
M.Sc., Visual Communication
Manonmaniam Sundaranar University
SYLLABUS FROM THE ACADEMIC YEAR
2026-2027
For Affiliated Colleges

OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM

VISION AND MISSION OF THE UNIVERSITY

VISION

"To provide quality education to reach the un-reached"

MISSION

To conduct research, teaching and outreach programmes to improve conditions of human living
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 un-reached segments of economically downtrodden students including women, socially oppressed and differently abled

PREAMBLE

The **M.Sc. Visual Communication** programme is designed to provide learners with advanced theoretical knowledge, creative expertise, research competence, and professional skills in the dynamic field of visual communication and media industries. The programme focuses on the study and application of visual storytelling, digital media production, communication design, multimedia technologies, visual culture, audience engagement, and emerging communication environments.

The curriculum integrates the foundational principles of visual communication with contemporary developments in artificial intelligence, immersive media, user experience design, digital content creation, data visualization, interactive communication, and media innovation. It enables learners to critically analyze visual messages, create compelling multimedia content, and apply advanced communication strategies across diverse media platforms.

The programme follows the principles of **Outcome Based Education (OBE)** and **Choice Based Credit System (CBCS)**, promoting academic flexibility, interdisciplinary learning, research orientation, industry relevance, skill enhancement, innovation, and lifelong learning. Special emphasis is placed on developing analytical thinking, creative problem-solving abilities, ethical media practices, and leadership competencies required in the evolving global media ecosystem.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)

In alignment with the Vision and Mission of the University, the following have been defined as the PEO for the graduates.

PEO1: Developing strong positive attitude to learn independently the concepts in the field of study

PEO2: Ensuring confidence among the learners to apply the knowledge and skills gained to solve real life issues

PEO3: Habituating ethical values among the learners to succeed in personal and professional life

PROGRAMME OUTCOMES (PO)

PO1: Comprehend the knowledge acquired and share the knowledge with others to convince them in a discussion.

PO2: Analyze and compare the factual data / situation and formulate the problem in to a conceptual model to critically evaluate for finding solution.

PO3: Apply the theories and philosophies learned in formulating theoretical research problem with underlying assumptions and solve the problem scientifically.

PO4: Think reflectively on the earlier attempts for applications of the concepts with a sense of inquiring practices and attempt for self directed lifelong learning process.

PO5: Understand the existence of multicultural practices and global viewpoint and utilization of knowledge with the ability to prolong moral/ethical values in personal and professional life.

PO6: Expose the learner to the digital literacy and information explosion with latest technology for enabling the learner to learn through multiple sources

PO7: Prepare the learner to be a responsible player in the varied teams with facilitating capability and formulate teams as a leader for defined purposes.

PROGRAMME SPECIFIC OUTCOMES (PSOS)

PSO 1: Create and produce advanced visual communication content for print, broadcast, digital, interactive and immersive media platforms.

PSO 2: Apply visual communication theories, design principles and creative strategies to solve communication challenges.

PSO 3: Conduct scholarly research and generate new knowledge in visual communication, media technologies and audience studies.

PSO 4: Critically analyze visual media, communication campaigns and cultural representations using contemporary frameworks.

PSO 5: Practice ethical, socially responsible and sustainable communication while respecting legal and professional standards.

PSO 6: Utilize artificial intelligence, emerging technologies and digital innovation to develop creative media solutions.

PSO 7: Demonstrate leadership, entrepreneurship and project management skills in media, communication and creative industries.

OBE MAPPING

Title of the Course	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total Score
Advanced Visual Communication: Concepts, Models and Theories	2	3	3	3	2	3	1	17
Visual Culture, Media and Society	2	3	2	3	2	2	1	15
Digital Storytelling and Narrative Design	3	3	2	2	2	3	2	17
Communication Design Strategy	3	3	1	2	2	2	3	16
Contemporary Film Studies	2	2	2	3	2	1	1	13
Media Psychology	1	2	3	3	2	1	1	13
Multimedia Design and Content Creation Lab	3	3	1	1	1	3	2	14
Research Methods in Visual Communication	1	2	3	2	1	2	1	12
User Experience Design and Interactive Media	3	3	2	2	1	3	2	16
Advanced Video Production and Visual Direction	3	3	1	2	1	2	2	14
Documentary Studies and Non-Fiction Media	2	2	2	3	3	1	1	14

Animation Studies	3	3	1	1	1	3	2	14
Communication for Development and Social Change	1	2	2	2	3	1	2	13
Interactive Media Production Lab	3	3	1	1	1	3	2	14
AI Tools for Creative Media	2	2	1	1	1	3	2	12
Visual Analytics and Data Visualization	2	3	3	2	1	3	1	15
Artificial Intelligence and Emerging Media Technologies	2	2	2	1	1	3	2	13
Media Entrepreneurship and Creative Industry Management	2	2	1	1	2	1	3	12
Immersive Media (AR/VR/XR)	3	3	1	1	1	3	2	14
Strategic Visual Communication	2	3	2	2	3	2	2	16
Advanced Advertising and Brand Design	3	3	1	1	2	2	3	15
Immersive Media and Innovation Lab	3	3	1	1	1	3	2	14
Digital Portfolio Development and Personal Branding	2	2	1	1	1	2	3	12
Media Industry Internship	2	2	1	1	2	1	3	12
Global Media Industries and Contemporary Visual Communication	2	2	2	3	2	2	2	15
Media Ethics, Intellectual Property Rights and Communication Policy	1	1	2	2	3	1	1	11
Critical Perspectives on Digital Media and Visual Representation	2	2	3	3	2	2	1	15
Dissertation / Film Project / Multimedia Project / Design Portfolio	3	3	3	2	2	3	3	19
Total Score of all Courses contributing to PSO	63	72	46	49	42	58	50	380

PROGRAMME DETAILS

Programme Name

Master of Science (M.Sc.) in Visual Communication

Programme Duration

The duration of the programme shall be **Two Academic Years** comprising **Four Semesters** under the Choice Based Credit System (CBCS). Each academic year shall consist of two semesters. The programme shall be offered on a full-time basis.

Eligibility for Admission

A candidate who has successfully completed a **Bachelor's Degree in any discipline** from this University or any other University recognized by the University Grants Commission (UGC) shall be eligible for admission to the M.Sc. Visual Communication programme.

Medium of Instruction

The medium of instruction and examination shall be **English**.

Pattern of Study

The programme shall be offered under the **Outcome Based Education (OBE) – Choice Based Credit System (CBCS)** with a combination of Core Courses, Elective Courses, Skill-Based Electives, Practical Courses, Internship and Project Work.

Total Credits

The programme consists of **92 Credits** distributed over four semesters.

Attendance Requirement

A candidate shall be permitted to appear for the semester examinations only if he/she secures the minimum attendance prescribed by the University from time to time.

Internship

Students shall undergo a mandatory internship in a media organization, communication agency, creative industry, production house, digital media enterprise, or any related organization during the course of study and submit a report for evaluation.

Project Work

In the fourth semester, students shall undertake a **Dissertation / Multimedia Project / Film Project / Design Portfolio** under the guidance of a faculty supervisor and submit the same for evaluation and Viva-Voce examination.

Award of Degree

A candidate who successfully completes all the prescribed courses, practicals, internship, project work, and earns the required credits shall be awarded the degree of **Master of Science (M.Sc.) in Visual Communication**.

EXAMINATION SCHEME

The Course Outcomes (COs) are measured through the performance of learners by direct and indirect assessment methods for that particular course.

1. Theory Courses

The performance of students in theory courses shall be evaluated through Continuous Internal Assessment (CIA) and End Semester Examination (ESE).

Internal Assessment – 25 Marks

The internal assessment shall consist of:

- Best two out of three Internal Tests (20 marks)
- Assignment / Seminar / Case Study / Presentation (5 marks)

Total Internal Assessment: 25 Marks

End Semester Examination – 75 Marks

The End Semester Examination shall be conducted by the University for a maximum of **75 marks**.

Component	Marks
Internal Assessment	25
End Semester Examination	75
Total	100

2. Practical/Project Work

The project may be undertaken individually or in groups, wherever applicable, under the guidance of a faculty supervisor.

Evaluation Pattern

Component	Marks
Internal Evaluation (Project Report / Record / Progress Review)	50
External Evaluation (Viva-Voce Examination)	50
Total	100

Students shall submit the project report along with appropriate documentary evidence, production outputs, portfolio, multimedia content, or other proof of work for evaluation.

Note: In both Internal and Semester End Examinations

Lower Order Thinking (K1, K2, & K3) – 40 % in each part

Higher Order Thinking (K4, K5, & K6) – 60 % in each part

MODEL QUESTIONS PAPER

Course Code: _____

MANONMANIAM SUNDARANAR UNIVERSITY

Semester Examinations

M.Sc. Visual Communication

AI TOOLS FOR CREATIVE MEDIA

Time: 3 Hours

Maximum Marks: 75

SECTION A – (10 × 1 = 10 Marks)

Answer ALL questions. Each answer should not exceed 50 words.

Q. No.	Questions	Level
1	Define Artificial Intelligence.	(CO-1, K1)
2	What is Generative AI?	(CO-1, K1)
3	Define Prompt Engineering.	(CO-2, K2)
4	State any two applications of AI in media.	(CO-2, K2)
5	Distinguish between human-generated and AI-generated content.	(CO-3, K4)
6	Analyze the role of AI in audience personalization.	(CO-3, K4)
7	Identify ethical concerns associated with deepfakes.	(CO-4, K4)
8	Evaluate the impact of AI-generated images on creative industries.	(CO-4, K5)
9	Assess one challenge of AI-assisted journalism.	(CO-4, K5)
10	Suggest one responsible practice for using AI in media production.	(CO-4, K6)

SECTION B – (5 × 5 = 25 Marks)

Answer the following questions choosing either (a) or (b).

Each answer should not exceed 250 words.

Q. No.	Questions	Level
11 a.	Explain the evolution of Artificial Intelligence in creative industries.	(CO-1, K2)
	OR	
11 b.	Describe the major developments in AI-assisted media production.	(CO-1, K2)
12 a.	Explain the role of prompt engineering in AI content creation.	(CO-2, K3)
	OR	
12 b.	Demonstrate how AI tools assist script writing and storytelling.	(CO-2, K3)
13 a.	Analyze the applications of AI in graphic design and branding.	(CO-3, K4)
	OR	
13 b.	Examine the use of AI in image generation and visual communication.	(CO-3, K4)
14 a.	Analyze the effectiveness of AI-driven recommendation systems.	(CO-3, K4)
	OR	
14 b.	Examine how AI enhances audience engagement on digital platforms.	(CO-3, K4)
15 a.	Evaluate the ethical challenges of AI-generated media content.	(CO-4, K5)
	OR	
15 b.	Assess the implications of copyright and ownership issues in AI-created content.	(CO-4, K5)

SECTION C – (5 × 8 = 40 Marks)

Answer the following questions choosing either (a) or (b).

Each answer should not exceed 600 words.

Q. No.	Questions	Level
16 a.	Apply AI technologies to design a workflow for multimedia content production in a digital media organization.	(CO-2, K3)
	OR	
16 b.	Demonstrate how AI tools can be integrated into a newsroom or creative studio workflow.	(CO-2, K3)
17 a.	Apply AI-assisted content generation techniques for developing a digital marketing campaign.	(CO-2, K3)
	OR	
17 b.	Demonstrate the use of AI tools for creating multimedia communication products.	(CO-2, K3)
18 a.	Analyze the impact of Generative AI on contemporary creative media industries.	(CO-3, K4)
	OR	
18 b.	Examine the opportunities and limitations of AI-driven media production.	(CO-3, K4)
19 a.	Evaluate the role of AI in transforming journalism, advertising and entertainment industries.	(CO-4, K5)
	OR	
19 b.	Assess the effectiveness of AI-powered personalization in shaping audience behaviour.	(CO-4, K5)
20 a.	Design a framework for responsible and ethical use of AI in creative media industries.	(CO-4, K6)
	OR	
20 b.	Propose innovative strategies for integrating AI into future media organizations while ensuring ethical compliance.	(CO-4, K6)

PROGRAMME STRUCTURE
M.Sc., Visual Communication

Sem.No	Sub. No	Subject Status	Subject Title	Credits	Hrs./Week
I	1	Core-1	Visual Communication: Concepts, Models and Theories	5	6
	2	Core-2	Visual Culture, Media and Society	5	6
	3	Core-3	Digital Storytelling and Narrative Design	5	6
	4	Elective-1	Communication Design Strategy / Contemporary Film Studies / Media Psychology	3	4
	5	Practical-1	Multimedia Design and Content Creation Lab	3	8
				21	30
II	1	Core-4	Research Methods in Visual Communication	5	6
	2	Core-5	User Experience Design and Interactive Media	5	6
	3	Core-6	Advanced Video Production and Visual Direction	5	6
	4	Elective-2	Documentary Studies and Non-Fiction Media / Animation Studies / Communication for Development and Social Change	3	3
	5	Practical-2	Interactive Media Production Lab	3	6
	6	Skill Based Elective	AI Tools for Creative Media	3	3
				24	30
III	1	Core-7	Visual Analytics and Data Visualization	5	6
	2	Core-8	Artificial Intelligence and Emerging Media Technologies	5	6
	3	Core-9	Media Entrepreneurship and Creative Industry Management	5	6
	4	Elective-3	Immersive Media (AR/VR/XR) / Strategic Visual Communication / Advanced Advertising and Brand Design	3	3
	5	Practical-3	Immersive Media and Innovation Lab	3	6
	6	Skill Based Elective	Digital Portfolio Development and Personal Branding	3	3

		Internship	Media Industry Internship	2	
				26	30
IV	1	Core-10	Global Media Industries and Contemporary Visual Communication	5	5
	2	Core-11	Media Ethics, Intellectual Property Rights and Communication Policy	5	5
	3	Core-12	Critical Perspectives on Digital Media and Visual Representation	5	5
	4	Project	Dissertation / Film Project / Multimedia Project / Design Portfolio with Viva Voce	6	15
				21	30
			TOTAL	92	

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	VISUAL COMMUNICATION: CONCEPTS, MODELS AND THEORIES	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced knowledge of communication concepts, models and theoretical traditions relevant to visual communication.
- To critically examine classical, contemporary and emerging communication theories.
- To understand the role of visibility, technology and culture in shaping communication processes.
- To analyze communication phenomena in digital, networked and immersive media environments.
- To develop theoretical foundations for research and professional practice in visual communication.

UNIT I: Foundations of Communication Thought

Contents

- Evolution of Communication Studies
- Communication as Process, Interaction and Meaning-Making
- Communication, Culture and Society
- Communication and Human Behaviour

- Interdisciplinary Nature of Communication Studies
 - Communication Research Traditions
 - Visual Communication as a Field of Study
 - Contemporary Challenges in Communication
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UNIT II: Classical and Contemporary Communication Models

Contents

- Aristotle's Rhetorical Model
 - Lasswell's Model
 - Shannon and Weaver Model
 - Osgood and Schramm Model
 - Berlo's SMCR Model
 - Westley and MacLean Model
 - Dance's Helical Model
 - Gerbner's Model
 - Convergence Models of Communication
 - Communication in Digital Networks
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UNIT III: Theories of Visual Communication

Contents

- Semiotics: Saussure and Peirce
 - Visual Signification and Meaning
 - Roland Barthes and Mythologies
 - Visual Framing Theory
 - Gestalt Principles in Visual Communication
 - Visual Perception Theories
 - Representation Theory
 - Visual Narrative Theory
 - Image, Symbol and Ideology
-

UNIT IV: Media, Technology and Digital Communication Theories

Contents

- Marshall McLuhan and Technological Determinism
 - Medium Theory
 - Media Ecology
 - Uses and Gratifications Theory
 - Agenda Setting Theory
 - Cultivation Theory
 - Network Society Theory
 - Media Convergence Theory
 - Actor-Network Theory
 - Platform Communication and Digital Publics
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UNIT V: Emerging Communication Paradigms

Contents

- Artificial Intelligence and Communication
 - Algorithmic Communication
 - Human-Computer Interaction
 - Virtual Reality and Augmented Reality Communication
 - Immersive Storytelling
 - Participatory Culture
 - Transmedia Communication
 - Digital Identity and Self-Presentation
 - Ethical Issues in AI-Mediated Communication
 - Future Trends in Visual Communication
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Course Outcomes

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

CO1-Explain advanced concepts, models and theoretical foundations of communication and visual communication.

