

Baran J. Stanley, Introduction to Mass Communication, Media Literacy and Culture, 5th Edition, Tata McGraw -Hill, 2010

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand the scope of Public Relations	K2
CO2	To understand the Movie Genres & their Audience	K2
CO3	To apply the use of Internet and understand the concept of Global village	K3
CO4	To analyze the various New Media Practices and the regulations	K4
CO5	To understand the concept of Media Convergence and the use of Social media	K2,K3

CO-PO Mapping : (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN**UG Degree Pattern**

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

B.Sc Visual Communication

SECOND SEMESTER				
Course Code		22UBVCN2B		
Name of the Course		THE GREAT INDIAN ARTISTS		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
NME-II	NME	2	2	25+75=100

The Great Indian Artists

Note: As the non-major elective is allotted 30 hours per semester (2 hours per week 2 X 15 = 30 hours) the syllabus is framed to overview the concept.

Objective

- To introduce students to the life history and style of Art of **Amrita Sher-Gil** and **Jamini Roy**
- To introduce students to the life history and style of Art of **Kalipada Ghoshal** and **Maniam**
- To introduce students to the life history and style of Art of **Manishi Dey** and **Mukul Chandra Dey**
- To introduce students to the life history and style of Art of **Nandalal Bose** and **Rabindranath Tagore**
- To introduce students to the life history and style of Art of eminent **South Indian Artists**

Unit - I	Amrita Sher-Gil (1913–1941), Jamini Roy (1887–1972)	3
Unit – II	Kalipada Ghoshal (1906–1995), Maniam (1924–1968)	3
Unit – III	Manishi Dey (1909–1966), Mukul Chandra Dey (1895–1989)	3
Unit – IV	Nandalal Bose (1882–1966), Rabindranath Tagore (1861–1941)	3
Unit - V	South Indian Artists: Raja Ravi varma, Roy Chowthri, KCS Panikkar,	9

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 3 = 9 + 21 = 30 hours.

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

Reference books Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman
Dubreuil, Jouveau, *Dravidian Architecture*. Bharat Bharati.
E. B. Havell, *A Handbook of Indian Art*, John Murray, 1920

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The students will understand the nature of Indian modern Art	K2 Understanding
CO II	The students will understand the life history of Indian Painters	K2 Understanding
CO III	The student will be able to analyse different styles and forms of Indian Artists	K4 Analysing K5- Evaluating
CO IV	The students will understand the contribution of eminent painters to the Indian Art	K2 Understanding
CO V	The students will be able to appreciate the work of Art	K4 Analysing K5- Evaluating

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	2	2	1	2
CO2	1	3	2	2	1	2
CO3	1	3	2	2	1	2
CO4	1	3	2	2	1	2
CO5	1	3	2	2	1	2
Average of CO-PSO mapping	1	3	2	2	1	2
Total of CO – PSO mapping	5	15	10	10	5	10

Knowledge Level	Section	Marks	Description	Total Marks
K1	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 x 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SECOND SEMESTER				
Course Code		22UBVCN2C		
Name of the Course		Modern Tamil Drama		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
NME-II	NME	2	2	25+75=100

Note: As the non-major elective is allotted 30 hours per semester (2 hours per week 2 X 15 = 30 hours) the syllabus is framed to overview the concept.

Objective

- To understand the historical development of Tamil Plays.
- To understand the different aspects of Therukoothu
- To understand the blend of three components of Tamil performing Art.
- To understand the trends of Tamil drama.
- To understand the modernization of content, style, and treatment of Tamil drama.

Unit - I	Origin of Tamil Plays	4
Unit – II	Ancient Tamil Therukoothu	3
Unit – III	Iyal, Isai, Nadagam	5
Unit – IV	Growth of Tamil Stage	4
Unit - V	Modernization of Tamil plays	5

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 3 = 9 + 21 = 30 hours.

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

Reference books A.N. Perumal, *Tamil drama origin and development*, International Institute of Tamil studies, 1981

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The students will understand the origin of Tamil plays	K2 Understanding
CO II	The students will be able to understand how the Therukuthoo was part of our every day life of Tamil people	K2 Understanding
CO III	The students will understand the aesthetics of “Muthamizh”	K2 Understanding
CO IV	The students will understand the growth of Tamil Plays	K2 Understanding
CO V	The students will understand the transformation of modern Tamil dramas	K2 Understanding K3 Applying K6- Creating

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	1	2	3
CO2	2	3	2	1	2	3
CO3	2	3	2	1	2	3
CO4	2	3	2	1	2	3
CO5	2	3	2	1	2	3
Average of CO-PSO mapping	2	3	2	1	2	3
Total of CO – PSO mapping	10	15	10	5	10	15

Knowledge Level	Section	Marks	Description	Total Marks
K1	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 x 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER-III

THIRD SEMESTER				
Course Code			22UVCC1	
Name of the Course			ADVERTISING	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CCV	Core	4	6	25+75=100

Objective: To learn Advertising Creatives and appropriate Media Strategies

Unit 1

Definition, nature and scope of advertising, 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 2

Message Strategy and Tactics: Attention, Comprehension, Benefit-Based Attitudes, Brand Management: Positioning, Brand Image. Creative Approaches and Communication strategy, Appeals in advertising, Designing and layout: Ad structure- Copy writing, Types of headlines, body copy, base lines, slogans, logos and typography, Scripting for Audio Visual media : Screenplay, Treatment, Story board.

Unit-3

Media Strategy and Tactics: Media Planning- objectives, strategies and planning,, Media Budgets, Media Buying, Media Scheduling, Types, Structure and functioning of an Ad agency, Advertising agency- Client brief, Client-Agency Relationship, leading agencies in India.

Unit 4

Creating and Executing a Campaign Plan: Campaign Kit. Marketing Mix & Promotion: Sales(Offers, Discounts, Coupons etc) - Consumer Promotions-Trade Promotions- The DAGMAR Approach- Segmentation & Positioning

Unit 5

Advertising research- measuring advertising effectiveness, Media research- Audience analysis, Audience measurements, Code and Ethics of Advertising, ASCI. Advertising as a Career.

Text Books:

1. Batra Rajeev, Myers G. John, Aaker A David, Advertising Management, 5th Edition, Pearson Education, 2009
2. Sissors Z Jack , Baron B Roger, Advertising Media Planning, 7th Edition, McGraw Hill, Indian Edition, 2017.

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand the nature & scope of various media	K2
CO2	To understand and apply the strategies in creating Ad Copies	K2.K3
CO3	To understand the structure & Function of Ad Agencies & Media Planning	K2
CO4	Creating and Executing a Campaign Plan	K6
CO5	To understand Advertising research	K2

CO-PO Mapping: (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	2	2	2	3	3	3
Total	13	13	14	15	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

THIRD SEMESTER				
Course Code		22UCVCC2		
Name of the Course		Digital Photography (P)		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-VI	CORE	4	6	40+60=100

Objective

- To understand the basics of DSLR camera operation.
- To understand the exposure combination.
- To understand the visualization for framing and composition.
- To understand the visual presentation for different genres.
- To understand the VFX techniques by using DSLR cameras.

Unit - I	Basic photography: The students will be given theoretical inputs on the following Principles of Photography, Digital camera and Accessories, Recoding Qualities (pixels, raw, and JPEG)	30
Unit – II	Exposure: combinations, Lighting, Visual Compositions	10
Unit – III	Genre Exercises 1: Students should take photographs of the following: Flowers, Fruits & Vegetables, Portraits, Monuments	15
Unit – IV	Genre Exercises 2: Street Photography, Action Photography, Animals & Birds, Seascape	10
Unit - V	Genre Exercises 3: Market, Silhouette, Long Exposure, Special Effects	10

Continuous assessments 1 &2 = 3 hours, Model Exam 3 hours, Assignments 9 = 15 + 75 = 90 hours.

