

**B.SC.,
VISUAL COMMUNICATION**

SYLLABUS

**FROM THE ACADEMIC YEAR
2023 - 2024**

**TAMILNADU STATE COUNCIL FOR HIGHER
EDUCATION, CHENNAI – 600 005**

B.Sc., VISUAL COMMUNICATION

PROGRAM OVERVIEW

The focus underlying the learning outcomes-based approach to curriculum planning is that higher education qualifications such as B.Sc. (Visual Communication) are awarded based on observed and demonstrable achievement of outcomes (in terms of knowledge, understanding skills, attitudes, and values) and academic excellence expected from a graduate of B.Sc. Visual Communication. The learning outcomes specify what exactly a learner is expected to know, understand and able to practice after successfully completing Visual Communication degree programme of study.

VISION STATEMENT:

- Transforming media into an appropriate field of entrepreneurship for creative youth

MISSION STATEMENT:

- Promoting competence through practical and technical knowledge, exposure, and experience by creating an ambience for self-learning and self-reliance
- To train students in meaningful use of visual media, Web, and Multimedia in Accordance with International Standards and Stay in Tune with the Changing Trends of this Revolutionary
- To explore for alternative perspectives within visual media in a globalizing context.
- To sharpen the creative capacities in students to function at various fields in visual media.
- To introduce to students the various genres and branches in the visual media to enable them to locate the ultimate possibilities to creatively engage the visual media.
- To help students to understand the meaningful relationships between art and craft and technology to enable them to become globally recognized media professionals

CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR B.Sc. (VISUAL COMMUNICATION)	
Programme:	B.Sc. (VISUAL COMMUNICATION)
Programme Code:	
Duration:	3 Years (UG)
Programme Educational Objectives:	<p>Upon completion of this undergraduate programme (BSc) in Visual Communication the student shall:</p> <p>PEO 1: Impart the basic knowledge of Visual Communication and the related avenues of this area.</p> <p>PEO 2: Develop the student into skilful, competitive, and responsible professional for media industry</p> <p>PEO 3: Empower learners by soft skills, Media skills and life skills.</p> <p>PEO 4: Impart media literacy and competency with new media technologies</p> <p>PEO 5: Inculcate the student with values, ethics, and legal knowledge of Indian and global media scenario</p>
Programme Outcomes:	<p>Upon completion of this undergraduate programme (BSc) in Visual Communication the student shall:</p> <p>PO 1: Conceptualize the basic concepts, applied techniques and advanced applications of visual communication, and update its developments</p> <p>PO 2: Contribute skills for effective representation of issues, challenges, and solutions in media</p> <p>PO 3: Communicate the ideas, experiences and expectations in vernacular language, communicative language, and visual forms in this media centred community</p> <p>PO 4: Pursue higher studies in advertising, animation, journalism, communication, mass communication, visual communication, and other multidisciplinary courses to progress further in career</p> <p>PO 5: Perform in media field for media production, media management and media education</p>
Programme Specific Outcomes:	<p>Upon completion of this undergraduate programme (BSc) in Visual Communication the student shall:</p> <p>PSO 1: Employ creativity individually or collectively in media centred careers and execute action research in techno savvy and eco-friendly approaches in media</p> <p>PSO 2: Explore, educate, and equip themselves in this media centred century</p> <p>PSO 3: Become ethically committed media professionals and entrepreneurs adhering to the human values</p> <p>PSO 4: Contribute to the upliftment of society by utilizing media laws, media ethics and media education</p> <p>PSO 5: Acquire the understanding of importance of cooperation and teamwork</p>

	PO 1	PO2	PO3	PO4	PO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

3 – Strong, 2- Medium, 1- Low

List of laboratories required equipment's

Drawing

- Drawing table & chair for each student

2D Graphics

- High End Computers with 2D Graphics software - Adobe In design, CoralDraw & Adobe Photoshop, Adobe Lightroom, or any Open-Source Software

Film Studies

- Collection of Classical movies (Indian & Foreign)
- Screening facility (HD Projector/ Big HD TV Screen)

Photography

- Digital Cameras with Accessories
- Photo Studio facility

Television Production

- HD Video cameras with Accessories
- Indoor Shooting Facility

Audio Editing

- High End Computer with Professional Sound Card, Microphones, Speakers, and Accessories
- Audio editing software – Pro Tools/Adobe Audition/Logic Pro or any Open-Source Software

Video Editing

- High End Computer with Professional Video Card
- Video editing software – AVID/FCP/Adobe Premiere or any Open-Source Software

2D & 3D Animation

- High End Computers with 2D & 3D Animation software – Adobe Animator/Adobe Flash/Maya/3DsMax/Gizmo/Blender or any Open-Source Software