CO2-Apply communication theories and models to analyze media and visual communication practices.

CO3-Critically examine visual communication phenomena using contemporary theoretical frameworks.

CO4-Evaluate emerging communication environments and formulate theoretical perspectives for future communication challenges.

Text Books

1. Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). *Theories of Human Communication* (12th Edition). Waveland Press.
 2. Griffin, E., Ledbetter, A., & Sparks, G. (2023). *A First Look at Communication Theory* (11th Edition). McGraw-Hill.
 3. Holmes, D. (2017). *Communication Theory: Media, Technology and Society*. Sage Publications.
 4. Fiske, J. (2019). *Introduction to Communication Studies* (3rd Edition). Routledge.
 5. Chandler, D. (2017). *Semiotics: The Basics* (3rd Edition). Routledge.
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References

1. McQuail, D., & Deuze, M. (2020). *McQuail's Media and Mass Communication Theory* (7th Edition). Sage Publications.
 2. Couldry, N., & Hepp, A. (2018). *The Mediated Construction of Reality*. Polity Press.
 3. Castells, M. (2022). *The Rise of the Network Society* (3rd Edition). Wiley.
 4. Jenkins, H., Ford, S., & Green, J. (2018). *Spreadable Media*. New York University Press.
 5. Van Dijck, J., Poell, T., & De Waal, M. (2021). *The Platform Society*. Oxford University Press.
 6. Berger, A. A. (2021). *Media Analysis Techniques* (6th Edition). Sage Publications.
 7. Barthes, R. (2013). *Mythologies*. Hill and Wang.
 8. Mirzoeff, N. (2023). *An Introduction to Visual Culture* (3rd Edition). Routledge.
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CO–PO Mapping

Advanced Visual Communication: Concepts, Models and Theories	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	2	2	1	1	1	12
CO2	2	3	3	2	1	2	1	14
CO3	2	3	2	3	2	2	1	15
CO4	2	3	3	3	2	3	1	17
Total	9	11	10	10	6	8	4	58

Level of Correlation:

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

CO–PSO Mapping

Advanced Visual Communication: Concepts, Models and Theories	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	3	2	2	1	1	1	11
CO2	2	3	2	2	1	2	1	13
CO3	2	3	3	3	2	2	1	16
CO4	2	3	3	3	2	3	1	17
Total	7	12	10	10	6	8	4	57

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	VISUAL CULTURE, MEDIA AND SOCIETY	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To develop an advanced understanding of visual culture and its relationship with society.
- To critically examine the role of media in constructing meanings, identities and ideologies.
- To analyze visual representations across traditional, digital and emerging media.
- To understand the cultural, political and economic dimensions of visual communication.
- To evaluate contemporary visual culture in the context of globalization, digitalization and artificial intelligence.

UNIT I: Understanding Visual Culture

Contents

- Concept and Evolution of Visual Culture
- Visuality and Ways of Seeing
- Visual Communication as Cultural Practice
- Image, Meaning and Interpretation

- Visual Experience and Social Reality
 - Visual Culture in Everyday Life
 - Visual Literacy and Critical Viewing
 - Visual Culture Studies: Scope and Approaches
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UNIT II: Representation, Identity and Ideology

Contents

- Representation Theory
 - Stuart Hall and Cultural Representation
 - Stereotypes and Media Representation
 - Identity Construction through Visual Media
 - Gender and Visual Culture
 - Race, Ethnicity and Representation
 - Body, Beauty and Consumer Culture
 - Ideology and Hegemony in Visual Communication
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UNIT III: Media, Popular Culture and Society

Contents

- Media as Cultural Industry
 - Popular Culture and Mass Culture
 - Celebrity Culture and Influencer Economy
 - Advertising, Consumption and Lifestyle
 - Cinema, Television and Cultural Narratives
 - Memes, Virality and Internet Culture
 - Participatory Culture
 - Global Media and Cultural Flows
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UNIT IV: Digital Visual Culture

Contents

- Social Media and Visual Communication
 - Instagram, YouTube and TikTok Cultures
 - Visual Self-Presentation and Digital Identity
 - User Generated Content
 - Digital Communities and Networked Publics
 - Algorithmic Visibility
 - Platform Culture
 - Visual Activism and Digital Citizenship
-

UNIT V: Contemporary Issues and Emerging Trends

Contents

- Artificial Intelligence and Visual Culture
- Deepfakes and Synthetic Media
- Data Visualization and Visual Analytics
- Surveillance Culture
- Virtual Reality and Immersive Experiences

- Sustainability and Media Representation
- Globalization and Cultural Hybridization
- Contemporary Case Studies in Visual Culture

Course Outcomes

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

CO1-Explain key concepts, theories and approaches in visual culture and media studies.
 CO2-Analyze visual representations, identities and cultural meanings across media platforms.
 CO3-Critically examine the relationship between media, popular culture and contemporary society.
 CO4-Evaluate emerging trends and challenges in digital visual culture using interdisciplinary perspectives.

Text Books

1. Mirzoeff, N. (2023). *An Introduction to Visual Culture* (3rd Edition). Routledge.
 2. Sturken, M., & Cartwright, L. (2024). *Practices of Looking: An Introduction to Visual Culture* (4th Edition). Oxford University Press.
 3. Hall, S., Evans, J., & Nixon, S. (2021). *Representation: Cultural Representations and Signifying Practices*. Sage Publications.
 4. Rose, G. (2022). *Visual Methodologies* (5th Edition). Sage Publications.
 5. Berger, J. (2023). *Ways of Seeing*. Penguin Books.
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References

1. Storey, J. (2021). *Cultural Theory and Popular Culture* (9th Edition). Routledge.
 2. Jenkins, H. (2020). *Convergence Culture*. New York University Press.
 3. Van Dijck, J. (2021). *The Culture of Connectivity*. Oxford University Press.
 4. Fuchs, C. (2021). *Social Media: A Critical Introduction* (3rd Edition). Sage Publications.
 5. Couldry, N., & Hepp, A. (2020). *The Mediated Construction of Reality*. Polity Press.
 6. Kellner, D. (2020). *Media Culture*. Routledge.
 7. Castells, M. (2022). *The Rise of the Network Society*. Wiley.
 8. Debord, G. (2021). *The Society of the Spectacle*. Zone Books.
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CO–PO Mapping

Visual Culture, Media and Society	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	2	1	1	12
CO2	2	3	2	2	3	1	1	14
CO3	2	3	2	3	3	2	1	16
CO4	2	3	3	3	2	2	1	16
Total	9	11	8	10	10	6	4	58

Level of Correlation:

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

CO–PSO Mapping

Visual Culture, Media and Society	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	3	1	2	2	1	1	11
CO2	1	3	2	2	2	1	1	12
CO3	2	3	2	3	2	2	1	15
CO4	2	3	3	3	2	2	1	16
Total	6	12	8	10	8	6	4	54

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	DIGITAL STORYTELLING AND NARRATIVE DESIGN	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To develop advanced understanding of storytelling principles in digital and multimedia environments.
- To examine narrative structures, audience engagement, and interactive storytelling techniques.
- To equip learners with skills to design compelling narratives across multiple media platforms.
- To explore emerging storytelling formats including transmedia, immersive media, and AI-assisted narratives.
- To enable students to create meaningful digital experiences through strategic narrative design.

UNIT I: Foundations of Storytelling and Narrative

Contents

- Storytelling: Concepts, Evolution and Significance
- Narrative Theory and Narrative Structures
- Elements of Storytelling: Character, Conflict, Plot, Setting and Theme
- Classical and Contemporary Narrative Models
- Storytelling Across Cultures
- Storytelling in Visual Communication
- Audience Psychology and Narrative Engagement
- Storytelling in the Digital Age

UNIT II: Digital Storytelling Principles

Contents

- Digital Storytelling: Concepts and Characteristics
 - Visual Storytelling Techniques
 - Storyboarding and Narrative Planning
 - Script Development for Digital Media
 - Multimedia Storytelling
 - Interactive Narratives
 - Audience-Centered Story Design
 - Case Studies in Digital Storytelling
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UNIT III: Transmedia and Cross-Platform Storytelling

Contents

- Transmedia Storytelling: Concepts and Models
 - Cross-Media Narrative Design
 - Narrative Ecosystems
 - Brand Storytelling
 - Social Media Storytelling
 - User-Generated Narratives
 - Community-Based Storytelling
 - Storytelling for Digital Campaigns
-

UNIT IV: Emerging Technologies and Storytelling

Contents

- Immersive Storytelling
 - Virtual Reality (VR) Narratives
 - Augmented Reality (AR) Experiences
 - Interactive Documentary Storytelling
 - Artificial Intelligence and Narrative Generation
 - Gamification and Storytelling
 - Interactive User Experiences
 - Future Storytelling Technologies
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UNIT V: Strategic Narrative Design and Innovation

Contents

- Design Thinking for Storytelling
 - Narrative Design Frameworks
 - Storytelling for Social Change
 - Data-Driven Storytelling
 - Visual Analytics and Narrative Construction
 - Ethical Issues in Digital Storytelling
 - Inclusive and Accessible Storytelling
 - Contemporary Case Studies and Future Trends
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Course Outcomes

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

CO1-Explain advanced concepts, theories and frameworks of digital storytelling and narrative design.

CO2-Apply storytelling techniques and narrative structures to design engaging digital communication experiences.

CO3-Analyze transmedia, interactive and immersive narratives across diverse communication platforms.

CO4-Create innovative digital storytelling solutions using emerging technologies, strategic design approaches and audience insights.

Text Books

1. Lambert, J. (2023). *Digital Storytelling: Capturing Lives, Creating Community* (6th Edition). Routledge.
2. Jenkins, H. (2020). *Convergence Culture: Where Old and New Media Collide*. New York University Press.
3. Ryan, M. L. (2022). *Narrative Across Media: The Languages of Storytelling*. University of Nebraska Press.
4. Meadows, D. (2021). *Digital Storytelling: Research-Based Practice in New Media*. Routledge.
5. Alexander, B. (2020). *The New Digital Storytelling: Creating Narratives with New Media*. Praeger.

References

1. Murray, J. H. (2017). *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. MIT Press.
2. Scolari, C. A. (2019). *Transmedia Storytelling*. Springer.
3. Miller, C. H. (2021). *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. CRC Press.
4. McKee, R. (2021). *Story: Substance, Structure, Style and the Principles of Screenwriting*. Methuen.
5. Fog, K., Budtz, C., Munch, P., & Blanchette, S. (2020). *Storytelling: Branding in Practice*. Springer.
6. Nash, K. (2021). *Interactive Documentary: Theory and Practice*. Routledge.
7. Manovich, L. (2022). *Cultural Analytics*. MIT Press.
8. Ryan, M. L., & Thon, J. N. (2024). *Storyworlds Across Media*. University of Nebraska Press.

CO–PO Mapping

Digital Storytelling and Narrative Design	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	2	1	11
CO2	2	2	3	1	1	2	2	13
CO3	2	3	2	2	2	2	2	15
CO4	2	3	3	3	2	3	2	18
Total	9	10	9	7	6	9	7	57

Level of Correlation:

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

CO–PSO Mapping

Digital Storytelling and Narrative Design	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	2	1	1	1	2	1	10
CO2	3	3	1	1	1	2	2	13
CO3	3	2	2	2	2	2	2	15
CO4	3	3	2	2	2	3	2	17
Total	11	10	6	6	6	9	7	55

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	COMMUNICATION DESIGN STRATEGY	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To introduce learners to strategic approaches in communication design and visual communication planning.
 - To develop competencies in designing communication solutions for organizations, brands and social causes.
 - To understand audience-centered communication strategies across traditional and digital media.
 - To integrate design thinking, creativity and research in communication planning.
 - To prepare students for leadership roles in communication campaigns, branding and media strategy.
-

UNIT I: Foundations of Communication Design Strategy

Contents

- Communication Design: Concepts and Scope
 - Strategic Communication: Meaning and Importance
 - Communication Design Process
 - Design Thinking and Creative Problem Solving
 - Communication Objectives and Goals
 - Strategic Planning Models
 - Role of Visual Communication in Strategy
 - Contemporary Communication Environments
-

UNIT II: Audience and Communication Planning

Contents

- Audience Analysis and Segmentation
 - Consumer and Audience Behaviour
 - Stakeholder Communication
 - Audience Insights and Communication Research
 - Persona Development
 - Message Positioning
 - Communication Mapping
 - Strategic Audience Engagement
-

UNIT III: Branding and Integrated Communication Design

Contents

- Brand Identity and Brand Image
 - Visual Identity Systems
 - Corporate Communication Design
 - Integrated Marketing Communication (IMC)
 - Brand Storytelling
 - Campaign Design Strategies
 - Visual Branding Across Platforms
 - Communication Strategy for Organizations
-

UNIT IV: Digital Communication Strategy

Contents

- Digital Communication Ecosystem
 - Strategic Content Planning
 - Social Media Communication Strategies
 - Influencer Communication
 - Search and Platform Visibility
 - Data-Driven Communication Design
 - AI-Assisted Communication Planning
 - Communication Metrics and Analytics
-

UNIT V: Communication Innovation and Case Studies

Contents

- Design for Social Change
 - Sustainability Communication
 - Public Awareness Campaign Design
 - Crisis Communication Strategy
 - Emerging Technologies in Communication Design
 - Strategic Visual Communication for Global Audiences
 - Case Studies of Successful Communication Campaigns
 - Future Trends in Communication Design
-

Course Outcomes

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

CO1-Explain the concepts, principles and frameworks of communication design strategy.

CO2-Apply audience analysis, branding and communication planning techniques to develop strategic communication solutions.

CO3-Analyze communication campaigns and evaluate the effectiveness of communication design across media platforms.

CO4-Design innovative communication strategies using research, creativity, technology and audience insights.

Text Books

1. Goodman, M. B., & Hirsch, P. B. (2022). *Corporate Communication: Strategic Adaptation for Global Practice*. Peter Lang.
2. Wheeler, A. (2024). *Designing Brand Identity* (6th Edition). Wiley.
3. Brown, T. (2019). *Change by Design: How Design Thinking Creates New Alternatives*. Harper Business.
4. Heath, R. L. (2021). *Strategic Communication: Theory and Practice*. Routledge.
5. Landa, R. (2023). *Graphic Design Solutions* (7th Edition). Cengage Learning.

References

1. Hatch, M. J., & Schultz, M. (2020). *Taking Brand Initiative*. Jossey-Bass.
2. Keller, K. L. (2023). *Strategic Brand Management* (5th Edition). Pearson.
3. Ries, A., & Ries, L. (2021). *The 22 Immutable Laws of Branding*. Harper Business.
4. Fill, C., & Turnbull, S. (2022). *Marketing Communications: Discovery, Creation and Conversations*. Pearson.
5. Norman, D. (2020). *The Design of Everyday Things*. Basic Books.
6. Krug, S. (2023). *Don't Make Me Think: A Common Sense Approach to Web Usability*. New Riders.
7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
8. Jenkins, H., Ford, S., & Green, J. (2020). *Spreadable Media*. New York University Press.

Course Outcomes – Programme Outcomes Mapping

CO–PO Mapping

Communication Design Strategy	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	1	1	10
CO2	2	3	3	1	1	2	2	14
CO3	2	3	2	2	2	2	1	14
CO4	2	3	3	3	2	3	2	18
Total	9	11	9	7	6	8	6	56

Level of Correlation:

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

Course Outcomes – Programme Specific Outcomes Mapping
CO–PSO Mapping

Communication Design Strategy	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	3	1	1	1	1	1	9
CO2	2	3	1	1	1	2	2	12
CO3	2	3	2	2	2	2	1	14
CO4	3	3	2	2	2	3	3	18
Total	8	12	6	6	6	8	7	53

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Contemporary Film Studies	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced understanding of contemporary cinema as a cultural, social and artistic practice.
- To examine major developments in global, national and regional film movements.
- To critically analyze film texts using contemporary theoretical and analytical frameworks.
- To understand the impact of digital technologies, streaming platforms and artificial intelligence on contemporary cinema.
- To develop critical viewing, film appreciation and research skills relevant to visual communication studies.

