

**MANONMANIUM SUNDARANAR UNIVERSITY,
TIRUNELVELI- 12
UG COURSES – AFFILIATED COLLEGES
B.SC., VISUAL COMMUNICATION**

SYLLABUS

**As per the Model Syllabus From
TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION
CHENNAI – 600 005**

**FROM THE ACADEMIC YEAR
2024-2025**

(WITH INDUCTION OF NAAN MUTHALVAN COURSES)

VISION OF THE UNIVERSITY

- To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

- To conduct research, teaching and outreach programmes to improve conditions of human living.
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity.
- To offer a wide variety of off-campus educational and training programs, including the use of Information Technology to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development.
- To provide quality/ inclusive education, especially for the rural and unreached segments of economically downtrodden students including socially oppressed and differently abled.

VISION STATEMENT OF THE PROGRAMME:

- To empower visual communicators who harness the power of media to reach the unreached, bridge cultural divides, and drive positive societal change through creative and ethical storytelling

MISSION STATEMENT OF THE PROGRAMME:

- To provide comprehensive education in visual communication theory and practice, with a focus on innovative technologies and inclusive storytelling.
- To foster an academic environment that encourages intellectual curiosity, creativity, and critical thinking among students from diverse backgrounds.
- To equip students with industry-relevant skills through partnerships with media organizations, fostering workplace readiness and professional development.
- To nurture socially responsible visual communicators who can effectively address the needs of underserved communities and promote cultural understanding.
- To integrate research and outreach programs that explore the impact of visual media on society and leverage visual communication for community development.
- To cultivate ethical awareness and integrity in visual storytelling, emphasizing the importance of accurate and compassionate representation in media.

TANSCHÉ REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
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: Acquire comprehensive knowledge of Visual Communication and its related fields.</p> <p>PEO 2: Develop into a skilled, competitive, and responsible professional for the media industry.</p> <p>PEO 3: Gain proficiency in soft skills, media skills, and life skills.</p> <p>PEO 4: Attain media literacy and competency with new media technologies.</p> <p>PEO 5: Understand and apply ethical values and legal knowledge relevant to Indian and global media scenarios.</p>
Programme Outcomes:	<p>Upon completion of this undergraduate programme (BSc) in Visual Communication, the student shall be able to:</p> <p>PO 1: Understand and apply the fundamental concepts, techniques, and advanced applications of visual communication, while staying updated on current developments in the field.</p> <p>PO 2: Demonstrate skills for effectively representing issues, challenges, and solutions in various media formats.</p> <p>PO 3: Express ideas, experiences, and expectations effectively in vernacular and communicative language, as well as in visual forms appropriate for media-centered communities.</p> <p>PO 4: Prepare for higher studies in related fields such as advertising, animation, journalism, communication, mass communication, visual communication, and other multidisciplinary courses to advance their career.</p> <p>PO 5: Perform competently in media production, media management, and media education roles within the broader media field</p>
Programme Specific Outcomes:	<p>Upon completion of this undergraduate programme (BSc) in Visual Communication, the student shall be able to:</p>

PSO 1: Apply creative skills individually and collaboratively in media-centered careers, and conduct action research using technologically advanced and environmentally conscious approaches in media.

PSO 2: Continuously explore, learn, and adapt to evolving media landscapes in the 21st century.

PSO 3: Function as ethically committed media professionals and entrepreneurs, adhering to core human values in their practice.

PSO 4: Utilize knowledge of media laws, ethics, and education to contribute positively to societal development.

PSO 5: Demonstrate effective cooperation and teamwork skills essential for success in the media industry.

	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

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

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Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	<p>Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.</p>	<ul style="list-style-type: none"> ➤ Instil confidence among students ➤ Create interest for the subject
I, II, III, IV	<p>Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world. ➤ Discipline centric skill will improve the Technical know-how of solving real life problems.
III, IV, V & VI	<p>Elective papers</p>	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of-Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education/industry/co

		<p>municationnetwork/ healthsectoretc.areintr oducedwith hands-on- training.</p>
IV	ElectivePapers	<ul style="list-style-type: none"> ➤ Exposuretoindustry mo uldstudentsintosoluti onproviders ➤ GeneratesIndustryread ygraduates ➤ Employmentopportuni tiesenhanced
V Semester	Electivepapers	<ul style="list-style-type: none"> ➤ Self-learning isenhanced ➤ Applicationoftheconce ptto realsituationisconc eivedresulting ➤ intangibleoutcome
VI Semester	Electivepapers	<ul style="list-style-type: none"> ➤ Enriches the studybeyondthe course. ➤ Developingaresearchfr amework and presenting their independent and intellectual ideaseffectively.
ExtraCredits: ForAdvancedLearners/Honorsdegree		<ul style="list-style-type: none"> ➤ Tocatertotheneeds ofpe rlearners/research aspirants
SkillsacquiredfromtheCourses		<ul style="list-style-type: none"> ➤ Knowledge,ProbleSolving , Analytical ability,ProfessionalComp etency,ProfessionalCom municationandTransferra ble Skill

Credit Distribution for UG Programmes (With effect from June 2024)

Sem I	Cre dit	H	Sem II	Cre dit	H	Sem III	Cre dit	H	Sem IV	Cre dit	H	Sem V	Cre dit	H	Sem VI	Cre dit	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	4	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	4	4.3 Core Course – CC VII Core Industry Module	5	4	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	4	4.4 Core Course – CC VIII	5	4	5. 4.Core Course –/ Project with viva- voce CC -XII	3	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	4	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	1	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	2	4.6 Skill Enhancement Course SEC5	1	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 NAAN MUTHALVAN / Alternative course for arrear holders	2	2
1.7 Skill Enhancement - (Foundation Course)	2	2	2.7 Skill Enhancement Course – SEC-3	1	2	3.7 EVS	2	2	4.7 Value Education	2	2	5.7 NAAN MUTHALVAN / Alternative course for arrear holders	2	2	6.7 Extension Activity	1	-
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	23	30		23	30		24	30		24	30		25	30		21	30

Total 140

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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 (skill enhancement)	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	4
Part-3	Core Courses& Elective Courses including laboratory if any [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	1	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	1	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	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 if any [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	2
	E.V.S	2	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
		24	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 if any [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	1	2
	Value Education	2	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
		24	30

Third Year - Semester-V

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	21	28
Part-4	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
	Internship / Industrial Visit / Field Visit / Field Work (any other Knowledge updating activity) etc.,	2	-

		25	30
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Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses /Elective Based / Project if any / Lab if any	18	28
Part-4	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
Part-5	Extension Activity	1	--
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	21	18	91
Part IV	4	4	5	5	4	2	24
Part V	--	--	--	--	--	1	1
Total	23	23	24	24	25	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.**

Eligibility: 10+2 pass in any group from the Board of Higher Secondary Examination, Government of Tamil Nadu. Those candidates who have studied through any other State Board of Examination other than Board of Higher Secondary School of Examination, Government of Tamil Nadu need to get an Eligibility Certificate if they wish to join in this University or its affiliated institutions. The Eligibility Certificate needs to be submitted to the institutions at the time of joining the course.

Duration of the course:

B.Sc Visual Communication is a three years full time programme spreads over six semesters.

**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)	4	4	75	25	100
Part III Core Course CC-II	Digital Graphic Design (Practical)	4	4	50	50	100
Part III Discipline Specific Elective DSE-I	Drawing and Illustrations(Practical)	5	6	50	50	100
Part IV Skill Enhancement Course (SEC)-1	Journalism Skills (Theory)	2	2	75	25	100
Part IV Foundation Course	Visual Arts and Aesthetics(Theory)	2	2	75	25	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	4	75	25	100
Part III Core Course CC-III	Film Production Design (Theory)	4	4	75	25	100
Part III Core Course CC-IV	Photography and Image Editing(Practical)	4	4	50	50	100
Part III Discipline Specific Elective-(DSE)-II	Writing for Media (Practical)	5	6	50	50	100
Part IV Skill Enhancement Course (SEC)-2	Story Development and Script Writing (Theory)	1	2	75	25	100
Part IV Skill Enhancement Course (SEC)-3(Discipline Specific)	Photo Journalism (Theory)	1	2	75	25	100
Part IV Naan Mudhalvan #	Naan Mudhalvan /Arrear Alternative	2	2	-	-	-
	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)	4	4	75	25	100
Part III Core Course CC-VI	Advertising Photography (Practical)	4	4	50	50	100
Part III Discipline Specific Elective-DSE--III	Multimedia Content Packaging (Practical)	4	4	50	50	100
Part IV Skill Enhancement Course (SEC)-4(Discipline Specific):	Sound Design (Theory)	2	2	75	25	100
Part IV	Enivronmental Studies	2	2	75	25	100
Part IV Naan Mudhalvan #	Naan Mudhalvan /Arrear Alternative	2	2	-	-	-
	Total	24	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)	4	4	75	25	100
Part III Core Course CC-VIII-	Video Editing (Theory)	4	4	75	25	100
Part III Discipline Specific Elective-DSE-IV	3D Forms& Modeling (Theory)	4	4	75	25	100
Part IV Skill Enhancement Course (SEC)-5 (Discipline Specific)	Television Production (Practical)	2	2	50	50	100
Part IV	Value Education	2	2	75	25	100
Part IV Naan Mudhalvan #	Naan Mudhalvan /Arrear Alternative	2	2	-	-	-
	Total	24	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-	Advertising and Brand Communication(Theory)	4	5	75	25	100
Part III Core Course CC-XI	Immersive Media Design (Theory)	4	5	75	25	100
Part III Core Course CC-XII	Digital Filmmaking (Fiction / Non-Fiction) Project with Viva-Voce	4	5	50	50	100
Part III Discipline Specific Elective-DSE-V	Media Culture & Society/Digital Media Production/ Google Analytics	3	4	75	25	100
Part III Discipline Specific Elective-DSE-VI	Web Journalism/ Development Communication/ Constitution and Media Laws	3	4	75	25	100
Part III Summer Internship /Industrial Training	Internship/Industrial and Field Visit/Knowledge updating Activity	1	-	-	-	100
Part IV Naan Mudhalvan #	Naan Mudhalvan /Arrear Alternative	2	2	75	25	100
	Total	25	30			

Sixth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ex	Int.	Total
Part III Core Course CC-XIII-	Mediated Communication (Theory)	4	6	75	25	100
Part III Core Course CC-XIV	Media Organisation(Theory)	4	6	75	25	100
Part III Core Course CC-XV	Motion Graphics Design and VFX (Theory)	4	6	75	25	100
Part III Discipline Specific Elective-DSE-VII	Communication Campaign Design/ Folk Performing Arts of Tamil Nādu /Basics of Media Research	3	5	75	25	100
Part III Discipline Specific Elective-DSE-VIII	Communication Theories/Digital Marketing/Social Media Marketing	3	5	75	25	100
Part IV Naan Mudhalvan #	Naan Mudhalvan/Arrear Alternative	2	2	-	-	-
Part V ExtensionActivities	ExtensionActivities/Fieldwork)	1	-	50	50	100
	Total	21	30			
Total Credits and Hours		140	180			

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	Media Culture and Society	Digital Media Production	Google Analytics
ELECTIVE VI	Web Journalism	Development Communication	Constitution and Media Laws
ELECTIVE VII	Communication Campaign Design	Folk Performing Arts of Tamil Nādu	Basics of Media Research
ELECTIVE VIII	Communication Theories	Digital Marketing	Social Media Marketing

Internship:

- Students of Visual Communication must complete one of the following (Internal 50: External 50):
 - Internship (minimum 100 hours)
 - Industrial and Field Visits (minimum 8 visits)
 - Knowledge Updating Activity (minimum 6 client assignments)
- Students can divide and complete 100 internship hours based on convenience.
- A report with necessary documents must be submitted at the end of the 5th semester.
- External examiners will examine the report.
- Further details are provided in the 5th-semester syllabus.

Project VIVA VOCE Examination:

- Internal assessment: 50 marks
- External assessment: 50 marks
- Requirements:
 - Group project report must be submitted
 - External 50 marks will be evaluated by an External Examiner

Extension Activities:

- Internal assessment: 50 marks
- External assessment: 50 marks

SEMESTER 1

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FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	INTRODUCTION TO HUMAN COMMUNICATION	Core-I	4	-	-	4	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 enable students to recognize various modes of communication and apply techniques for analyzing them. • To facilitate understanding of the differences between various levels of communication and their definitions. • To introduce learners to the nature, origins, evolution, and impact of communication at different societal levels. 									
UNIT	Contents								No. of Hours
I	Human Communication Theories and Concepts: Communication-definition & concept; Need for communication; scope & functions of communication; types of communication; SMCR model of communication; barriers of communication								09
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.								09
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								09
IV	Levels of Communication: - Overview of Interpersonal Communication-Theories of Interpersonal Communication - Group Communication-Theories of Group Communication								09
V	Persuasion : Key Concepts in Persuasion-Propaganda Attitude, Values - Theories of Persuasion- Social Judgement Theory- Elaboration Likelihood Model, Cognitive Dissonance								09
Total								45	

Course Outcomes

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

- CO1: Analyze various aspects of communication and apply effective communication principles.
- CO2: Analyze and interpret signals, language, signs, and other elements of human communication.
- CO3: Demonstrate proficiency in various modes of communication using message design principles.
- CO4: Evaluate and apply criteria for appropriate message design across multi-level communication flows.
- CO5: Analyze and interpret the behavior of information and communication systems, and evaluate the dissemination of ideas in contemporary media.

References

1. Littlejohn, S. W., & Foss, K. A. (2010). Theories of Human Communication (10th ed.). Waveland Press.
2. Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). Communication in Society. Pearson.
3. DeVito, J. A. (2017). Human Communication: The Basic Course. Pearson.
4. Lull, J. (2019). Evolutionary Communication: An Introduction. Routledge.
5. Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2007). Human Communication: Motivation, Knowledge, and Skills. Wadsworth.

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	-	-	4	4	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 design, image editing, and color concepts • To apply design concepts in creating visiting cards, invitations, posters, advertisements, and newspaper and magazine layouts • To emphasize the use of typography, image resolution, and color modes in design • To provide applied concepts in layout design 									
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"> • Corel Draw/Illustrator/In-Design <ol style="list-style-type: none"> 1. Logos 2. Letterheads 3. Business Cards 4. Invitation • Photoshop <ol style="list-style-type: none"> 1. Calendars 2. Greeting Cards 3. Flyers 4. Announcement • 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)	
	<ul style="list-style-type: none"> 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> <ul style="list-style-type: none"> CO 1: Create and develop effective layouts for various media CO 2: Analyze, compare, and evaluate different layouts and designs CO 3: Apply and assess the effects of colors in logos, visiting cards, magazine layouts, and advertisements CO 4: Design and implement appropriate color schemes for various background designs CO 5: Utilize graphic design software to create professional-quality designs 	
References	
<ol style="list-style-type: none"> Baird, R. N. (1987). The Graphic Communication. Holt, Rinehart and Winston. Palmer, J., & Dodson, M. (1995). Design and Aesthetics. Routledge. Rawson, P. (1987). Design. Prentice Hall. Rand, P. (1993). Forms and Chaos. Yale University Press. 	