UI/UX & Web Design

- High End Computers with UI/UX & Web Designing software – Figma/Adobe XD/Dreamweaver or any Open-Source Software

Visual Effects & Motion Graphics

- High End Computers with VFX & Motion Graphics software – Adobe After Effects/Nuke/Combustion or any Open-Source Software

Adequate books for learning the software

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 Elective - VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	23	30		23	30		22	30		25	30		26	30		21	30
Total – 140 Credits																	

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4	1	1
	Skill Enhancement Course -SEC-5	2	2
	E.V.S	-	1
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6	2	2
	Skill Enhancement Course -SEC-7	2	2
	E.V.S	2	1
		25	30

**Third Year
Semester-V**

Part	List of Courses	Credit	No. of
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Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	21	140

***Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

Methods of Evaluation		Theory	Practical/ Project
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	50 Marks
	Assignments/Observation Note		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	50 Marks
	Total	100 Marks	100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or off-beat situations, Discussion, Debating or Presentations		

Note:

The passing minimum for CIA shall be 40% out of 25 marks (i.e., 10 marks) the passing minimum for University Examinations shall be 40% out of 75 marks (i.e., 30 marks)

**Curriculum Structure for BSc Visual Communication
First Semester**

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-I	Introduction to Human Communication (Theory)	5	5	75	25	100
Part III Core Course CC-II	Digital Graphic Design (Practical)	5	5	50	50	100
Part III Discipline Specific Elective DSE-I	Drawing and Illustrations(Practical)	3	4	75	25	100
Part IV Skill Enhancement Course (SEC)-1	Journalism Skills (Theory)	2	2	75	25	100
Part IV Skill Enhancement Foundation Course (SEFC)	Visual Arts and Aesthetics(Theory)	2	2	50	50	100
	Total	23	30			

Second Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-III	Film Production Design (Theory)	5	5	75	25	100
Part III Core Course CC-IV	Photography and Image Editing(Practical)	5	5	50	50	100
Part III Discipline Specific Elective-(DSE)-II	Writing for Media (Practical)	3	4	75	25	100
Part IV Skill Enhancement Course (SEC)-2	Story Development and Script Writing (Theory)	2	2	50	50	100
Part IV Skill Enhancement Course (SEC)-3	Photo Journalism (Theory)	2	2	75	25	100
	Total	23	30			

Third Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-V	Multimedia Production(Theory)	5	5	75	25	100
Part III Core Course CC-VI	Multimedia Content Packaging (Practical)	5	5	50	50	100
Part III Discipline Specific Elective- DSE--III	Motion Graphics Design and VFX (Practical)	3	4	75	25	100
Part IV Skill Enhancement Course (SEC)-4	Principles of Visual Effects and Animation (Theory)	1	1	50	50	100
Part IV Skill Enhancement Course (SEC)-5	Sound Design (Theory)	2	2	75	25	100
Part IV Value Education (EVS)	EVS (Examination will be held in IV semester)	-	1	75	25	100
	Total	22	30			

Fourth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-VII	Introduction to Design Thinking (Theory)	5	5	75	25	100
Part III Core Course CC-VIII-	2D Animation(Practical)	5	5	50	50	100
Part III Discipline Specific Elective-DSE-IV	Television Production (Practical)	3	3	75	25	100
Part IV Skill Enhancement Course (SEC)-6	Advertising and Public Relations (Theory)	2	2	50	50	100
Part IV Skill Enhancement Course SEC-7	Video Editing (Theory)	2	2	75	25	100
Part IV Value Education (EVS)	EnvironmentalStudies	2	1	75	25	100
	Total	25	30			

Fifth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part III Core Course CC-IX	Film Forms and Narratives (Theory)	4	5	75	25	100
Part III Core Course CC-X-	Immersive Media Design (IMD) (Theory)	4	5	75	25	100
Part III Core Course CC-XI	Basics of Media Research (Theory)	4	5	50	50	100
Part III Core Course CC-XII	Digital Filmmaking (Fiction / Non-Fiction) Project with Viva-Voce (Practical)	4	5	50	50	100
Part III Discipline Specific Elective-DSE-V	Communication Campaign Design/Digital Media Production/Anchoring and Presentation Skills. (Practical)	3	4	75	25	100
Part III Discipline Specific Elective-DSE-VI	3D Animation (Practical)/ Development Communication/ Constitution and Media Laws	3	4	75/50	25/50	100
Part IV	Value Education	2	2	75	25	100
Part IV Internship	Summer Internship/Industrial Training	2	-	-	-	Yet to decide
	Total	26	30			