UNIT I: Understanding Contemporary Cinema

Contents

- Film Studies: Nature, Scope and Approaches
- Evolution of Contemporary Cinema
- Cinema as Art, Industry and Cultural Practice
- Major Developments in Post-2000 Cinema
- Film Language and Visual Storytelling
- Contemporary Film Aesthetics
- Film Criticism and Appreciation
- Cinema in the Digital Age

UNIT II: Global Cinema: Movements, Pioneers and Legends

Contents

- Contemporary World Cinema

- Hollywood and Global Film Industry
 - European Cinema Traditions
 - Asian Cinema and New Wave Movements
 - Latin American and African Cinema
 - Pioneers and Legends of World Cinema:
 - Lumière Brothers
 - Georges Méliès
 - Sergei Eisenstein
 - Alfred Hitchcock
 - Akira Kurosawa
 - Federico Fellini
 - Ingmar Bergman
 - Steven Spielberg and Christopher Nolan
 - Global Film Festivals and Awards
-

UNIT III: Indian Cinema: Trends, Pioneers and New Directions

Contents

- Evolution of Indian Cinema
 - Regional Cinemas and Cultural Diversity
 - Parallel Cinema and New Indian Cinema
 - Contemporary Tamil, Malayalam, Hindi and Telugu Cinema
 - Digital Transformation of Indian Cinema
 - Pioneers and Legends of Indian Cinema:
 - Dadasaheb Phalke
 - V. Shantaram
 - Satyajit Ray
 - Ritwik Ghatak
 - Mrinal Sen
 - K. Balachander
 - Bharathiraja
 - Balu Mahendra
 - Mani Ratnam
 - Shyam Benegal
 - Contemporary Film Directors and Visual Storytelling
-

UNIT IV: Film Analysis, Genres and Audiences

Contents

- Approaches to Film Analysis
 - Narrative Analysis
 - Visual and Semiotic Analysis
 - Auteur Theory
 - Genre Theory
 - Popular Film Genres
 - Audience Reception Studies
 - Film, Society and Cultural Representation
-

UNIT V: Contemporary Issues, Regulation and Emerging Trends

Contents

- Film Regulation and Certification in India
 - Central Board of Film Certification (CBFC)
 - Cinematograph Act and Film-related Legal Framework
 - Copyright and Intellectual Property Rights
 - OTT Platforms and Streaming Culture
 - Artificial Intelligence in Filmmaking
 - Virtual Production Technologies
 - Virtual Reality Cinema and Immersive Storytelling
 - Ethical Issues in Contemporary Cinema
 - Future of Global Cinema
-

Course Outcomes

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

CO1-Explain major developments, movements, pioneers and theoretical approaches in contemporary global and Indian cinema.

CO2-Analyze films using narrative, visual, genre and cultural frameworks.

CO3-Evaluate the influence of cinema on society, culture, identity and audience engagement.

CO4-Critically assess emerging technologies, regulatory frameworks and future trends in contemporary filmmaking.

Text Books

1. Corrigan, T., & White, P. (2024). *The Film Experience: An Introduction* (7th Edition). Bedford/St. Martin's.
 2. Bordwell, D., Thompson, K., & Smith, J. (2023). *Film Art: An Introduction* (13th Edition). McGraw-Hill.
 3. Hayward, S. (2022). *Cinema Studies: The Key Concepts* (6th Edition). Routledge.
 4. Nelmes, J. (2021). *Introduction to Film Studies* (6th Edition). Routledge.
 5. Monaco, J. (2022). *How to Read a Film* (5th Edition). Oxford University Press.
-

References

1. Stam, R. (2021). *Film Theory: An Introduction*. Wiley-Blackwell.
 2. Dixon, W. W., & Foster, G. A. (2022). *A Short History of Film* (4th Edition). Rutgers University Press.
 3. Gokulsing, K. M., & Dissanayake, W. (2021). *Routledge Handbook of Indian Cinemas*. Routledge.
 4. Prasad, M. M. (2020). *Ideology of the Hindi Film*. Oxford University Press.
 5. Elsaesser, T., & Hagener, M. (2020). *Film Theory: An Introduction through the Senses*. Routledge.
 6. Ray, S. (2022). *Our Films, Their Films*. Orient BlackSwan.
 7. Nayar, P. K. (2021). *An Introduction to Cultural Studies*. Viva Books.
 8. Tryon, C. (2021). *On-Demand Culture: Digital Delivery and the Future of Movies*. Rutgers University Press.
-

CO–PO Mapping

Contemporary Film Studies	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	2	1	1	12
CO2	2	3	2	2	2	1	1	13
CO3	2	3	2	3	3	1	1	15
CO4	2	3	3	3	2	3	1	17
Total	9	11	8	10	9	6	4	57

Level of Correlation:

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

CO–PSO Mapping

Contemporary Film Studies	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	2	1	2	1	1	1	10
CO2	2	3	2	2	1	1	1	12
CO3	2	3	2	3	2	1	1	14
CO4	2	3	2	2	2	3	1	15
Total	8	11	7	9	6	6	4	51

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Media Pyschology	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To provide an advanced understanding of psychological processes involved in media consumption and communication.
 - To examine the cognitive, emotional, behavioral and social effects of media on individuals and society.
 - To analyze audience engagement with traditional, digital and immersive media environments.
 - To understand the influence of visual communication, advertising, social media and entertainment media on perception and behavior.
 - To critically evaluate contemporary psychological issues arising from emerging media technologies and artificial intelligence.
-

UNIT I: Foundations of Media Psychology

Contents

- Media Psychology: Nature, Scope and Evolution
 - Psychology of Communication
 - Media, Mind and Human Behavior
 - Perception, Attention and Information Processing
 - Media Exposure and Psychological Responses
 - Individual Differences in Media Consumption
 - Psychological Foundations of Visual Communication
 - Applications of Media Psychology
-

UNIT II: Cognitive and Emotional Processes in Media Use

Contents

- Media Perception and Interpretation
 - Cognitive Processing of Visual Messages
 - Attention, Memory and Learning through Media
 - Emotional Responses to Media Content
 - Empathy and Identification with Media Characters
 - Parasocial Interaction and Relationships
 - Narrative Transportation Theory
 - Audience Engagement and Immersion
-

UNIT III: Media Effects and Audience Behaviour

Contents

- Theories of Media Effects
 - Cultivation and Social Learning Perspectives
 - Media Violence and Aggression
 - Media and Attitude Formation
 - Persuasion and Behavior Change
 - Audience Motivation and Uses & Gratifications
 - Consumer Psychology and Media Consumption
 - Media Dependency and Habit Formation
-

UNIT IV: Digital Media, Social Media and Psychology

Contents

- Psychology of Social Media Use
 - Digital Identity and Self-Presentation
 - Influencer Culture and Social Comparison
 - Fear of Missing Out (FOMO)
 - Social Validation and Online Behaviour
 - Internet Addiction and Problematic Media Use
 - Cyberbullying and Digital Well-being
 - Mental Health and Digital Media
-

UNIT V: Emerging Media, AI and Psychological Challenges

Contents

- Psychology of Artificial Intelligence
 - Human-AI Interaction
 - Virtual Reality and Immersive Experiences
 - Gaming Psychology and Interactive Media
 - Deepfakes and Psychological Manipulation
 - Algorithmic Influence on Human Behaviour
 - Ethical Issues in Media Psychology
 - Future Directions in Media Psychology Research
-

Course Outcomes

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

CO1-Explain the psychological principles and theories underlying media use and audience behaviour.

CO2-Analyze cognitive, emotional and behavioral responses to various forms of media content.

CO3-Evaluate the psychological effects of digital media, social media and emerging communication technologies.

CO4-Apply media psychology concepts to audience analysis, communication design and media research.

Text Books

1. Dill-Shackleford, K. E. (2024). *How Fantasy Becomes Reality: Seeing Through Media Influence* (3rd Edition). Oxford University Press.
 2. Rutledge, P. B., & Schafer, J. (2023). *The Psychology of Media and Technology*. Springer.
 3. Giles, D. C. (2022). *Media Psychology* (2nd Edition). Routledge.
 4. Harris, R. J., & Sanborn, F. W. (2021). *A Cognitive Psychology of Mass Communication* (7th Edition). Routledge.
 5. Bryant, J., & Oliver, M. B. (2023). *Media Effects: Advances in Theory and Research* (5th Edition). Routledge.
-

References

1. Nabi, R. L., & Oliver, M. B. (2021). *The SAGE Handbook of Media Processes and Effects*. Sage Publications.
 2. Sundar, S. S. (2022). *The Handbook of the Psychology of Communication Technology*. Wiley-Blackwell.
 3. Valkenburg, P. M. (2022). *Social Media and Well-Being*. Oxford University Press.
 4. Bandura, A. (2020). *Social Learning Theory*. Prentice Hall.
 5. Reeves, B., & Nass, C. (2021). *The Media Equation*. Cambridge University Press.
 6. Turkle, S. (2021). *Alone Together: Why We Expect More from Technology and Less from Each Other*. Basic Books.
 7. Fogg, B. J. (2020). *Persuasive Technology*. Morgan Kaufmann.
 8. Rideout, V., & Robb, M. (2023). *The Common Sense Census: Media Use by Children and Teens*. Common Sense Media.
-

CO–PO Mapping

Media Psychology	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	1	1	1	11
CO2	2	3	2	2	2	1	1	13
CO3	2	3	2	3	2	2	1	15
CO4	2	3	3	2	2	2	2	16
Total	9	11	8	9	7	6	5	55

Level of Correlation:

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

CO–PSO Mapping

Media Psychology	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	2	2	1	1	1	10
CO2	1	3	2	2	1	1	1	11
CO3	1	3	2	3	2	2	1	14
CO4	2	3	3	2	2	2	2	16
Total	5	11	9	9	6	6	5	51

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Multimedia Design and Content Creation Lab	Practical			8	-	3	8	50	50	100

Learning Objectives

The objectives of this course are:

- To develop advanced multimedia design and digital content creation skills.
 - To provide hands-on experience in producing multimedia content for diverse communication platforms.
 - To integrate visual design, storytelling and emerging technologies in content production.
 - To enhance creativity, innovation and technical proficiency in multimedia communication.
 - To prepare learners for professional practice in digital media, creative industries and visual communication environments.
-

UNIT I: Visual Design and Digital Content Development

Contents

- Principles of Multimedia Design
- Visual Hierarchy and Composition
- Typography and Layout Design
- Color Theory and Branding
- Graphic Design for Digital Platforms
- Designing Visual Assets for Web and Mobile Media

Practical Exercises

1. Digital Poster Design
 2. Social Media Campaign Creatives
 3. Infographic Design
 4. Brand Identity Design
-

UNIT II: Multimedia Content Production

Contents

- Content Planning and Development
- Storyboarding and Content Structuring
- Visual Storytelling Techniques
- Image Editing and Enhancement
- Audio-Visual Integration
- Multimedia Content Packaging

Practical Exercises

1. Storyboard Creation
 2. Visual Story Development
 3. Multimedia Presentation Design
 4. Digital Content Package Preparation
-

UNIT III: Video Content Creation and Editing

Contents

- Video Production Workflow
- Camera Techniques and Composition
- Video Editing Principles
- Motion Graphics and Visual Effects
- Short-form Content Production
- Content Optimization for Multiple Platforms

Practical Exercises

1. Short Video Production
 2. Promotional Video Creation
 3. Social Media Reel Production
 4. Motion Graphic Design
-

UNIT IV: Interactive and Emerging Media Content

Contents

- Interactive Media Design
- User Experience Fundamentals
- Interactive Storytelling
- Immersive Media Content
- AI-assisted Content Creation
- Multimedia Publishing Platforms

Practical Exercises

1. Interactive Content Prototype
 2. AI-assisted Multimedia Design
 3. Digital Storytelling Project
 4. Interactive Presentation Development
-

UNIT V: Integrated Multimedia Project

Contents

- Multimedia Project Planning
- Team-based Content Production
- Project Management for Multimedia Communication
- Quality Assessment and Evaluation
- Digital Portfolio Development
- Professional Presentation Skills

Practical Exercises

1. Multimedia Campaign Design
 2. Cross-platform Content Creation
 3. Digital Portfolio Development
 4. Final Multimedia Production Project
-

Laboratory Requirements

Software

- Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects)
- Canva Pro
- DaVinci Resolve
- Figma
- Audacity
- AI-powered Creative Tools

Hardware

- Multimedia Workstations
 - DSLR / Mirrorless Cameras
 - Audio Recording Equipment
 - Graphic Tablets
 - High-speed Internet Access
-

Course Outcomes

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

CO1-Design professional-quality multimedia content using advanced visual communication principles.

CO2-Develop integrated multimedia products by combining graphics, audio, video and interactive elements.

CO3-Apply digital tools, emerging technologies and AI-assisted workflows in multimedia production.

CO4-Create and present industry-oriented multimedia projects for diverse communication contexts.

Suggested Continuous Assessment Components

Component	Marks
Multimedia Design Exercises	10
Video Production Assignments	10
Interactive Media Tasks	10
Portfolio Development	10
Final Multimedia Project	10
Internal Total	50

External Practical Examination (50 Marks)

Component	Marks
Practical Production Test	20
Multimedia Project Evaluation	20
Viva Voce	10
External Total	50

Text Books

1. Vaughan, T. (2023). *Multimedia: Making It Work* (10th Edition). McGraw-Hill.
2. Steinmetz, R., & Nahrstedt, K. (2022). *Multimedia Systems*. Springer.
3. Adobe Creative Team. (2024). *Adobe Creative Cloud Classroom in a Book Series*. Adobe Press.
4. Landa, R. (2023). *Graphic Design Solutions* (7th Edition). Cengage Learning.
5. Buxton, B. (2022). *Sketching User Experiences*. Morgan Kaufmann.

References

1. Norman, D. (2020). *The Design of Everyday Things*. Basic Books.
2. Krug, S. (2023). *Don't Make Me Think* (4th Edition). New Riders.
3. Manovich, L. (2022). *The Language of New Media*. MIT Press.
4. Jenkins, H. (2020). *Convergence Culture*. NYU Press.
5. Rose, G. (2022). *Visual Methodologies* (5th Edition). Sage.
6. Wheeler, A. (2024). *Designing Brand Identity* (6th Edition). Wiley.
7. Brown, T. (2021). *Change by Design*. Harper Business.
8. Murray, J. (2022). *Inventing the Medium*. MIT Press.

CO–PO Mapping

Multimedia Design and Content Creation Lab	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
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CO1	3	2	3	1	1	3	1	14
CO2	2	2	3	1	1	3	2	14
CO3	2	2	3	2	1	3	2	15
CO4	3	3	3	2	2	2	3	18
Total	10	9	12	6	5	11	8	61

Level of Correlation:

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

CO–PSO Mapping

Multimedia Design and Content Creation Lab	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	3	3	1	1	1	3	1	13
CO2	3	2	1	1	1	3	2	13
CO3	2	2	1	1	1	3	2	12
CO4	3	3	2	2	2	2	3	17
Total	11	10	5	5	5	11	8	55

Level of Correlation:

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

Practical Record Requirements

Students shall maintain a **Multimedia Production Portfolio** containing:

- Graphic Design Exercises
- Visual Communication Assignments
- Infographics
- Motion Graphics
- Video Productions
- Interactive Media Exercises
- AI-assisted Design Projects
- Final Integrated Multimedia Project

The portfolio shall be produced both in **digital format and presentation format** and submitted during the practical examination.

SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	Research Methods in Visual Communication	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced knowledge of research methodologies applicable to visual communication, media studies and digital communication.
- To familiarize learners with quantitative, qualitative and mixed-method research approaches.
- To develop competencies in research design, sampling, data collection, analysis and interpretation.
- To train students in the application of contemporary research tools and software for media research.
- To prepare learners for independent scholarly research, dissertation writing and professional research practice.