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-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DRAWING AND ILLUSTRATIONS (PRACTICAL)	Elective – 1	-	-	5	6	50	50	100
Learning Objectives									
The objectives of this course are:									
<ul style="list-style-type: none"> • To provide students with universal skills and knowledge in the fundamentals of drawing and illustration, applicable to various specializations 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	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>Practical 1:</p> <ol style="list-style-type: none"> 1. Line Study in different Thickness: 2½ Weeks Minimum 6 class works 2. Curves and Circles: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 3. Shapes: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 4. Pattern Designs: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 5. Distraction: 2½ Weeks Minimum 6 class works: Record works - 3 nos <p>Practical 2:</p> <ol style="list-style-type: none"> 1. Pencil Sketch, Light & Shadow Practice: 2 Weeks Minimum 4 class works 2. Geometrical Shapes with different forms: 2½ Weeks Minimum 4 class works: Record works - 3 nos. 3. Texture on Pattern: 2½ Weeks Minimum 4 class works: Record works - 3 nos. 4. Composition with Light and Shadow: 2½ Weeks Minimum 4 class 								

<p>works: Record works - 3 nos.</p> <p>5. Landscapes and Composition: 2½ Weeks Minimum 6 class works : Record works - 3 nos.</p> <p>6. Perspective Drawing: 2½ Weeks Minimum 4 class works: Record works - 3 nos.</p> <p>(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)</p> <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> <ul style="list-style-type: none"> • CO 1: Explain and apply the fundamental principles of drawing • CO 2: Demonstrate proficiency in various drawing skills based on visual elements • CO 3: Analyze and apply visual perspectives and composition techniques in drawing • CO 4: Evaluate ancient drawing patterns and create new drawing designs • CO 5: Critically compare and apply the effects of visual and principal elements in drawing 	
References	
<ol style="list-style-type: none"> 1. Mulick, M. (2015). Watercolor Landscapes Step by Step. Jyotsna Prakashan. 2. Descanso, J. (2015). Drawing and Sketching Portraits: How to Draw Realistic Portraits for Beginners. CreateSpace Independent Publishing Platform. 3. Linley, M. (2010). How to Draw Anything: Landscapes, People, Animals, Cartoons. Little, Brown Book Group. 4. Vikram Editorial Board. (2007). Pencil Shading (First Edition). Vikram Book Links PVT Ltd. 5. Mulick, P. (2006). Sketching. Jyotsna Prakashan. 6. Barber & Barrington. (2010). The Fundamentals of Drawing in Color. Arcturus Publishing Limited. 	

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
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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
	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 with 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 newspapers 									
UNIT	Contents								No. of Hours
I	MediaandDemocracy: TheFourthEstate, FreedomofExpression, Article19oftheCo nstitutionofIndia- MediaConsumptionandNewsProduction; Audience, Readerships, Markets- FormsofJournalism: news, features, opinions, yellow, tabloid, pennypress								09
II	SocialResponsibilityandEthics- Positioning, Accuracy, Objectivity, Verification, Balance, and Fairness- DefiningSpot/Action, Statement/Opinion, Identification/Attribution- News vsOpinion, Hoaxes								09
III	News: meaning, definition, nature- Space, Time, Brevity, Deadlines- FiveWsandH, Invertedpyramid- Sourcesofnews, useofarchives, useofinternetetc								09
IV	CoveringaBeatMoreBeats, AlternativeLeads. WritingforRadioandTelevision, Wri tingfortheNewMedia								09
V	Constructingthestory: selectingfornews, quotingincontext, positioningdenials, tran sitions, creditline, by-line, anddateline								09
Total								45	

Course Outcomes

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

- CO 1: Analyze the importance of media in a democratic society
- CO 2: Apply principles of social responsibility and ethics in news coverage
- CO 3: Evaluate the role and significance of news in various contexts
- CO 4: Demonstrate proficiency in news writing for different beats
- CO 5: Construct and critique news stories using appropriate journalistic techniques

References

1. Adams, S., Gilbert, H., & Hicks, W. (2008). Writing for Journalists. Routledge.
2. Bull, A. (2007). Essential Guide to Careers in Journalism. Sage.
3. Itule, B. D., & Anderson, D. A. (Year). News Writing and Reporting for Today's Media. McGraw Hill Publication.
4. Flemming, C., & Hemmingway, E. (2005). An Introduction to Journalism. Sage.

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

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	VISUAL ARTS AND AESTHETICS	Skill Enhancement (Foundation Course)	2	-	-	2	25	75	100

Learning Objectives

The objectives of this course are:

- 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 history
- To understand the basics of depth in drawing

UNIT	Contents	No. of Hours
I	Visual Literacy: Visual communication and visual culture. Development of visual communication: Visual power - Visual pleasure – How to analyse an Art Work - Basic Meaning – Representation of People, Object and Places and Conventions – Studying size, colour, shape, camera angle & Framing	09
II	Visual Art: Introduction to Art, Famous Art Movement, Naturalistic, Distorted and Abstract Paintings, Digital Art - Illustration, Storyboard and Character Design	09
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.	09
IV	Visual Composition: Elements: line, plane, shape, form, mass, pattern, text gradation, and colour. Principles: Harmony, rhythm, balance, unity, contrast, proportion, spatial relationships	09
V	Semiotics in Art: Introduction to semiotics -Symbolism in Artwork- the sign and meanings- denotations and connotations- Signs and Codes- - Audience and Interpretation.	09
Total		45

Course Outcomes

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

- CO1: Identify and describe different styles and movements in art history
- CO2: Apply critical thinking skills in analyzing and interpreting artworks
- CO3: Demonstrate the ability to communicate ideas and emotions through art
- CO4: Engage in constructive critique and provide feedback on their own and others' artwork
- CO5: Evaluate the significance of art in contemporary society and its impact on cultural and social issues

References

1. Pande, A. (2013). Masterpieces of Indian Art. Lustre Press.
2. Bahl, S. (2012). 5000 Years of Indian Art. Lustre Press.
3. Adams, L. (2005). A History of Western Art. McGraw-Hill.
4. Berleant, A. (2019). Aesthetics and Environment: Variations on a Theme. Routledge.
5. Barthes, R. (1977). Image-Music-Text. Farrar, Straus and Giroux.
6. Panofsky, E. (2018). Studies in Iconology: Humanistic Themes in the Art of the Renaissance. 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-No correlation

SEMESTER 2

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	FILM PRODUCTION DESIGN	Core-III	4	-	-	4	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To enable students to identify and demonstrate knowledge of digital platforms • To provide an understanding of the direction process and its importance in filmmaking • To encourage students to learn and appreciate film direction methods and techniques • To develop skills for collaborating as a member or leader of an OTT (Over-The-Top) team • To train students in managing a team and directing in various settings 									
UNIT	Contents								No. of Hours
I	FILM STUDIES: Indian Cinema – Mythological, Socials, New Wave – contributions of Tamil cinema to social and political awareness - Levels of understanding Cinema - Formalism and Neo Formalism - Cinema & Psychoanalysis								12
II	FILM ELEMENTS: Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Sub Film Genres & Hybrids Genres - Popular, Parallel and Documentary films – Narrative structure - Linear narrative structure - Non-linear narrative structure								12
III	FILM PRODUCTION: Pre-production, Production and Post Production -- mise-en-scene & montage – financial management								12
IV	FILM APPRECIATION: Film criticism - writing a film review – content analysis – the influence of Hollywood on Tamil cinema; Films in relation to ethics, morality, philosophy, and aesthetics.								12
V	DOCUMENTARY FILM: Comparison between Fiction films & Documentary. Importance of documentary making in contemporary society. Different Narrative Techniques of documentary. Technical aspects of producing a Documentary.								10
VI	Assignment: Analysis of one commercial movie from the all aspects of cinema								02
	Contemporary Issues: Industry expert talks, seminars, workshop								
Total								60	

Course Outcomes

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

- CO1: Apply various film direction techniques in practical scenarios
- CO2: Analyze and implement film language techniques to improve efficiency
- CO3: Evaluate and utilize cinematographic properties in filmmaking
- CO4: Develop and apply advanced techniques in the film production process
- CO5: Critically appraise and utilize cinema as an effective communication tool

References

1. Rabiger, M., & Hurbis-Cherrier, M. (2017). Directing: Film Techniques and Aesthetics. Focal Press.
2. Proferes, N. T. (2017). Film Directing Fundamentals: See Your Film Before Shooting. Routledge.
3. Rosenthal, A., & Eckhardt, N. (2016). Writing, Directing, and Producing Documentary Films and Digital Videos (5th ed.). Southern Illinois University Press.
4. Schreibman, M. A. (2013). The Film Director Prepares: A Complete Guide to Directing for Film and TV. Ten Speed Press.
5. Morton, R. (2014). A Quick Guide to Film Directing. Limelight Editions.
6. Life, R. (2019). Becoming an Actor's Director: Directing Actors for Film and Television. Routledge.

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	Externa I	Total
	PHOTOGRAPHY AND IMAGE EDITING (PRACTICAL)	Core-IV	-	-	4	4	50	50	100
Learning Objectives									
The objectives of this course are: <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 Cameras - Lens - Meaning - Types of lenses - 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 Great Photographers: Alfred Stieglitz, Man Ray, Eugene Atget, Ansel Adams, Yousuf Karsh, Robert Capa, Henri Cartier, Bresson – Indian Photographers – Lala Deen Dayal, T. Kasinath, Raghu Rai ACTIVITY – Photography field study based on practical topics	
V	Practical's: Before the Practical class students must be made aware of the following topics from original Examples. Photography Exercises <ol style="list-style-type: none"> 1. Styles of Photography <ol style="list-style-type: none"> a. Landscape b. Portrait c. Documentary 2. Perspective <ol style="list-style-type: none"> a. Linear b. Forced 3. Photo Language <ol style="list-style-type: none"> a. Working b. Action c. Silhouette 4. Advertising Photography <ol style="list-style-type: none"> a. Product ads b. Food c. Jewellery d. Styles/Garments 5. Social Photographs <ol style="list-style-type: none"> a. Street photography b. PSA 6. Sports Photography 7. Indoor Photography 8. Photo story Image Editing Exercises (Adobe Photoshop or any open source) <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	
On successful completion of the course, the student will be able to: <ul style="list-style-type: none"> • CO 1: Explain and apply the basic elements of photography • CO 2: Analyze and implement different styles in photography • CO 3: Demonstrate proficiency in using various menus and settings in photography equipment • CO 4: Create and evaluate advertising and social photographs • CO 5: Apply photo editing techniques using appropriate software 	
References	
1. Curran, J. (2013). The Photography Handbook. Routledge. 2. Long, B. (2010). Complete Digital Photography. Course Technology PTR. 3. Kelby, S. (2013). The Digital Photography Book (2nd ed.). Peachpit Press.	

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-No correlation

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	WRITING FOR MEDIA (PRACTICAL)	Elective – II	-	-	5	6	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 students' inherent writing skills to generate, develop and express ideas • To familiarize students with various types of descriptive writing 									
UNIT	Contents								No. of Hours
I	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 ACTIVITY: Reading Newspaper and Articles in the class								
II	Elements of Documentary – Subject Matter & Purpose – Target Audience - Interviews, Cutaways (Storytelling emotional cutaway & General Coverage cutaway)-Documentary Film Techniques, Genres and Stylistics								
III	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								
IV	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) ACTIVITY: Students must be made to expose original Descriptive Essays based on different subjects to identify its Elements & Structure								
V	PRACTICALS Exercises <ol style="list-style-type: none"> 1. 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. 2. Develop four news articles on any content 3. Develop three news features on any content 4. Descriptive Essays on any two of the following topics (People/Place/Event/Object) Any one Descriptive essay can be developed into a two-column script with Narration <ul style="list-style-type: none"> • The finished two column script with narration can be made into a 								

	<p>documentary film during the Fifth Semester Core XII Project Paper – Digital Film Making</p> <ul style="list-style-type: none"> 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> <ul style="list-style-type: none"> CO 1: Understand various parts of a newspaper CO 2: Know the basics of news writing CO 3: Understand the basics of descriptive writing CO 4: Understand different writing techniques CO 5: Understand the importance of research 	
References	
<ol style="list-style-type: none"> Raman, U. (2010). Writing for the media. Oxford University Press. Lindstrom, S. (2015). Creative writing: From think to ink. CreateSpace Independent Publishing Platform. Bonime, A., & Pohlmann, K. C. (1997). Writing for new media: The essential guide to writing for interactive media. Wiley. Knight, R. M. (2010). Journalistic writing: Building the skills, honing the craft. Marion Street Press. 	

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-No correlation

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	STORY DEVELOPMENT AND SCRIPT WRITING	Skill Enhancement Course (SEC-2)	2	-	-	1	25	75	100

Learning Objectives

The objectives of this course are:

- To break down any narrative to its unit elements.
- To develop a full-fledged feature script for a movie.
- To develop characters and their bible in the narrative.
- To develop different plotlines that challenge the field of play and characters.
- To use different script formats according to the type of narratives.

UNIT	Contents	No. of Hours
I	Idea Creation (Inductively, Deductively, logically, non-logically, creatively)– Ideation Process (Brainstorming, Clustering, What If) where do Stories Come from (News story, Adaptation) – Importance of Research (Story Research, Location Research, Library Research & Interviewing)	12
II	Six story elements – Plot & Plot Points-Setting (Time & Space) – Conflict & its types – Character development, Types, Direct and Indirect Characterization – types of Point of View- Dialogue (Text & Sub-Text) – Theme & Implied theme – Cause and effect	12
III	Narrative structure: beginning-middle-end, Freytag 5 Act Structure (Exposition – Inciting Incident – Point of Attack – Rising Action – Climax – Falling Action – Resolution) – story versus plot – Emotion and its Types	12
IV	Understanding form of cinema: principles of suspense, surprise & curiosity. tension release laughter – Pay back- Time order (Flashback and Flash forward) Time Duration (Story, Plot & Screen Duration) Time Frequency- Three types of Satire & Irony, Foreshadowing	12
V	Script Development – Title -Concept – Synopsis – Treatment. Screenplay Formatting – Single Column Script – Scene Heading – Video Description – Character Name - Wryly (The Actors Direction) – Dialogue – Camera Directions & Editing Directions - software for scripting	10
	ACTIVITY: Students must be made to expose original short stories and short films based on different subjects to identify Story Elements & Narrative Structure. Assignment: A 1 – 2 minute produced short film based on any genre must be selected and converted into a one-column script format and submit it for five make internal assignment. Further the student can remake it into a Short Film during the Fifth Semester Core XI paper – Digital Filmmaking	
	Total	60

Course Outcomes

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

- CO1: Recognize the applied concepts of screenwriting
- 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 genres

References

1. Field, S. (2005). Screenplay: The foundations of screenwriting (Rev. ed.).
2. Ascher, S., & Pincus, E. (2013). The filmmaker's handbook: A comprehensive guide for the digital age.
3. Harvey, H. 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.