Sixth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ex	Int.	Total
Part III Core Course CC-XIII-	Principles of User Experience Design (Theory)	4	6	75	25	100
Part III Core Course CC-XIV	Media Entrepreneurship (Theory)	4	6	75	25	100
Part III Core Course CC-XV	Capstone Project (Practical)	4	6	50	50	100
Part III Discipline Specific Elective-DSE-VII	UI/UX Design in Practice (Practical) / Folk Performing Arts of Tamil Nādu / Google Analytics	3	5	75/50	25/50	100
Part III Discipline Specific Elective-DSE-VIII	Web Designing (Practical)/Media Culture and Society /Social Media Marketing	3	5	75	25	100
Part IV Extension Activities	Extension Activities/Fieldwork (College Specific OR Course from NaanMudalvan Scheme) (Practical)	1	-	--	--	Yet to be announced

						d
Part IV Professional Competency Skill	Common paper – Content to be given by TANSICHE	2	2	50	50	100
	Total	21	30			

List of Elective Papers (Colleges can choose any one of the papers from Elective V, VI, VII & VIII) for 5th and 6th semester only

	I	II	III
ELECTIVE V	Communication Campaign Design	Digital Media Production	Anchoring and Presentation skills (Practical)
ELECTIVE VI	3D Animation (Practical)	Development Communication	Constitution and Media Laws
ELECTIVE VII	UI/UX Design in Practice (Practical)	Folk Performing Arts of Tamil Nādu	Google Analytics
ELECTIVE VIII	Web Designing (Practical)	Media Culture and Society	Social Media Marketing

***Internship is mandatory for students of Visual Communication. Instructed to do Minimum of 100 Hrs.internship in any media firms, based on their interest during the end of third and fourth semester(Based on their convenience Students can divide and complete the total 100 hrs.)**

SEMESTER 1

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	INTRODUCTION TO HUMAN COMMUNICATION	Core-I	5	-	-	5	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To impart knowledge of the fundamentals of human communication. • To raise awareness of the evolutionary and biological foundations of human communication among students. • To be able to recognize various modes of communication and techniques for analyzing them. • To understand the differences between various levels of communication and define them. • To introduce learners to the nature, origins, evolution, and spread of communication at different levels of society. 									
UNIT	Contents								No. of Hours
I	Human Communication Theories and Concepts: Fundamentals of Communication - Elements of Communication-Functions/Purpose of Communication - Barriers to Communication-Communication Apprehension, Competence, and Skills- Role of Perception, Emotion, and Cognition in Communication - Traditional Models of Human Communication - Generic Models of Communication- Principles of Good Communication								15
II	Evolutionary and Biological Basis Communication: A Very Brief Overview of Biological Basis of Communication. Vocal Communication and Speech-Human Voice-Human Tongue - Brief Overview of Neurological Basis of Communication. Neurological Basis of Language - Signaling Theory of Communication. Gestures-Pointing as Communication - Evolution of Language and Culture								18
III	Modes of Communication: Key Concepts in Nonverbal Communication (NVC)- Proxemics- Digital NVC -Visual Communication-Visual Perception - Semiotics-Social Semiotics - Written Forms of Communication. Literacy and Morality. Writing and Reading as a Technology and Practice								15
IV	Levels of Communication: Intrapersonal Communication-Concept of Self and Related Themes- Overview of Interpersonal Communication-Theories of Interpersonal Communication - Group Communication-Theories of Group Communication								15
V	Persuasion : Key Concepts in Persuasion-Propaganda Attitude, Values -Theories of Persuasion-Attribution and Judgement, Social Judgement Theory- Elaboration Likelihood Model, Cognitive Dissonance/Balance Theory and Cialdini's ' Influence-Social Learning Model - Principles of Good Communication and Non-violent Communication-Ethical Communication. Presentation Skills								12
Total								75	

Course Outcomes

On successful completion of the course, the student will be able to:

CO1: Analyze various aspects of communication and articulate good communication principles.

CO2: Analyze and interpret signals, language, and signs as well as other aspects of human communication.

CO3: Demonstrate various modes of communication using message design principles.

CO4: Determine criteria for appropriate message design by distinguishing multi-level communication flows.

CO5: Analyze and interpret the behavior of information, communication systems, and the spread of ideas in contemporary mediums.

References

1. Theories of Human Communication, Little John S. W., & Foss, K. A., 2010, Tenth Edition.
2. Communication in Society. Alberts, J. K., Martin, J. N., & Nakayama, T. K. Pearson. Waveland Press, 2018.
3. Human Communication: The Basic Course. DeVito, J. A. Pearson, 2017.
4. Evolutionary Communication: An Introduction. Lull, J. Routledge 2019).
5. Human Communication: Motivation, Knowledge, and Skills., Morreale, S. P., Spitzberg, B. H., & Barge, J. K. Wadsworth. 2007.