UNIT I: Foundations of Research in Visual Communication

- Meaning, Nature and Scope of Research
- Scientific Method and Research Process
- Research in Visual Communication and Media Studies
- Types of Research:
 - Basic Research
 - Applied Research
 - Exploratory Research
 - Descriptive Research
 - Analytical Research
 - Experimental Research
- Identification and Formulation of Research Problems
- Research Questions and Objectives
- Review of Literature
- Research Ethics and Academic Integrity

UNIT II: Research Design and Sampling Techniques

- Research Design: Meaning and Importance
- Quantitative, Qualitative and Mixed Methods Research

- Variables and Hypotheses
 - Conceptual and Theoretical Frameworks
 - Experimental and Non-Experimental Designs
 - Population and Census
 - Sampling Techniques:
 - Probability Sampling
 - Non-Probability Sampling
 - Sample Size Determination
 - Pilot Studies and Pre-testing
-

UNIT III: Data Collection Methods in Media and Visual Communication Research

- Primary and Secondary Data Sources
 - Survey Research and Questionnaire Design
 - Interview Techniques
 - Focus Group Discussions
 - Observation Methods
 - Case Study Method
 - Content Analysis
 - Visual Content Analysis
 - Semiotic Analysis
 - Discourse Analysis
 - Digital Ethnography
 - Online and Social Media Research Methods
-

UNIT IV: Data Analysis, Reliability and Validity

- Data Coding and Processing
 - Quantitative Data Analysis
 - Descriptive and Inferential Statistics
 - Qualitative Data Analysis
 - Thematic Analysis and Narrative Analysis
 - Reliability Testing:
 - Test-Retest Reliability
 - Internal Consistency Reliability
 - Inter-Coder Reliability
 - Validity Testing:
 - Face Validity
 - Content Validity
 - Construct Validity
 - Criterion Validity
 - Triangulation Techniques
 - Interpretation of Research Findings
-

UNIT V: Research Reporting and Emerging Research Technologies

- Structure of Research Reports
- Dissertation and Thesis Writing

- Citation and Referencing Styles (APA, MLA, Chicago)
- Research Proposal Writing
- Academic Publishing and Publication Ethics
- Presentation of Research Findings
- Research Databases:
 - Google Scholar
 - Scopus
 - Web of Science
- Reference Management Tools:
 - Zotero
 - Mendeley
- AI-assisted Research Tools and Applications
- Emerging Trends in Visual Communication Research

Course Outcomes

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

CO1-Explain the principles, concepts and methodologies of research in visual communication and media studies.

CO2-Apply appropriate research designs, sampling techniques and data collection methods to investigate communication phenomena.

CO3-Analyze and interpret quantitative and qualitative data using appropriate analytical techniques, reliability and validity measures.

CO4-Design, conduct and report independent research studies using contemporary research tools, ethical practices and scholarly standards.

Text Books

1. Wimmer, R. D., & Dominick, J. R. (2023). *Mass Media Research: An Introduction* (11th Edition). Cengage Learning.
2. Berger, A. A. (2021). *Media and Communication Research Methods* (5th Edition). Sage Publications.
3. Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (6th Edition). Sage Publications.
4. Stokes, J. (2021). *How to Do Media and Cultural Studies Research* (3rd Edition). Sage Publications.
5. Rose, G. (2022). *Visual Methodologies* (5th Edition). Sage Publications.

References

1. Flick, U. (2022). *An Introduction to Qualitative Research* (7th Edition). Sage Publications.
2. Neuman, W. L. (2021). *Social Research Methods: Qualitative and Quantitative Approaches* (9th Edition). Pearson.
3. Krippendorff, K. (2020). *Content Analysis: An Introduction to Its Methodology* (4th Edition). Sage Publications.
4. Jensen, K. B. (2021). *A Handbook of Media and Communication Research*. Routledge.
5. Field, A. (2024). *Discovering Statistics Using IBM SPSS Statistics* (6th Edition). Sage Publications.
6. Silverman, D. (2022). *Doing Qualitative Research* (6th Edition). Sage Publications.
7. Bhattacharya, D. K. (2021). *Research Methodology*. Excel Books.

8. Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners* (5th Edition). Sage Publications.

CO–PO Mapping

Research Methods in Visual Communication	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	1	1	1	11
CO2	2	3	3	2	1	2	1	14
CO3	2	3	3	3	1	2	1	15
CO4	3	3	3	3	2	3	2	19
Total	10	11	10	10	5	8	5	59

Level of Correlation:

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

CO–PSO Mapping

Research Methods in Visual Communication	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	3	2	1	1	1	11
CO2	1	2	3	2	1	2	1	12
CO3	1	2	3	3	1	2	1	13
CO4	2	3	3	3	2	3	2	18
Total	5	9	12	10	5	8	5	54

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	User Experience Design and Interactive Media	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced knowledge of User Experience (UX) Design and Interactive Media.
- To familiarize learners with principles of human-centered design and interaction design.
- To develop competencies in designing user-friendly digital interfaces and interactive experiences.
- To examine user behavior, usability testing and audience engagement in digital environments.
- To prepare students for designing innovative communication solutions using emerging technologies.

UNIT I: Foundations of User Experience Design

Contents

- User Experience (UX): Concepts and Scope
 - Evolution of UX Design
 - Human-Centered Design Principles
 - User Experience and Visual Communication
 - User Needs, Goals and Behaviors
 - User Journey and Experience Mapping
 - Information Architecture
 - UX Design Process and Frameworks
-

UNIT II: Interaction Design and Interface Design

Contents

- Interaction Design Principles
 - User Interface (UI) Design Fundamentals
 - Interface Elements and Components
 - Navigation Systems and User Flows
 - Visual Design Principles for Interfaces
 - Responsive and Adaptive Design
 - Accessibility and Inclusive Design
 - Design Systems and Style Guides
-

UNIT III: User Research and Usability Evaluation

Contents

- User Research Methods
 - Persona Development
 - User Interviews and Surveys
 - User Observation Techniques
 - Wireframing and Prototyping
 - Usability Testing
 - Heuristic Evaluation
 - User Feedback Analysis
 - UX Metrics and Performance Indicators
-

UNIT IV: Interactive Media and Emerging Technologies

Contents

- Interactive Media: Concepts and Characteristics
 - Interactive Storytelling
 - Multimedia User Experiences
 - Mobile Experience Design
 - Social Media Interfaces
 - Gamification and User Engagement
 - Virtual Reality (VR) Experiences
 - Augmented Reality (AR) Applications
 - Conversational Interfaces and Chatbots
-

UNIT V: AI, Innovation and Future Trends in UX

Contents

- Artificial Intelligence in UX Design
 - Personalization and Recommendation Systems
 - Data-Driven User Experience Design
 - Emotional Design and User Engagement
 - Ethics and Privacy in UX Design
 - Design for Digital Well-being
 - Emerging Trends in Interactive Media
 - Case Studies in UX Innovation
 - Future Directions in User Experience Design
-

Course Outcomes

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

CO1-Explain the principles, processes and frameworks of user experience design and interactive media.

CO2-Apply user-centered design methods to create effective digital interfaces and interactive communication experiences.

CO3-Analyze user behavior, usability issues and audience engagement using appropriate UX research techniques.

CO4-Design innovative and accessible interactive media solutions using emerging technologies and industry best practices.

Text Books

1. Norman, D. A. (2020). *The Design of Everyday Things* (Revised and Expanded Edition). Basic Books.
 2. Garrett, J. J. (2022). *The Elements of User Experience: User-Centered Design for the Web and Beyond* (2nd Edition). New Riders.
 3. Krug, S. (2023). *Don't Make Me Think: A Common Sense Approach to Web Usability* (4th Edition). New Riders.
 4. Rogers, Y., Sharp, H., & Preece, J. (2023). *Interaction Design: Beyond Human-Computer Interaction* (6th Edition). Wiley.
 5. Cooper, A., Reimann, R., Cronin, D., & Noessel, C. (2021). *About Face: The Essentials of Interaction Design* (5th Edition). Wiley.
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1. Hassenzahl, M. (2022). *Experience Design: Technology for All the Right Reasons*. Morgan & Claypool.
2. Buxton, B. (2021). *Sketching User Experiences*. Morgan Kaufmann.
3. Lidwell, W., Holden, K., & Butler, J. (2020). *Universal Principles of Design*. Rockport Publishers.
4. Shneiderman, B., Plaisant, C., Cohen, M., Jacobs, S., Elmqvist, N., & Diakopoulos, N. (2023). *Designing the User Interface* (7th Edition). Pearson.
5. Saffer, D. (2021). *Designing for Interaction*. New Riders.
6. Morville, P., & Rosenfeld, L. (2022). *Information Architecture for the Web and Beyond* (5th Edition). O'Reilly Media.
7. Unger, R., & Chandler, C. (2021). *A Project Guide to UX Design*. New Riders.

8. Johnson, J. (2020). *Designing with the Mind in Mind*. Morgan Kaufmann.

CO–PO Mapping

User Experience Design and Interactive Media	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	2	1	11
CO2	2	3	3	1	1	3	2	15
CO3	2	3	2	2	1	2	1	13
CO4	2	3	3	3	2	3	2	18
Total	9	11	9	7	5	10	6	57

Level of Correlation:

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

CO–PSO Mapping

User Experience Design and Interactive Media	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	3	1	1	1	2	1	10
CO2	2	3	1	1	1	3	2	13
CO3	2	2	2	2	1	2	1	12
CO4	3	3	2	2	2	3	2	17
Total	8	11	6	6	5	10	6	52

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	Advanced Video Production and Visual Direction	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced knowledge of professional video production and visual direction.
- To develop competencies in visual storytelling, cinematography and production management.
- To familiarize learners with contemporary production workflows used in film, television, OTT and digital platforms.
- To train students in directing visual narratives using advanced production techniques and emerging technologies.
- To prepare learners for creative leadership roles in visual media industries.

UNIT I: Visual Storytelling and Production Planning

Contents

- Advanced Visual Storytelling Principles
- Narrative Development for Screen Media
- Script Breakdown and Scene Analysis
- Visual Treatment and Look Development
- Storyboarding and Shot Design
- Production Planning and Scheduling
- Budgeting and Resource Management
- Production Documentation and Workflow

UNIT II: Advanced Cinematography and Camera Direction

Contents

- Visual Language of Cinema
- Camera Systems and Professional Equipment
- Camera Placement and Movement
- Composition and Framing Techniques
- Lighting Design and Mood Creation
- Lens Selection and Visual Perspective
- Multi-Camera Production Techniques
- Drone Cinematography and Emerging Camera Technologies

UNIT III: Visual Direction and Production Management

Contents

- Principles of Visual Direction
- Directing Actors and Performance Management

- Blocking and Scene Construction
 - Mise-en-scène and Visual Composition
 - Art Direction and Production Design
 - Costume, Props and Set Design
 - Production Team Coordination
 - Leadership and Decision Making in Production
-

UNIT IV: Post-Production and Visual Enhancement

Contents

- Advanced Editing Techniques
 - Continuity and Narrative Flow
 - Color Correction and Color Grading
 - Motion Graphics and Visual Effects
 - Sound Design Integration
 - Multi-platform Content Adaptation
 - Digital Intermediate Workflow
 - Quality Control and Delivery Standards
-

UNIT V: Contemporary Production Technologies and Industry Practices

Contents

- OTT and Streaming Content Production
 - Virtual Production Technologies
 - Artificial Intelligence in Video Production
 - Virtual Reality and 360° Video Production
 - Interactive Video Experiences
 - Ethical and Legal Issues in Video Production
 - Industry Case Studies
 - Future Trends in Visual Direction and Screen Production
-

Course Outcomes

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

CO1

Explain advanced concepts, workflows and technologies involved in professional video production and visual direction.

CO2

Apply cinematographic, production planning and visual direction techniques to create compelling screen content.

CO3

Analyze production requirements, visual aesthetics and storytelling strategies across multiple media platforms.

CO4

Design, direct and manage professional-quality audiovisual productions using contemporary industry practices and emerging technologies.

Text Books

1. Brown, B. (2023). *Cinematography: Theory and Practice* (5th Edition). Routledge.
2. Rabiger, M., & Hurbis-Cherrier, M. (2022). *Directing: Film Techniques and Aesthetics* (7th Edition). Routledge.
3. Zettl, H. (2022). *Television Production Handbook* (13th Edition). Cengage Learning.
4. Bowen, C. J., & Thompson, R. (2021). *Grammar of the Shot* (4th Edition). Routledge.
5. Millerson, G., & Owens, J. (2023). *Video Production Handbook* (6th Edition). Routledge.

References

1. Mamer, B. (2020). *Film Production Technique: Creating the Accomplished Image*. Cengage Learning.
2. Mercado, G. (2021). *The Filmmaker's Eye: Learning and Breaking the Rules of Cinematic Composition*. Focal Press.
3. Hollyn, N. (2020). *The Lean Forward Moment: Create Compelling Stories for Film, TV and the Web*. New Riders.
4. Mascelli, J. V. (2021). *The Five C's of Cinematography*. Silman-James Press.
5. Dancyger, K. (2022). *The Technique of Film and Video Editing* (7th Edition). Routledge.
6. Rea, P. W., & Irving, D. K. (2020). *Producing and Directing the Short Film and Video*. Routledge.
7. Block, B. (2020). *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media* (3rd Edition). Routledge.
8. Kerrigan, F. (2021). *Film Marketing and Distribution*. Routledge.

CO–PO Mapping

Advanced Video Production and Visual Direction	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	2	1	11
CO2	2	3	3	1	1	3	2	15
CO3	2	3	2	2	1	2	2	14
CO4	3	3	3	2	2	3	3	19
Total	10	11	9	6	5	10	8	59

Level of Correlation:

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

CO–PSO Mapping

Advanced Video Production and Visual Direction	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	2	1	1	1	2	1	10
CO2	3	2	1	1	1	3	2	13
CO3	3	2	2	2	1	2	2	14

CO4	3	3	2	2	2	3	3	18
Total	11	9	6	6	5	10	8	55

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Documentary Studies and Non-Fiction Media	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced understanding of documentary traditions and non-fiction media practices.
- To examine the evolution, forms and functions of documentary communication in contemporary society.
- To analyze documentary narratives, aesthetics and ethical considerations.
- To familiarize learners with documentary production processes across film, television, digital and streaming platforms.
- To develop critical and creative competencies for research-based non-fiction storytelling.

UNIT I: Foundations of Documentary and Non-Fiction Media

Contents

- Documentary: Meaning, Nature and Characteristics
- History and Evolution of Documentary Cinema
- Documentary as Social and Cultural Communication
- Documentary and Reality Representation
- Documentary Traditions Across the World
- Development of Documentary Practice in India
- Functions and Significance of Non-Fiction Media
- Documentary in the Digital Era

UNIT II: Documentary Forms, Modes and Genres

Contents

- Documentary Typologies and Classifications
- Bill Nichols' Modes of Documentary
 - Expository Mode
 - Observational Mode
 - Participatory Mode
 - Reflexive Mode
 - Performative Mode

- Poetic Mode
 - Biographical and Historical Documentaries
 - Investigative and Advocacy Documentaries
 - Environmental and Development Documentaries
 - Ethnographic and Cultural Documentaries
 - Web Documentaries and Interactive Documentaries
-

UNIT III: Documentary Research and Narrative Construction

Contents

- Research Methods for Documentary Production
 - Topic Selection and Development
 - Documentary Proposal Writing
 - Research Ethics and Fact Verification
 - Narrative Structures in Documentary
 - Visual Storytelling Techniques
 - Interview Techniques and Oral Histories
 - Documentary Script Writing and Storyboarding
-

UNIT IV: Documentary Production and Post-Production

Contents

- Documentary Production Planning
 - Location Research and Recce
 - Camera Techniques for Documentary Filmmaking
 - Sound Recording for Documentary
 - Documentary Direction and Production Management
 - Editing Documentary Narratives
 - Archival Materials and Visual Evidence
 - Distribution and Exhibition Strategies
-

UNIT V: Contemporary Documentary Practices and Emerging Trends

Contents

- Documentary Journalism and Public Interest Storytelling
 - Documentary and Social Change
 - Documentary Ethics and Legal Considerations
 - Copyright, Consent and Fair Use
 - OTT Platforms and Documentary Distribution
 - Artificial Intelligence in Documentary Production
 - Mobile Documentary Production
 - Interactive and Immersive Documentary Experiences
 - Future Trends in Non-Fiction Media
-

Course Outcomes

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

CO1-Explain the history, theories, forms and functions of documentary and non-fiction media.
 CO2-Analyze documentary narratives, aesthetics, ethics and modes of representation.
 CO3-Apply documentary research, scripting and production techniques to develop non-fiction media projects.
 CO4-Evaluate contemporary documentary practices, emerging technologies and the role of documentary media in society.