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

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	PHOTO JOURNALISM	Skill Enhancement Course (SEC-3)	2	-	-	1	25	75	100

Learning Objectives

The objectives of this course are:

- To understand the basic concepts of photography
- To enable students to learn key principles of photojournalism
- 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 - Phot Genetics – 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	12
Total		60

Course Outcomes

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

- CO1: Understand the basics of photojournalism
- CO2: Analyze and learn photography
- CO3: Understand various parts of a photo camera
- CO4: Understand various photo editing methods
- CO5: Understand the editing factors and categories of edit

References

1. Aiyer, B. (2006). Digital Photojournalism. Authorspress.
2. Eisman, K., Duggan, S., & Grey, T. (2010). Real World Digital Photography. Pearson/Prentice Hall.
3. Parrish, F. (2002). Photojournalism: An Introduction. Wadsworth Thomson.

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

ALTERNATIVE PAPER FOR NAAN MUTHALVAN ARREAR HOLDERS

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MOBILE PHOTOGRAPHY	For Naan Muthalvan Arrear Holders (Sem 2)	--	-	-	-	2	--	--	100	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the history of mobile photography • to inculcate the skills of using mobile apps in photography • to acquire them with the knowhow of specialities of cameras • to enhance the understanding of social impact of mobile photography • to enhance the knowledge of applications of laws related to mobile photography 											
UNIT	Contents										No. of Hours
I	Camera Phone: History - Mobile phones with camera – taking video – taking photos – recording audio – smart phones with point and shoot cameras – menu choices – separate buttons – quickness and convenience – taking selfies										--
II	Features: Mobile apps – geo tagging – image stitching - Common lens functions – ultra wide sensor, a telephoto sensor, a macro sensor, and a depth sensor - emphasising features such as autofocus or zoom – shots and angles – carrying and mounting devices, Integration of AI and machine learning										--
III	Cameras specialities: – Zooming – Physical location – image format mode – audio recording – files and directories – MMS – whatsapp – immediate broadcasts – U-tube, computational photography techniques such as HDR (High Dynamic Range), computational zoom.										--
IV	Social impact of mobile photography : information overload speed – unnecessary disturbances - Limitations of mobile cameras										--
V	Camera phone photography: camera phone film making – notable events involving camera phones – Laws related to camera phones – Environment and health issues, augmented reality (AR) and virtual reality (VR) applications in mobile photography.										--
Total											--

Course Outcomes

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

CO 1: remember the history of mobile photography

CO 2: understand the required skills of handling mobile apps

CO 3: apply the skills of using camera phones

CO 4: analyze the content of news photographs taken using mobile phones

CO 5: evaluate the social impact of mobile photographs

Reference and ebook links:

Roberts, Stephanie, *The Art of iPhoneography: A Guide to Mobile Creativity* (Brooklyn, NY: Pixel Communications, 2011)

Clawson, Michael, *iPhoneography: How to Create Inspiring Photos with Your Smartphone* (Apress, 2015)

Goldsworthy, Sophie (2011). *The Rough Guide to Digital Photography*

Roberts, Stephanie (2011). *The Art of iPhoneography*

Mapping

COURSE CODE AND TITLE: MOBILE PHOTOGRAPHY											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
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-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
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

SEMESTER 3

MASU

SECOND YEAR –SEMESTER- III

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	MULTIMEDIA PRODUCTION	CORE - V	4	-	-	4	25	75	100

Learning Objectives

The objectives of this course are:

- To enable students to become multimedia literate, preparing them to actively participate in various media-related activities and strengthen their skills.
- The course will provide opportunities for skill development in electronics and print media production, making students employable in the media industry.

UNIT	Contents	No. of Hours
I	Basics of Digital Technologies, Operating Systems and computer Architecture, Graphics Basics - Vector graphics, Raster, etc. Compression Techniques, Conversion Techniques.	12
II	CG Application areas and equipment, CG Standards and Formats, Multimedia Hardware, Software. Multimedia operating systems	12
III	2D—Images and Graphics, Principles of raster graphics, Resolution, color, graphics accelerators, digital image representation and formats, 3Graphic Cards, Video Cards,	12
IV	Principles of Animation, Objects, dynamics, Frame animation, Composing, masking, and keying, Rot scoping, Cell Animation, Stop Motion Animation.	12
V	Audio fundamentals (Audio quality, formats and devices), Products, Platforms, Application Domain and Features—audio and video standards — integrating multiple formats (sound, video, text, etc.), Recent Developments in software and hardware systems. Tools for PODCASTING.	12
Total		60

Course Outcomes

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

- CO1: Remember the types of media
- CO2: Explain the methods of multimedia elements and systems
- CO3: Understand and analyze 2D images and graphics
- CO4: Explore the principles of animation
- CO5: Analyze and evaluate audio fundamentals

References

1. Cvetković, D. (2019). Interactive multimedia: Multimedia production and digital storytelling. BoD – Books on Demand.
2. Kindem, G., & Musburger, R. B. (2012). Introduction to media production: The path to digital media production. Taylor & Francis.

MAPPING:

COURSE CODE AND TITLE: MULTIMEDIA PRODUCTION(.....)											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

SECOND YEAR –SEMESTER- III

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	ADVERTISING PHOTOGRAPHY(PRACTICAL)	Core - VI	-	-	4	4	50	50	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Knowledge of advertising photography and the process involved in making advertising images for product promotion, creating trade characters, learning about montage techniques in photography and model photography. 									
Contents									
<p>Practical's: Before the Practical class students must be made aware of the following topics from original Examples.</p> <p>Exercises: (Any 10)</p> <ol style="list-style-type: none"> 1. Visual of the product alone (photograph against plain backdrop) 2. Visual of the product in a setting where it is used. 3. Visual in use. 4. Visual of a benefit from using the product. 5. Visual showing the loss or disadvantage resulting from not using the advertised product. 6. Dramatization of the headline. 7. Dramatization of the evidence. 8. Dramatizing a detail (in the product) 9. Comparison between two brands. 10. Contrast between before and after using the product. 11. Visuals using Trade Characters. 12. Symbolism. 13. Abstract illustration (logo) 14. Continuity strip 15. Mood setting visual. 16. Visual of the product in the package. 17. Visual of the product ingredients or raw materials. 18. Special effects (freezing movements) 19. Montage 20. Visual with model <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 & design 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 on advertising and model photography. 									
Total								60	

Course Outcomes

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

- CO 1: Students will be able to describe the key technical and creative concepts in advertising photography.
- CO 2: Students will be able to operate cameras and utilize equipment proficiently to achieve photographic effects.
- CO 3: Students will be able to apply appropriate techniques for shooting different subjects, scenes, and styles.
- CO 4: Students will be able to evaluate and critique photos for visual effectiveness and quality.
- CO 5: Students will be able to create visually compelling ad and model photography by synthesizing skills and concepts from the course.

References

1. Curran, J. (2013). The Photography Handbook. Routledge.
2. Long, B. (2010). Complete Digital Photography. Course Technology PTR.
3. Kelby, S. (2013). The Digital Photography (2nd ed.). Peachpit Press.

Mapping

COURSE CODE AND TITLE: ADVERTISING PHOTOGRAPHY (.....)											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

SECOND YEAR –SEMESTER- III

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	MULTIMEDIA CONTENT PACKAGING(P ractical)	ELECTIVE III	-	-	4	4	50	50	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Explain the fundamental concepts and principles of videography. • Demonstrate the proper use of cameras and equipment such as lenses, lighting and composition. • Analyze and critique videos for aesthetics and effectiveness. • Create a portfolio of short videos using skills and techniques from the course. 									
UNIT	Contents								No. of Hours
I	Camera Techniques (Operation skill – Artistic – Picture Quality – Coordination) Practice with semi-professional video camera - Parts of A video Camera, Practice with Image control settings (Aperture, ISO, Shutter Speed and White Balance) - Practice with wired and wireless microphones - Setting up microphone – Synchronizing, sensitivity, pickup patterns, and audio decibels.								
II	Practice with composition (Head Room, Looking Room–Walking Room– 180 Degree Rule – 30 Degree Rule – Screen Direction)- Practice with various mounting equipment - Staging and Blocking - Illusion of Depth (Fore Ground/Middle Ground/Back Ground) –Rule of Third								
III	Practice with Camera Position (High, Normal, Low angle) -Practice with types of camera angles -Objective, Subjective and Point-of-view - Practice with types of camera shots (close-up, Mid Shot, Long shot, Two Shot – Profile Two Shot – Direct to camera two shot – Over the shoulder Two shot – Three Shot– Group shot)Practice with various camera movements (Pan, Tilt, Zoom in/out, Dolly, Truck, Track) Practice on continuity - Sequence shot - Emblematic shot/Symbolic Shot								
IV	Practice with <u>Light</u> and Lens - Practicing with various styles of lighting setup - Understanding the concept of colour temperature and how to bounce natural light - Light setup of blue or green screens.Lighting setup for indoor and outdoor, Three-point and five-point lighting setup - Light Elements (Exposure, Illusion of Depth, Mood & Feeling) -Lighting Features (Intensity, Source, Direction, Color Temperature and Light Meter) - Ambient light - Practical and Motivated light - Lens Selection –Lens Types – Storytelling through Lens – Composition through Lens – Storytelling through Filters								
	ACTIVITY: Before the Practical class students must be made aware of the following topics from original Examples.								

V	<p>Practical Exercises for Multimedia Content Packaging: (Any Five)</p> <ol style="list-style-type: none"> 1. Have students create a 1–2-minute visual story that incorporates all necessary camera shots, Angles, and camera movements 2. Have students create a 1–2-minute video that shows a simple sequence of events and tells a visual story without any dialogue. 3. Create a short video that uses light and shadow to create a mood. 4. Have students create a 1–2-minute video using different types of lighting (natural, artificial) and lighting angles to create a particular mood or tone. 5. Create a short video that captures a scene from different perspectives. 6. Have students create a 1–2-minute video showing the same scene or landscape from multiple different angles (close-up, far away, bird's eye view, worm's eye view, etc.) 7. Have students create a 1–2-minute video capturing a single subject (person, animal, object) from multiple different angles. 8. Have students create a short 10-30 second video showing a single moment (someone jumping, ball being hit, etc.) from multiple simultaneous angles. 9. Have students create a short 1-minute video using only one type of camera shot (close-up, medium, or wide). 10. Have students create a short 1-minute video using only one type of lighting, either natural or artificial. 11. Have students create a short 1-minute video using only one type of camera movement, such as panning, tilting, tracking, or zooming. 12. Have students create a short 1-minute video using only one visual effect like slow motion, time-lapse, fast motion, etc. <ul style="list-style-type: none"> • Students should submit the above exercise in video format • 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> <ul style="list-style-type: none"> • CO 1: Students will be able to describe the key technical and creative concepts in videography. • CO 2: Students will be able to operate cameras and utilize equipment proficiently to achieve videographic effects. • CO 3: Students will be able to apply appropriate techniques for filming different subjects, scenes and styles. • CO 4: Students will be able to evaluate and critique videos for visual effectiveness and quality. • CO 5: Students will be able to create visually compelling short videos by synthesizing skills and concepts from the course.

References

1. Brown, B. (2016). Cinematography: Theory and practices: Image making for cinematographers and directors.
2. Thompson, R., & Bowen, C. J. (2013). Grammar of the shot. Focal Press.
3. Landau, D. (2014). Lighting for cinematography: A practical guide to the art and craft of lighting for the moving image. Routledge.
4. Fisher, B., & Codelli, L. (2013). Art of cinematography.

Mapping

COURSE CODE AND TITLE: MULTIMEDIA CONTENT PACKAGING (.....)											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

SECOND YEAR –SEMESTER- III

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	SOUND DESIGN(Theory)	Skill Enhancement Course SEC-4	2	-	-	2	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the fundamentals of sound design for media • To apply imaginative and creative approaches to problem-solving in audio production • To enable students to learn key principles of audio techniques • To help students become experts in audio tools • To develop skills in various sound recording and music production techniques 									
UNIT	Contents								No. of Hours
I	SOUND INTRODUCTION: Nature of Sound – Frequency – Amplitude – Wavelength. Fundamentals of Film Sound (Loudness-Pitch- Timbre) Importance of Sound- Major Function of Sound – Information, Outer Orientation & Inner Orientation - Microphone Types – Working Principles – Microphone Placements								08
II	SOUND CLASSIFICATION: Diegetic & Non-Diegetic-Synchronous and Asynchronous sound -Dubbing & Location (Live) recording, Metaphoric Sound - Room Tone – Silence; Sound Aesthetics (Figure/Ground – Sound Perspective – Sound Continuity) – Sound Transition (Overlapping, Lead in & A segue)								08
III	DIALOGUE: Text & Subtext – Dialogue Forms (On Screen Dialogue, Off Screen Dialogue, Voice Over, Narration & Walla) – Analysing Vocal Performance (Sentence, Word, Syllable & Phoneme) – Paralanguage (Volume, Pitch & Time) Voice Over [Narration & Casting] –Narration (Direct, Indirect, Contrapuntal).								08
IV	SOUND EFFECTS AND MUSIC: Function of Sound Effects (Time Period, Location & Character Development) Sound Effects classification (Spot/Hard FX, Ambience/Atmosphere FX, Foley & Sound Design– Music Types (Production Source (Live), Source & Underscore); Function of Music - Spotting Sound Effects & Music (Sound Maps & Sound Notes)								08
V	SOFTWARE WORKSPACE: Adobe Audition: Files Panel – Media Browser, Effect Rack – Levels Panel – Selection/View Panel-Playback Control & Various Tools-Editor Area (Wave Form & Spectral Display)- Navigator Area, Pro Tools Introduction & Workspace								10
VI	Activity: Handling Software's, Shortcut Keys & Practicing with Software Assignments can be any of the following <ul style="list-style-type: none"> • Voiceover Recording • Dialogue Replacement using over-dub and dubbing -ADR • Audio Editing • Recoding Music • Radio Feature • Karaoke with Voice Sync 								

	Total	45
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Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the importance of sound in video • CO2: Comprehend different types of sound • CO3: Recognize the role of dialogue in sound design • CO4: Grasp basic concepts of sound effects and music • CO5: Gain knowledge of audio software workstations
References
<ol style="list-style-type: none"> 1. Scott-James, K. (2018). Sound design for moving image. Bloomsbury Academic. 2. Rose, J. (2014). Producing great sound for film and video: Expert tips from preproduction to final mix (4th ed.). Routledge.