MAPPING:

COURSE CODE AND TITLE: INTRODUCTION TO HUMAN COMMUNICATION (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1 - Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DIGITAL GRAPHIC DESIGN (PRACTICAL)	Core-II	-	-	5	5	50	50	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To provide hands on experience in graphic design • To focus on the usage of background designing, image editing and color concept • To provide the applied concepts in designing visiting card, invitation, layouts of poster, advertisement, newspaper, and magazine • To concentrate on the usage of typography, image resolution and color modes in design. • To provide the applied concepts in designing layout 									
UNIT	Contents								No. of Hours
I	Awareness of environment, observation, experience, analysis, and man-made environment, tools, shelter and communication, Headline – Body – Contact Information								
II	The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space, and three-dimensional design concepts. The principles of design – unity, contrast, balance, rhythm, harmony and direction								
III	The process of design – the needs, information, planning, exploration, creation, satisfaction. Colour – Additive & Subtractive Colour – Properties of Colour (Hue, Saturation, Brightness) – Colour Harmony (Analogous, Complementary, Triadic, Monochromatic) – Colour Meaning								
IV	Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.								
V	<p>Practical's: Before the Practical class students must be made aware of the following topics from original Examples.</p> <ul style="list-style-type: none"> • Coral Draw/Illustrator/In-Design <ol style="list-style-type: none"> 1. Letterheads 2. Invitations 3. Business Cards 4. Book Covers 5. Magazine Covers • Photoshop <ol style="list-style-type: none"> 1. Brochures 2. Posters/Signs 3. Calendars 4. Greeting Cards 5. Newsletters 6. Flyers 7. Logos 								

	<p style="text-align: center;">8. Announcement</p> <ul style="list-style-type: none"> • The Record Note must contain Copywriting Elements (Headline, Body Content, Contact Information) at the Left Page and Design Outputs at Right Page along with script (Aim – Procedure – Result) • Student should attend workshops on aesthetic and technical areas in Graphic Design. 	
Total		60

Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: Develop layouts of media CO 2: Compare and evaluate different layouts and designs CO 3: Classify the effects of colors in logo, visiting cards, layout of magazine and layout of advertisements CO 4: Apply colors in different background designs CO 5: Students will have the knowledge to create designs using software.</p>
References
<ol style="list-style-type: none"> 1. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987 2. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995 3. Philip Rawson, Design, Prentice Hall, London 1987 4. Paul Rand, Forms and Chaos, Yale University press 1993

Mapping

COURSE CODE AND TITLE: DIGITAL GRAPHIC DESIGN(.....)											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-Nocorrelation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DRAWING AND ILLUSTRATIONS (PRACTICAL)	Elective - I	-	-	4	3	50	50	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • It provides students with a set of universal skills and knowledge in the fundamentals of drawing and illustration, which can be applied to any specialization in the visual communication industry. • To explain the fundamentals and approaches of Drawing and Illustration. • To inculcate the nuances of art to master the techniques of drawing and painting. 									
UNIT	Contents								No. of Hours
I	Introduction to Visual Literacy: Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication, Definition of Fine Art - About art tools & Equipment								
II	Sketching: Elements of Visual Art - Basic Sketching and Drawing Skills – Free hand Drawing- About Colour - Primary - Secondary - Tertiary - Warm - Cool - Colour Wheel								
III	Perception & Composition: Psychology of human perception - Proportion and Perspective Drawing- One point - Two Points - Three Points, Composition - Light and Shadow								
IV	Anatomy & Still Life: Study of Human Anatomy - Study of head drawing - Portraits and Postures - Drawing Still life - Landscape – Interior								
	ACTIVITY - Visit to Museum, Art Gallery, and Historical Places and Outdoor study								
V	<p>Practical's: Before the Practical class students must be made aware of the following topics from original Examples.</p> <p>Part A</p> <ol style="list-style-type: none"> 1. Line study in Different Thickness 2. Curves and Circle 3. Shapes 4. Cubes with Geometrical Shapes 5. Fonts – Alphabets and Numbers 6. Patterns and Distraction 7. Perspective Drawing 8. Still Life 9. Anatomy Study (Human and Animals) 10. Landscape and Composition 								

	<p>Part B</p> <ol style="list-style-type: none"> 1. Logo design 2. Letterhead 3. Visiting Cards 4. Brochures 5. Print Advertisements for Newspapers and Magazines- Black & White, Color <ul style="list-style-type: none"> • Students to develop their drawing skills and practice the basic components of drawing and Submit as a record for practical examination. • Student should attend workshops in different visual art medium. 	
Total		60