Text Books

1. Nichols, B. (2024). *Introduction to Documentary* (4th Edition). Indiana University Press.
2. Rabiger, M., & Hurbis-Cherrier, M. (2022). *Directing the Documentary* (8th Edition). Routledge.
3. Bernard, S. C. (2021). *Documentary Storytelling* (5th Edition). Routledge.
4. Aufderheide, P. (2020). *Documentary Film: A Very Short Introduction*. Oxford University Press.
5. Winston, B. (2022). *Claiming the Real: Documentary Film Revisited*. BFI Publishing.

References

1. Nichols, B. (2020). *Representing Reality: Issues and Concepts in Documentary*. Indiana University Press.
2. Renov, M. (2021). *Theorizing Documentary*. Routledge.
3. Rosenthal, A., & Corner, J. (2020). *New Challenges for Documentary*. Manchester University Press.
4. Hardy, F. (2021). *Grierson on Documentary*. Faber & Faber.
5. Nash, K., Hight, C., & Summerhayes, C. (2020). *New Documentary Ecologies*. Palgrave Macmillan.
6. Corner, J. (2021). *The Art of Record: A Critical Introduction to Documentary*. Manchester University Press.
7. Ellis, J., & McLane, B. (2022). *A New History of Documentary Film*. Bloomsbury Academic.
8. Bruzzi, S. (2020). *New Documentary*. Routledge.

CO–PO Mapping

Documentary Studies and Non-Fiction Media	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	2	1	1	12
CO2	2	3	2	2	2	1	1	13
CO3	2	3	3	2	2	2	2	16
CO4	2	3	2	3	3	2	1	16
Total	9	11	8	9	9	6	5	57

Level of Correlation:

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

CO–PSO Mapping

Documentary Studies and Non-Fiction Media	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	2	1	2	2	1	1	11
CO2	2	3	2	2	2	1	1	13

CO3	3	3	2	2	2	2	2	16
CO4	2	3	2	3	3	2	1	16
Total	9	11	7	9	9	6	5	56

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Animation Studies	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced knowledge of animation as an art, communication medium and creative industry.
- To examine the historical evolution, theories and aesthetics of animation.
- To familiarize learners with contemporary animation techniques, technologies and production workflows.
- To analyze animation narratives, visual styles and audience engagement.
- To develop critical understanding of animation's applications in entertainment, education, advertising, gaming and emerging media.

UNIT I: Foundations of Animation

Contents

- Animation: Meaning, Nature and Scope
- History and Evolution of Animation
- Global Development of Animation
- Animation in India: Growth and Prospects
- Principles of Animation
- Animation as Visual Communication
- Animation Theories and Concepts
- Animation Industry and Creative Economy

UNIT II: Animation Forms, Styles and Storytelling

Contents

- Traditional Animation Techniques
- Stop Motion Animation
- 2D Animation
- 3D Animation

- Motion Graphics
 - Experimental Animation
 - Character Design and Development
 - Storytelling and Narrative Structures in Animation
-

UNIT III: Animation Production Process

Contents

- Concept Development
 - Script Writing for Animation
 - Storyboarding and Animatics
 - Character Modelling and Design
 - Background and Environment Design
 - Animation Workflow
 - Sound Design and Voice Performance
 - Post-Production Techniques
-

UNIT IV: Animation Applications and Industry Practices

Contents

- Animation in Film and Television
 - Animation for Advertising and Brand Communication
 - Educational and Instructional Animation
 - Animation in Journalism and Information Communication
 - Gaming and Interactive Animation
 - Animation for Social Awareness Campaigns
 - OTT Platforms and Animated Content
 - Animation Entrepreneurship and Industry Practices
-

UNIT V: Emerging Trends and Future of Animation

Contents

- Artificial Intelligence in Animation
 - Virtual Production and Animation
 - Motion Capture Technologies
 - Augmented Reality (AR) Animation
 - Virtual Reality (VR) Experiences
 - Interactive and Immersive Storytelling
 - Ethical Issues in Animation
 - Global Trends and Future Directions of Animation
-

Course Outcomes

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

CO1-Explain the history, theories, principles and production processes of animation.

CO2-Analyze animation narratives, visual styles and communication strategies across media platforms.

CO3-Apply animation concepts and production techniques to develop creative communication solutions.

CO4-Evaluate emerging technologies, industry practices and future trends in animation and interactive media.

Text Books

1. Williams, R. (2020). *The Animator's Survival Kit*. Faber & Faber.
 2. White, T. (2021). *Animation: From Pencils to Pixels*. Routledge.
 3. Wells, P. (2020). *Understanding Animation*. Routledge.
 4. Furniss, M. (2022). *Animation: Art and Industry*. Indiana University Press.
 5. Beiman, N. (2021). *Prepare to Board! Creating Story and Characters for Animated Features and Shorts*. Focal Press.
-

References

1. Thomas, F., & Johnston, O. (2020). *The Illusion of Life: Disney Animation*. Disney Editions.
 2. Bendazzi, G. (2021). *Animation: A World History* (Vols. I–III). CRC Press.
 3. Culhane, S. (2020). *Animation from Script to Screen*. CRC Press.
 4. Kerlow, I. V. (2021). *The Art of 3D Computer Animation and Effects*. Wiley.
 5. Solomon, C. (2022). *Enchanted Drawings: The History of Animation*. Random House.
 6. Wells, P., & Moore, S. (2021). *The Fundamentals of Animation*. Bloomsbury.
 7. Vaughan, T. (2023). *Multimedia: Making It Work*. McGraw-Hill.
 8. Manovich, L. (2021). *The Language of New Media*. MIT Press.
-

CO–PO Mapping

Animation Studies	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	1	2	1	12
CO2	2	3	2	2	1	2	1	13
CO3	2	3	3	2	1	3	2	16
CO4	2	3	2	3	2	3	1	16
Total	9	11	8	9	5	10	5	57

Level of Correlation:

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

CO–PSO Mapping

Animation Studies	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	2	1	1	1	2	1	10
CO2	2	3	1	2	1	2	1	12
CO3	3	3	1	2	1	3	2	15
CO4	2	3	2	2	2	3	1	15
Total	9	11	5	7	5	10	5	52

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced understanding of development communication theories, models and practices.
- To examine the role of communication in promoting social change, empowerment and sustainable development.
- To analyze communication strategies used by governments, NGOs, international organizations and civil society.
- To develop competencies in designing and evaluating communication interventions for development.
- To familiarize learners with contemporary approaches to participatory communication and social innovation.

UNIT I: Foundations of Development Communication

Contents

- Development: Meaning, Concepts and Dimensions
- Evolution of Development Communication
- Development Paradigms and Communication
- Modernization Theory
- Dependency Theory
- Participatory Development
- Communication and Sustainable Development
- Communication for Social Transformation

UNIT II: Theories and Models of Communication for Social Change

Contents

- Diffusion of Innovations Theory
- Social Learning Theory
- Participatory Communication Models
- Behaviour Change Communication (BCC)
- Social and Behaviour Change Communication (SBCC)
- Communication for Empowerment
- Communication and Community Mobilization
- Communication for Social Change Frameworks

UNIT III: Communication Strategies for Development

Contents

- Development Campaign Planning
- Audience Analysis and Segmentation
- Advocacy Communication
- Health Communication
- Educational Communication
- Agricultural and Rural Communication
- Environmental Communication
- Gender and Development Communication

UNIT IV: Media, Technology and Social Change

Contents

- Traditional Media for Development
- Community Media and Community Radio
- Development Journalism
- Digital Media and Social Development
- Social Media Activism
- ICTs for Development (ICT4D)
- Artificial Intelligence and Development Communication
- Mobile Communication and Social Innovation

UNIT V: Development Communication Practice and Evaluation

Contents

- Communication Project Design
 - Monitoring and Evaluation of Communication Programmes
 - Impact Assessment Techniques
 - Communication Research in Development Projects
 - Communication Ethics and Social Responsibility
 - United Nations Sustainable Development Goals (SDGs)
 - Case Studies in Development Communication
 - Emerging Trends in Communication for Social Change
-

Course Outcomes

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

CO1-Explain the concepts, theories and approaches of development communication and social change.

CO2-Analyze communication strategies and interventions used in development programmes and social campaigns.

CO3-Apply participatory communication approaches for addressing social, cultural and developmental issues.

CO4-Design and evaluate communication programmes that contribute to sustainable development and social transformation.

Text Books

1. Melkote, S. R., & Steeves, H. L. (2021). *Communication for Development: Theory and Practice for Empowerment and Social Justice*. Sage Publications.
2. Servaes, J. (2020). *Handbook of Communication for Development and Social Change*. Springer.
3. Mefalopulos, P. (2021). *Development Communication Sourcebook*. World Bank Publications.
4. Wilkins, K. G., Tufte, T., & Obregon, R. (2021). *The Handbook of Development Communication and Social Change*. Wiley-Blackwell.
5. Thomas, P. N. (2020). *Communication and Development in the Third World*. Sage Publications.

References

1. Rogers, E. M. (2021). *Diffusion of Innovations* (5th Edition). Free Press.
2. Singhal, A., & Rogers, E. M. (2020). *India's Communication Revolution*. Sage Publications.
3. Tufte, T. (2022). *Communication and Social Change: A Citizen Perspective*. Polity Press.
4. Quarry, W., & Ramirez, R. (2021). *Communication for Another Development*. Zed Books.
5. Lennie, J., & Tacchi, J. (2020). *Evaluating Communication for Development*. Routledge.
6. Servaes, J. (2021). *Communication for Development and Social Change*. Sage Publications.
7. FAO. (2022). *Communication for Development Handbook*. FAO Publications.
8. United Nations Development Programme (UNDP). (2023). *Communication and Sustainable Development Goals*. UN Publications.

CO–PO Mapping

Communication for Development and Social Change	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	2	2	3	1	1	14
CO2	2	3	2	2	3	2	1	15
CO3	2	3	3	2	3	2	2	17
CO4	3	3	3	3	3	2	2	19
Total	10	11	10	9	12	7	6	65

Level of Correlation:

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

CO–PSO Mapping

Communication for Development and Social Change	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	3	3	2	3	1	1	14
CO2	1	3	3	2	3	2	1	15
CO3	2	3	3	2	3	2	2	17
CO4	2	3	3	3	3	2	2	18
Total	6	12	12	9	12	7	6	64

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	INTERACTIVE MEDIA PRODUCTION LAB	Practicals			8	-	3	8	50	50	100

Learning Objectives

The objectives of this course are:

- To provide hands-on experience in designing and producing interactive media content.
- To develop competencies in user-centered design, interactive storytelling and digital experience creation.
- To familiarize learners with contemporary tools and technologies used in interactive media production.
- To integrate multimedia elements, user interaction and engagement strategies in communication products.
- To prepare students for professional practice in digital media, interactive communication and emerging media industries.

UNIT I: Interactive Media Design Fundamentals

Contents

- Principles of Interactive Media Design
- User-Centered Design Concepts
- Information Architecture
- Interface Design Basics
- Wireframing and Prototyping
- Visual Design for Interactive Media

Practical Exercises

1. Interactive Interface Design
2. Wireframe Development
3. User Flow Design

4. Interactive Navigation Design

UNIT II: Interactive Storytelling and Multimedia Production

Contents

- Interactive Storytelling Concepts
- Non-linear Narrative Design
- Multimedia Content Integration
- Interactive Visual Communication
- Storyboarding for Interactive Media
- Audience Engagement Strategies

Practical Exercises

1. Interactive Storyboard Creation
 2. Multimedia Storytelling Project
 3. Interactive Presentation Design
 4. Digital Narrative Development
-

UNIT III: Web and Mobile Interactive Media Production

Contents

- Responsive Design Principles
- Mobile-first Design
- Interactive Web Content
- User Experience Design Applications
- Social Media Interactivity
- Cross-platform Content Development

Practical Exercises

1. Interactive Web Page Prototype
 2. Mobile Content Design
 3. Interactive Social Media Campaign
 4. Responsive Interface Design
-

UNIT IV: Emerging Interactive Media Technologies

Contents

- Interactive Video Production
- Gamification Techniques
- Augmented Reality Applications
- Virtual Reality Experiences
- Artificial Intelligence in Interactive Media
- Conversational Interfaces and Chatbots

Practical Exercises

1. Interactive Video Creation
2. Gamified Content Development
3. AR/VR Experience Design
4. AI-assisted Interactive Content Production

UNIT V: Integrated Interactive Media Project

Contents

- Project Planning and Development
- User Testing and Evaluation
- Usability Assessment
- Content Optimization
- Digital Portfolio Development
- Professional Presentation of Interactive Media Projects

Practical Exercises

1. Interactive Media Campaign
2. Cross-platform Interactive Project
3. UX Evaluation Report
4. Final Interactive Media Production Project

Course Outcomes

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

CO1-Design interactive media interfaces and digital experiences using user-centered design principles.

CO2-Develop multimedia and interactive storytelling projects for web, mobile and emerging media platforms.

CO3-Apply interactive technologies, usability principles and audience engagement techniques in media production.

CO4-Create professional-quality interactive media products using contemporary tools, technologies and production workflows.

Laboratory Requirements

Software

- Figma
- Adobe XD
- Adobe Creative Cloud
- Canva Pro
- Unity (Basic Applications)
- AR/VR Development Tools
- AI-assisted Design Platforms

Hardware

- Multimedia Workstations
 - Mobile Devices and Tablets
 - VR Headsets (where available)
 - High-speed Internet Connectivity
 - Interactive Display Systems
-

Suggested Internal Assessment

Component	Marks
Interface Design Exercises	10
Interactive Storytelling Assignments	10
UX and Usability Tasks	10
Multimedia Production Portfolio	10
Interactive Media Project	10
Total	50

External Practical Examination

Component	Marks
Practical Production Test	20
Interactive Media Project Evaluation	20
Viva Voce	10
Total	50

Text Books

1. Rogers, Y., Sharp, H., & Preece, J. (2023). *Interaction Design: Beyond Human-Computer Interaction* (6th Edition). Wiley.
 2. Garrett, J. J. (2022). *The Elements of User Experience* (2nd Edition). New Riders.
 3. Krug, S. (2023). *Don't Make Me Think* (4th Edition). New Riders.
 4. Norman, D. A. (2020). *The Design of Everyday Things*. Basic Books.
 5. Saffer, D. (2021). *Designing for Interaction*. New Riders.
-

References

1. Buxton, B. (2021). *Sketching User Experiences*. Morgan Kaufmann.
 2. Shneiderman, B. et al. (2023). *Designing the User Interface* (7th Edition). Pearson.
 3. Morville, P., & Rosenfeld, L. (2022). *Information Architecture for the Web and Beyond*. O'Reilly.
 4. Manovich, L. (2021). *The Language of New Media*. MIT Press.
 5. Murray, J. H. (2022). *Inventing the Medium*. MIT Press.
 6. Hassenzahl, M. (2022). *Experience Design*. Morgan & Claypool.
 7. Jenkins, H. (2020). *Convergence Culture*. NYU Press.
 8. Unger, R., & Chandler, C. (2021). *A Project Guide to UX Design*. New Riders.
-

CO–PO Mapping

Interactive Media Production Lab	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
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CO1	3	2	3	1	1	3	1	14
CO2	2	2	3	1	1	3	2	14
CO3	2	3	3	2	1	3	2	16
CO4	3	3	3	2	2	3	3	19
Total	10	10	12	6	5	12	8	63

Level of Correlation:

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

CO–PSO Mapping

Interactive Media Production Lab	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	3	2	1	1	1	3	1	12
CO2	3	2	1	1	1	3	2	13
CO3	2	3	1	1	1	3	2	13
CO4	3	3	2	2	2	3	3	18
Total	11	10	5	5	5	12	8	56

Level of Correlation:

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

Practical Record Requirement

Students shall maintain an **Interactive Media Production Portfolio** containing:

- Wireframes and Prototypes
- Interactive Storytelling Projects
- UX Design Exercises
- Web and Mobile Interface Designs
- Interactive Video Projects
- AR/VR Demonstrations
- AI-assisted Interactive Media Projects
- Final Integrated Interactive Media Production Project

The portfolio shall be submitted in digital format along with project documentation and presented during the practical examination.