MAPPING:

COURSE CODE AND TITLE: SOUND 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

SECOND YEAR-SEMESTER - III

Alternative Paper for Naan Muthalvan Arrear Holders

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	WRITING FILM APPRECIATION AND REVIEWS	For Naan Muthalvan Arrear Holders (Sem 3)	--	-	-	-	2	2	---	100	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize the guidelines of writing film reviews • introduce film as an art • understand film as new wave • enrich the knowledge of regional language cinema • understand film as a mass medium 											
UNIT	Contents									No. of Hours	
I	Filmreviewsforthemassaudience: Critics&Reviewers– Filmreviewing– Fan magazines – Current reviews as examples of the journalistic approach – Guidelines for writing film criticism – Cinema magazines - Supplementaries of newspapers on film and Cinema (Tamil & English) – impact of Social media & U-tube on films, Critical Analysis Techniques, Audience Reception Studies									---	
II	Birthoffilmasanart: Thepioneers–TheLumiereBrothers– Thecoming of the ‘Talkies’ – The studio system – Satyajit Ray – The Golden Age: Sohrab Modi, Raj Kapoor and Guru Dutt – The Angry young Men, Impact of Technology, Social and Political Contexts, Cultural Impact									---	
III	The films of the New Wave: Holly Wood, Boli Wood and Koli Wood –The ‘Middle’ Cinema, Impact on Global Cinema, Genre Evolution, Experimental Cinema									---	
IV	FilmsinIndia: Regionallanguagecinema –South India (vs) North India, Impact of Globalization									---	
V	Ancient Films in TN: Nataraja Mudaliar – Raja ‘Harichandra’ – Kalidhas (1931) –‘Ramayan’ & ‘Harichandra’ (1932) – Srinivas cinetone – ‘Puranas’ & ‘Idhikasas’ (1938) – ‘Thiyagaboomi’ -1940 -2010 - Popular films recently released, Archival Preservation, Influence of Mythology									---	
Total										---	

Course Outcomes

Upon successful completion of this course the students would be able: To

- remember the guide lines of writing film reviews
- demonstrate film as an art in film reviews
- apply film as a successful medium
- analyse the regional language cinema
- examine film as a medium

References and e books:

1. An Introduction to film criticism: Major Critical Approaches to narrative film –Tim By Water(Dixie college) , Thomas sob Chack (Utah) , Pearson Education
2. Mass Communication in India – Keval J. Kumar – Jaico Publishing house.
3. "The Film Experience: An Introduction" by Timothy Corrigan and Patricia White. Published by Bedford/St. Martin's, 2021. Link: <https://www.amazon.com/Film-Experience-Introduction-Timothy-Corrigan/dp/1319354011>
4. "Film Criticism: A Counter Theory" by Paul Coates. Published by Rutgers University Press, 2011. Link: <https://www.amazon.com/Film-Criticism-Counter-Theory-Coates/dp/0813548827>
5. "The New Biographical Dictionary of Film" by David Thomson. Published by Knopf, 2014. Link: <https://www.amazon.com/New-Biographical-Dictionary-Film-Fifth/dp/0307271749>
6. "Hitchcock's Notebooks: An Authorized and Illustrated Look Inside the Creative Mind of Alfred Hitchcock" by Dan Auiler. Published by Avon Books, 1999. Link: <https://www.amazon.com/Hitchcocks-Notebooks-Authorized-Illustrated-Hitchcock/dp/038079120X>
7. "Film Art: An Introduction" by David Bordwell and Kristin Thompson. Published by McGraw-Hill Education, 2019. Link: <https://www.amazon.com/Film-Art-Introduction-David-Bordwell/dp/1259534952>
8. "Writing About Movies: A Practical Guide" by William C. Dowling. Published by University of California Press, 2014. Link: <https://www.jstor.org/stable/10.1525/j.ctt5hjfvx>
9. "How to Read a Film: Movies, Media, and Beyond" by James Monaco. Published by Oxford University Press, 2019. Link: <https://global.oup.com/academic/product/how-to-read-a-film-9780190261210>
10. "The Oxford Handbook of Film and Media Studies" edited by Robert Kolker and Roberta Pearson. Published by Oxford University Press, 2018. Link: <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780195175967.001.0001/oxfordhb-9780195175967>
11. "Film Theory: An Introduction" by Robert Stam. Published by Wiley-Blackwell, 2019. Link: <https://www.wiley.com/en-us/Film+Theory%3A+An+Introduction%2C+2nd+Edition-p-9781405182522>
12. "The Art of Film Acting: A Guide for Actors and Directors" by Jeremiah Comey. Published by Routledge, 2020. Link: <https://www.routledge.com/The-Art-of-Film-Acting-A-Guide-for-Actors-and-Directors/Comey/p/book/9780367378374>

Mapping

COURSE CODE AND TITLE: WRITING FILM APPRECIATION AND REVIEWS											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
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-2

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

SEMESTER 4

SECOND YEAR –SEMESTER- IV

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	INTRODUCTION TO DESIGN THINKING (Theory)	CORE VII	4	-	-	4	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Describe design thinking, its approaches and mindset • Explain fundamental concepts, resources and processes involved in design thinking • Comprehend stages of design thinking for growth • Explain strengths and weaknesses of different design thinking tools and methods • Understand various applications of design thinking 									
UNIT	Contents								No. of Hours
I	Definition of Design Thinking. Business uses of Design Thinking - Variety within the Design Thinking Discipline - Design Thinking-Mindset-Problem Solving Approach - Fundamental Concepts: Empathy, Ethnography								12
II	Design Mechanics and Resources -Assumption Testing- Design Criteria, Curator, Design Brief. Designing for Growth Process- - Disruptive Solution. Double Diamond Process -Stage School Process- Human-Centered Design								12
III	Design Thinking Tools - What Wows? What Works? What Is? What If? - Purposeful Use of Tools and Alignment with Process - Visualization- Aesthetics Principles for Designers								12
IV	Design Thinking Methods -Journey Mapping. Archetype Mapping Matrix, Archetype Persona. Value Chain Analysis, Customer Co-creation. Competitive Advantage - Concept Development, Mind Mapping- Brainstorming								12
V	Design Thinking Practices - Role of Project Management in Design Process- Aids. Minimal Marketable Feature (MMF), Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Design Thinking Application and Execution-User Interface (UI) as Communication. Basic Principles of UI Design								12
Total								60	

Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • CO1: Adopt a problem-solving mindset to reframe design challenges • CO2: Enumerate and select appropriate design thinking approach for specific design problems • CO3: Use design thinking tools and methods to solve real-world problems • CO4: Apply design thinking principles to develop plan of action and wireframe for specific problem domain • CO5: Create prototypes for specific design problems using available design tools and apps

References

1. Dancyger, K. (2010). Design Thinking Process: Theory, and Practice. Focal Press.
2. Chandler, G. (2012). Design mechanics and Resources. Michael Wiese Productions.
3. Jago, M. (n.d.). Design Thinking Tools. Macromedia Press.
4. Goold, A. (n.d.). Design Thinking methods and Practice (2nd ed.). Independently Published.

MAPPING:

COURSE CODE AND TITLE: INTRODUCTION TO DESIGN THINKING (.....)											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

SECOND YEAR –SEMESTER- IV

Subject	Subject Name	Category	L	T	P	C	Marks
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Code							CIA	External	Total
	3D FORMS AND MODELLING (Theory)	CORE VIII	4	-	-	4	25	75	100
Learning Objectives									
The objectives of this course are: <ul style="list-style-type: none"> • Recognize basics of 3D design, modeling • Explain fundamentals of NURBS and splines modeling • Develop a solid understanding of polygon modeling, Boolean operations, and mesh • Demonstrate an ability to apply texturing and material • Enable students to learn the key principles of rendering 									
UNIT	Contents								No. of Hours
I	Introduction to 3D Design - Difference between 2D & 3D, Concepts of 3D - Grids & coordinates, Axis, Objects & Pivots - Navigation, Tools, Menu Bar - Introduction to Basic modelling tools - Comparison of Commercial an open source and commercial Applications								12
II	Polygon modelling -Concepts & Problems. Interfaces. Creating polygons. Editing poly modelsBooleans, mesh, mirror.								12
III	Nurbs and Splines - Nurbs curve, EP curve, CV curve. Spline, Spline tools.Sculpting, creating surfaces. Learning to create 3D text.								12
IV	Texturing and Material - Concepts, Basic attributes, shading - Transparency, reflection, refraction -Materials, Bump maps, Basic wrapping UVs, Hardware texturing, shaders.								12
V	Basic Lighting & Rendering - Basic Concepts of Lighting & its types. Basic principles of rendering, rendering setup - Types of renderers, Frame rendering options								12
VI	Activity: Handling Software's, Shortcut Keys & Practicing with Software Software – 3Ds Max/ Maya/Blender or any Open Source Assignments can be any of the following Animated Logo with BGM (15 seconds) A walk through with perfect BGM for 30 to 40 seconds A Title animation with BGM for 30 – 45 seconds (Note: Appropriate Music/SFX if necessary, should be Included)								
Total									60

Course Outcomes

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

- CO 1: Recognize practical skills to create 3D designs
- CO 2: Develop skills to create NURBS and splines
- CO 3: Acquire skills for polygon modeling
- CO 4: Learn skills to add textures and materials to models
- CO 5: Know how to incorporate appropriate music and sound effects

References

1. Brito, A. (2019). Blender 2.8 for architecture: Modeling and rendering with Eevee and Cycles. Independently published.
2. Conlan, C. (2017). The Blender Python API: Precision 3D modeling and add-on development. Apress.
3. Fisher, G. (2013). Blender 3D printing essentials. Packt Publishing Ltd.
4. Grey, S. (2021). Mind-melding Unity and Blender for 3D game development: Unleash the power of Unity and Blender to create amazing games. Packt Publishing Ltd.
5. Guevarra, E. T. M. (2019). Modeling and animation using Blender: Blender 2.80: The rise of Eevee. Apress.

Mapping

COURSE CODE AND TITLE: 3D FORM AND MODELLING (.....)											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

SECOND YEAR –SEMESTER- IV

Subject	Subject Name	C	a	r	e	s	e	r	>	L	T	P	C	Marks
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Code							CIA	External	Total
	VIDEO EDITING (Theory)	CORE- VIII	4	-	-	4	25	75	100
Learning Objectives									
The objectives of this course are: <ul style="list-style-type: none"> • To understand the fundamentals of video editing • Critically analyze editing process through lectures and practical workshops • Understand the categories in the editing process • To enable students to learn key principles of editing techniques • To learn various requirements of editing for TV news, ads, documentaries and films 									
UNIT	Contents								No. of Hours
I	What is Video Editing – Tools Vs Skills – Understanding the Footage – Using the Right Shots – Time & Space in Editing – Editing Process (Acquire, Organize, Review & Select, Assemble Rough Cut, Fine Cut, Picture Lock, Master & Deliver).								08
II	Footage Analysis – Focus – Audio Quality – Exposure and Color Temperature -Framing & Composition – Screen Direction – 180-degree Rule – 30-degree Rule – Matching Angles – Matching Eyeline – Continuity of Action – Continuity of Dialogue – Performance, Rules of Editing								08
III	Continuity and Montage Editing: The Kuleshov Experiment – Montage Editing (Metric – Rhythmic – Tonal – Over Tonal – Intellectual). Relational/Constructive Editing (Contrast – Parallelism – Symbolism – Simultaneity – Leitmotif). Editing Style (Expository – Elliptical – Metaphorical)								08
IV	Editing Factors – Information – Motivation – Shot Composition – Camera Angle – Continuity – Sound. Five Categories of Edit – Action Edit - Screen Position Edit – Form Edit – Concept Edit – Combined Edit								08
V	Adobe Premiere Workspace (Project Panel – Source Monitor – Program Monitor – Timeline Panel – Tools Panel – Audio Meter Panel – Effects Panel – Marker Panel). Tools Panel (Selection Tool, Track Selection, Ripple Edit, Rolling Edit, Rate Stretch, Razor Tool, Slip Tool, Slide Tool, Pen Tool, Hand Tool & Zoom Tool), AVID Introduction & Workstation								10
	ACTIVITY: Assignments can be any of the following <ul style="list-style-type: none"> • Create a Title card • Create a video song (the available movie songs can be used) • Create a collage (the available movie songs/ clips can be used) • Create a video clip using various Transitions • Create a video clip using various Effects • Create a video clip using matte (Blue/Green) removal technique 								

Course Outcomes

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

- CO1: Knowledge in editing skills
- CO2: Improvise editing knowledge through specific editing tools
- CO3: Students learn the shortcut keys in video editing
- CO4: Produce videos by applying various editing techniques
- CO5: Combine audio and video elements as meaningful visual language

References

1. Dancyger, K. (2010). The Technique of Film and Video Editing: History, Theory, and Practice. Focal Press.
2. Thompson, R., & Bowen, C. J. (2013). Grammar of the Edit. Focal Press.
3. Chandler, G. (2012). Cut By Cut: Editing Your Film or Video. Michael Wiese Productions.
4. Jago, M. (2020). Adobe Premiere Pro CC Classroom in a Book. Macromedia Press.
5. Goold, A. (2017). The Video Editing Handbook (2nd ed.). Independently Published.

MAPPING:

COURSE CODE AND TITLE: VIDEO EDITING (.....)											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

SECOND YEAR –SEMESTER- IV

Subject	Subject Name	C	a	r	e	s	o	r	>	L	T	P	C	Marks
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Code								CIA	External	Total
	TELEVISION PRODUCTION (PRACTICAL)	Skill Enhancement Course SEC-5	-	-	2	2		50	50	100
Learning Objectives										
The objectives of this course are: <ul style="list-style-type: none"> • Practice talk show, television programs using single and multi-cam setups • Creating a television program and events using a single camera • Producing non-fiction feature stories from script to screen using mobile phone camera 										
UNIT	Contents									No. of Hours
I	An overview of Television Production -The illusion of Reality, Modern Equipment, The hidden factors of Television Production, Program Genre: Non-Fiction, Interview, Reality Shows, Game Shows, Sports, Wild life, Social Issues, Serials and News.									08
II	The Production Process - Members of Production Crew, Production Methods: Television Studio, Remote Production Facilities, Vision-Mixer, Planning and Preparation: Goals and Objectives, Target Audience, Broadcasting timing and Budgeting, Production Plan: Director and Producer, Production Aspects, Selective Techniques and Production Execution, Broadcasting									08
III	TV Program Design - Identifying Programs – Preparing Program Chart, Reece – Identifying Executable Programs and Required Equipment, Preparatory Work for Production Execution. Preparing for Live Shoot: Identifying the need at Location, Gathering Location Infrastructure, Taking Location Permission, On-Location Team Organization – Planning Commutation, Assigning Responsibilities, Arranging Work Space for lighting and camera positioning, Shooting: Checking settings in camera, checking sound levels, Rolling Camera									08
IV	Interview Program Production - Selection of Interviewee – Pre-Planning the Questionnaires related to the topic, Setting up Lighting – Setting up Camera – Microphone Placement, Shooting Process, Post-Production Work: Editing, Audio fine tuning, Using inserts , Finalizing for output									08
V	Production of Talk show - Pitching Idea for Talk Show – Identifying Resource Persons, setting up the Shooting Floor – Lighting for Multi-Cam Setup – Setting up Camera Positions – Checking I/O in Vision Mixer, Microphone Signal Routing - Rehearsal and Technical Check, Handling Multi-Cam Switching and Recording.									10
VI	Practical's: Software Used: Premier pro 1. Talk show//Chat Show 2. Interview 3. News Program									

	4. Travelogue 5. Curtain raiser 6. Home Décor 7. Automobile Show	
	Total	45

Course Outcomes	
On successful completion of the course, the student will be able to:	
<ul style="list-style-type: none"> • CO1: Understand different stages of the television production process and various program formats • CO2: Comprehend the techniques involved in television cameras, camcorders and visual grammar • CO3: Categorize different formats of scripts, research and treatment • CO4: Understand various broadcasting formats in television industry • CO5: Produce good quality single-camera and multi-camera production by applying theoretical inputs 	
References	
<ol style="list-style-type: none"> 1. Owens, J. (2020). Television Production (17th ed.). Focal Press. 2. Shook, F., Larson, J., & Detarsio, J. (2018). Television Field Production and Reporting (7th ed.). Routledge. 3. Utterback, A. H. (2016). Studio Television Production and Directing: Concepts, Equipment, and Procedures. Focal Press. 4. Plothe, T., & Buck, A. M. (2019). Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television. Peter Lang. 	