Methodology Theory and practical sessions with exhaustive lab work on various assignments. Each title may have 2-3 photographs with necessary details (Exposure and Titles) in 8”X12” size.

Reference books Steven H. Begleiter, *50 lighting setups for portrait photography*, Craig Alessc, 2008
Jay Dickman, Jay Kinghorn, *Perfect digital photography*, The Mcgraw-Hill, 2009

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The student will be able to operate the DSLR cameras	K2 Understanding
CO II	The students will be able to do the visual composition through the electronic device	K3 Applying
CO III	Students will be able to demonstrate good visual presentation for different applications	K3 Applying, K4 Analysing
CO IV	Students will be able to choose a specialization in their career	K5- Evaluating
CO V	Students will be able to produce different aesthetic expressions through electronic devices.	K6- Creating

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	2
CO2	3	3	2	3	3	2
CO3	3	3	2	3	3	2
CO4	3	3	2	3	3	2
CO5	3	3	2	3	3	2
Average of CO-PSO mapping	3	3	2	3	3	2
Total of CO – PSO mapping	15	15	10	15	15	10

Third Semester				
Course Code		22UCVCA3		
Name of the Course		Computer Graphics (Practical)		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
ACP-III	Allied	5	4	40+60=100

Course Objectives

1. To inculcate the knowledge of Principle of design and its application using computer Graphics.
2. To acquire creative knowledge of typography and Layout design in Computer graphics
3. To gain expertise on the concept and creation of logo by using Corel draw and InDesign
4. To define and apply different tools in Photoshop for creating Visual design.
5. Enriching the skill level of Computer Graphics through Practical exercises

Unit-1

Basic of Graphic Design, Understanding Elements and Principle of Design, Design process, Layout Design, Type Face, Typography, Spacing, Measurement, Logo and Concept, Design and Colour, Colour and Contrast, Colour Psychology. **(15 hrs)**

Unit-II

Basics of Computer Graphics, Application of Computer Graphics, Introduction of Raster and Vector Graphics, Pixels, Graphic software, introduction 2D and 3D Graphics, Different File Formats, Image Resolution, Graphic Hardware **(15 hrs)**

Unit-III

Corel Draw: Basics and interface –Menu Bars, Tools, Objects: Creation and Manipulation- Drawing, Shaping, Selecting, Manipulating and Transforming Objects-Using Layers, Working with Special effects and Texts: Using symbols, Bitmaps, Applying Colour, Page Layout, Printing, Exporting and Advanced Features **(15hrs)**

Unit- IV

PhotoShop: Basics and Interface- Menu Bar- Tools-File Formats- Working with Workspace, Panels and colours, Working with images: Shape and pen tools, Making selection, Working with layers and masks, Working with Text, Painting, Retouching, Using Filters, Working with 3D objects, Saving for Print and Web. **(15hrs)**

Unit-V

InDesign: Basics and Interface – Working with Workspace, Document, Layers, Working with Text, Drawing tools and objects, using Graphic, colors and stroke, Applying effects, Publishing the Documents. **(15hrs)**

The practical will include

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

The record work will incorporate practical exercises completed by each student during the Third semester with dates and signature of the concerned faculty. It will contain a content page of practical exercises completed by individual students.

Exercises

Students will design the following

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 logo created in the previous exercise.
3. Design a 'Newsletter' for any one of the above-mentioned agencies.
4. Design a Poster, Greeting Cards and DVD Cover.
5. Print Advertisement
6. Design the 'Front cover' for an in-house journal published by any one of the above mentioned agencies.

Text Books

1. 'In design CS6 in simple Steps' Dream Tech, 2013
2. 'Photoshop CS6 in Simple steps', Dream Tech, 2013

Reference Books

1. Andrew Faulkner (2021), 'Adobe Photoshop CC- First Edition', Pearson
2. Brian Wood (2018), 'Adobe Illustrator CC- First Edition', Pearson
3. Casey Barre (2020), 'Photoshop for beginners Guide' Abbott Properties
4. Sathishjain, CoreldrawTraing guide, BPB publications.

Web Resources (E-Learning)

<https://photoshop-cs5.en.lo4d.com/windows>

http://academics.wellesley.edu/MAS/221/tutorials/CS6/CS6_Complete.pdf

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

Methodology of Teaching

Class Lectures, Flipped Learning/Blended (Power point Presentations, Demo Videos), Lab demonstration and Practice, Practical Assignment and Exercises

Course Outcomes (Cos): Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	Gain better understanding of both Raster and Vector graphics and its advantages	K2, K3
CO2	Apply the elements, principles and Aesthetics of design in Computer Graphics	K6
CO3	Have in-depth expertise on the application of different tools in Photoshop to create different design	K2, K3, K4
CO4	Create Logo and Print Ads by using Corel draw and InDesign Software	K3, K6
CO5	Create Poster design, Book Cover, Magazines Front Page and Newsletter by using Photoshop and InDesign software.	K3, K6

K1-Remebering, K2-Understanding, K3-Applying, K4- Analysing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	2
CO2	3	3	2	3	3	2
CO3	3	3	2	3	3	2
CO4	3	3	2	3	3	2
CO5	3	3	2	3	3	2
Total	15	15	10	9	15	10
Average	3	3	2	3	3	2

SEMESTER-IV

FOURTH SEMESTER				
Course Code		22UDVCC1		
Name of the Course		ELEMENTS OF FILM		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-VII	CORE -VII	4	6	25 +75 =100

OBJECTIVE

- Trace the development of Film Making as Business and Art in India and world
- To make student Understand the Process of Film making.
- To make student Understand the basic Elements in Film making
- To Understand Concept of film forms
- To make student understand the concept of film forms

Unit-1

Indian Cinema History (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends (HOURS: 15)

Unit-II

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition. (Hours : 15)

Unit-III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene. Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound. (Hours: 15)

Unit-IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax. (HOURS: 15)

Unit-V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology. (Hours :15)

METHODOLOGY:

Theoretical inputs through lectures and group discussions.Students

Reference

1. Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press
2. Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva
3. Bernard F. Dick (1978), Anatomy of Films, New York, St. Martin's Press
4. Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press

E-SOURCE

<https://www.timetoast.com/timelines/film-studies><https://filmstudiesforfree.blogspot.in/2012/04/timeline-of-historical-film-colors-now.html>https://www.youtube.com/watch?v=Ahlbl_URhco<http://www.elementsofcinema.com/directing/mise-en-scene-in-films/><https://www.lightsfilmschool.com/blog/mise-en-scene-in-film-afk>http://www.elementsofcinema.com/film_form/FILM-FORM.html

CO	Course Outcomes	K - Levels
CO1	Impart Knowledge about History of Cinema as an Art & Business	K2
CO2	Understanding the Process and different stages of film making	K2, K3
CO3	To be able to Appreciate Film as a technical Media	K1,K2
CO4	Understanding of the film genres and their role.	K3, k4
CO5	Knowledge about various film formats	K1,

PROGRAMME SPECIFIC OUTCOMES (PSO) – COURSE OUTCOME (CO) MAPPING

	PROGRAMME SPECIFIC OUTCOMES (PSO)						
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COURSE OUTCOMES (CO)	CO1	3	2	2	2	3	3
	CO2	3	2	2	3	2	3
	CO3	3	2	2	2	3	3
	CO4	3	2	3	2	2	3
	CO5	2	2	2	2	2	3
	TOTAL	14	10	11	11	12	3
	Average	2.8	2	2.2	2.2	2.4	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

B.Sc Visual Communication

Fourth Semester				
Course Code		22UDVCC2		
Name of the Course		MEDIA CULTURE & SOCIETY		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-II	CORE -2	4	6	25+ 75 =100

OBJECTIVE :

1. To make students understand the role of media in society
2. To make students understand the factors which make the media to operate in Public Domain.
3. To make students understand the role of Audience in influencing the content of the Media.
4. To make student understand influence of media in Society.
5. To make student understand the role of Media in Shaping the Culture.