Course Outcomes											
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: Understand the basics of drawing CO 2: Apply the different skills based on the Visual elements CO 3: Classify Visual Perspectives, Anatomy and Composition in Drawing. CO 4: Job profile as Professionals in Visualization, Creative Illustration, Storyboard Artist, and Character Sketching CO 5: Job description as Concept Artist, Logo Designer, Graphic Designer.</p>											
References											
<ol style="list-style-type: none"> 1. MilindMulick, 2015, Watercolor Landscapes Step by Step, JyotsnaPrakashan, India 2. Jacquelyn Descanso, 2015, Drawing and Sketching Portraits: How to Draw Realistic Portraits for Beginners, Create space Independent Publishing Platform, New Delhi, India 3. Mark Linley, 2010, How to Draw Anything: Landscapes, People, Animals, Cartoons, Little, Brown Book Group, UK 4. Vikram Editorial Board, 2007, Pencil Shading, First Edition, Vikram Book Links PVT Ltd., New Delhi, India 5. PratapMulick, 2006, Sketching, JyotsnaPrakashan, India 6. Barber & Barrington, 2010, The Fundamentals of Drawing in Color, London: Archturus Publishing Limited, UK 											

Mapping

COURSE CODE AND TITLE: DRAWING AND ILLUSTRATIONS (.....)											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2

CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-Nocorrelation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	JOURNALISM SKILLS	Skill Enhancement Course SEC-1	2	-	-	2	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the basic Journalism Skills • To provide students Practical Knowledge to publish News, Views, and Information • To enable students to learn the key principles of News Writing • To Understand the basic Anatomy of every Newspapers 									
UNIT	Contents								No. of Hours
I	Media and Democracy: The Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India - Media Consumption and News Production; Audience, Readerships, Markets - Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, - Changing Practices: new/alternative media, speed, circulation.								09
II	Social Responsibility and Ethics - Positioning, Accuracy, Objectivity, Verification, Balance, and Fairness - Defining Spot/Action, Statement/Opinion, Identification/Attribution - News vs Opinion, Hoaxes								09
III	News: meaning, definition, nature - Space, Time, Brevity, Deadlines - Five Ws and H, Inverted pyramid - Sources of news, use of archives, use of internet etc								09
IV	Covering a Beat More Beats, Alternative Leads. Writing for Radio and Television, Writing for the New Media								09
V	Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, by-line, and dateline								09
VI	ASIGNMENTS: Translate 50 words from regional language to English & 50 words from English to regional language for the following: Business news, Political news, Sports news, Science news, international news.								
Total								45	

Course Outcomes

On successful completion of the course, the student will be able to:

- CO1:** To Understand the Importance of Media and Democracy
- CO2:** To understand the Social Responsibility and Ethics followed while covering News
- CO3:** To understand the role of News and its meaning
- CO4:** To understand the basics of News Writing for Different Beats
- CO 5:** Students will have the knowledge of How to construct a News Story

References

1. Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
2. Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
3. Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's
4. media, McGraw Hill Publication.
5. Flemming, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.

Mapping

COURSE CODE AND TITLE: JOURNALISM SKILLS (.....)											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	VISUAL ARTS AND AESTHETICS	Skill Enhancement Foundation Course SEFC	2	-	-	2	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the concepts of aesthetics and the philosophy of beauty. • To develop an understanding of the elements of art and principles of composition • To study the evolution of art and the various styles and movements in art. • To understand the basics of depth in drawing 									
UNIT	Contents								No. of Hours
I	Visual Language and Visual Literacy: Visual communication and visual culture. Development of visual communication: visual language, reading pictures, lights, shade and colour in communication, expressions, costumes, symbols and signs of body language, language of pictures and graphics.								15
II	Visual Composition: Elements: line, plane, shape, form, mass, pattern, text gradation, and colour. Principles: Harmony, rhythm, balance, unity, contrast, proportion, spatial relationships								18
III	Focal Point & Depth: Perspective - Horizon Line - Vanishing point - Dimensions - One point - Two points – Three points - Atmospheric – Principles of Perspective: Overlapping, size, Placement & Colour, Light and Shade – four components of light & shade, Shading Techniques - Composition - Rules of composition - Golden Spiral - Rule of thirds.								15
IV	Visual Perception: Introduction to Art, Visual Arts Timeline, Famous Art Movement, Naturalistic, Distorted and Abstract Paintings, DigitalArt: New Drawing Patterns - Illustration, Storyboard and Character Design								15
V	Semiotics in Art: The cultural creation of meaning, definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Codes – Social Codes, Textual Codes, Interpretive codes, Signifier vs Signified, Branches of Semiotics- Semantics, Syntactics& Pragmatics; Denotation, Connotation & Myth, Analogy-Metaphor-Symbolism- Iconography								12
	Total								75

Course Outcomes

On successful completion of the course, the student will be able to:

CO1: Identify and describe the different styles and movements in art history.

CO2: Develop critical thinking skills in analysing and interpreting artworks

CO3: Demonstrate the ability to communicate ideas and emotions through art.

CO4: Engage in constructive critique and feedback of one's own and others' artwork.

CO5: Recognize the significance of art in contemporary society and its impact on cultural and social issues.