MAPPING:

COURSE CODE AND TITLE: TELEVISION PRODUCTION(.....)											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

SECOND YEAR-SEMESTER – IV Alternative Paper for Naan Muthalvan Arrear Holders

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SPEAKING SKILLS	For Naan Muthalvan Arrear Holders (Sem 4)	--	-	-	-	2	--	--	100	100
Learning Objectives											
<p>The objectives of this course are: to introduce the aspects of effective speaking to inculcate the skills of choosing and using words to train them in using their voice successfully to enhance the understanding of physical fitness for speaking to enhance them with qualities of good speaker</p>											
UNIT	Contents										No. of Hours
I	Effective speaking: Aspects of effective speaking – words, voice, body language and other non - verbal communication, Empathy and Audience Adaptation, Feedback Reception, Cultural Sensitivity										--
II	Choosing yours word – audiences – shorter sentences – simpler words – regional and ethnic accents , Contextual Adaptation, Ethical Considerations, Impactful Vocabulary										--
III	Your voice – high self-esteem – command – sound – recording your speech – listening and noting - Reading – slow down – head up – pause, Emotional Resonance, Public Speaking Anxiety Management, Advanced Listening Skills										--
IV	Good breathing – breath and voice, breath and rhythm – full lung capacity – Vocal production – Volume – clarity – variety – Pace – volume – pitch –inflection – emphasis - pause - Body language – congruence, Voice Maintenance, Non-verbal Cues										--
V	Seven qualities of a good speaker: preparation – uniqueness – actionable - complex to simple – charismatic – open to questions – sharing – giving ideas , Ethos and Credibility, Interactive Speaking, Adaptability										--
	Total										--
Course Outcomes											
<p>On successful completion of the course, the student will be able to: CO 1: remember the skills of effective speaking CO 2: understand the required skills of appropriating words CO 3: apply the skills of right pronunciation CO 4: analyze the content of recorded speeches CO 5: evaluate the social impact of public speaking</p>											

Reference and ebook links:

The Art of Public Speaking – Dale Carnegie, Ocean Paper Backs Private Ltd
 Public Speaking:15 Days To Master the Greatest Skill of All Time, BhuupendrasinghRaathor, Adhyaan Books
 100 world’s greatest speeches, Collectable Edition, FP Classics
 Talk Like TED: The nine public speaking secrets of the world’s top minds – Carmine Galo
 Confessions of a public speaker – Scott Berkunn

Mapping

COURSE CODE AND TITLE: SPEAKING SKILLS											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
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-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
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

MSU

SEMESTER 5

MSSU

THIRD YEAR –SEMESTER- V

Subject	Subject Name	U	a	r	e	s	e	r	L	T	P	C	Marks
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Code								CIA	External	Total
	FILM FORMS AND NARRATIVES (Theory)	CORE - IX	5	-	-	4	25	75	100	
Learning Objectives										
The objectives of this course are: <ul style="list-style-type: none"> To understand the nature and process of film production To learn how to read and analyze a film To enable students to understand key principles of film business To learn certain theoretical ideas presented by major film theorists 										
UNIT	Contents									No. of Hours
I	The Birth of Cinema: The Birth of Cinema-Thomas Alva Edison, W. K. L. Dickson, Edwin S. Porter Lumiere Brothers & Georges Melies; David Wark Griffith & Charlie Chaplin, Classical Hollywood Cinema.									08
II	Development of Cinema: Development of Cinema-The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box-Office Era, New Technology Era, Special Effects Era, Digital Era & High-Definition Era (HD).									08
III	ISM in cinema - Realism - Surrealism - German Expressionism - soviet montage - Italian neo realism - French new wave - Modernism - Postmodernism –Japanese Cinema, Iranian Cinema; Third world Cinema-Filmaudience-Reviewandappreciationoffilm- Film genre.									08
IV	Filmfestival-Filmawards-Filminstitute’sensorshipcertification-CinematheatresandProjections - Government and Indian Cinema-CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.									08
V	FilmbusinessandIndustry -Economic-financeandbusinessoffilm-filmdistribution-importandexportoffilms-regionalcinemawithspecialreferencetoTamilcinema.Budgetingandschedules.									10
VI	Film Screening & Discussion - Study of Great Indian and International filmmakers: D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan, Sridhar, K. Balachandar and others.									
	Contemporary Issue – Experts talks and Seminars									
	Total									45

Course Outcomes

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

- CO1: To understand the basic characteristics of film medium
- CO2: To understand Tamil cinema and famous directors
- CO3: To understand various film theories
- CO4: To understand structure of a film festival
- CO5: To understand the film business and industry

References

1. "Indian Film," Eric Barnouw and S. Krishnaswamy, Oxford University Press, 1980, 2nd edition
2. "How Films Are Made," Khwaja Ahmad Abbas, National Book Trust, 1977
3. "Film as an Art and Appreciation," Marie Seton, NCERT, New Delhi
4. "Cinematography Censorship Rules," Government of India Press, Nashik, 1969
5. "The Cultural Heritage of India," A.L. Basham

MAPPING:

COURSE CODE AND TITLE: FILM FORMS AND NARRATIVES (.....)											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

THIRD YEAR –SEMESTER- V

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	ADVERTISING AND BRAND COMMUNICATION (Theory)	CORE - X	5	-	-	4	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> To provide students with an understanding of Advertising & Brand Communication Learning the fundamentals of Advertising and Brand Communication Introducing principles and strategies of Advertising and Brand Communication Understanding how Advertising and Brand Communication can be extensively incorporated in the field of visual media 									
UNIT	Contents								No. of Hours
I	Introduction to Advertising: Definition of Advertising, History of Indian Advertising. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising, Political Advertising.								08
II	Marketing Concepts and Evolution (Exchange, Production, Product, Selling and Marketing), Social Marketing: Definition of social marketing, need, objectives and public's 6 P's of a social marketing program.								08
III	Role of creativity in advertising- Introduction to Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals. Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. – Copywriting for various media. Pre-testing and post- testing of ads.								08
IV	The Creative Brief- Setting communication and/or Sales Objectives for the ad/ad campaign. Methods of setting ad budget- media planning and buying								08
V	Self-Regulatory system for control on advertising in India –Advertising Standard Council of India (ASCI)- Various laws and enactment concerning advertising in India with case studies								10
VI	<p>Contemporary Issue - Advertising & Brand Communication–Industry Expert Talk</p> <p>ACTIVITY: Students must be made to expose original TV Advertisement based on different AD Appeals and Products to identify advertising Elements, Formats & Copywriting.</p> <p>The Assignments should contain students any 3 original Copywrite of TV Advertisement.</p> <p>Any one Television copywrite can be developed into a script and can be used for the Current Semester Core XI – Digital Film Making</p>								
Total									45

Course Outcomes	
<ul style="list-style-type: none"> • CO1: To work on various platforms in advertising. • CO2: To segmentize audience and market segmentation. • CO3: To be able to work in advertising agencies and to actively take part in the key role of each department. • CO4: To be able to effectively present it to the audience. • CO5: Evaluate advertisement budget and media planning. 	
References	
<ol style="list-style-type: none"> 1. Chaunawalla. (2000). Advertising theory and practice. Himalaya Publishing House. 2. Gupta, R. (2012). Advertising principles and practice. Chand & Company Ltd. 3. Rodgers, S., & Tharson, E. (2017). Digital advertising. Routledge. 4. Shah, K. (2014). Advertising and integrated marketing communications. McGraw-Hill. 	

MAPPING:

COURSE CODE AND TITLE: ADVERTISING AND BRAND 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

THIRD YEAR –SEMESTER- V

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	IMMERSIVE MEDIA DESIGN (Theory)	CORE XI	5	-	-	4	25	75	100

Learning Objectives

The objectives of this course are:

- To gain knowledge of historical and modern overviews and perspectives on virtual reality
- To learn the fundamentals of sensation, perception and perceptual training
- To understand the scientific, technical and engineering aspects of augmented and virtual reality systems
- To learn augmented reality technology and implement it for practical knowledge

UNIT	Contents	No. of Hours
I	Introduction to Virtual Reality - Virtual and Mixed Reality, Taxonomy, technology and features of augmented reality, the difference between AR & VR and MR, Challenges with AR & VR systems and functionality, Augmented reality methods, visualization techniques for augmented reality as a discipline	08
II	VR Systems- Basic features of VR systems, Architecture of VR systems, VR hardware: VR input hardware: tracking systems, motion capture systems, data gloves, VR output hardware: visual displays	08
III	Stereoscopic Vision and Haptic Rendering - Fundamentals of the human visual system, Depth cues, Stereopsis, Retinal disparity, Haptic sense, Haptic devices, Algorithms for haptic rendering and parallax, Synthesis of stereo pairs, Pipeline for stereo images	08
IV	VR Software Development - Challenges in VR software development, Master/slave and Client/server architectures, Cluster rendering, Game Engines and available sdk to develop VR applications for different hardware (HTC VIVE, Oculus, Google VR).	08
V	3D Interaction Technique - 3D Manipulation tasks, Manipulation Techniques and Input Devices, Interaction Techniques for 3D Manipulation. AR software development, Camera parameters and camera calibration, Marker-based augmented reality, AR Toolkit, Application of VR in Digital Entertainment: VR Technology in Film & TV Production. VR Technology in Physical Exercises and Games. Demonstration of Digital Entertainment by VR	10
VI	Current Trends: Virtual reality, Augmented Reality, and Mixed Reality– Industry Expert Talk	
Total		45

Course Outcomes

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

- CO 1: Identify, examine and develop software that reflects fundamental techniques for the design and deployment of VR and AR experiences
- CO 2: Describe how VR and AR systems work
- CO 3: Choose, develop, explain and defend the use of designs for AR and VR experiences
- CO 4: Evaluate the benefits and drawbacks of specific AR and VR techniques on humans
- CO 5: Identify and examine state-of-the-art AR and VR design problems and solutions from industry and academia

References

1. Mather, G. (n.d.). Foundations of Sensation and Perception (2nd ed.). Psychology Press.
2. Jerald, J. (n.d.). The VR Book: Human-Centered Design for Virtual Reality.
3. Parisi, T. (n.d.). Learning Virtual Reality. O'Reilly.
4. Burdea, G. C., & Coffet, P. (2003/2006). Virtual Reality Technology (2nd ed.). Wiley-IEEE Press.
5. Craig, A. B. (2013). Understanding Augmented Reality: Concepts and Applications. Morgan Kaufmann.

Mapping

COURSE CODE AND TITLE: IMMERSIVE MEDIA 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-No correlation

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DIGITAL FILM MAKING (Project with Viva-Voce)	CORE - XII	5	-	-	4	50	50	100
Learning Objectives									
The objectives of this course are: <ul style="list-style-type: none"> • Providing an understanding of the art of cinematography. • Implementing the nuances of filmmaking. • Gaining comprehensive knowledge of the digital filmmaking process. 									
UNIT	Contents								No. of Hours
I	Video Cameras & Accessories - Types of video cameras, Focus, Shutter, White Balance, Viewfinder, Iris & Exposure, Zoom, Filters - Tripods, Microphones, Lights, Charging modes, Storage, Headphones, Light reflectors, Boom Pole, Cables, Portable digital audio recorder, Rigs								08
II	Composition – Framing, Headroom, Field of view, Rule of thirds, Shot types, Cutaways, Continuity shots. Types of movement, moving shots, Tracking, Countermove, reveal with movement, Circle track moves, Crane moves, rolling shot, Vehicle to vehicle shooting, Aerial shots,								08
III	Lighting - Day effect, Night effect, Three-point lighting, Bounce, Source, Hard & creative lighting, Different types of lights, Light meters								08
IV	Visual Effects & Animation - Camera setting, shooting with green screens, Background plates, Tracking techniques, 360-degree video capturing, Video formats for different purposes, Title Sequence, Logo Animation ACTIVITY 1: Students must be made to expose original short films of different genres to identify and learn story elements, Narrative structure, and Mise-en-scene ACTIVITY 2: Students must be made to expose original Television Commercials of different Products to identify and learn AD elements, AD Appeals, AD Formats, AD Structure, AD Copy and Mise-en-scene ACTIVITY 3: Students must be made to expose original Documentary films of different tropical issues to identify and learn Story elements, Visual elements, and Sound Elements								08
V	PRACTICAL Note: The Project Digital Film Making (Practical) can be made by Individual or Group (1 – 4 maximum) Exercises: (Any One)								10

	<ol style="list-style-type: none"> 1. Student/Students must produce two AD Films as Original Output of duration 15/30/60 Seconds with proper Dialogue, Music & SFX must be Included (Note – one AD Film must be done original for a Local Client. A detail report has to be submitted in record note) 2. Student/Students must produce one Short Film as Original Output of duration 03/05/10 minutes with proper Dialogue, Music & SFX must be Included 3. Student/Students must produce one documentary film as Original Output of duration 10 – 20 mins with proper Narration, Music & SFX must be Included <p>The Record note must contain Title-Concept -Synopsis- Treatment -One-column Script – Shooting Script – Editing Script – Sound Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner. In addition, the student has to submit Production Photographs of Digital Film Making</p> <p>For External Examination students must submit a Record Note along with a Television Commercial or a Short Film or a Documentary Film output in a DVD</p>	
	Total	45

Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • CO1: Use technical and creative techniques to operate different video cameras. • CO2: Produce, direct and edit narrative, documentary and advertisement videos. • CO3: Handle different camera accessories. • CO4: Participate in a team-oriented environment. • CO5: Provide and receive constructive criticism and engage in creative production.
References
<ol style="list-style-type: none"> 1. Rabiger, M., & Hurbis-Cherrier, M. (2017). Directing: Film techniques and aesthetics. Focal Press. 2. Bettman, G. (2014). Directing the camera: How professional directors use a moving camera to energize their films. Michael Wiese Productions. 3. Rosenthal, A., & Eckhardt, N. (2016). Writing, directing, and producing documentary films and digital videos (5th ed.). Southern Illinois University Press. 4. Zettl, H. (2014). Television production handbook (12th ed.). Cengage Learning. 5. Levy, E. (2014). Making a winning short: How to write, direct, edit, and produce a short film. Henry Holt and Co. 6. Figgis, M. (2012). Digital film-making. Faber & Faber.