UNIT I (Introduction)

The Mass Media Different types of Media, Characteristics of Different Media, Functions of media, Theories of media, Role of media in Society, Relationship between Mass Communication & Culture, Media Saturation and its Effects. (15 Hours)

UNIT II (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(15 Hours)

UNIT III (Media Audiences): Media Audiences , The Audience as Market , The Psychology of Audience, The public and Public Opinion, Mass Media & Public Opinion, Agenda Setting, The Spiral of Silence Theory, Public Opinion Survey, Media & Politics, Persuasion and Propaganda, Audience measurement and Rating Games (15 Hours)

UNIT IV (Media & Society): Mass Communication and its Effects, The meaning of Effects, Theories of media Effect and media Uses, Media Saturation, The Mass Media and the Indian Family. Women and Media, Media and Children, Media and Consumerism, Relationship between media & Violence. (15 Hours)

UNIT V(Media and 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, Media Saturation, Transnational Communication.(15 Hours)

Essential Reading:

1. Len Masterman, [1985], Teaching the Media, Co-media Publishing Group, London,2.

PaulHodkinson,[2010]Media,CultureandSociety:AnIntroduction,SAGEPublicationsLtd.
 3. NeilPostman,[2005]AmusingOurselvestoDeath:PublicDiscourseintheAgeofShow Business Penguin Books.
 Recommended Reading:
 1. PeterL.Berger (1967) TheSocialConstructionofReality: A TreatiseintheSociologyof Knowledge, Anchor.
 2. Alvarado, Gutch and Wollen, [1987]LearningMedia,Macmillan Education Ltd

E-SOURCE

- https://www.researchgate.net/publication/248070741_Theories_of_the_Media_Theories_of_Society
http://ocw.jhsph.edu/courses/ISBT/PDFs/Session_13_Storey2010.pdf<http://www.communicationstudies.com/communication-theories><http://open.lib.umn.edu/communication/chapter/15-2-functions-and-theories-of-mass-communication/>

METHODOLOGY OF TEACHING

Class lectures, Group Discussion, Assignments, Field-based learning.

COURSE OUTCOMES (CO):

CO	Course Outcomes	K - Levels
CO1	Summarize the Theoretical Relationship Between media Culture and Society	K2
CO2	Understanding the factors which determine the functioning of media in a society	K2
CO3	Understanding & Knowledge about Mass Media theories of Audience, Key Terms and Concepts	K1,K2
CO4	Students can Analyze the Relationship Between Mass media and its Effects.	K3, k4
CO5	Knowledge about Relationship between Media & Culture, Analyze key terms and Concepts Related to Culture & Communication.	K1, K2,k4

PROGRAMME SPECIFIC OUTCOMES (PSO) – COURSE OUTCOME (CO) MAPPING

	PROGRAMME SPECIFIC OUTCOMES (PSO)						
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COURSE OUTCOMES (CO)	CO1	3	2	2	2	3	3
	CO2	3	2	2	3	2	3
	CO3	3	2	2	2	3	3
	CO4	3	2	3	2	2	3
	CO5	2	2	2	2	2	3
	TOTAL	14	10	11	10	12	15
	AVER AGE	2.8	2	2.2	2	2.4	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

FOURTH SEMESTER				
Course Code		22UDVCA4		
Name of the Course		TELEVISION PRODUCTION		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
AC-IV	Allied	5	4	25+75=100

Objective

- To understand television as media, technology, and industry.
- To understand the components of pre-production of television production.
- To understand the operational techniques of the video camera, lighting, and recording.
- To understand the types of audio equipment and the audio recording.
- To understand video editing, titling, and audio-video synchronizing.

- 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, and budget preparation. **10**
- Unit – II** **Planning for the shoot:** Selection of cast, costumes, locations, set & design, and Research. Locations: In-door On-sights sets, -- Outdoor on-sight sets, blue matte. **8**
- Unit – III** **Visual capturing:** Camera techniques & operation, Types of the 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) **12**
- Unit – IV** **Audio enabling:** Audio online or offline. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, Omni-directional mics, Hand mic, Headset mic, quadrasonic mic, and wireless mic, lapel, etc.) Knowledge about audio recording (mono, stereo, surround sound, etc.). **8**
- Unit – V** **Final out-put:** 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, online mode) computer editing – time code **12**

roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Background Music, synchronizing of video and audio, voice-over (narration). Presentation skills, recording live programmes.

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 4 = 10 + 50 = 60 hours.

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

Reference books

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

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The students will get the placement in the television companies as producers, directors, and technicians.	Applying,
CO II	The students will be able to work in the pre-production process.	K3 Applying, K4 Analysing,
CO III	Students will apply the theoretical knowledge in camera operation and effectively use the other accessories.	K3 Applying, K4 Analysing
CO IV	The students will apply the knowledge in audio recording during the live recording as well as the offline shoot.	K3 Applying, K4 Analysing, K6- Creating
CO V	The students will apply their knowledge in online and offline editing for the effective final output of the television program.	K3 Applying, K4 Analysing, K6- Creating

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Average of CO - PSO mapping	3	3	3	3	3	3
Total of CO – PSO mapping	15	15	15	15	15	15

Knowledge Level	Section	Marks	Description	Total Marks
K1	A (Answer all the questions)	10 X 2	Short Answer (Two questions from each unit)	20
K1, K2, K3	B (INTERNAL CHOICE) EITHER (a) OR (b)	5 x 5	Question (a) OR (b) from the same Unit and same K Level	25
K3, K4, K5	C (Answer any three question from five questions)	3 X 10	One questions from each unit (No unit missing)	30
Grand Total				75

SEMESTER-V

FIFTH SEMESTER				
Course Code		22UEVCC1		
Name of the Course		Media Research		
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CC-IX	Core	4	6	25+75=100

Objective: To understand various Media Research Methods and its application

Unit 1: Foundation of Social Research Design - Research methods

Unit 2: Content Analysis Techniques - Applications

Unit 3: Qualitative Research - Research Methods : Interviews , Focus Groups, Participant Observation , Textual Analysis

Unit 4: Quantitative Research: Research Methods, Media Metrics, Data Processing and Analysis

Unit 5: The Media Audience Research: Audience Measurement, Audience and Media Measurement Research Methods and Data Analysis

Reference Books:

1. Greham Myttan, Peter Diem, Piet Heinvan Dam , Media audience Research A Guide for Professionals Sage 3rd Edition
2. Manoj Dayal , Media Metrics An Introduction to Qualitative Research in Mass Communication, Sage
3. Bonnie S.Brennen Qualitative Research Methods for Media Studies 2nd Edition Routledge
4. Arthur Asa Berger Media Analysis Techniques 4th Edition, Sage
5. Patrick Mcneill and Steve Chapman, Research Methods third edition Routledge
6. Donileen R.Loseke , Methodological Thinking : Basic Principles of Social Research Design, Sage

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand, apply & analyze the What, How & Why of Social Research Design	K2,K3, K4
CO2	To understand, apply & analyze the What, How & Why of Content Analysis Techniques	K2,K3, K4
CO3	To understand, apply & analyze the What, How & Why of Qualitative Research	K2,K3, K4
CO4	To understand, apply & analyze the What, How & Why of Quantitative Research	K2,K3,K4
CO5	To understand, apply & analyze the What, How & Why of The Media Audience Research	K2,K3,K4

CO-PO Mapping : (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN**UG Degree Pattern**

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Grand Total				75

Fifth Semester				
Course Code		22UEVCC2		
Name of the Course		Digital Film Making		
Course No	Course Category Core/Elective/Allied/ NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-X	Core	4	6	40+60= 100

Objectives

1. To equip students to understand the process of Digital film making from scripting to finished product.
2. To develop student's knowledge in Planning, Budgeting, Scheduling and executing the Project
3. Practice and implement 5C's of Cinematography- Camera angles, Continuity, Cutting, Close – ups and Composition.
4. To train and support students in short film Direction, Production and Post-production
5. To provide hands-on training to various aspects of Promotion and Marketing.