References

1. Pande, A. (2013). Masterpieces of Indian Art. India: Lustre Press.
2. Bahl, S. (2012). 5000 Years of Indian Art. India: Lustre Press.
3. Adams, L. (2005). A history of western art. Boston: McGraw-Hill.
4. Berleant, A. (2019). Aesthetics and Environment: Variations on a Theme. Routledge.
5. Barthes, R. (1977). Image-Music-Text. United Kingdom: Farrar, Straus and Giroux.
6. Panofsky, E. (2018). Studies In Iconology: Humanistic Themes In The Art Of The Renaissance. United Kingdom: Taylor & Francis.

MAPPING:

COURSE CODE AND TITLE: VISUAL ARTS AND AESTHETICS (.....)											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-Nocorrelation

SEMESTER 2

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	FILM PRODUCTION DESIGN	Core-III	5	-	-	5	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Students will be able to identify and demonstrate knowledge of digital platforms. • Providing an understanding of the direction process and the need for direction in film. • Encouraging the students to learn and appreciate film direction methods & techniques. To Collaborate as a member or leader of an OTT team • Training on how to manage a team and direct in various settings 									
UNIT	Contents								No. of Hours
I	Film Production Process: Pre-production: Concept, Script, Storyboard, Schedule. Production: Organizing the crew, Choosing the right technology – working on the set – maintaining continuity and flow, Post-Production: Assembling the footage – performing rough cuts & fine cuts – adding music – re-recording & sound mixing – final output- Distribution & Exhibition.								12
II	Directors Grammar: Mise-en -scene, Aspects of Mise-en-Scene. Cinematography aspects, Film language, Framing, Shots, Composition, Continuity, types of continuity Figurative narration, The film pipeline. Sound in cinema, dialogs, Music, sound effects.								12
III	Concepts of Direction: Visual language, Contribution of D.W. Griffith and Eisenstein, Filmography of renowned Directors, Director’s roles and responsibilities: Direction team, Film direction organogram, Director as a leader. Visual reproduction process. Narrative Vs. nonnarrative in films. Recruitment for a project								12
IV	Principles of film: The concept of form in films - Narrative form, non-narrative form - dividing a film into parts -Genres (language, style, grammar, syntax.)								12
V	Narration: Style as a formal system - Narrative unity, ambiguity - Space and time - Disunity, form, style and ideology.								10
VI	Contemporary Issues – Industry expert talks, seminars, workshop								02
Total								60	

Course Outcomes

On successful completion of the course, the student will be able to:

- CO1: The students know the film directions techniques
- CO2: The improvement of efficiency through film language techniques.
- CO3: Understand the cinematographic properties.
- CO4: Develop advanced techniques in the film production process
- CO5: Appraise and appreciate cinema as an effective communication tool

References

1. Michael Rabiger, Mick Hurbis-Cherrier, Directing: Film Techniques and Aesthetics, 2017, Focal press, USA.
2. Nicholas T. Proferes, Film Directing Fundamentals: See Your Film Before Shooting, 2017, Routledge, United Kingdom.
3. Rosenthal, A., & Eckhardt, N, Writing, Directing, and Producing Documentary Films and Digital Videos, 2016, 5th Edition, Carbondale: Southern Illinois University Press, USA.
4. Myrl A. Schreibman, The film director, prepares: a complete guide to directing for film and tv, 2013, Ten Speed Press, USA.
5. Ray Morton, A Quick Guide to Film Directing, 2014, Limelight Editions, USA
6. Regge Life, Becoming an Actor's Director: Directing Actors for Film and Television, 2019, Routledge, United Kingdom.

MAPPING:

COURSE CODE AND TITLE: FILM PRODUCTION DESIGN(.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1 - Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	PHOTOGRAPHY AND IMAGE EDITING (PRACTICAL)	Core-IV	-	-	5	5	50	50	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> To understand the art and craft of Photography To provide students with an understanding of the technical processes of photography To enable students to learn how to use digital processes to make pictures To understand the nuances of Composition and master the Techniques of Photography 									
UNIT	Contents								No.of Hours
I	Camera - Camera Vs Eye - Components of Camera - Types of Camera - Lens - Meaning - Types of lens - Prime lens - Normal lens - Wide angle lens - Telephoto Lens - Types of Special lens - Fish eye lens - perspective control lens - Micro lens - Macro lens								
II	Photography - Definition - image - Pixels - Resolution - Composition - Rule of Third – Elements & Principles of Photography-Camera Controls - White balance - Shutter -Aperture - Light meter - Depth of field - Depth of focus - Focal length - ISO - Color in photography - RGB Color - CMYK Color								
III	Lighting - Types of lighting - Three-point Lighting – Exposure - Under exposure - Over exposure - Sources to control the exposure - Filters - Usage of filters in camera -Types of filters - Polarizing filters - UV filters - ND Filters								
IV	Digital photography – Imaging Techniques - Photo Manipulation – Usage of Adobe Photoshop for editing – Photography in various fields								
	ACTIVITY – Photography field study based on practical topics								
V	<p>Practical's: Before the Practical class students must be made aware of the following topics from original Examples.</p> <p>Photography Exercises</p> <ol style="list-style-type: none"> 1. Landscape (scenic, people, birds/animals, monuments) 2. Portraits 3. Photo feature, 4. Photo language 6. Environmental exposure 7. Silhouette 8. Freezing movement 9. Panorama 10. Indoor photography 11. Industrial photography 12. Special effects 13. Journalism Photography 14. Product Photography 								