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	AI TOOLS FOR CREATIVE MEDIA	SBE	3				3	8	25	75	100

Learning Objectives

The objectives of this course are:

- To familiarize learners with Artificial Intelligence technologies used in creative media industries.
- To develop competencies in AI-assisted content creation, design and multimedia production.
- To examine the applications of generative AI in visual communication, storytelling and media production.

- To cultivate ethical and responsible use of AI tools in creative workflows.
 - To prepare students for emerging careers in AI-driven media environments.
-

UNIT I: Foundations of Artificial Intelligence in Creative Media

Contents

- Introduction to Artificial Intelligence
 - Evolution of AI and Creative Technologies
 - AI, Machine Learning and Deep Learning Concepts
 - Generative AI: Concepts and Applications
 - AI Ecosystem in Media Industries
 - Human Creativity and Artificial Intelligence
 - Opportunities and Challenges of AI in Creative Media
 - Future of AI-driven Communication
-

UNIT II: AI for Content Creation and Writing

Contents

- AI-assisted Writing Tools
 - Prompt Engineering Fundamentals
 - AI for Script Writing and Story Development
 - AI in Journalism and Content Production
 - Blog, Social Media and Marketing Content Generation
 - AI-powered Research and Information Gathering
 - Language Translation and Localization Tools
 - Content Verification and Fact Checking
-

UNIT III: AI for Visual Design and Multimedia Production

Contents

- AI-powered Graphic Design Tools
 - AI Image Generation Technologies
 - AI for Branding and Visual Identity Design
 - AI-assisted Video Creation
 - AI Video Editing and Enhancement
 - AI-powered Motion Graphics
 - AI Tools for Photography Enhancement
 - Creative Workflows for Visual Communication
-

UNIT IV: AI for Interactive Media and Audience Engagement

Contents

- AI in User Experience Design
- Conversational AI and Chatbots
- Personalized Content Systems
- AI in Social Media Management
- Audience Analytics and Predictive Insights
- Recommendation Systems
- AI for Interactive Storytelling

- Virtual Influencers and Synthetic Media

UNIT V: Ethics, Governance and Emerging Trends in AI Media

Contents

- Ethical Issues in AI-generated Content
- Copyright, Ownership and Intellectual Property
- Deepfakes and Synthetic Media
- Bias and Fairness in AI Systems
- Responsible AI Practices
- AI Regulations and Governance
- Emerging AI Tools for Creative Industries
- Future Trends in AI and Media Innovation

Course Outcomes

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

CO1-Explain the concepts, technologies and applications of AI in creative media industries.
 CO2-Apply AI tools for content creation, design, multimedia production and audience engagement.
 CO3-Evaluate AI-generated media content, creative workflows and communication strategies.
 CO4-Demonstrate ethical, responsible and innovative use of AI technologies in professional media environments.

Text Books

1. Russell, S., & Norvig, P. (2022). *Artificial Intelligence: A Modern Approach* (4th Edition). Pearson.
2. Marr, B. (2023). *Generative AI in Practice*. Wiley.
3. Mollick, E. (2024). *Co-Intelligence: Living and Working with AI*. Portfolio.
4. Shapiro, J. (2024). *AI and the Future of Creativity*. Routledge.
5. Goodfellow, I., Bengio, Y., & Courville, A. (2022). *Deep Learning*. MIT Press.

References

1. Holmes, W., Bialik, M., & Fadel, C. (2023). *Artificial Intelligence in Education and Creative Industries*. Center for Curriculum Redesign.
2. Kaplan, A., & Haenlein, M. (2020). *Siri, Siri, in My Hand: Who's the Fairest in the Land?*. Business Horizons.
3. Manovich, L. (2023). *AI Aesthetics*. Strelka Press.
4. Kelleher, J. D. (2024). *Deep Learning*. MIT Press.
5. McStay, A. (2024). *Artificial Intelligence and Media*. Routledge.
6. Floridi, L. (2023). *The Ethics of Artificial Intelligence*. Oxford University Press.
7. UNESCO (2023). *Guidance for Generative AI in Education and Research*.
8. European Commission (2024). *AI Act and Responsible AI Frameworks*.

CO–PO Mapping

AI Tools for Creative Media	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
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CO1	3	2	1	1	1	3	1	12
CO2	2	3	3	1	1	3	2	15
CO3	2	3	2	2	2	3	1	15
CO4	2	3	3	3	3	3	2	19
Total	9	11	9	7	7	12	6	61

Level of Correlation:

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

CO–PSO Mapping

AI Tools for Creative Media	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	3	1	11
CO2	3	2	1	1	2	3	2	14
CO3	2	2	1	2	2	3	1	13
CO4	3	2	2	2	3	3	2	17
Total	10	7	5	6	9	12	6	55

Level of Correlation:

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

II Year III- Semester

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	VISUAL ANALYTICS AND DATA VISUALIZATION	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To introduce learners to the principles, concepts and applications of visual analytics and data visualization.
- To develop the ability to interpret, analyze and communicate complex data through visual representations.
- To familiarize learners with data collection, processing, visualization and storytelling techniques.
- To equip students with practical knowledge of visualization tools used in media, communication and business environments.

- To enhance decision-making and communication skills through evidence-based visual narratives.
-

UNIT I: Foundations of Data Visualization and Visual Analytics

Contents

- Data, Information and Knowledge
 - Introduction to Visual Analytics
 - Importance of Data Visualization in Communication
 - Evolution of Data Visualization
 - Types of Data
 - Data Visualization Principles
 - Visual Perception and Cognitive Processing
 - Role of Visual Analytics in Media and Communication
-

UNIT II: Data Collection, Processing and Analysis

Contents

- Sources of Data
 - Primary and Secondary Data
 - Structured and Unstructured Data
 - Data Cleaning and Preparation
 - Data Classification and Organization
 - Descriptive Statistics for Visualization
 - Data Interpretation Techniques
 - Introduction to Data Analytics
-

UNIT III: Visualization Design and Storytelling

Contents

- Principles of Visual Design
 - Data Storytelling Concepts
 - Visual Hierarchy and Information Design
 - Charts, Graphs and Infographics
 - Dashboard Design
 - Interactive Visualization
 - Visual Communication Strategies
 - Audience-Centered Visualization
-

UNIT IV: Visualization Tools and Applications

Contents

- Data Visualization Software and Platforms
- Spreadsheet-based Visualization

- Tableau and Power BI Fundamentals
 - Google Data Studio and Online Visualization Tools
 - Infographic Design Applications
 - Social Media Analytics Visualization
 - Media Audience Analytics
 - Data Visualization for Journalism and Communication Research
-

UNIT V: Advanced Visual Analytics and Emerging Trends

Contents

- Big Data Visualization
 - Artificial Intelligence in Data Visualization
 - Predictive Analytics and Visualization
 - Geospatial Visualization and Mapping
 - Real-Time Data Dashboards
 - Interactive and Immersive Analytics
 - Ethical Issues in Data Visualization
 - Future Trends in Visual Analytics
-

Course Outcomes

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

CO1

Explain the concepts, principles and techniques of visual analytics and data visualization.

CO2

Analyze, interpret and organize data for effective visual communication.

CO3

Design and develop data visualizations, infographics and dashboards using appropriate tools and techniques.

CO4

Evaluate data-driven communication strategies and apply advanced visual analytics for decision-making and storytelling.

Text Books

1. Knaflic, C. N. (2023). *Storytelling with Data: A Data Visualization Guide for Business Professionals*. Wiley.
2. Cairo, A. (2023). *The Truthful Art: Data, Charts and Maps for Communication*. New Riders.
3. Murray, S. (2022). *Interactive Data Visualization for the Web*. O'Reilly Media.
4. Evergreen, S. D. H. (2024). *Effective Data Visualization*. Sage Publications.

5. Few, S. (2022). *Information Dashboard Design*. Analytics Press.

References

1. Kirk, A. (2024). *Data Visualization: A Handbook for Data Driven Design*. Sage Publications.
2. Tufte, E. R. (2023). *The Visual Display of Quantitative Information*. Graphics Press.
3. Yau, N. (2023). *Data Points: Visualization That Means Something*. Wiley.
4. Wilke, C. O. (2023). *Fundamentals of Data Visualization*. O'Reilly Media.
5. Dykes, B. (2024). *Effective Data Storytelling*. Wiley.
6. Schwabish, J. (2024). *Better Data Visualizations*. Columbia University Press.
7. Munzner, T. (2023). *Visualization Analysis and Design*. CRC Press.
8. Few, S. (2023). *Show Me the Numbers*. Analytics Press.

CO–PO Mapping

Visual Analytics and Data Visualization	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	2	1	11
CO2	2	3	2	1	1	3	1	13
CO3	2	3	3	2	1	3	2	16
CO4	2	3	3	3	2	3	2	18
Total	9	11	9	7	5	11	6	58

Level of Correlation:

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

CO–PSO Mapping

Visual Analytics and Data Visualization	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	1	1	1	3	1	10
CO2	2	3	1	1	1	3	1	12
CO3	3	2	1	1	1	3	2	13
CO4	2	3	2	2	2	3	2	16
Total	8	10	5	5	5	12	6	51

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	ARTIFICIAL INTELLIGENCE	Core	5	1	-	-	5	6	25	75	100

	AND EMERGING MEDIA TECHNOLOGIES											
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Learning Objectives

The objectives of this course are:

- To introduce learners to the concepts, principles and applications of Artificial Intelligence in media and communication.
- To examine the impact of emerging technologies on media production, distribution and consumption.
- To develop competencies in AI-assisted content creation, audience analytics and media innovation.
- To familiarize learners with immersive, intelligent and interactive media environments.
- To cultivate critical understanding of ethical, legal and societal implications of AI-driven media technologies.

UNIT I: Foundations of Artificial Intelligence and Media Technologies

Contents

- Introduction to Artificial Intelligence
- History and Evolution of AI
- Machine Learning and Deep Learning Concepts
- Natural Language Processing (NLP)
- Computer Vision and Image Recognition
- AI Ecosystem in Media Industries
- Emerging Technologies in Communication
- AI and the Future of Media

UNIT II: AI-Driven Content Creation and Media Production

Contents

- Generative Artificial Intelligence
- AI-assisted Writing and Journalism
- AI for Visual Content Creation
- AI-powered Video Production
- Automated News Generation
- AI in Script Writing and Storytelling
- Content Personalization Systems
- AI Tools for Creative Media Production

UNIT III: Intelligent Media Systems and Audience Analytics

Contents

- Recommendation Algorithms
- Predictive Analytics
- Audience Behaviour Analysis
- Social Media Analytics
- AI-powered Marketing Communication

- Chatbots and Conversational AI
 - Personalization and User Engagement
 - Data-driven Communication Strategies
-

UNIT IV: Immersive and Emerging Media Technologies

Contents

- Virtual Reality (VR)
 - Augmented Reality (AR)
 - Mixed Reality (MR)
 - Extended Reality (XR)
 - Metaverse and Virtual Worlds
 - Internet of Things (IoT) in Media
 - Blockchain Applications in Media
 - Interactive and Immersive Storytelling
-

UNIT V: Ethics, Governance and Future of AI in Media

Contents

- Ethical Issues in Artificial Intelligence
 - Algorithmic Bias and Fairness
 - Privacy and Data Protection
 - Intellectual Property Rights in AI-generated Content
 - Deepfakes and Synthetic Media
 - Regulatory Frameworks and Governance
 - Responsible AI Practices
 - Future Trends in AI and Emerging Media Technologies
-

Course Outcomes

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

CO1

Explain the concepts, principles and applications of Artificial Intelligence and emerging media technologies.

CO2

Analyze the role of AI and intelligent systems in media production, distribution and audience engagement.

CO3

Apply AI-powered tools and emerging technologies in communication, content creation and media innovation.

CO4

Evaluate the ethical, legal and societal implications of AI-driven media technologies and emerging digital ecosystems.

Text Books

1. Russell, S., & Norvig, P. (2022). *Artificial Intelligence: A Modern Approach* (4th Edition). Pearson.
2. McStay, A. (2024). *Artificial Intelligence and Media*. Routledge.
3. Marr, B. (2023). *Generative AI in Practice*. Wiley.
4. Shapiro, J. (2024). *AI and the Future of Creativity*. Routledge.
5. Pavlik, J. V. (2024). *Disruption and Digital Journalism: Emerging Media Technologies*. Routledge.

References

1. Floridi, L. (2023). *The Ethics of Artificial Intelligence*. Oxford University Press.
2. Kaplan, A., & Haenlein, M. (2023). *Artificial Intelligence, Business and Society*. Sage Publications.
3. Manovich, L. (2023). *AI Aesthetics*. Strelka Press.
4. McQuail, D. (2023). *McQuail's Media and Mass Communication Theory*. Sage Publications.
5. Negroponte, N. (2022). *Being Digital*. Vintage Books.
6. Jenkins, H. (2023). *Convergence Culture and New Media*. New York University Press.
7. UNESCO. (2023). *Guidance for Generative AI in Education and Research*.
8. European Commission. (2024). *Artificial Intelligence Act and Digital Governance Framework*.

CO–PO Mapping

Artificial Intelligence and Emerging Media Technologies	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	3	1	12
CO2	2	3	2	1	1	3	1	13
CO3	2	3	3	2	1	3	2	16
CO4	2	3	2	3	3	2	1	16
Total	9	11	8	7	6	11	5	57

Level of Correlation:

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

CO–PSO Mapping

Artificial Intelligence and Emerging Media Technologies	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	3	1	11
CO2	2	2	1	1	2	3	1	12
CO3	3	2	1	1	2	3	2	14
CO4	2	3	2	2	3	2	1	15
Total	9	8	5	5	9	11	5	52

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	MEDIA ENTREPRENEURSHIP AND CREATIVE INDUSTRY MANAGEMENT	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To introduce learners to entrepreneurship concepts and opportunities in media and creative industries.
- To develop entrepreneurial competencies required for establishing and managing media ventures.
- To familiarize students with business models, innovation and strategic management in creative industries.
- To examine the economic, technological and regulatory dimensions of media enterprises.
- To equip learners with skills for leadership, project management and sustainable business development in the creative economy.

UNIT I: Foundations of Media Entrepreneurship

Contents

- Entrepreneurship: Meaning, Nature and Scope
- Entrepreneurial Mindset and Leadership
- Media Entrepreneurship: Concepts and Characteristics
- Evolution of Media Enterprises
- Creative Economy and Creative Industries
- Opportunities in Media and Communication Industries
- Startup Ecosystem in Media
- Entrepreneurial Success Stories in Media

UNIT II: Business Models and Innovation in Media Industries

Contents

- Media Business Models
 - Revenue Streams in Media Organizations
 - Digital Business Models
 - Innovation and Disruptive Technologies
 - Media Product Development
 - Business Planning and Feasibility Analysis
 - Intellectual Property and Commercialization
 - Entrepreneurship in Digital Media Platforms
-

UNIT III: Creative Industry Management

Contents

- Structure of Creative Industries
 - Managing Creative Organizations
 - Project Management in Media Production
 - Human Resource Management in Creative Industries
 - Team Building and Leadership
 - Financial Management for Media Enterprises
 - Resource Mobilization and Funding Strategies
 - Strategic Decision Making
-

UNIT IV: Marketing, Branding and Media Economics

Contents

- Media Marketing Concepts
 - Branding and Brand Management
 - Audience Development Strategies
 - Digital Marketing and Social Media Promotion
 - Media Economics
 - Advertising and Revenue Generation
 - Market Research and Consumer Behaviour
 - Competitive Strategies in Media Markets
-

UNIT V: Emerging Trends and Entrepreneurial Opportunities

Contents

- Artificial Intelligence and Media Entrepreneurship
 - Content Monetization Strategies
 - OTT Platforms and Creator Economy
 - Influencer and Social Media Entrepreneurship
 - Media Startups and Innovation Hubs
 - Legal and Ethical Issues in Media Business
 - Sustainability in Creative Industries
 - Future Trends in Media Entrepreneurship
-

Course Outcomes

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

CO1

Explain the concepts, principles and practices of media entrepreneurship and creative industry management.