Unit-I

Pre- production (Practical):

Story development: Ideation, research, scripting, Screen play, Dialogue writing, Story board.

Preparing for Production: Planning, Proposal, budgeting, script breakdown, Shooting Schedule, finding locations, getting permission, Hiring of Equipment,

Unit-II

Production (Practical)

Directorial Practices: Visualizing the script, Creative aspect of Production: Treatment, Breakdown, Shooting Script, Working with Crew, Directing Actors. **Understanding Film Language:** Shot, Scene, Sequence, camera movement, Director Angle and Point of view.

Unit-III

Cinematography: Plan Shoot, Picture Composition: Framing, Head Room, Rule of Thirds, 180 Degree rule, Camera Angle, Camera Movement, working with Lighting, color and Lenses. **Audio Production:** Audio Recording Techniques, Sound effects. **Direction:**

Unit-IV

Post Production (Practical)

EDL, Editing Process, Dubbing, Chromo Keying, Visual effects and Transition, Colour Correction, Final Output,

Unit-V

Finance, Marketing and Promotion.

Practical Exercise

Team based Project

1. Each Team consist of five learners (Students) and collaboratively work on single Project
2. Each team member have a designated role such as Scripting, Directing, Cinematography, Sound production and Editing
3. Each Team is required to produce Short film of about 4-5 minutes duration and Commercial or PSA about 15-30 Seconds under the supervision of Faculty of the Department.
4. The Team or Student has to present a proposal on the short film production for the approval of department council. (Prior Approval)
5. The Approved proposal must be executed in the prescribed time by the department.

Evaluation Procedure:

1. Evaluation on the basis of Screening the Project, Viva and Tutor Observation
2. Tutor Observation (Record Note) containing three Short stories, synopsis (Short story) of the Project, Screenplay, Breakdown, Story board, EDL, Field Diary and Working stills.
3. Along with Promotion Materials (First Look, Poster)

Text Books

1. Herbert Zettl (2012), 'The Television Production Handbook- 12th Edition', Wadsworth Publishing.

2. Esta de Fossard (2015), 'Writing and Producing Television and Film', Sage Publication.

Reference Books

1. David Mamet (1992), 'Directing Film', Penguin Books
2. Millerson Gerald (1994), 'Effective TV Production- 3rd Edition', Routledge
3. Patricia Holland (1997), 'The Television Handbook', Routledge Publisher
4. Joseph V. Mascelli(1998), 'The Five C's of Cinematography' , Silman- James Press, US
5. Millerson Gerald (1999), 'Television Production- 13th Edition', Focal Press
6. Herbert Zettl (2012), 'The Television Production Handbook- 12th Edition', Wadsworth Publishing.
7. Mark Brindle (2013), 'The Digital Film making Hand Book', Quercus Publishing
8. Tonia Hoger (2018), 'Introduction to Cinematography', Routledge
9. Jim Owens (2019), 'Television Production- 17th Edition', Taylor and Francis
10. Sonja Schenk (2021), 'Digital Film Making Hand Book', Foreign Film Publishing.

Web Resources (E-learning)

<https://www.filmconnection.com/reference-library/film-entrepreneurs/digital-filmmaking/>

<https://www.studiobinder.com/blog/how-to-make-a-short-film/>

Methodology of Teaching

Class Lectures, Mentoring, Executing Shooting Process - Camera Practice in indoor and Outdoor (Field Works), Hands on training in Sound Recording and Editing Process.

Course Outcomes (Cos):

Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	To learn the basics of Pre-production process- scripting, Screen play writing, Storyboard, planning and Budget	K2, K3, K6
CO2	To improve student's skills in camera operation , various Camera movement and Composition Techniques	K2, K3, K6
CO3	Gain in-depth knowledge about film Production, Directing, Cinematography and Editing Techniques	K2, K3.
CO4	Identify and distinguish the role and responsibilities of crew members in film making.	K2, K3, K6
CO5	To equip the students in Marketing and Promotion	K2, K3, K6

K1-Remembering, K2-Understanding, K3-Applying, K4- Analysing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	2	2
CO2	3	3	2	3	2	2
CO3	3	3	2	3	2	2
CO4	3	3	2	3	2	2
CO5	3	3	2	3	2	2
Total	15	15	10	15	10	10
Average	3	3	2	3	2	2

B.Sc. Visual Communication

FIFTH SEMESTER				
Course Code		22UEVCC3		
Name of the Course		WEB DESIGNING		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-XI	CORE -VII	4	6	40 + 60=100

Course Objectives

1. Understand the Importance of Web pages as a tool of Communication
2. How to design a quality website for Different customers
3. Understand the concept and the soft wares used to design a web pages
4. To understand the interface of software's, Dreamweaver, HTML, and Flash for designing web pages
5. Design and develop web pages with links for different Platforms, such as DTP & Mobile Phones

Unit- I

Internet, Concept for LAN & WAN, Web Hosting, Domain Name, Website, Webpage, Homepage, Web Graphic, Web Advertisement, Blog and Vlog. Responsive Web Design, Responsive Colour Schemes and Custom Web Fonts
(15 Hrs)

Unit- II

Concept of Web layout, Types of web layout, Pre-production works for designing a website. Concept Development and Design - Responsive Page Layout, Using vectors in Responsive Design
(15 Hrs)

Unit-III

Web layout design, buttons, web banner, web ad, and web graphics designing through Adobe Photoshop/Illustrator

(15 Hrs)

Unit- IV

Introduction to HTML, Flash, Dreamweaver, manage site, create new site, create new document, insert, modify, Insert media file layout, form, data. , text, favourites. Responsive Forms, Menus with Media Queries, QR/ Bar Code generation, Adding Widgets **(15 Hrs)**

Unit-V

Designing interactive Website for government organization and corporate industry, one dynamic web for Education Industry. **(15 Hrs)**

Methodology of Teaching

- Extensive lab work with software
- Class projects will be assigned periodically with student having the option of working independently and submitting their work on the assigned dates
- Recurrent observations and criticisms will be done and guided accordingly
- Students will be asked to design websites

Text Books

1. Ethan Marcotte (2011) Responsive Web Design
2. Joe Casabona, Responsive Design with Word Press: How to make great responsive themes and plugins (Voices That Matter) 1st Edition
3. Tim Kadlec, Implementing Responsive Design: Building sites for an anywhere, everywhere web 1st Edition

Web Resources (E-Learning)

<https://www.ed2go.com/sceducator/online-courses/responsive-web-design?tab=syllabus>https://www.w3schools.com/css/css_rwd_intro.asp
<https://smallbiztrends.com/2013/05/what-is-responsive-web-design.html><https://www.awwwards.com/7-essential-books-on-responsive-web-design-you-do-not-want-to-miss.html>
<https://www.youtube.com/watch?v=MVUZdA5ts4o>

ESE RECORD WORK SUBMISSION DETAILS

Students should submit any FIVE best Websites/Applications submitted as assignments approved by the Subject In charge in CD Format.