MAPPING:

COURSE CODE AND TITLE: DIGITAL FILM MAKING (.....)											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

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	INTERNSHIP/ INDUSTRIAL & FIELD VISIT/ KNOWLEDGE UPDATING ACTIVITY		-	-	-	1	50	50	100

Learning Objectives

The objectives of this course are:

- Apply theoretical knowledge gained in media studies courses to practical work situations.
- Conduct research and analysis on media organizations and industry trends to determine suitable internship placements.
- Develop professional communication skills through interaction with company staff and completion of workplace tasks.
- Demonstrate competency with media-specific tools and programs used in the internship organization.
- Evaluate effectiveness of the internship/field experience in developing workplace skills and prepare a comprehensive report on key takeaways.

Contents

What to do during internship/ industrial & field visit/ knowledge updating activity

INTERNSHIP

- For a minimum period of 100 Hrs., the student will be attached to any Media House/Print Media/Advertising Agency/Media Professional/Film Industry or a well-known Media Firm at Regional Level.
- Based on their convenience students can divide and complete the total 100 hrs.
- The students can start internship after first semester theory exam
- The faculty of the department will closely monitor progress of the Intern in coordination with the guide in the media industry.
- A report and viva-voce will complete the process of evaluation

INDUSTRIAL AND FIELD VISIT

- A minimum of 8 visit has to be done before fifth semester practical exam
- The students can start the visit from the first semester
- The Six visit can be a combination of both Industrial and Field Visit
- The visits can be any Media Institute/Industry/Exhibition/Film festival/Field trip etc.
- A report and viva-voce will complete the process of evaluation

KNOWLEDGE UPDATING ACTIVITY

- A minimum of 6 original media projects should be done for any client

- The start and finish dates of all six works must be during first and fifth semester
- Out of six works two must be a video assignment
- A report and viva-voce will complete the process of evaluation

Course Outcomes

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

- CO1: Apply theoretical knowledge gained in the classroom to a practical work environment.
- CO2: Demonstrate employability skills required for entry-level roles in chosen media fields.
- CO3: Produce a comprehensive report evaluating an internship experience from a professional development perspective.
- CO4: Develop a broader understanding of the media industry and specific occupations through direct participation.
- CO5: Build a professional network to support future career opportunities in the media.

References

1. Barkatsas, T., & McLaughlin, P. (2021). Authentic assessment and evaluation approaches and practices in a digital era: A kaleidoscope of perspectives. Brill.
2. Burke, J., & Dempsey, M. (2021). Undertaking capstone projects in education: A practical guide for students. Routledge.
3. Christ, W. G. (2020a). Media education assessment handbook. Routledge.
4. Christ, W. G. (2020b). Assessing media education: A resource handbook for educators and administrators: Component 3: Developing an assessment plan. Routledge.
5. David, M. E., & Amey, M. J. (2020). The SAGE encyclopedia of higher education. SAGE.
6. Msw, J. P. P., Kauffman, S., & Msw, T. S. I. (2021). Social work capstone projects: Demonstrating professional competencies through applied research. Springer Publishing Company.

MAPPING:

COURSE CODE AND TITLE: INTERNSHIP/INDUSTRIAL & FIELD VISIT/ KNOWLEDGE UPDATINGACTIVITYTRAINING(.....)											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

THIRD YEAR – SEMESTER V
Alternative Paper for Naan Muthalvan Arrear Holders

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Writing for the web	For Naan Muthalvan Arrear Holders (Sem 5)	--	-	-	-	2	--	--	100	100

Learning Objectives

The objectives of this course are:
to introduce the aspects of effective web writing
to inculcate the skills of online writing
to train them in using the steps of writing process
to enhance the understanding of web writing
to enhance them with the skills of fundamentals of writing

UNIT	Contents	No. of Hours
I	Effective web writing – readability – accuracy – conciseness – digital creation – electronic submission – copy writing – blogs - User Experience (UX) Design, Web Analytics	--
II	Tips to become a better online writer – niche – sample – blogs – freelancing – networking – larger sites – writing agencies, Social Media Integration, Ethical Considerations, Content Monetization	--
III	Steps of writing process – raising – persuasion – marshaling- pre-writing, planning, drafting, revising, editing, and polishing , Collaborative Writing, Content Localization, Content Re-purposing	--
IV	SEO writing – online calls to action – “SHARE” factor on online media – CTAs – headings – subheadings – small paragraphs – blocks of text – internal links – avoiding jargons – writing fundamentals, Content Distribution, SEO Tools, Mobile Optimization	--
V	writing fundamentals - active voice – conciseness – word choice, legal disclaimers, copyrights, employee bios, terms of service, Legal and Regulatory Compliance, Emerging Trends, Crisis Communication	--
	Total	--

Course Outcomes

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

- CO 1:** remember the skills of effective online writing
- CO 2:** understand the required skills of appropriating words
- CO 3:** apply the steps of online writing
- CO 4:** analyze the shared content of web sites
- CO 5:** evaluate the social impact of web sites

Reference and ebook links:

Web Writing (2023), Dr. A Nicole Pfannenstiel , PA-ADOPT
 Writing for the web (2008), Crawford Kilian, JAICO
 Writing for the web (2008), Robert Ashton & Jess Jubly, Hodder &Stoughten,
 General Division

Mapping

COURSE CODE AND TITLE: Writing for the web											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
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

SEMESTER 6

THIRD YEAR –SEMESTER- VI

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	MEDIATED COMMUNICATION (Theory)	CORE - XIII	6	-	-	4	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To orient learners to classical and emerging theories of mediated communication • To distinguish between various effects of mediated communication • To help learners track and appraise emerging trends in communication theories and research • To help learners understand theories of persuasion and persuasive technologies 									
UNIT	Contents								No. of Hours
I	Media And CMC Effects Tradition - Functions of Mass and Mediated Communication- Brief History of Computer Mediated Communication (CMC). An Overview of Psychological Effects of Social and Mobile Media								08
II	Communication Ecology Perspectives - Marshall McLuhan's Medium Theory-Media and Communication Ecology Perspective-Media and Socialization								08
III	Cognitive, Memory and Emotional Effects of Media - Communication and Cognition- Social Information Processing Theory (Walther) -Cognitive Approach to Mass Communication- Social Cognitive Theory -Memory and Emotional Effects of Mediated Communication - Emergence of Media Neuroscience.								08
IV	(Re) Emerging Theoretical Perspective - Digital Play and Media Transference. Media Transformations (Mark Poster) - Theory of Interactive Media Effects.Social Expectations Theory- Persuasive Technology Design- Attention, Dependencies and Distraction								08
V	Communication Systems and Networks - Social Systems Approach to Communication-Cybernetics and Self- organization - Media-Influence Diffusion of Innovation How ideas Spread- Contagion, Jenkins 'Spreadable Media Theory Mimetics- Memes, Virality and Infodemiology								10
Total								45	

Course Outcomes

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

- CO 1: Analyze and interpret systems of mediated communication
- CO 2: Critically evaluate public opinion surveys and polls
- CO 3: Outline and write a reflective essay on the effects of media on self and others
- CO 4: Analyze and interpret developments in mediated communication using multiple theoretical lenses
- CO 5: Identify key factors driving the spread of information and virality

References

1. Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). An integrated approach to communication theory and research. Routledge.
2. Sparks, G. G. (2015). Media effects research: A basic overview. Cengage Learning.
3. Siapera, E. (2017). Understanding new media. SAGE.
4. Blumberg, F. C., & Brooks, P. J. (2017). Cognitive development in digital contexts. Academic Press.
5. Donsbach, W. (2015). The concise encyclopedia of communication. John Wiley & Sons.

MAPPING:

COURSE CODE AND TITLE: MEDIATED 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 - Weakly correlated 0-No correlation

THIRD YEAR –SEMESTER- VI

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	MEDIA ORGANISATION (Theory)	CORE - XIV	6	-	-	4	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Understand the fundamental principles of media entrepreneurship and how to apply them to real-world situations. • Develop a clear understanding of the media landscape, including current trends and opportunities for innovation. • Learn how to identify and evaluate potential business ideas, including market research and financial forecasting. • Develop the skills necessary to pitch and present media business and startup ideas to potential investors. • Learn how to navigate the legal and regulatory landscape of media entrepreneurship. 									
UNIT	Contents								No. of Hours
I	Introduction to Media Entrepreneurship: What are the Creative Industries? Defining the Creative Industries. Entertainment and Media Industry in India. Convergence in Media industry. User innovation in creative industries. Characteristics of successful media entrepreneurs- Case studies on Successful Media Start-ups								08
II	Media Project Management: Planning and executing media projects Budgeting, resource allocation and scheduling - Managing teams and stakeholders-Monitoring and evaluating project progress								08
III	Social Media Business: Understanding social media platforms and their audiences-Developing social media strategy - Creating and managing content - Measuring and analysing social media metrics								08
IV	Digital Entrepreneurship - Overview of digital entrepreneurship-Building digital products and services-E-commerce and online marketing-Monetizing digital content								08
V	Media Innovation and Future Trends - F Emerging media technologies and their impact on entrepreneurship - Identifying and evaluating new business opportunities - Understanding the future of media and its impact on society - Developing a media innovation strategy								10
VI	Possible Practical Exercises (for Assignments)								
	<ol style="list-style-type: none"> 1. Identify and evaluate media start-up opportunities by analysing the media landscape and identifying gaps or needs 2. Develop a media start-up idea and business model, including target audience and revenue generation strategies 3. Conduct market research and create a customer profile for a media start-up 4. Create a website and social media presence for a media start-up 5. Build a team and partnerships for a media start-up 6. Create a business plan and budget for a media start-up 7. Launch and promote a media start-up through various marketing channels 								

	8. Implement and track financial and marketing strategies for a media start-up 9. Analyse and evaluate the effectiveness of marketing and financial strategies and adjust as needed 10. Explore and evaluate opportunities for expansion and diversification of a media start-up.	
	Total	45

Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • CO1: Analyze the media landscape and identify opportunities for a media startup. • CO2: Evaluate the potential viability of a media startup idea and business model. • CO3: Create a business plan, marketing plan and budget for a media startup. • CO4: Implement strategies to launch and promote a media startup. • CO5: Analyze and evaluate financial and marketing strategies for managing and growing a media startup.
References
<ol style="list-style-type: none"> 1. Sarstedt, M., Diamantopoulos, A., & Wilczynski, P. (2018). Entrepreneurship in the media industry: A review and research agenda. <i>Journal of Media Business Studies</i>, 15(1), 1-29. 2. Tonnjes, R., & Schroder, J. (2015). The economics of media entrepreneurship: A review and research agenda. <i>International Journal of Entrepreneurial Venturing</i>, 7(2), 156-174. 3. Chan-Olmsted, S. M., & Park, J. (2016). <i>Media entrepreneurship: A global perspective</i>. Routledge. 4. Mollick, E. (2018). <i>The dynamics of digital entrepreneurship</i>. MIT Press. 5. Osterwalder, A., & Pigneur, Y. (2018). <i>Business model generation: A handbook for visionaries, game changers, and challengers</i>. John Wiley & Sons.

MAPPING:

COURSE CODE AND TITLE: MEDIA ORGANISATION(.....)											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

MSU

THIRD YEAR –SEMESTER- VI

Subject	Subject Name	C	n	t	e	s	e	r	L	T	P	C	Marks
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Code							CIA	External	Total
	MOTION GRAPHICS DESIGN AND VFX (Theory)	CORE - XV	6	-	-	4	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To study the basics of Motion Graphics Animation • To use design tool and software to create Motion Graphics Animation • To create Animation video with Visual effects. • Add effects to a photo element 									
UNIT	Contents								No. of Hours
I	Intro to After Effects: Intro to After Effects -The Project, Composition, & Timeline panels, Effects Control Panel, Flow Chart Panel, Footage Panel & Layer Panels, Importing & Exporting, Animating with Keyframes Panels/Windows Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format								08
II	Introduction to Motion Graphics - Early titles, matte titling, - Introduction to Interface - Layer based application and basic process - Masking tools - Steps for good rotoscoping - Rotoscope management and quality check techniques - Rendering tools and techniques-Video montage, Video Titling - Logo Animation								08
III	Introduction to Visual Effects - The Creation of Visual Effects-Breaking Down a Script—Budgeting- Production Departments- Designing Visual Effects Shots-Visual Effects Techniques- The Future of Previsualisation: Advanced Techniques-Camera Angle Projection								08
IV	Title Creation -Title sequence positioning, Text as character, Opening and closing titles, Main Movie Title - Introduces various design elements (logos, text, illustration, photography, and video)								08
V	Colour Correction – Hue, Saturation, Value- Shadows, Midtones, Highlights - Gamma, Gain, Offset - Setting Black and white points - Colour remapping and colour suppression - Colour matching and day to night - Colour matching.								10
VI	<p>Activity: Handling Software's, Shortcut Keys & Practicing with Software</p> <p>Assignments can be any of the following (After Effects/Combustion/Nuke or any open source)</p> <p>Motion Graphics Exercises:</p> <ol style="list-style-type: none"> 1. Recording Camera data. 2. Creating Camera Trackers. 3. Production Shot with any digital camera. 4. Animating with Keyframes 5. Removing the blue/green screen using different keyers 6. Adding Easing & Motion Blur 7. Creating movement with Motion Blur 8. Layers masking technique 9. Working with Timeline / Timecode 								

10. Colour correction & animating colours 11. Working with text & animating 12. Rendering techniques 13. Compositing 14. Using blend Mode Visual Effects Exercises 1. Creating Effects a. Smoke Effects b. Fire Effects c. Cloud Effects d. Snow Effects 2. Fluid Effects a. Designing Clouds Background b. Designing Fog Effects c. Explosion Effects d. Fire Effects with flames e. Space Effects and designs f. Designing Thick Smoke 3. Working with particles 4. Designing Paint Effects a. Colouring & Colouring paints b. Designing Trees and green effects c. Designing Weather and seasons d. Effects on seasons	45
Total	45

Course Outcomes
On successful completion of the course, the student will be able to: <ul style="list-style-type: none"> • CO 1: Ability to create basic Motion Graphics • CO 2: Learn to Animate with Keyframes • CO 3: Ability to develop matte titling, colour correction, compositing etc. • CO 4: Enhancement in text animation • CO 5: Improvisation in detailing features of the objects
References
1. Brinkmann, R. (2008). The art and science of digital compositing: Techniques for visual effects, animation and motion graphics (2nd ed.). Morgan Kaufmann. 2. Dinur, E. (2017). The filmmaker's guide to visual effects: The art and techniques of VFX for directors, producers, editors and cinematographers (1st ed.). Focal Press. 3. Quiller, S. (1989). Making color sense out of color theory. Watson-Guptill.