CO2

Analyze media business models, entrepreneurial opportunities and management strategies in creative industries.

CO3

Develop business plans and entrepreneurial solutions for media and communication enterprises.

CO4

Evaluate emerging trends, innovations and sustainability practices in media entrepreneurship and creative industry management.

Text Books

1. Briggs, M. (2023). *Entrepreneurial Journalism: How to Build What's Next for News*. CQ Press.
2. Deuze, M. (2023). *Media Work*. Polity Press.
3. Küng, L. (2022). *Strategic Management in the Media*. Sage Publications.
4. Tuten, T. L. (2024). *Social Media Marketing*. Sage Publications.
5. Hesmondhalgh, D. (2023). *The Cultural Industries*. Sage Publications.

References

1. Doyle, G. (2022). *Understanding Media Economics*. Sage Publications.
2. Picard, R. G. (2023). *The Economics and Financing of Media Companies*. Fordham University Press.
3. Caves, R. E. (2022). *Creative Industries: Contracts Between Art and Commerce*. Harvard University Press.
4. Howkins, J. (2023). *The Creative Economy*. Penguin Books.
5. Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 5.0: Technology for Humanity*. Wiley.
6. Osterwalder, A., & Pigneur, Y. (2022). *Business Model Generation*. Wiley.
7. Ries, E. (2023). *The Lean Startup*. Crown Business.
8. UNESCO (2024). *Creative Economy Outlook*. UNESCO Publications.

Course Outcomes Mapping

CO–PO Mapping

Media Entrepreneurship and Creative Industry Management	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	2	1	2	12
CO2	2	3	2	1	2	2	2	14
CO3	2	3	3	2	2	2	3	17
CO4	2	3	2	3	3	2	2	17
Total	9	11	8	7	9	7	9	60

Level of Correlation:

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

CO–PSO Mapping

Media Entrepreneurship and Creative Industry Management	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	1	3	11
CO2	2	2	1	1	2	2	3	13
CO3	3	2	1	2	2	2	3	15
CO4	2	2	2	2	3	2	3	16
Total	9	7	5	6	9	7	12	55

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exer	Total
	Immersive Media (AR/VR/XR)	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To introduce learners to the concepts, technologies and applications of immersive media.
- To develop understanding of Augmented Reality (AR), Virtual Reality (VR) and Extended Reality (XR) ecosystems.
- To examine the role of immersive technologies in communication, entertainment, education and industry.
- To familiarize students with immersive storytelling, user experience design and content creation.
- To cultivate critical awareness of the ethical, social and technological implications of immersive media.

UNIT I: Foundations of Immersive Media**Contents**

- Introduction to Immersive Media
- Evolution of Immersive Technologies
- Concepts of Reality-Virtuality Continuum
- Augmented Reality (AR)
- Virtual Reality (VR)
- Mixed Reality (MR)
- Extended Reality (XR)
- Immersive Media Ecosystem and Industry Landscape

UNIT II: Technologies and Platforms for Immersive Media**Contents**

- Hardware Components of AR/VR/XR
- Head Mounted Displays (HMDs)
- Sensors, Tracking and Motion Capture Systems
- Spatial Computing
- Mobile and Wearable Technologies
- Development Platforms and Software Tools
- Interactive Environments

- Cloud and Network Technologies for Immersive Experiences
-

UNIT III: Immersive Storytelling and User Experience Design

Contents

- Principles of Immersive Storytelling
 - Narrative Design in Virtual Environments
 - User Experience (UX) in Immersive Media
 - User Interface Design for AR/VR/XR
 - Interaction Design Principles
 - Spatial Communication
 - Audience Engagement Strategies
 - Designing Immersive Experiences
-

UNIT IV: Applications of Immersive Media

Contents

- Immersive Journalism
 - Virtual Production in Film and Television
 - Gaming and Entertainment Applications
 - Education and Training Simulations
 - Healthcare and Therapeutic Applications
 - Advertising and Brand Communication
 - Cultural Heritage and Museum Experiences
 - Social and Collaborative Virtual Environments
-

UNIT V: Emerging Trends, Ethics and Future Directions

Contents

- Metaverse and Virtual Worlds
 - Artificial Intelligence in Immersive Media
 - Digital Twins and Smart Environments
 - Immersive Analytics and Data Visualization
 - Ethical Issues in AR/VR/XR
 - Privacy and Data Security
 - Psychological and Social Implications
 - Future Trends in Immersive Media Technologies
-

Course Outcomes

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

CO1

Explain the concepts, technologies and applications of AR, VR, MR and XR in contemporary media environments.

CO2

Analyze immersive media platforms, user experiences and storytelling strategies across diverse communication contexts.

CO3

Apply immersive media concepts in the design and development of communication and media experiences.

CO4

Evaluate the technological, ethical and societal implications of immersive media and emerging virtual ecosystems.

Text Books

1. Sherman, W. R., & Craig, A. B. (2023). *Understanding Virtual Reality: Interface, Application and Design*. Morgan Kaufmann.
2. Jerald, J. (2024). *The VR Book: Human-Centered Design for Virtual Reality*. Association for Computing Machinery.
3. Schmalstieg, D., & Hollerer, T. (2023). *Augmented Reality: Principles and Practice*. Addison-Wesley.
4. Ryan, M. L. (2023). *Narrative as Virtual Reality*. Johns Hopkins University Press.
5. Geroimenko, V. (2024). *Augmented Reality Art: From an Emerging Technology to a Novel Creative Medium*. Springer.

References

1. Craig, A. B. (2023). *Understanding Augmented Reality*. Morgan Kaufmann.
2. Madary, M., & Metzinger, T. (2022). *Real Virtuality: A Code of Ethical Conduct*. Frontiers in Robotics and AI.
3. Freeman, D., Reeve, S., Robinson, A., et al. (2023). *Virtual Reality in Psychology and Healthcare*. Oxford University Press.
4. Manovich, L. (2023). *The Language of New Media*. MIT Press.
5. Murray, J. H. (2023). *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. MIT Press.
6. Bailenson, J. (2024). *Experience on Demand: What Virtual Reality Is, How It Works, and What It Can Do*. W.W. Norton.
7. Kim, G. J. (2023). *Designing Virtual Reality Systems*. Springer.
8. Slater, M., & Sanchez-Vives, M. V. (2024). *Enhancing Our Lives with Immersive Virtual Reality*. Frontiers Media.

CO–PO Mapping

Immersive Media (AR/VR/XR)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	1	3	1	12
CO2	2	3	2	1	1	3	1	13
CO3	2	3	3	2	1	3	2	16
CO4	2	3	2	3	3	2	1	16
Total	9	11	8	7	6	11	5	57

Level of Correlation:

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

CO–PSO Mapping

Immersive Media (AR/VR/XR)	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	1	3	1	10
CO2	2	2	1	1	1	3	1	11
CO3	3	2	1	1	1	3	2	13
CO4	2	3	2	2	2	3	1	15
Total	9	8	5	5	5	12	5	49

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Strategic Visual Communication	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To introduce learners to strategic communication principles within visual media environments.
- To develop competencies in planning, designing and managing visual communication campaigns.
- To examine the role of visual communication in branding, public engagement and organizational communication.
- To familiarize students with audience-centered communication strategies and visual persuasion techniques.
- To enhance decision-making and leadership skills in strategic visual communication contexts.

UNIT I: Foundations of Strategic Visual Communication**Contents**

- Strategic Communication: Concepts and Scope
- Evolution of Strategic Communication
- Visual Communication in Organizational Contexts
- Strategic Thinking and Communication Planning
- Communication Objectives and Goal Setting
- Stakeholder Communication
- Strategic Communication Models
- Role of Visual Communication in Contemporary Society

UNIT II: Audience Analysis and Communication Strategy

Contents

- Audience Research and Segmentation
 - Consumer and Audience Behaviour
 - Perception and Visual Cognition
 - Persuasion Theories and Visual Influence
 - Communication Strategy Development
 - Message Design and Framing
 - Cultural Considerations in Visual Communication
 - Strategic Audience Engagement
-

UNIT III: Branding, Identity and Visual Storytelling

Contents

- Brand Communication Strategies
 - Visual Identity Systems
 - Corporate Branding and Reputation Management
 - Strategic Visual Storytelling
 - Narrative Design and Communication
 - Content Strategy for Visual Platforms
 - Emotional Branding and Audience Connection
 - Brand Consistency Across Media Platforms
-

UNIT IV: Campaign Planning and Media Strategy

Contents

- Strategic Communication Campaigns
 - Integrated Marketing Communication (IMC)
 - Media Planning and Media Selection
 - Digital Communication Strategies
 - Social Media Campaign Design
 - Visual Content Management
 - Campaign Execution and Monitoring
 - Communication Effectiveness Assessment
-

UNIT V: Emerging Trends and Strategic Communication Leadership

Contents

- Artificial Intelligence in Strategic Communication
 - Data-driven Visual Communication
 - Visual Analytics and Audience Insights
 - Crisis Communication and Reputation Management
 - Ethical Issues in Strategic Communication
 - Sustainability and Social Responsibility Communication
 - Leadership in Communication Organizations
 - Future Trends in Strategic Visual Communication
-

Course Outcomes

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

CO1

Explain the principles, models and practices of strategic visual communication.

CO2

Analyze audience behaviour, communication contexts and visual strategies for effective engagement.

CO3

Design strategic visual communication plans, branding initiatives and communication campaigns.

CO4

Evaluate communication effectiveness, emerging technologies and leadership practices in strategic communication environments.

Text Books

1. Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2023). *Defining Strategic Communication*. Routledge.
2. Smith, R. D. (2024). *Strategic Planning for Public Relations* (6th Edition). Routledge.
3. Heath, R. L. (2023). *The Handbook of Strategic Communication*. Wiley-Blackwell.
4. Wheeler, A. (2024). *Designing Brand Identity* (6th Edition). Wiley.
5. Fog, K., Budtz, C., & Yakaboylu, B. (2023). *Storytelling: Branding in Practice*. Springer.

References

1. Argenti, P. A. (2024). *Corporate Communication*. McGraw-Hill Education.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 5.0: Technology for Humanity*. Wiley.
3. Fill, C., & Turnbull, S. (2024). *Marketing Communications: Discovery, Creation and Conversations*. Pearson.
4. Tuten, T. L. (2024). *Social Media Marketing*. Sage Publications.
5. Knaflitz, C. N. (2023). *Storytelling with Data*. Wiley.
6. Jenkins, H. (2023). *Convergence Culture*. New York University Press.
7. Cornelissen, J. (2024). *Corporate Communication: A Guide to Theory and Practice*. Sage Publications.
8. Ries, A., & Ries, L. (2023). *The 22 Immutable Laws of Branding*. Harper Business.

CO–PO Mapping

Strategic Visual Communication	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	2	2	1	12
CO2	2	3	2	1	2	2	1	13
CO3	2	3	3	2	2	2	3	17
CO4	2	3	2	3	3	2	2	17
Total	9	11	8	7	9	8	7	59

Level of Correlation:

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

CO–PSO Mapping

Strategic Visual Communication	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	2	1	10
CO2	2	2	1	1	2	2	1	11
CO3	3	2	1	2	2	2	3	15
CO4	2	3	2	2	3	2	2	16
Total	9	8	5	6	9	8	7	52

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Advanced Advertising and Brand Design	Elective	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To provide advanced knowledge of advertising theories, strategies and contemporary practices.
- To develop creative and strategic skills in brand design and brand communication.
- To familiarize learners with integrated advertising campaigns across traditional and digital platforms.
- To enhance competencies in visual branding, consumer engagement and creative message design.
- To examine emerging trends, technologies and ethical issues in advertising and brand management.

UNIT I: Advanced Concepts in Advertising and Brand Communication**Contents**

- Evolution of Advertising in the Digital Era
- Advanced Advertising Theories and Models
- Advertising as Strategic Communication
- Brand Communication and Consumer Engagement
- Brand Equity and Brand Value
- Consumer Psychology in Advertising
- Market Segmentation and Target Audience Analysis
- Contemporary Advertising Environment

UNIT II: Creative Strategy and Advertising Design

Contents

- Creative Thinking and Idea Generation
- Advertising Appeals and Persuasive Techniques
- Copywriting for Print, Broadcast and Digital Media
- Visual Communication in Advertising
- Art Direction and Creative Execution
- Typography, Colour and Design Principles
- Storytelling in Advertising
- Creative Evaluation Techniques

UNIT III: Brand Design and Identity Systems

Contents

- Brand Identity and Brand Personality
- Logo Design and Visual Identity Systems
- Brand Positioning Strategies
- Corporate Identity Design
- Packaging Design and Brand Experience
- Rebranding and Brand Revitalization
- Brand Guidelines and Consistency
- Design Thinking in Brand Development

UNIT IV: Integrated Advertising Campaigns and Digital Branding

Contents

- Integrated Marketing Communication (IMC)
- Campaign Planning and Strategy Development
- Media Planning and Media Buying
- Social Media Advertising
- Influencer Marketing and Content Marketing
- Digital Branding Strategies
- Performance Marketing and Analytics
- Advertising Campaign Evaluation

UNIT V: Emerging Trends, Ethics and Future of Advertising

Contents

- Artificial Intelligence in Advertising
 - Programmatic Advertising
 - Immersive Advertising and Extended Reality (XR)
 - Personalized and Data-driven Advertising
 - Sustainability and Green Branding
 - Ethics and Regulation in Advertising
 - Consumer Privacy and Data Protection
 - Future Trends in Advertising and Brand Design
-

Course Outcomes

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

CO1

Explain advanced concepts, theories and practices of advertising and brand communication.

CO2

Analyze consumer behaviour, advertising strategies and branding approaches in diverse communication contexts.

CO3

Design creative advertising campaigns, brand identities and integrated communication strategies.

CO4

Evaluate emerging technologies, ethical issues and contemporary trends in advertising and brand design.

Text Books

1. Belch, G. E., & Belch, M. A. (2024). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
2. Wheeler, A. (2024). *Designing Brand Identity* (6th Edition). Wiley.
3. Moriarty, S., Mitchell, N., & Wells, W. (2023). *Advertising and IMC: Principles and Practice*. Pearson.
4. Keller, K. L., Swaminathan, V. (2024). *Strategic Brand Management*. Pearson.
5. Solomon, M. R. (2023). *Consumer Behavior: Buying, Having and Being*. Pearson.

References

1. Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 5.0: Technology for Humanity*. Wiley.
2. Tuten, T. L. (2024). *Social Media Marketing*. Sage Publications.
3. Aaker, D. A. (2023). *Building Strong Brands*. Free Press.
4. Clifton, R., & Simmons, J. (2023). *Brands and Branding*. Bloomberg Press.
5. Ryan, D. (2024). *Understanding Digital Marketing*. Kogan Page.
6. Ogilvy, D. (2023). *Ogilvy on Advertising*. Vintage.
7. Fill, C., & Turnbull, S. (2024). *Marketing Communications*. Pearson.
8. Hollis, N. (2023). *The Global Brand*. Palgrave Macmillan.

CO–PO Mapping

Advanced Advertising and Brand Design	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	2	2	1	12
CO2	2	3	2	1	2	2	1	13
CO3	2	3	3	2	2	2	3	17
CO4	2	3	2	3	3	2	2	17
Total	9	11	8	7	9	8	7	59

Level of Correlation:

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

CO–PSO Mapping

Advanced Advertising and Brand Design	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	2	1	10
CO2	2	2	1	1	2	2	1	11
CO3	3	2	1	2	2	2	3	15
CO4	2	3	2	2	3	2	2	16
Total	9	8	5	6	9	8	7	52

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	IMMERSIVE MEDIA AND INNOVATION LAB	Practical			8	-	3	8	50	50	100

Learning Objectives

The objectives of this course are:

- To provide hands-on experience in designing and developing immersive media applications.
- To familiarize learners with AR, VR, XR and interactive media production tools.
- To develop creative and technical competencies in immersive storytelling and experience design.
- To enable students to create innovative media products using emerging technologies.
- To encourage experimentation, innovation and problem-solving in immersive communication environments.