CO	Course Outcomes	K - Levels
CO1	Understand the Importance of Web pages as a tool of Communication	K2
CO2	How to design Principle's are applied in designing website	K2
CO3	Understand the concept and the soft wares used to design a web pages	K1,K2
CO4	Develop designing skills to develop a quality website for Different customers	K3, k4
CO5	Skills in Designing and development of web pages with links for different Platforms,such as DTP & Mobile Phones	K1,

PROGRAMME SPECIFIC OUTCOMES (PSO) – COURSE OUTCOME (CO) MAPPING

	PROGRAMME SPECIFIC OUTCOMES (PSO)						
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COURSE OUTCOMES (CO)	CO1	3	2	2	2	3	3
	CO2	3	2	2	3	2	3
	CO3	3	2	2	2	3	3
	CO4	3	2	3	2	2	3
	CO5	2	2	2	2	2	3

Level of Correlation between PSO's and CO's

(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)

Assign the value ,1 – Low ,2 – Medium ,3 – High ,0 – No Correlation

FIFTH SEMESTER				
Course Title		DEVELOPMENT COMMUNICATION		
Course Code		22UEVCC4		
Course No	Course Category Core / Elective	No. of Credits	No. of Hrs / Week	Total Marks (Int +Ext)
CC-XII	CORE	4	6	25+75

Objective

1. To make student understand the role of Communication in social development
2. To make student understand the evolution of the theory and Practice of Development Communication.
3. To make student understand the role of Information Communication Technology for Rural Development.
4. To make Student Understand the role of Alternate Media such as Folk Forms for Rural Development
5. To make student understand the concept of Development and Introduction to Funding Agencies and their role in development.

UNIT I

HOURS: 15

Development Communication - An outline. Shifting Horizons. Mainstream DC Discourse. Information Capitalism. Participatory Communication. Holistic social development, Empowerment of the people.

UNIT II

HOURS: 15

Evolution of the Theory and practice of Development Communication- International and Indian models. Millennium Development Goals.

UNIT III

HOURS: 15

Media and Mediation. Participatory Engagement. Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach. Information and communication technologies for rural development

UNIT IV**HOURS: 15**

Communication for Social change- role of a communicator in the process of social change. Inclusive Society. Community-centric intervention. Folk forms and Third theatre. Alternative media for social change. Using social networks for change, Strategy for social campaigns.

UNIT V**HOURS: 15**

Development organizations-national and International; Resources for development-funding agencies; Development as career.

References

1. Communication for Development in the Third World, Srinivasan R.Melkote, Sage 2000
2. From the Village to the Medium - An Experience in Development Communication, Magaland Demetrio, Communication for Asia, Philippines, 1976
3. Development Communication, Dipankar Sinha, Orient Blackswan Pvt.2013
4. Saving the World: A Brief History of Communication for Development and Social Change, Emile G. McAnany, University of Illinois Press, 2012
5. 5. Communication for Development and Social Change, Jan Servaes, Sage Publications Pvt. Ltd. 2008

COURSE OUTCOMES (CO):

Upon completion of this course, the students will be able to:

CO	Course Outcomes	K - Levels
CO1	To analyze and harness the potential of communication for holistic social development.	K1, K2
CO2	To acquire skills to use development communication for social change.	K2, K3
CO3	To review and analyze the schemes and policies for development	K4, K5
CO4	To organize campaign for creating awareness	K5, K2
CO5	To create IEC materials	K5, K2

PROGRAMME SPECIFIC OUTCOMES (PSO) – COURSE OUTCOME (CO) MAPPING

	PROGRAMME SPECIFIC OUTCOMES (PSO)						
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COURSE OUTCOMES (CO)	CO1	3	2	2	2	2	2
	CO2	2	2	2	2	2	2
	CO3	2	2	2	2	2	2
	CO4	2	2	2	2	2	2
	CO5	2	2	2	2	2	2
	TOTAL	11	10	10	10	10	10
	AVERAGE	2.1	2	2	2	2	2

Level of Correlation between PSO's and CO's

(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix) Assign the value

1 – Low 2 – Medium 3 – High 0 – No Correlation

**BLOOM TAXANOMY BASE QUESTION PAPER PATTERN
UG Degree Pattern**

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

CORE ELECTIVE -1

Elective Subjects- I

FIFTH SEMESTER				
Course Code			22UEVCE1A	
Name of the Course			Media Analytics	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CEC-I	Elective	4	6	25+75=100

Objective: To understand Media Creative Strategies and their analytics

Unit 1

Planning Media Strategy: Creative & Choosing Media Strategies, Evaluating & Selecting Media Vehicles: Target Reach, Composition and Cost Efficiency

Unit 2

Media Costs & Media Buying Problems, Setting & Allocating the Budget, Media Testing and Media Translations.

Unit 3

Social Media Analytics: Social Data - Where & Why; Data Analysis; Process, Customizing & Modifying Tools, Visualization as an aid to Analytics

Unit 4

The Indian Media Business: Opportunities and Trends

Unit 5

Case Study

Text Books:

1. Sissors Z Jack , Baron B Roger, Advertising Media Planning, 7th Edition, McGraw Hill, Indian Edition, 2017.
2. Ganis Matthew, Kohirkar Avinash, Social Media Analytics, Pearson, 2019

3. Khandekar- Kohli Vanita, The Indian Media Business, 4th Edition, SAGE, 2013

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand Planning &Media Strategy	K2
CO2	To understand Media Costs & Media Buying Problems	K2
CO3	To understand Social Media Analytics	K2
CO4	To understand the opportunities and trends in Indian Media Business	K2
CO5	Case Study	K4

CO-PO Mapping: (Course Articulation Matrix)

CO/PO	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Grand Total				75
Grand Total				75

FIFTH SEMESTER				
Course Code			22UEVCE1B	
Name of the Course			Indian Media Business	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CEC I	Elective I	4	6	25+75=100

Objective: To understand and find suitable Media Business opportunities

Unit 1:

The Indian Print Media Landscape: The trends, Opportunities and Growth Areas, The Economics: Costs, Revenues, The Metrics and the Key Measures. The Regulations, Restrictions and the Valuation Norms.

Unit 2:

The Business of Television: Regulatory Issues, The Programming & Revenue Opportunities, The Broadcasting Revenue Streams, The Distribution Revenue Streams, The Metrics - Ratings, Advertising Rates, Airtime, TRAI- Guidelines for up-linking & Down-linking from India, Piracy, The Digitization Law, The New Distribution Platforms; The Valuation Norms. The Business of Radio: Trends & Opportunities, The Economics, Costs, Revenues, The Metrics Regulations, The Valuation Norms.

Unit 3:

The Business of Films: The Dependence and The Independence from 1913 to post 2020 in India. The Glut, The Talent, The Opportunities, Going National & The Overseas Market; Finances, The Retail, Production (Domestic & International), Marketing, Production -Distribution, The Economics (the revenue streams and the elements of costs). The Metrics, Rights and Piracy, Copyrights, Import of Foreign Films, Content Regulation, Financing & Taxation, The valuation Norms.

Unit 4:

The Business of Music: The Opportunities and Trends, The Market Shifts and the Rise of New Revenue Streams, The Metrics & the Valuation Norms. The Digital in Business; The Opportunities and the Trends, The Revenue Streams, The Costs, The Metrics, Regulations and The Valuation Norms. The Events Business, Types of Events, The Costs and Revenues : The Metrics, Regulations, and the Valuation Norms.

Unit 5: Case Study- Content Creation, Report on Media Buying / Media Selling.

Text Book & Reference:

Kohli Vanita, Khandekar, The Indian Media Business, 4th edition, Sage

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand The Indian Print Media Business Opportunities and Trends	K2
CO2	To understand The Business of Television Opportunities and Trends	K2
CO3	To understand The Business of Films Opportunities and Trends	K2
CO4	To understand The Business of Music Opportunities and Trends	K2
CO5	Case Study- Content Creation, Report on Media Buying / Media Selling.	K3, K4

CO-PO Mapping : (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN**UG Degree Pattern**

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Total				75

FIFTH SEMESTER				
Course Code		22UEVCE1C		
Name of the Course		FILM APPRECIATION		
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CEC I	Elective I	4	6	40+60=100

COURSE Objective

The Idea of the course is to give students insight into both technical aspects of film production and the creative

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

Unit – I

FILM: STORY TELLING & MISE-EN-SCENE

Language of cinema- Identify setting props and costumes, actors-Evaluating Films: Time and Space, Narrative Shot- Story time vs Plot time-Conflict and Character – Themes and symbolism-Metaphor and Allegory-Irony.