Mapping

COURSE CODE AND TITLE: MOTION GRAPHICS DESIGN AND VFX (.....)											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
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3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation



**THIRD YEAR - SEMESTER -VI
ALTERNATIVE PAPER FOR NAAN MUTHALVAN ARREAR HOLDERS**

Subject	Subject Name	U	o	r	o	L	T	P	S	U	-	Marks
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Code										CIA	Extern	Total
	Designing Websites	ALTERNATIVE PAPER FOR NAAN MUTHALVAN ARREAR HOLDERS (SEM 6)	2	-	-	-	2	2	25	75	100	

Learning Objectives

The objectives of this course are:

- to introduce the aspects of website designing
- to inculcate the skills of designing a website
- to train them in using the steps of designing a website
- to enhance the understanding of user friendly design
- to enhance them with the skills of designing aesthetic appearance

UNIT	Contents	No. of Hours
I	Website design guidelines: Simplicity, visual hierarchy, Navigability, Consistency, Responsively, accessibility, Conventionality, Credibility, User-centricity , Performance Optimization, Security Considerations, Content Management	--
II	Website design requirements: Header and footer, menu navigation, search bar, branding, colour palette, Header, clear labels, visual and media, calls to action (CTA), white space, Accessibility Standards, Interactive Elements, Analytics Integration	--
III	Best practices: typography, colour scheme, white space, texture, images, simple navigation, CTAs, optimization for mobiles, limiting the options, SEO Techniques, Content Strategy, Conversion Rate Optimization	--
IV	Key elements: User friendly design, mobile responsiveness, focus on SEO, speed, compelling content, calls to action, aesthetically pleasing imagery,E-commerce Integration, Content Management Systems (CMS),Localization and Globalization	--
V	Appearance: Colour Scheme: Usability and utility, typography, layout, design, style, Animation and Microinteractions, Responsive Images, Cross-Browser Compatibility	--
	Total	--

Course Outcomes

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

CO 1: remember the skills of effective web designing

CO 2: understand the required skills of placing the components of websites together

CO 3: apply the steps of creating a website

CO 4: analyze the aesthetic sense of different websites

CO 5: evaluate the quality of different websites

Reference and ebook links:

WWW.Layout: Effective Design and Layout for the World Wide Web (2001), Jerry Glenwright, Watson Guptil,

Writing for the web (2008), Crawford Kilian, JAICO

Writing for the web (2008), Robert Ashton & Jess Juby, Hodder & Stoughten, General Division

Mapping

COURSE CODE AND TITLE: DESIGNING WEBSITES											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
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

ELECTIVES

(SEM V AND VI ONLY)

MSU

ELECTIVE - V

Subject	Subject Name	C	a	r	e	s	r	y	L	T	P	C	Marks
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Code							CIA	External	Total
	MEDIA CULTURE AND SOCIETY	CORE - X	4	-	-	3	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> To teach students the impact of media on culture To learn how social structures through media systems are integrated and shaped by larger systems of power and cultural understanding To teach students how, in turn, those systems of power and stratification are dependent on communications. 									
UNIT	Contents								No. of Hours
I	MASS MEDIA: Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society, and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.								15
II	MEDIA AUDIENCE: Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making-Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.								14
III	MEDIA AND POPULAR CULTURE: Media & Popular Culture-Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization								14
IV	PSYCHOANALYSIS: Definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx's theory; Criticisms of Marx's Theory; Marx's Understanding of Globalization.								15
V	AUDIENCE ANALYSIS: Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.								15
Total									75

Course Outcomes	
<ul style="list-style-type: none"> ● CO1: Understand the concepts of Mass Media ● CO2: Familiarize students with the concept of Media Audience Analysis ● CO3: Understand Media as Text ● CO4: Introduce the concept of Media as a Consciousness Industry ● CO5: Demonstrate an understanding of Media and Popular Culture 	
References	
<ol style="list-style-type: none"> 1. Silverstone, R. (1999). Why study media? SAGE Publications. 2. Potter, J. W. (1998). Media literacy. SAGE Publications. 3. Grossberg, L., Wartella, E., Whitney, D. C., & Wise, J. M. (1998). Media making: Mass media in a popular culture. SAGE Publications. 4. Evans, J., & Hall, S. (Eds.). (2000). Visual culture: The reader. SAGE Publications. 5. Berger, A. A. (1998). Media analysis techniques. SAGE Publications. 	

MAPPING:

COURSE CODE AND TITLE: MEDIA CULTURE AND SOCIETY (.....)											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

ELECTIVE - V

Subject	Subject Name	☺	☹	☹	☹	☹	☹	L	T	P	C	Marks
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Code							CIA	External	Total
	DIGITAL MEDIA PRODUCTION	ELECTIVE - V	4	-	-	3	25	75	100
Learning Objectives									
The objectives of this course are: <ul style="list-style-type: none"> To know current trends in the OTT medium To create and display different types of digital media outputs To understand the various functions of social media To enable students to learn about blogs and their creation 									
UNIT	Contents								No. of Hours
I	Introduction to Digital media –History of Digital Media - Principles of Digital Media - Digital technologies - social media- Definition & Concept; Why social media; Characteristics of social media; Role of social media; Types of social media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of social media; Attributes of social media; Impact of social media.								07
II	Blog- Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture: presence, credibility, identity, reputation, authority, and influence.								08
III	Digital Media Marketing- Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer - Facebook marketing –YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing								10
IV	Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies, and main players								10
V	Video upload to online Media - Publishing Digital Video in Online Platform - YouTube - YouTube Revolution in Popular Culture - Telegenic + YouTube = Cybergenic - YouTube Undeniability and Democracy – Paid video on-demand services - Ad Policy								10
VI	ACTIVITIES: 1.Shorts Video 2.Social Media Marketing 3.Product Promotions 4. Create YouTube Channel and upload video								
	Total								45

Course Outcomes

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

- CO1: Describe the steps of OTT media
- CO2: Identify different OTT tools
- CO3: Understand blogs and their types
- CO4: Communicate in the digital age
- CO5: Evaluate and utilize different online media

References

1. Blázquez, F. J. C., Cappello, M., Grece, C., & Valais, S. (2016). VOD, platforms and OTT: Which promotion obligations for European works?
2. Friedrichsen, M., & Mühl-Benninghaus, W. (Eds.). (2013). Handbook of social media management. Springer.
3. McKernan, B., & Rice, J. (2002). Creating digital content. McGraw-Hill.
4. Rognerud, J. (2010). Ultimate guide to social media marketing. Entrepreneur Press.
5. Schwanholz, J., Graham, T., & Stoll, P. T. (Eds.). (2018). Managing democracy in the digital age: Internet regulation, social media use, and online civic engagement. Springer.

MAPPING:

COURSE CODE AND TITLE: DIGITAL MEDIA PRODUCTION (.....)											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

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	GOOGLE ANALYTICS	ELECTIVE - V	4	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- To educate students about web languages
- To educate students about Google Analytics
- To inform students about developments in web analytics

UNIT	Contents	No. of Hours
I	Introduction to Google Analytics -How Google analytics works? Understanding Google analytics account- structure Understanding Google analytics insights- Understanding cookie -tracking Types of cookies -tracking used by Google analytics -Starting with Google Analytics-How to set up analytics account? How to add analytics code in website? Understanding goals and conversions-Understanding bounce & bounce rate- How to set up funnels in goals?	07
II	How to integrate AdWords and analytics account? Benefits of integrating AdWords & analytics -Measuring performance of marketing campaigns via Google analytics -What is link taggingHow to set up link tagging? Understanding filters & segments- How to set up filters & segments? How to view customized reports? Monitoring traffic sources -Monitoring traffic behaviour -Taking corrective actions if required	08
III	Google AdWords –Overview- Understanding inorganic search results- Introduction to Google AdWords & PPC advertising -Overview of Microsoft AdCenter (Bing & Yahoo) -Setting up Google AdWords account- Understanding AdWords account -structure Campaigns, Ad groups -AdWords Algorithm - quality score -Types of Advertising campaigns- Search, Display, Shopping & video Difference between search & display campaign	10
IV	Creating Search Campaigns - Types of Search Campaigns - Standard, All features, dynamic search & product listing Google merchant center. Creating our 1st search campaign -Doing campaign level settings- Understanding location targeting- Different types of location targeting.	10
V	Bidding strategy -Understanding different types of bid strategy- Manual, Auto Advanced level bid strategies- Enhanced CPC , CPA , flexible bidding strategies- Understanding flexible bidding strategy- Pros & Cons of different bid strategies	10
VI	Seminars and Expert talks	
	Total	45

Course Outcomes

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

- CO1: To examine how the web influences people
- CO2: Improve analytics abilities and understanding of the subject matter
- CO3: Apply the procedure of analyzing problems and finding solutions
- CO4: To examine various data and improve decision-making abilities
- CO5: Improvise technical skills in latest demand

References

1. Kaushik, A. (2009). Web Analytics 2.0: The art of online accountability and science of customer centricity. Wiley.
2. Levy, S. (2011). In the plex: How Google thinks, works, and shapes our lives. Simon & Schuster.
3. Glass, R., & Callahan, S. (2014). The big data-driven business: How to use big data to win customers, beat competitors, and boost profits. Wiley.

MAPPING:

COURSE CODE AND TITLE: GOOGLE ANALYTICS (.....)											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

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	WEB JOURNALISM	ELECTIVE - VI	4	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- This course provides insight into the nuances of online communication as a medium and enables students to gain a firm grasp of how to create online news sites and write for the online medium.

UNIT	Contents	No. of Hours
I	NewMedia:UseofNewCommunicationMedium(Internet,Mobile),Advantages,LimitationandRiskfactor,involvement.Useofvariousapplicationsmediapersonal.	07
II	Wireservice reporting,BlogsandOther"ParticipatoryJournalists",Digitalnews media, trends,andtechnologiesindigitalnewsmedia.	08
III	HowtoReportNewsfortheWeb:skillsajournalistneedsinthedigitalage,multimediatoolsavailabletoreportthestoryimmediately,Contextualhyperlinking.	10
IV	ContentPlanning:Planning,ManagementandRetiringofContent. Writingforweb: BasicPrinciples,PowersofwebJournalism:Information,news,andentertainmentonweb.Web Design Elements – Header – Navigation – Content – Footer (Home Page, About Us, Product or Service, Gallery, Contact Us, Call to Action, Search). Dynamic Content	10
V	EthicsinWebjournalism-anonymity,speed,rumourandcorrections,impartiality,conflictsofinterest,andpartisanjournalism,ReportersandSocialMedia,citizenjournalistsandusingcitizencontent,Ethicsofimages.	10
VI	ACTIVITY: Assignments can be any of the following Design a front web page of any of the below topic using any open source or commercial software's 1. An Educational Institution 2. A Corporate Company 3. Indian Railways 4. A Newspaper Organization 5. e- shopping 6. A Film Personality 7. To promote any art form (Dance, Music etc.,) 8. To promote tourism 9. To promote any social cause	
Total		45

Course Outcomes

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

- CO1: To understand elements of a web page
- CO2: To understand the importance of a web page
- CO3: To know various tools and techniques used to create a web page
- CO4: To understand various formats in web pages
- CO5: To know how to incorporate appropriate images and visuals in a web page

References

1. IDG Books. (1998). Internet Bible. New Delhi.
2. Worsley, T. (2000). Building a website. Orling Kindersly.
3. Gray, D. (2000). Web design fundamentals. Dreamtech Press.
4. Prentice Hall. (2000). Using the internet (4th ed.).
5. Gralla, P. (2000). How the internet works (Millennium ed.).

MAPPING:

COURSE CODE AND TITLE: WEB 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

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DEVELOPMENT COMMUNICATION	ELECTIVE - VI	4	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- To understand the nature and potential of communication for holistic social development.
- To acquire skills to use development communication for social change.

UNIT	Contents	No. of Hours
I	Development Communication - a brief outline. Shifting Horizons. Mainstream Development Discourse. Information Capitalism. Participatory Communication. Holistic social development, Empowerment of the people	07
II	Evolution of the Theory and practice of Development Communication- International and Indian models. Millennium Development Goals	08
III	Media and Mediation. Participatory Engagement. Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach. Information and communication technologies for rural development	10
IV	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	10
V	Development organizations-national and International; Resources for development- funding agencies; Development as career.	10
Total		45

Course Outcomes

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

- CO1: To examine how development communication impacts people.
- CO2: Improve analytical abilities and understanding of the subject matter.
- CO3: Apply the procedure of analyzing problems and finding solutions.
- CO4: To examine various perspectives in development communication.
- CO5: Improvise communication for social change.

References

1. Melkote, S. R. (2000). Communication for development in the third world. SAGE Publications.
2. Maglaland, D. (Ed.). (1976). From the village to the medium: An experience in development communication. Communication for Asia.
3. D'Abreo, D. A. (1990). Voice of the people: Communication for social change. Culture and Communication.

4. Sadan, Menon, & Shirly. (n.d.). Perspectives in development communication.

MAPPING:

COURSE CODE AND TITLE: (.....)											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

ELECTIVE - VI

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	CONSTITUTION AND MEDIA LAWS	ELECTIVE - VI	4	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- To teach students the ethics and principles of the Indian Constitution
- To learn how Media Laws are involved in media
- To enable students to follow ethics in the field of communication

UNIT	Contents	No. of Hours
I	Indian Constitution – Salient features – Fundamental rights – Article 19(1)(a) – Freedom of the press.	07
II	Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976.	08
III	Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court.	10
IV	Freedom of the Press – Ramesh Tapan vs State of Madras – Brij Bhusan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985).	10
V	Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV.	10
Total		45

Course Outcomes

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

- CO1: To understand the basics of the Indian Constitution
- CO2: To understand the Official Secrets Act
- CO3: Apply the procedures of the Press Council of India
- CO4: To examine various aspects of Freedom of the Press
- CO5: To understand Censorship Law & Internet

References

1. Basu, D. D. (n.d.). Introduction to Indian constitution.
2. Basu, D. D. (n.d.). Press laws.
3. Challa, R. K. (n.d.). Historical perspective of press freedom in India.
4. Pandey, B. N. (n.d.). Indian constitution.

5. Sahani, S. (n.d.). The truth about Indian press.

MAPPING:

COURSE CODE AND TITLE: CONSTITUTION AND MEDIA LAWS (.....)											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

ELECTIVE - VII

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	COMMUNICATION CAMPAIGN DESIGN	ELECTIVE V	5	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- To describe the nature, scope, and basic terminology in strategic communication
- To review basic concepts employed in risk assessment and identify key elements of risk communication
- To review various models and toolkits for communication planning
- To compare and contrast different strategies for communication campaigns
- To understand the digital marketing perspective on communication campaigns and identify performance metrics

UNIT	Contents	No. of Hours
I	Overview of Strategic Communication: Nature, Scope and Definition of Strategic Communication. Not All Problems Are Communication Problems- Understanding Planned and Strategic Communication. Basic Conceptual; Tools	07
II	Elements of Mediated Communication: The Sender/Communicator Perspectives - Understanding the Message - Audiences and the Effects - Varieties of Communication Models - Using Communication Models	08
III	Approaches to Communication Planning: Develop and Implement Communication Campaigns - Communication Campaign Planning- Communication Campaigns as Application of Different Approaches-Toolbox Thinking. Using Models of Communication for Campaign Planning.	10
IV	Crisis, Risk Communication and Campaign Planning: Overview of Crisis Communication- Theories of Crisis Communication - Risk Communication- Understanding the Concept of Risk, Safety. Hazard, Vulnerability, Resilience, Anti-fragile, Mitigation, Crisis-Impact - Theories of Risk Communication- Outrage Factors.	10
V	Online Communication Strategies: Social Marketing Campaign Planning. Advances in Social Marketing in Digital Era -Online Advertising and Promotional Campaign Strategies - Strategic Online Campaigns Across Platforms-Planning, Development and Execution	10
Total		45

Course Outcomes

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

- CO1: Outline the scope of strategic communication through a slideshow presentation
- CO2: Analyze and interpret social issues from a risk communication perspective

- CO3: Formulate evidence-based communication goals and objectives for a given social issue
- CO4: Explain the strengths and weaknesses of different communication campaign approaches for a given social issue
- CO5: Prepare a communication plan for a specific social issue, indicating message design, channel choice and target audiences

References

1. Boyle, M., & Schmierbach, M. (2020). Applied communication research methods: Getting started as a researcher. Routledge.
2. Brennan, L., Binney, W., Parker, L., Aleti, T., & Nguyen, D. (2014). Social marketing and behaviour change: Models, theory and applications. Edward Elgar Publishing.
3. Holtzhausen, D., & Zerfass, A. (Eds.). (2014). The Routledge handbook of strategic communication. Routledge.
4. McQuail, D., & Windahl, S. (2015). Communication models for the study of mass communications. Routledge.
5. Windahl, S., Signitzer, B., & Olson, J. T. (2008). Using communication theory: An introduction to planned communication. SAGE.