	<p>15. Wild Life Photography 16. Street Photography</p> <p>Image Editing Exercises (Adobe Photoshop)</p> <ol style="list-style-type: none"> 1. Photoshop tools and properties 2. Working with layers & transformation 3. Retouching & color corrections 4. Resizing and Resampling 5. Sharpening Techniques 6. Camera Raw Fundamentals Opening & Editing Raw Files 7. Noise Reduction & the Camera Raw Filter <ul style="list-style-type: none"> • The student must submit a Photography Record Note of the above topics with Technical Descriptions (Photo Description, Aperture, ISO, Shutter Speed & Composition Principles adopted) on left page and 12 x 8 output at Right Page • Final practical examination will test students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). • Student should attend workshops in Photography and Image Editing 	
	Total	60

Course Outcomes	
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: To Understand the basic elements in Photography CO 2: To understand the different styles in Photography CO 3: To understand different Menus and settings in photography CO 4: To understand the basics of Advertising and Social Photographs CO 5: Create Photo editing using software</p>	
References	
<ol style="list-style-type: none"> 1. James Curran, The Photography Handbook, Routledge, USA, 2013 2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010 3. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA 	

Mapping

COURSE CODE AND TITLE: PHOTOGRAPHY AND IMAGE EDITING (.....)											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-Nocorrelation

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	WRITING FOR MEDIA (PRACTICAL)	Elective - II	-	-	4	3	50	50	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the basics of News Writing • To understand different writing techniques. • To develop their inherent writing skills to train students to generate, develop and express ideas. • To familiarize the students with various types of Descriptive writing 									
UNIT	Contents								No. of Hours
I	<p>News Stories -Anatomy of a Newspaper –News Report Structure –V Lead – Headline –Body- Rules guiding Headlines-Snippets – Editorials – Inverted Pyramid Style – Headline Types – Lead Types – News Features - Definition – Characteristics – Classification of Features – Lead for Features</p> <p>ACTIVITY: Reading Newspaper and Articles in the class</p>								
II	<p>Elements of Documentary – Subject Matter & Purpose – Target Audience - Interviews, Cutaways (Storytelling emotional cutaway & General Coverage cutaway)-</p>								
III	<p>Documentary types– Historical and Behavioral; Poetic- Expository – Observational – Participatory – Reflexive –Performative-Importance of Research (Print research, Field Research, Interview Research, Inner Worlds &Metaphors) Live Action – Process Footage – Archive – Graphics – Animation- Conducting an Interview</p>								
IV	<p>Documentary writing – Structure – Different types of descriptive writing- Elements of Descriptive Writing (Sensory Details, Figurative language, Dominant Impression, Precise Language and Careful Organization) Narration Formats (First Person Narration and Third Person Narration)- Two-column format (Narration, Visual & Sounds)</p> <p>ACTIVITY: Students must be made to expose original Descriptive Essays based on different subjects to identify its Elements & Structure</p>								
V	<p>PRACTICALS Exercises</p> <ol style="list-style-type: none"> 1. Develop four news articles on any content 2. Develop three news features on any content 3. Descriptive Essays on any two of the following topics(People/Place/Event/Object)Any one Descriptive essay can be 								

	<p style="text-align: center;">developed into a two-column script with Narration</p> <ul style="list-style-type: none"> • The finished two column script with narration can be made into a documentary film during the Fifth Semester Core XII Project Paper – Digital Film Making • Students should submit a record of work done during the period for the practical examination. 	
	Total	60

Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: Students will have the knowledge of various parts of a newspaper. CO 2: Students know about the basics of news writing CO 3: To Understand the basics of descriptive Writing CO 4: Students would be able to understand different writing techniques CO 5: To understand the importance of Research</p>
References
<ol style="list-style-type: none"> 1. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi 2. Simeon Lindstrom (2015). Creative Writing – From Think to Ink, Create space Independent Publishing Platform, Canada. 3. Andrew Bonime & Ken C. Pohlmann (1997). Writing For New Media: The Essential Guide To Writing For Interactive Media, Wiley, United States 4. Robert M. Knight (2010). Journalistic Writing: Building The Skills, Honing The Craft, Marion Street Press, Portland