Unit – II

FILM CINEMATOGRAPHY- Film Text-Framing-Film Lighting Techniques-Colour Saturation and Desaturation-the Camera, lens and their uses –Special Effects.

Unit –III

FILM SOUND : Critical Approaches to film Sound –Sound Contribute to movie-The History of Sound in Film –Sound Technology and Equipment- Three Basic Categories of film Sound –Sound Effects-Music-Sound Production Techniques-Live Recording –Post Dubbing

Unit – IV

FILM EDITING: World Cinema & National Film Movements-Alternate Cinema & other film styles –Rearranging the Story into Plot- Form Frames to Acts- Manipulating the Audience –Classing Editing Styles.

Unit – V

FILM DIRECTING & WRITING- The Director as facilitator –Auteur Theory –How directors do it –Subject matter- Working with Actors, Alternative to traditional Hollywood styles-Some pacesetters-Film Criticism –levels of meanings Analysis and interpretation.

- Student Project consists of an analysis/ observation of an individual film
- Project analysis of the the film production “areas of study” which the course focuses on (the

Production- Oriented areas of study include: Mise-en-scene, cinematography, film audio, editing , writing , and direction)

References

- 1.Film Art –An introduction , Bordwell k & Thomson K , McGraw-Hill 2016
- 2.Film as Social Practice, Turner G, Rutledge, London 2009
- 3.The Filmmaker’s Handbook : A Comprehensive Guide for the Digital Age, Steven Ascher and Edward Plume, 2013

CO	Course Outcomes	K - Levels
CO1	To enable students to appreciate film in a more informed manner	K1,K2,K4
CO2	To elucidate the process of film making through cinematography	K2.K3
CO3	To provide a general introduction to the concept of film as art and the role sound.	K3,k2
CO4	To appreciate the role of film as a powerful visual medium and the role of editing in film making	K2,k3
CO5	To provide a general Understanding of Role of Director in creating a good cinema	K2

CO-PO Mapping : (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	2	2	2
CO3	3	2	2	2	3	2
CO4	2	2	2	2	2	2
CO5	2	3	2	3	2	3
Total	14	13	12	12	12	12
Average	2.8	2.6	2.4	2.4	2.4	2.4

SEMESTER-VI

Sixth Semester				
Course Code		22UFVCC1		
Name of the Course		Media Management		
Course No	Course Category Core/Elective/Allied/ NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CC-XIII	CORE	4	6	25+75= 100

Objective:

1. To introduce students to the business and management of Media organization
2. To introduce students to the structure and functioning of various media organizations.
3. To understand Media economics and Project Management
4. To understand the dynamics of Media Planning and strategies.
5. To provide an exposure in Global Media intervention and its effects in India

Unit-I

(15hrs)

Principles of Management-Definition, need, structure and Process of Management, Role and functions of Management and skills, Key Management Theories of Fayol, Taylor, Weber, Management in Media Organization, Principles and Function of Media Management, Factors influencing Management decision in Media, Media as business and social institution- Grenier's development model.

Unit-II

(15hrs)

Media organizations: meaning, Nature, Structure and functions, Organizational structure of a Newspaper-various departments, role and functions of each department, Organizational structure of public broadcasting- AIR, DD, Media units under Ministry of I& B, private satellite channels, and Media production houses. Ownership patterns: Chain and Cross media ownership, Vertical Integration, Media conglomerate, Media Convergences, Media Mergers and Acquisition, Employment opportunities- Media entrepreneurship.

Unit-III

(15hrs)

Media planning and strategies: Definition, Scope, Role and important aspects of Media planning, Media Selection, Media scheduling, Project Management and creativity; Production Project Cycle; Management Themes and Production Process - Project planning and responsibilities, Production strategies, Sources of funds, Estimating and Budgeting, Case studies.

Unit-IV

(15hrs)

Economics of media: Revenue Models -Subscription, Circulation, Advertising, Media Marketing: Marketing and Cost factors, Competition, Space and time selling, Rate Structure, CPC or Pay per click or View, eCPM, Digital Marketing, Film Marketing and Promotions, Strategies: Race for TRP, Audience rating, Audience analysis.

Unit-V

(15hrs)

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- Changing trends, OTT Platform: problems and prospects of Contemporary Media Industry.
(15hrs)

Text Books

1. Arun Pattanaik (2013), 'Text Book of Media Management', Astha Publishers and Distributors, New Delhi

Reference Books

1. Kothari, G. (1995), Media Management in India, New Delhi: Rawat Publication
2. Bozena I. Mierzewska, C. Ann Hollifield (2005), 'Handbook of Media Management and Economics', Routledge
3. Choudhury, Biplab L. (2008), Media Organization Management, Kolkata: Unique Books International,
4. B.K. Chaturvedi (2009), 'Media Management', Global Publishing House
5. Albarran, Alan B. (2009), Management of Electronic Media, New York: Thomson Wadsworth
6. Herrick, Dennis H (2012), 'Media Management in the age of Giants: Business Dynamics of Journalism', University of Mexico Press
7. Kohli, V. (2013), 'The Indian Media Business- Fourth Edition', New Delhi: Sage
8. Aniruth Choudary (2013), 'A Text book of Newspaper Management' Wisdom Press
9. Saroj Kr. Mishra (2018), 'Media Management', GyanGeetaPrakashan

Web Resources (E-learning)

<https://www.mastersportal.com/disciplines/307/media-management.html>

<https://www.routledgehandbooks.com/doi/10.4324/9781410615589.ch3>

<https://www.caluniv.ac.in/academic/JMC/Study/MM1.pdf>

Methodology of Teaching:Class Lectures, Power point Presentations, Group Discussion, Quiz, Assignments, Field Based learning

Course Outcomes (Cos):

Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	Distinguish and learn to evaluate Media Management from Management Perspective	K2, K4
CO2	Acquaint the learners on the ownership and structure of Media industry.	K2, K3
CO3	Develop the skills in Media Planning and Project Management	K5, K6
CO4	Appraise on the principles of Media economics, Revenue streams and cost factors	K4, K5
CO5	Understand the impact of Global Media Business in India	K2, K4

K1-Remebering, K2-Understanding, K3-Applying, K4- Analysing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	3	3	3
CO2	3	2	2	3	3	3
CO3	3	2	2	3	3	3
CO4	3	2	2	3	3	3
CO5	3	2	2	3	3	3
Total	15	10	10	15	15	15
Average	3	2	2	2	3	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Grand Total				75

Sixth Semester				
Course Code		22UFVCC2		
Name of the Course		Media Law & Ethics		
Course No	Course Category Core/Elective/Allied/ NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CC-XIII	CORE	4	6	25+75= 100

Unit I

Freedom of Expression and Article 19(1) a and its reasonable restrictions. Censorship, Contempt of Court/House, Cinematograph Act – certification and rules, Prasar Bharati Act, Cable Television Act, Indian penal Code, Broadcasting Bill 1997, (15 hours)

Unit II

Official Secrets Act, Defamation, Right to Information, Press and registration of books Act, Information Bill 1998, Copyright Act, Patents Act, Cyber Laws (cyber crimes, obscenity, digital signature, piracy, privacy,) , Public Interest Litigation and Intellectual property litigation, Trade Marks, TRAI (15 hours)

Unit III

Ethics: Basic components of Ethics – truth, objectivity, credibility, accountability, Justice and fairness, bias, plagiarism, Privacy, right to reply, sensational writing, yellow Journalism, bias, accountability, Paid News, Surrogate Advertising, Fake News(15 hours)

Unit IV

Press Council of India – guidelines, Press commission, Code of Ethics – newspaper, television, advertising, public relations and radio. Ethics of video and photo journalism (15 hours)

Unit V

Human Rights: Origin and history of Human Rights, Human Rights in India, Human Rights and Constitutional Provisions, human rights organization and their roles and functions, Media representation of Human rights, Amnesty International, National Commission for Human Rights, United Nations Declaration for Human Rights

Methodology of Teaching:

Class Lectures, Power point Presentations, Group Discussion, Quiz, Assignments, Field Based learning

Reference:

- Gillmor, E, 1998. **Mass Communication Laws: Cases and Comments**. Thomson Learning
- Iyer, Venkat. **Mass Media Laws and Regulations in India**. New Delhi:
- AMIC Jain, M P. **Political Theory**
- Leslie, 2000. **Mass Communication Ethics**. Thomson Learning.
- Hakemulder, Jan. b
- Kumar, Jitendra. **Ethics in Journalism in transition**.