MAPPING:

COURSE CODE AND TITLE: COMMUNICATION CAMPAIGN 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

ELECTIVE - VII

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	FOLK PERFORMING ARTS OF TAMIL NĀDU	ELECTIVE - VII	5	-	-	3	25	75	100
Learning Objectives									
The objectives of this course are:									
<ul style="list-style-type: none"> • To enable the students to understand and handle Oral History as the "Voice of the Voiceless" 									
UNIT	Contents								No. of Hours
I	Folk Performing Arts - Introduction- Definitions and concepts of performance - performer and audience - performance configuration - performance, context and text Definitions and concepts of Folk Performing arts: Performing and non-performing arts; special features of folk performing arts Folklore as performance. Types of performance								07
II	Performance Tradition - Performance Traditions: Bardic Performance Ballads and narrative performance: Manuscripts and Bards, leader and group; Villuppaattu (Bow song): Performing group - composition and Delivery styles - Manuscripts and Artistes; Udukkuppaattu: Re-enactment rituals - Magical verses - Ritual events; Kaniyankoothu: Ritual events.								08
III	Folk Art Forms of Tamil Nadu - Classification of Folk Performing Art forms in Tamil Nadu. Classification of performing arts: Musical forms, Verbal arts, Dance forms and Koothu forms. Other classifications: Ritual arts, Secular arts, etc. An overview of Folk Forms Dance forms: kummi, oyilaattam, karagaattam, chakkaiyaattam, kuravankurathiaattam, thevaraattam, kaavadi, kazhiyalaattam, kolaattam, paraiyaattam, jamaaperiyamelam, jimplaamelam, jikkaattam Koothu forms: therukkoothu, ThanjavurKoothu forms, paavaikkoothu, isainadagam								10
IV	Performance & Audience - Text, Performance and Audience The Oral performance milieu: Verbal adjustments - formulaic structure - tune, rhythm, metre and tempo - prose style - performers and their audiences. Narrative and Ritual in Performance; transforming text into a performing text; Perceptions of text - sacred and secular								10
V	Games for actors - Games for improving imagination - Concentration - Team spirit - Spontaneity - Body, Mind and Voice Coordination through games and exercises - Creating scripts through folk tales - short stories - Poetries - Issues and incidents - Play: Working with scripts - Planning rehearsals - Performances								10
Total								45	

Course Outcomes

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

- CO 1: The students understand the performing arts.
- CO 2: Gain knowledge about various forms of folk arts.
- CO 3: Improvise the performance to the next level.
- CO 4: Learn dialogue delivery.
- CO 5: Acquire theoretical knowledge in performing arts.

References

1. Asirvatham, J. (1985). Thamizharkoothukal. International Institute of Tamil Studies.
2. Foreman, G. (2009). A practical guide to working in theatre (1st ed.). A & C Black Publishers.
3. Mackey, S. (1997). Practical theatre (1st ed.). Nelson Thomas.
4. Oddey, A. (1996). Devising theatre: A practical and theoretical handbook (1st ed.). Routledge.
5. Ramanujam, S. (2003). Naadakakkatturaigal (C. Annamalai, Comp.). Kaavya Publishers.

Mapping

COURSE CODE AND TITLE: FOLK PERFORMING ARTS OF TAMILNADU (.....)											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

ELECTIVE - VII

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	BASICS OF MEDIA RESEARCH	CORE - XIII	5	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- To understand the various Research Methodologies
- To learn different theoretical paradigms of media research
- To understand quantitative and Qualitative approaches in research
- To learn different types of Data Collection Methods

UNIT	Contents	No. of Hours
I	INTRODUCTION TO RESEARCH: Meaning of research – Objective - motivation – types of research – significance of research – Research process – Criteria of good research – Problems encountered by researchers in India	08
II	RESEARCH DESIGN: Types of research design – Exploratory - Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewership ratings - Protocols of research methods	08
III	METHOD OF DATA COLLECTION: Data collection methods – Primary data and secondary data – Types of secondary data – Survey data, Observation data. General accuracy of data collected. Questionnaire method – Structured and non-structured – Telephone and personal interviews. Questionnaire construction methods	08
IV	SAMPLING: Sampling – Types of samples – Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota, etc. Sampling problems. Sample error. Choosing a sample design	08
V	EVALUATION & WRITING THESIS REPORT: Preparation and tabulation of collected data. Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report – Written research report – Evaluation of the Research procedure	10
	Total	45

Course Outcomes

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

- CO 1: To understand the need and relevance of media research
- CO 2: To understand different types of research design
- CO 3: To Know how to collect data and questionnaire method
- CO 4: To understand sampling methods
- CO 5: To Know how to analyse and evaluate the collected data

References

1. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). Mass communication research methods. Macmillan Press Ltd.
2. Wimmer, R. D., & Dominick, J. R. (1991). Mass media research: An introduction (3rd ed.). Wadsworth Publishing Company.
3. Mercado, C. M. (1979). Communication research methods. University of the Philippines Press.
4. Alreck, P. L., & Settle, R. B. (1985). The survey research handbook. Richard D. Irwin, Inc.

MAPPING:

COURSE CODE AND TITLE: BASICS OF MEDIA RESEARCH (.....)											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

ELECTIVE - VIII

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	COMMUNICATION THEORIES	ELECTIVE - VIII	5	-	-	3	25	75	100

Learning Objectives

The objectives of this course are:

- To expose students to classical and contemporary theories of communication
- To understand the concepts, processes, and theories of communication
- To learn different communication and media research methods
- To understand communication and its relevance, methods, and applications
- To learn Development Communication, its theories, and practices

UNIT	Contents	No. of Hours
I	Communication and Psychology: Balance theory, Congruity theory and Dissonance theory, educational communication and basic theories of learning, Bandura's Social learning theory, Diffusion of innovation - KAP, AIETA, AIDA; persuasion and attitudinal and behavioural changes	07
II	Communication and politics: Political communication and its effects in democracies; public opinion, propaganda and war, priming, framing, stereotyping, structuring reality, manufacturing consent.	08
III	Communication and culture: Cultural effects of mass media, entertainment effects of mass media, cultivation theory, media and violence, gender and media, children and media, expatriates, and their media.	10
IV	Communication and language: Linguistic approach to communication, media genres and texts, news narratives, semiotics, problems and prospects of visual language.	10
V	Globalization and mass communication: Issues in global media governance, transnational media ownership and media corporates, media imperialism, impact of technology on international communication, new media, future of communication theories.	10
	Total	45

Course Outcomes

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

- CO 1: To understand the need and relevance of communication and psychology
- CO 2: To understand different types of political communication
- CO 3: To know communication and culture
- CO 4: To understand the mix of communication and language
- CO 5: To know the advantages of globalization and mass communication

References

1. Baran, S. J., & Davis, D. K. (2010). Mass communication theory: Foundations, ferment, and future. Wadsworth Publishing.
2. Klapper, J. T. (1960). The effects of mass communication. Free Press.

3. Schramm, W. (1971). The process and effects of mass communication. University of Illinois Press.
4. Schramm, W. (1973). Men, messages, and media: A look at human communication. Harper & Row.

Mapping

COURSE CODE AND TITLE: COMMUNICATION THEORIES(.....)											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

ELECTIVE - VIII

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DIGITAL MARKETING	ELECTIVE - VIII	5	-	-	3	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Identify core concepts of digital marketing and the role of marketing in business and society. • Develop knowledge of social, legal, ethical, and technological forces on digital marketing decision-making. 									
UNIT	Contents								No. of Hours
I	Digital Marketing Introduction - What is marketing? What is Digital Marketing? Understanding Marketing Process Understanding Digital Marketing Process Increasing Visibility, what is visibility? Types of visibility, Examples of visibility Visitors Engagement, what is engagement? Why it is important? Examples of engagement. Bringing Targeted Traffic, Inbound and outbound marketing, Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process Tools Needed.								07
II	Digital Marketing VS Traditional Marketing - The difference between digital marketing and traditional marketing? why does it matter? Benefits of Traditional Marketing, /*The Downside to Traditional Marketing, Benefits of Digital Marketing Why Digital Marketing Wins Over Traditional Marketing? Tools of Digital Marketing How We Use Both Digital & Traditional Marketing								08
III	Website Planning Process - What is Internet? Understanding domain names & domain extensions, Different types of websites Based on functionality, Based on purpose Planning & Conceptualising a Website, Booking a domain name & web hosting, Adding domain name to web Server, Adding webpages & content, Adding Plugins, Building website using CMS in Class, Identifying objective of website, Deciding on number of pages required, Planning for engagement options, Landing Pages & Optimization, Creating blueprint of every webpage, Best & Worst Examples.								10
IV	Search Engine Optimization - Understand Search Engines & Google, what is SEO? Introduction to SERP, what are search engines? How search engines work? Major functions of a search engine, what are keywords? Different types of keywords, Google keyword planner tool, Keywords research process, understanding keywords mix, Long Tail Keywords, Google Search Tips & Hacks.								10
V	Local SEO and SEO Project essentials - What is Local SEO? Google places optimization, Classified submissions, Citation, NAP, Top tools for SEO, Monitoring SEO process, Preparing SEO reports, how to create SEO Strategy for your business? What is link juice? Importance of domain and page authority.								10
Total								45	

Course Outcomes

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

- CO 1: Ability to develop marketing strategies based on product, price, place, and promotion objectives.
- CO 2: Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- CO 3: Acquire knowledge in search engine optimization.
- CO 4: Learn to understand and meet business needs digitally.
- CO 5: Produce promotional content skillfully.

References

1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.
2. Ryan, D., & Jones, C. (2009). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page.

Mapping

COURSE CODE AND TITLE: DIGITAL MARKETING (.....)											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

ELECTIVE - VIII

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	SOCIAL MEDIA MARKETING	ELECTIVE - VIII	5	-	-	3	25	75	100
Learning Objectives									
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • Identify core concepts of social media marketing and the role of marketing in business and society. • Develop knowledge of social, legal, ethical, and technological forces on digital marketing decision-making. 									
UNIT	Contents								No. of Hours
I	Introduction to Social Media - What is Social Media? Understanding the existing Social Media paradigms & psychology, How social media marketing is different than others? Forms of Internet marketing, Facebook marketing - Understanding Facebook marketing.								08
II	Facebook Advertising - Creating Facebook page -Uploading contacts for invitation-Exercise on fan page wall posting - Increasing fans on fan page - How to do marketing on fan page? Fan engagement Important apps to do fan page marketing- Facebook advertising- Types of Facebook advertising -Best practices for Facebook advertising -Understanding edge rank and art of engagement, Creating Facebook advertising campaign, Targeting in ad campaign, Payment module- CPC vs CPM vs CPA, Setting up conversion tracking, Using power editor tool for adv. Advanced Facebook advertising using tools like Qwaya.								08
III	Linkedin Marketing - Linkedin Marketing- What is LinkedIn? -Understanding LinkedIn -Company profile vs Individual profiles- Understanding, Linkedin groups -How to do marketing on LinkedIn groups, Linkedin advertising & it's best practices -Increasing ROI from LinkedIn ads, Linkedin publishing, Company pages- Adv on linkedIn, Display vs text								08
IV	Twitter Marketing - Twitter Marketing, Understanding Twitter Tools to listen & measure, Influence on Twitter: TweetDeck, Klout, PeerIndex, How to do marketing on Twitter? Black hat techniques of twitter marketing, Advertising on Twitter, Creating campaigns, Types of ads Tools for twitter marketing, Twitter Advertising, Twitter Cards, Video Marketing								08
V	Video Campaign Creation - Understanding Video Campaign -Creating Video Campaign -Importance of video marketing - Benefits of video marketing - Uploading videos on video marketing websites, Usingyoutube for business - Developing youtube video marketing Strategy- Bringing visitors from youtube videos to your website- Creating Video AD groups- Targeting Options - Understanding Bid Strategy								10
VI	Seminars and expert talks								05
Total								45	

Course Outcomes

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

- CO 1: Ability to develop marketing strategies based on product, price, place, and promotion objectives.
- CO 2: Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- CO 3: Understand the importance of audience area of interest.
- CO 4: Selection of different platforms for specified outcomes.
- CO 5: Learn to produce trending media formats like shorts, vlogs, etc.

References

1. Gupta, S. (n.d.). Digital marketing.
2. Qualman, E. (n.d.). Socialnomics: How social media transforms the way we live and do business.
3. Zimmerman, J., & Ng, D. (2017). Social media marketing all-in-one for dummies.

Mapping

COURSE CODE AND TITLE: SOCIAL MEDIA MARKETING(.....)											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

Pattern of Question Paper:

Part A- Two Multiple Choice Questions from each Unit (10 x 1 = 10 marks).

Part B- One Internal Choice Question from each Unit (5 x 5 = 25 marks).

Part C- One Internal Choice Question from each Unit (5 x 8 = 40 marks).

List of Required Laboratory Equipment

Drawing

- Drawing table & chair for each student

2D Graphics

- High-end computers with licensed 2D graphics software: Adobe InDesign, CorelDRAW, Adobe Photoshop, Adobe Lightroom, or open-source alternatives like GIMP, Inkscape, etc.

Film Screening

- Screening facility (HD Projector or large 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 computers with professional sound cards, microphones, speakers, and accessories
- Licensed audio editing software: Pro Tools, Adobe Audition, or open-source alternatives like Audacity

Video Editing

- High-end computers with professional video cards
- Licensed video editing software: Avid Media Composer, Final Cut Pro, Adobe Premiere Pro, or open-source alternatives like DaVinci Resolve

2D & 3D Animation

- High-end computers with licensed 2D & 3D animation software: Adobe Animate, Autodesk Maya, Autodesk 3ds Max, or open-source alternatives like Blender

UI/UX & Web Design

- High-end computers with UI/UX & web design software: Figma, Adobe XD, Adobe Dreamweaver, or open-source alternatives

Visual Effects & Motion Graphics

- High-end computers with licensed VFX & motion graphics software: Adobe After Effects, Nuke, or open-source alternatives like Natron

Film Studies

- Collection of classic movies (Indian & foreign)

Additional Resources

- Adequate books and learning materials for all software and equipment

MSU