Mapping

COURSE CODE AND TITLE: WRITING FOR MEDIA (.....)											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-Nocorrelation

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	STORY DEVELOPMENT AND SCRIPT WRITING	Skill Enhancement Course SEC-2	2	-	-	2	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To breakdown any narrative to its unit elements. • To be able to come out with full-fledged feature script for a Movie. • To be able to develop Characters and its bible in the Narrative. • To able to develop different plotlines that challenges field of play and Characters. • To be able to use different formats for scripts according to the type of narratives. 									
UNIT	Contents								No. of Hours
I	Scriptwriting as a creative enterprise–Ideation Process, Brainstorming Creative thinking - creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline.								12
II	Narrative structure: beginning-middle-end, Syd Field’s Paradigm, conflict, development, climax, and denouement – story, storyline, plot, and treatment – principles of suspense and surprise. Three point and Two-point structures.								12
III	Characterization–character biography–tags–stereotyping–two-dimensional versus three- dimensional characters – guiding principles for evolving effective and credible characters								12
IV	Understanding form of cinema. Film Movements. Selective narrative techniques–point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process, and full-fledged script.								12
V	Different Film Genres. Film and TV script formats, storyboards, Copyrights, software for scripting. Pitching the story, Scheduling, Casting, and preparations for the shoot.								10
	ACTIVITY: Students must be made to expose original short stories based on different subjects to identify Story Elements & Narrative Structure. The final Assignment should contain any five short screenplay (one column script format) stories based on any genre. One can be made Short Film during the Fifth Semester Core XI – Digital Filmmaking								
Total								60	

Course Outcomes

On successful completion of the course, the student will be able to:

- CO1:** Recognize the applied concepts of screen writing
- CO2:** Explain different script formats
- CO3:** Apply different elements to write scripts
- CO4:** Compare and evaluate scripts of different media
- CO5:** Create new scripts for different Genre.

References

1. Screenplay: The Foundations of Screenwriting Revised edition-2005
2. The Filmmaker’s Handbook: A Comprehensive Guide for the Digital Age. 2013
3. Harvey, Hannah B (2013). The Art of Storytelling: From Parents to Professionals. Course Guidebook. Great Courses.
4. Bernard, S. C. (2013). Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films. Taylor & Francis.
5. Fog, K., Budtz, C., Munch, P., &Blanchette, S. (2010). Storytelling: Branding in Practice. Springer Berlin Heidelberg.

MAPPING:

COURSE CODE AND TITLE: STORY DEVELOPMENT AND SCRIPT WRITING(.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1 - Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	PHOTO JOURNALISM	Skill Enhancement Course SEC-3	2	-	-	2	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the basic concepts of Photography • To enable students to key principles of Photo Journalism • To learn the process of Photo Editing. 									
UNIT	Contents								No. of Hours
I	Introduction to Photojournalism - Elements of Visual news story telling, History of photojournalism. Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing								12
II	Developing eye for news photos - Types of News Photographs. Planning for News Photographs- Creating a Good News Photograph (Composition Techniques) – Picture Stories (Illustrated Text, Photo-text Combination-Pure Picture story- Picture story within Text-Single picture story-Abstract Picture- Informal Portrait)								12
III	Digital Photography – Digital Cameras -Image Sensors – Resolution – Aspect Ratios – Color – Sensitivity-Image Quality-Frame Rate – Image Compression & File Format – Creative Controls (Automatic controls – Autoexposure-Tone curve control – Focus-White Balance – Preview screens-Viewfinders) – Lenses								12
IV	Editing Digital Photography – Process of Photo editing (Photo Editing tools -Photogenetics – Picture Window – Working formats – output formats -Sharpening images – cropping images – Rotating Images – changing brightness – adjusting color balance using filters – composite imaging – use of Histograms								12
V	Ethics of Image Editing - Principles and Ethics of photojournalism, Media laws and Intellectual Property Rights- Syntax of images								10
VI	Assignment: submit photos covering all beats								
Total								60	

Course Outcomes	
On successful completion of the course, the student will be able to:	
CO1: To Understand the basics of Photo Journalism	
CO2: To understand how to analyse and learn Photography	
CO3: To understand various parts of a Photo Camera	
CO4: To understand various Photo Editing methods	
CO5: To understand the editing factors and categories of Edit	
References	
1. Digital Photojournalism, BalakrishnaAiyer, Authorspress, 2006	
2. Real World Digital Photography, Eisman, Dugan, and Grey, Pearson/Prentice Hall , 2010	
3. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson , 2002	

MAPPING:

COURSE CODE AND TITLE: PHOTO JOURNALISM (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1 - Weekly correlated 0-No correlation