Course Outcomes (Cos):

Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	Will know the Importance of Freedom of Expression of Indian Constitution	K2, K4
CO2	Will be introduced to acts and sections under which Freedom of Expression related law are framed.	K2, K3
CO3	Will be introduced to Code of Ethics which Media Practioners should follow	K5, K6
CO4	Appraise on the functioning of Press Council of India and their Principles	K4, K5
CO5	Understand the concept of Human Rights and its Influence on society	K2, K4

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	3	2	3
CO2	2	2	2	3	2	3
CO3	2	2	2	2	2	3
CO4	2	2	2	2	2	3
CO5	2	2	2	2	2	3
Total	10	10	10	12	10	15
Average	2	2	2	2.2	2	3

BLOOM TAXANOMY BASE QUESTION PAPER PATTERN

UG Degree Pattern

Knowledge level	Section	Marks	Description	Total
K2, K4	A (Answer all the questions)	10X2	Short answer (Two question from each Unit)	20
K1,K2,K3	B (Internal Choice) Either (a) OR (b)	5X5	Question (a) OR (b) from the same unit and same K-level	25
K3,K4,K5	C (Answer any three question from five questions)	3X10	One questions from each unit (no unit Missing)	30
Grand Total				75

Sixth Semester				
Course Code		22UFVCC3		
Name of the Course		3D Animation (Practical)		
Course No	Course Category Core/Elective/Allied/ NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-XV	Core	4	6	40+60= 100

Course Objectives

1. To introduce the students to basics of 3D animation and techniques.
2. To provide students with practical experiment on 3D Modeling, texturing process.
3. It also aims to focus on practical applications of Rigging, Lighting and Camera techniques in 3D animation.
4. To equip the student to create titling, walkthrough, and product animation.
5. It also aims at providing practical support to students in exporting, rendering and saving the files.

Unit-I:

Intro to 3D Interface and Work flow, View Ports-Layout and Navigation, Process of Animation: Story, Scripting and Story Board. (15 hrs)

Unit-II:

3D Modelling: Basic Modelling Techniques - Poly modelling, Spline based modelling, creating object and adjusting the segment, Logo, Architecture and titling (15hrs)

Unit-III:

Materials and Surfacing, Texturing, Material editor, Fundamental of UV Layout, UV Mapping, editing and creating textures in Photoshop. (15hrs)

Unit-IV:

Animation 3d objects: Key frames, Rigging, Lighting and Camera, Camera tracking, editing, VFX and Compositing **(15hrs)**

Unit-V:

Special effect, Effects tools, Video Posting, Exporting in 3Ds Max: Rendering and saving the files
(15 hrs)

Exercise

1. Title animation
 2. House (Interior and exterior) with different Camera angle of View
 3. Project work (Walk through, Animated Logo, Product advertisement, Set Design, Auto Mobile etc.) containing advanced animation works done by the student.
 4. Special effects
 5. Toy animation
- ❖ At least FIVE concepts for animations should be included as a part of the record.
 - ❖ Each student to provide individual DVD **with all** the exercises done during the year with proper dates.
 - ❖ Students should be given adequate orientation on basic design and usability concepts.

Reference Books

Pradeep Mamgain (2020), 'Autodesk 3ds Max 2021- 3rd Edition', Notion Press

Nisha Gupta (2019), '3D Max 2019, Training Guide', BPB Publications.

Web Resources (E-learning)

<https://www.educba.com/animation-in-3ds-max/>

<https://www.pluralsight.com/courses/introduction-animation-3ds-max-1649>

<https://www.udemy.com/course/learning-3ds/>

Methodology of Teaching

Class Lectures, Flipped Learning/Blended (Power point Presentations, Demo Videos), Lab Demonstration, Practical learning, Assignments and Exercise

Course Outcomes (Cos):

Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	Understand the basic concept of 3D Animation, and apply the tools to create 3D modelling	K1, K2
CO2	Gain expertise on the application of animation to create Model objects using material	K6
CO3	Apply the knowledge on Materials, Surfacing, and Texturing	K3
CO4	Acquaint the learners with Knowledge about lighting and camera techniques in 3D Animation	K3
CO5	Gain knowledge about rendering and compositing	K3, K6

K1-Remembering, K2-Understanding, K3-Applying, K4- Analysing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	2	2
CO2	3	3	2	3	2	2
CO3	3	3	2	3	2	2
CO4	3	3	2	3	2	2
CO5	3	3	2	3	2	2
Total	15	15	10	15	10	10
Average	3	3	2	3	2	2

Fifth/ Sixth Semester				
Course Code		22UFVCC3		
Name of the Course		MEDIA INTERNSHIP		
Course No	Course Category Core/Elective/Allied/ NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CCP-XV	Core	2	-	

For a period of one months (four weeks), students will be attached to the media industry on an Internship basis, during the summer vacation of IV and V semester, 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 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

CO Code	Course Outcomes	K-Levels
CO1	Observe and Analyze the media practice at the place of Internship	K1, K2
CO2	Assist in Media Content for the organization	K6
CO3	Integrate in the day to day production at the media organization	K3
CO4	Give creative ideas and execute them to their respective Internship Work Guides at the organization.	K3
CO5	Create content for the organization which will enhance their own portfolios and help them gain Placement at the same organization.	K3, K6

K1-Remembering, K2-Understanding, K3-Applying, K4- Analyzing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	2	2
CO2	3	3	2	3	2	2
CO3	3	3	2	3	2	2
CO4	3	3	2	3	2	2
CO5	3	3	2	3	2	2
Total	15	15	10	15	10	10
Average	3	3	2	3	2	2

SIXTH SEMESTER				
Course Code			22UFVCE3	
Name of the Course			PROJECT	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CECII	Elective	4	6	40+60=100

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.

CO Code	Course Outcomes	K-Levels
CO1	Plan a Media Portfolio Project that wins approval from Staff Guides	K1, K2
CO2	Conduct Research and Create Pre-Production Schedules for the Media Project	K6
CO3	Execute the Production of the Media Project	K3
CO4	Heighten aesthetics and complete the Post Production Works for the Project	K3
CO5	Gain Placement through presentation to Internal and External Jury and presentation at film festivals and other fora.	K3, K6

K1-Remebering, K2-Understanding, K3-Applying, K4- Analyzing,, K5-Evaluating, K6- Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	2	2
CO2	3	3	2	3	2	2
CO3	3	3	2	3	2	2
CO4	3	3	2	3	2	2
CO5	3	3	2	3	2	2
Total	15	15	10	15	10	10
Average	3	3	2	3	2	2

ELECTIVE-II

SIXTH SEMESTER				
Course Code		22UFVCE2A		
Name of the Course		ADVERTISING PHOTOGRAPHY(P)		
Course No	Course Category Core/Elective/Allied/NME, SSE	No of Credits	No of Hrs / week	Total Marks (Int + Ext)
CEC-II	CORE ELECTIVE	4	6	40+60 =100

Objective

- To understand different genres of Advertising and Commercial Photography.
- To understand the image editing by using image editing software.
- To understand the importance of images in advertising communication.
- To understand various applications of advertising concepts and imaging techniques.
- To understand the visualization techniques for different genres of advertising.

Unit - I

The role of photography in advertising, Know the pre-production, production & post-production basics of advertising photography. Understand the use of a storyboard and mock-ups for an advertising photo shoot. **15**

Unit – II

The use of software in image processing. Differentiate the types of photography for advertising. **10**

Unit – III

Visual of the product alone (photograph against a plain backdrop), Visual of the product in a setting where it is used. Visual in use. Visual of a benefit from using the product. Visual showing the loss or disadvantage resulting from not using the advertised product. Dramatization of the headline. Dramatization of the evidence. **20**

Unit – IV

Dramatizing a detail (in the product), Comparison between two brands. The contrast between before and after using the product. Visuals using Trade Characters. Symbolism. Abstract illustration (logo) Continuity strip **15**

Unit - V

Mood setting visual. Visual of the product in the package. Visual of the product ingredients or raw materials. Special effects (freezing movements) Montage Visual with models. **15**

Continuous assessments 1 & 2 = 3 hours, Model Exam 3 hours, Assignments 9 = 15 + 75 = 90 hours.

Methodology

Theory and practical sessions with exhaustive lab work on various assignments. students are supposed to submit a record with photographs taken by them. The final practical examination will test students' knowledge of advertising Photography (either as a viva or practical work on fundamentals of Advertising photography). The photography record should contain at least 15 topics. Each exercise should include all the necessary details (color, exposure time, lens type, etc. Each title may have 2-3 photographs with necessary details (Exposure and Titles) in 8" X12" size.

Reference books Steven H. Begleiter, *50 lighting setups for portrait photography*, Craig Alessc, 2008
 Jay Dickman, Jay Kinghorn, *Perfect digital photography*, The McGraw-Hill, 2009
 Harnischmacher C., *Tabletop Photography*, Santa Barbara, CA: Rocky Nook Inc, 2012.

CO	COURSE OUTCOME	KNOWLEDGE LEVEL
CO I	The students will be able to work with the planning and preparation of advertising photography projects.	K3 Applying
CO II	The students will be able to persuade the client in budget negotiation.	K5- Evaluating
CO III	Students will effectively work on re-touching and improvising the images of the product and model.	K6- Creating
CO IV	Students will be able to use props and backdrops appropriate to match the concept.	K4 Analysing, K5- Evaluating, K6- Creating
CO V	The students will be successful in commercial ventures.	K3 Applying

K1 – Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5- Evaluating, K6- Creating

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	3	3	1
CO2	3	3	1	3	3	1
CO3	3	3	1	3	3	1
CO4	3	3	1	3	3	1
CO5	3	3	1	3	3	1
Average of CO-PSO mapping	3	3	1	3	3	1
Total of CO – PSO mapping	15	15	5	15	15	5

SIXTH SEMESTER				
Course Code			22UFVCE2B	
Name of the Course			PHOTOJOURNALISM	
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CECII	Elective	4	6	25+75=100

OBJECTIVE

1. To introduce the students to the Profession of Photojournalism.
2. To introduce the students to Essential Elements of News
3. An Introduction to Principles of Photographic Composition.
4. How to produce Photoessays & Photostories
5. Different file formats for storing the news photographs.

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.(15 hours)

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.(15 Hours)

Unit – III

Principles of Photographic Composition (Simplicity , Point of Interest , Compositional Lines , Balance , Forms , Rhythm or Pattern , Tone , Depth Perception , Action),(15 hours)

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.(15 Hours)

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. (15 Hours)

Phase-II

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

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**

Methodology of Teaching

Class Lectures, Flipped Learning/Blended (Power point Presentations, Demo Videos), Lab Demonstration, Practical learning, Assignments and Exercise.

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**).

Course Outcomes (Cos):

Upon Completion of this course, the Students

CO Code	Course Outcomes	K-Levels
CO1	Students will have knowledge of Photojournalism as a Profession	K1, K2
CO2	Will have knowledge about essentials of news	K6
CO3	An Introduction to Principles of Photographic Composition	K3
CO4	Will be exposed to Creation of Photo-essays & Photo stories	K3
CO5	Knowledge about different file formats for storing the news photographs	K3, K6

K1-Remembering, K2-Understanding, K3-Applying, K4- Analyzing,, K5-Evaluating, K6-Creating

CO-PO Mapping (Course Articulation Matrix)

CO /PO	P S O 1	PS O2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	3	2	2
CO2	2	2	3	3	2	2
CO3	2	2	2	3	2	2
CO4	2	2	2	3	2	2
CO5	2	2	2	3	2	2
Total	10	10	11	15	10	10
Average	2	2	2	3	2	2

SIXTH SEMESTER				
Course Code		22UFVCE2C		
Name of the Course		Screenplay & Direction		
Course No	Course Category	No. Of Credits	No. Of Hrs /week	Total Marks (Int + Ext)
CECII	Elective	4	6	25+75=100

Objective: To have a broader outlook and understand the requisites for Direction, Screenplay and Cinematography

Unit 1

Film Art : Film Form and Film Style; Mise-en-Scene; Dimensions of Film Editing; Dimensions & Functions of Film Sound; Film Genres; Film Criticism

Unit 2

Filming Reality: Independent Films; Of lives and Histories; Ethnographical Film; The Ray Factor; The Milestone Makers; Women Film -Makers; Positive Documentaries on Sustainable Development

Unit 3

Fiction to Film: Narration, Narrators, Levels of narration, Fabula ; Story, Time- Analepsis, Prolepsis; Rhythm& Speed; Characters & Characterization, Space.

Unit 4

Screenplay: Three Act Structure; Plot-Subplots; Beats, Scenes and Sequences; Exposition; Dialogue; Action, Conflict and Obstacles; Events; Theme & Point of View; Logline, Synopsis, Outline and Treatment

Unit 5

Introduction to Cinematography (An Insight Learning): Techniques for Developing Creativity and Imagination; The Creative Workflow; Working Knowledge for Cinematographers & Camera Assistants; The Digital Workflow from Camera to Screen; Composition and Constructing the Scene; Speed and Time; Light and Lighting

The above Units have specific excerpts & Notations from the below References,

1. David Bordwell, Kristan Thompson, Film Art An Introduction , 8th Edition, McGrawHill
2. Shoma A Chatterji, Filming Reality The Independent Documentary Movement in India, Sage, 2015
3. Vivek Sachdeva, Fiction to Film , Ruth PraverJhabwala, The Householder and Heat and Dust, Orient BlackSwan, 2017
4. Jule Selbo, Screenplay, Building Story through character, Special Indian Edition, Routledge, 2017.
5. Tania Hoser, Introduction to Cinematography Learning through Practice, Routledge, Focal Press, 2018.

Teaching Methodology: Class lectures, Presentations on Study Materials, Knowledge Quiz, Assign Individual & Group Topics for Seminar Presentation.

Course Outcomes:

CO CODE	Course Outcome	K-Levels
CO1	To understand and apply the aspects as detailed in Film Art	K2, K3
CO2	To understand and apply the aspects as detailed in Filming Reality	K2, K3
CO3	To understand and apply the aspects as detailed in Fiction to Film	K2,K3
CO4	To understand and apply the aspects as detailed in Screenplay	K2, K3
CO5	To understand and apply the aspects as detailed in Introduction to Cinematography	K2, K3

CO-PO Mapping : (Course Articulation Matrix)

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Total	15	15	15	15	15	15
Average	3	3	3	3	3	3