Laboratory Exercises

UNIT I: Immersive Media Design Fundamentals

Practical Components

- Introduction to AR, VR and XR Development Environments
- Exploring Immersive Media Hardware and Software
- Creating Virtual Environments
- 360-Degree Image and Video Production
- Spatial Media Concepts
- User-Centered Design Principles
- Immersive Experience Mapping
- Mini Project: Virtual Environment Prototype

UNIT II: Augmented Reality Content Development

Practical Components

- AR Interface Design
- Marker-Based AR Applications
- Markerless AR Applications
- Object Recognition Techniques
- Interactive AR Experiences
- Mobile AR Applications
- AR Storytelling Exercises
- Mini Project: Educational or Promotional AR Experience

UNIT III: Virtual Reality Experience Design

Practical Components

- VR Environment Development
- Scene Composition and Spatial Design
- Interactive Navigation Systems
- User Interaction Design
- Virtual Storytelling Techniques
- Sound Design for Virtual Environments
- VR Usability Testing
- Mini Project: Immersive VR Experience

UNIT IV: Extended Reality and Interactive Innovation

Practical Components

- Mixed Reality Applications
- Interactive Installations
- AI Integration in Immersive Media
- Virtual Production Techniques
- Gamification Concepts
- Immersive Brand Communication
- Collaborative XR Experiences
- Mini Project: Interactive XR Prototype

UNIT V: Innovation Project and Portfolio Development

Practical Components

- Design Thinking for Media Innovation
- Emerging Technology Applications
- Immersive Journalism Prototype
- Educational or Social Impact XR Project
- Startup and Product Innovation Concepts
- User Testing and Evaluation
- Portfolio Preparation
- Final Capstone Project Presentation and Demonstration

Course Outcomes

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

CO1

Demonstrate proficiency in the use of immersive media tools, technologies and production workflows.

CO2

Develop AR, VR and XR experiences for communication, education, entertainment and media applications.

CO3

Design innovative immersive storytelling projects and interactive media experiences.

CO4

Evaluate immersive media products and create professional portfolios demonstrating technical and creative competencies.

Software and Laboratory Requirements

Software

- Unity 3D
- Unreal Engine
- Blender
- Adobe Creative Cloud
- Spark AR Studio
- Meta Quest Development Tools
- ARCore / ARKit Development Platforms
- WebXR Development Tools

Hardware

- High Performance Multimedia Workstations
- VR Headsets (Meta Quest / HTC Vive or Equivalent)
- 360-Degree Cameras
- Motion Controllers
- Audio Recording Equipment
- Green Screen Studio Facilities
- High-Speed Internet Connectivity

Suggested References

1. Sherman, W. R., & Craig, A. B. (2023). *Understanding Virtual Reality: Interface, Application and Design*. Morgan Kaufmann.
2. Jerald, J. (2024). *The VR Book: Human-Centered Design for Virtual Reality*. ACM Publications.
3. Schmalstieg, D., & Hollerer, T. (2023). *Augmented Reality: Principles and Practice*. Addison-Wesley.
4. Kim, G. J. (2023). *Designing Virtual Reality Systems*. Springer.
5. Bailenson, J. (2024). *Experience on Demand: What Virtual Reality Is, How It Works, and What It Can Do*. W.W. Norton.
6. Unity Technologies Documentation.
7. Unreal Engine Learning Resources.
8. Meta Quest Developer Documentation.

CO–PO Mapping

Immersive Media and Innovation Lab	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	3	1	1	3	2	15
CO2	2	3	3	1	1	3	2	15
CO3	2	3	3	2	1	3	3	17
CO4	2	3	2	3	2	3	3	18

Total	9	11	11	7	5	12	10	65
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Level of Correlation:

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

CO–PSO Mapping

Immersive Media and Innovation Lab	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	3	1	1	1	1	3	2	12
CO2	3	2	1	1	1	3	2	13
CO3	3	2	1	2	1	3	3	15
CO4	2	3	2	2	2	3	3	17
Total	11	8	5	6	5	12	10	57

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	Digital Portfolio Development and Personal Branding	SBE	3	1	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are:

- To enable learners to develop professional digital portfolios showcasing their academic and creative achievements.
- To familiarize students with personal branding strategies for media and communication professionals.
- To develop competencies in online identity management, professional networking and self-promotion.
- To enhance employability through portfolio presentation, digital storytelling and career planning.
- To equip learners with skills for establishing a professional presence across digital platforms.

UNIT I: Foundations of Personal Branding

Contents

- Introduction to Personal Branding
- Personal Identity and Professional Identity
- Branding Concepts and Principles
- Personal Brand Positioning
- Reputation Management
- Personal SWOT Analysis
- Career Planning and Goal Setting
- Building a Professional Image

UNIT II: Digital Presence and Online Identity Management

Contents

- Digital Footprint and Online Reputation
- Professional Use of Social Media
- LinkedIn and Professional Networking Platforms
- Personal Websites and Portfolio Platforms
- Digital Communication Etiquette
- Content Strategy for Personal Branding
- Networking in Creative Industries
- Personal Brand Consistency Across Platforms

UNIT III: Portfolio Design and Content Development

Contents

- Portfolio Planning and Organization
- Portfolio Structure and Components
- Showcasing Creative and Academic Work
- Visual Presentation Techniques
- Digital Storytelling for Portfolio Development
- Resume and Curriculum Vitae Design
- Professional Biography Writing
- Portfolio Evaluation Criteria

UNIT IV: Professional Promotion and Career Development

Contents

- Self-Marketing Strategies
- Building Professional Networks
- Online Job Search Strategies
- Freelancing and Creative Entrepreneurship
- Professional Presentation Skills
- Interview Preparation Techniques
- Professional Communication Skills
- Career Advancement Strategies

UNIT V: Portfolio Project and Brand Management

Contents

- Development of Comprehensive Digital Portfolio
 - Personal Branding Campaign Design
 - Content Creation for Professional Platforms
 - Portfolio Analytics and Performance Assessment
 - Brand Monitoring and Reputation Management
 - Ethical Issues in Personal Branding
 - Lifelong Learning and Professional Development
 - Final Portfolio Presentation and Review
-

Course Outcomes

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

CO1

Explain the concepts, principles and strategies of personal branding and professional identity development.

CO2

Analyze digital platforms, networking opportunities and branding techniques for career advancement.

CO3

Develop professional digital portfolios and personal branding content for diverse communication environments.

CO4

Evaluate personal brand effectiveness and manage professional reputation across digital platforms.

Text Books

1. Montoya, P., & Vandehey, T. (2023). *The Brand Called You*. McGraw-Hill.
2. Arruda, W., & Dixon, K. (2024). *Digital You: Real Personal Branding in the Virtual Age*. Nicholas Brealey Publishing.
3. Peters, T. (2023). *The Brand You 50*. Knopf.
4. Schawbel, D. (2024). *Promote Yourself: The New Rules for Career Success*. St. Martin's Press.
5. Clark, D. (2023). *Reinventing You: Define Your Brand, Imagine Your Future*. Harvard Business Review Press.

References

1. Kawasaki, G. (2024). *The Art of Social Media*. Portfolio Publications.
2. Hyder, S. (2023). *The Zen of Social Media Marketing*. BenBella Books.
3. Kerpen, D. (2023). *Likeable Social Media*. McGraw-Hill.
4. Hallam, C. (2024). *The Social Media Handbook*. Routledge.
5. Tuten, T. L. (2024). *Social Media Marketing*. Sage Publications.
6. Stelzner, M. (2023). *Launch: How to Quickly Propel Your Business Beyond the Competition*. Wiley.
7. LinkedIn Learning Resources on Personal Branding and Career Development.
8. Google Digital Garage Career Development Resources.

CO–PO Mapping

Digital Portfolio Development and Personal Branding	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	2	2	2	14
CO2	2	3	2	2	2	3	2	16
CO3	2	3	3	2	2	3	3	18
CO4	2	3	2	3	3	3	2	18
Total	9	11	8	9	9	11	9	66

Level of Correlation:

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

CO–PSO Mapping

Digital Portfolio Development and Personal Branding	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	3	2	2	2	13
CO2	2	2	1	3	2	3	2	15
CO3	3	2	1	3	2	3	3	17
CO4	2	3	2	3	3	3	2	18
Total	9	8	5	12	9	11	9	63

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	Media Industry Internship	Internship			-	-	2		50	50	100

Learning Objectives

The objectives of this internship are:

- To provide learners with practical exposure to professional media and communication environments.
- To enable students to apply the theoretical knowledge acquired during the programme in real-world settings.
- To develop professional competencies, workplace ethics and industry-oriented skills.
- To familiarize learners with organizational structures, workflows and emerging practices in media industries.
- To enhance employability, leadership, teamwork and problem-solving abilities through experiential learning.

Internship Guidelines

1. Students shall undergo a **minimum of four weeks of internship** during the summer vacation after the completion of Semester II.
2. The internship may be undertaken in any recognized organization related to:
 - Television Channels
 - Film Production Houses
 - OTT Platforms
 - Advertising Agencies
 - Digital Media Organizations

- Animation Studios
 - Multimedia Production Companies
 - Public Relations Agencies
 - Design Studios
 - Corporate Communication Departments
 - Social Media and Content Creation Agencies
 - Media Research Organizations
 - Government Media Units
 - Other approved media and communication organizations
3. The internship shall be supervised by an industry mentor and monitored by the Department.
 4. Students shall maintain a daily internship diary documenting:
 - Nature of work assigned
 - Skills acquired
 - Learning experiences
 - Projects completed
 - Observations and reflections

Internship Report

At the end of the internship, each student shall submit:

1. Internship Completion Certificate from the organization.
2. Internship Diary / Log Book.
3. Detailed Internship Report.
4. Portfolio of work completed during the internship (where applicable).
5. Presentation for Viva-Voce Examination.

The internship report should include:

- Organization Profile
- Objectives of Internship
- Activities Undertaken
- Skills Acquired
- Projects Completed
- Learning Outcomes
- Challenges and Solutions
- Reflection and Recommendations

Scheme of Evaluation

Component	Marks
Internship Diary / Log Book	20
Internship Report	30

Component	Marks
Portfolio / Work Output	20
Viva-Voce Presentation	30
Total	100

Note for Scheme of Study:

*Students shall undergo a compulsory **four-week Media Industry Internship during the summer vacation after Semester II**. The Internship Report, Portfolio and Viva-Voce Examination shall be evaluated during **Semester III** and credits shall be awarded upon successful completion.*

FOURTH SEMESTER

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	GLOBAL MEDIA INDUSTRIES AND CONTEMPORARY VISUAL COMMUNICATION	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide learners with a comprehensive understanding of global media industries and their structures.
- To examine the transformation of visual communication in the context of globalization and digital convergence.
- To familiarize students with contemporary media systems, transnational communication networks and emerging visual cultures.
- To develop critical understanding of media economics, ownership patterns and global communication policies.
- To enable learners to analyze contemporary visual communication practices across diverse cultural and technological environments.

UNIT I: Global Media Systems and Industries

Contents

- Globalization and Media
- Evolution of Global Media Industries
- Media Systems Across the World

- Public and Private Media Models
 - Global Media Conglomerates
 - Media Ownership and Control
 - Media Concentration and Cross-Media Ownership
 - International Media Organizations
-

UNIT II: Media Economics and Global Communication Markets

Contents

- Media Economics: Concepts and Principles
 - Global Media Markets
 - Digital Economy and Media Industries
 - Revenue Models in Contemporary Media
 - Advertising and Global Media Business
 - Subscription and Platform-Based Models
 - Media Commodification
 - Challenges of Global Media Competition
-

UNIT III: Contemporary Visual Communication Cultures

Contents

- Visual Culture and Society
 - Evolution of Visual Communication
 - Global Visual Narratives
 - Popular Culture and Media Representation
 - Digital Visual Culture
 - Visual Communication in Social Media
 - Memes, Influencers and User-Generated Content
 - Cross-Cultural Visual Communication
-

UNIT IV: Emerging Media Platforms and Communication Technologies

Contents

- Digital Convergence
 - Streaming Media and OTT Platforms
 - Mobile Media Ecosystems
 - Artificial Intelligence in Visual Communication
 - Social Media Platforms and Audience Engagement
 - Virtual and Immersive Media
 - Platformization of Communication
 - Data-Driven Media Environments
-

UNIT V: Contemporary Issues and Future Trends in Global Media

Contents

- Media Ethics and Global Communication
- Media Regulation and Policy Frameworks
- Digital Rights and Freedom of Expression
- Privacy and Surveillance in Digital Media

- Misinformation and Disinformation
 - Sustainable Media Practices
 - Future of Global Media Industries
 - Emerging Trends in Contemporary Visual Communication
-

Course Outcomes

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

CO1

Explain the structure, functions and dynamics of global media industries and communication systems.

CO2

Analyze media ownership patterns, economic models and global communication processes.

CO3

Evaluate contemporary visual communication practices, digital cultures and emerging media platforms.

CO4

Assess current issues, policy frameworks and future developments in global media and visual communication environments.

Text Books

1. Thussu, D. K. (2023). *International Communication: Continuity and Change*. Bloomsbury Academic.
 2. Flew, T., Martin, F., & Suzor, N. (2024). *Digital Media Industries*. Polity Press.
 3. Deuze, M. (2023). *Media Work*. Polity Press.
 4. Mirzoeff, N. (2023). *An Introduction to Visual Culture*. Routledge.
 5. Jenkins, H. (2023). *Convergence Culture: Where Old and New Media Collide*. New York University Press.
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References

1. McQuail, D. (2023). *McQuail's Media and Mass Communication Theory*. Sage Publications.
 2. Hesmondhalgh, D. (2023). *The Cultural Industries*. Sage Publications.
 3. Croteau, D., & Hoynes, W. (2024). *Media/Society: Industries, Images and Audiences*. Sage Publications.
 4. Castells, M. (2023). *The Rise of the Network Society*. Wiley-Blackwell.
 5. Straubhaar, J., LaRose, R., & Davenport, L. (2024). *Media Now: Understanding Media, Culture and Technology*. Cengage Learning.
 6. Couldry, N., & Hepp, A. (2023). *The Mediated Construction of Reality*. Polity Press.
 7. UNESCO (2024). *Global Media and Information Literacy Framework*.
 8. World Economic Forum (2024). *Future of Media, Entertainment and Culture Reports*.
-

CO–PO Mapping

Global Media Industries and Contemporary Visual Communication	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	2	2	1	12
CO2	2	3	2	1	2	2	1	13
CO3	2	3	3	2	2	3	1	16
CO4	2	3	2	3	3	2	1	16
Total	9	11	8	7	9	9	4	57

Level of Correlation:

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

CO–PSO Mapping

Global Media Industries and Contemporary Visual Communication	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	1	2	2	2	1	11
CO2	1	3	2	2	2	2	1	13
CO3	2	3	2	2	2	3	1	15
CO4	1	3	2	3	3	2	1	15
Total	5	11	7	9	9	9	4	54

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	MEDIA ETHICS, INTELLECTUAL PROPERTY RIGHTS AND COMMUNICATION POLICY	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide learners with a comprehensive understanding of ethical principles governing media and communication practices.
- To familiarize students with Intellectual Property Rights (IPR) and their significance in creative and media industries.
- To examine national and international communication policies and regulatory frameworks.
- To develop critical awareness of legal, ethical and professional responsibilities in media production and dissemination.
- To enable learners to address contemporary challenges related to digital media governance, copyright, privacy and freedom of expression.

UNIT I: Foundations of Media Ethics

Contents

- Ethics: Meaning, Nature and Scope
- Media Ethics and Professional Responsibility
- Ethical Theories and Decision-Making Models
- Truth, Accuracy, Fairness and Objectivity
- Accountability in Media Practice
- Ethical Issues in Journalism and Visual Communication
- Professional Codes of Ethics
- Media Ethics in the Digital Age

UNIT II: Media Law and Intellectual Property Rights

Contents

- Introduction to Intellectual Property Rights
- Copyright: Concepts and Protection
- Patents, Trademarks and Industrial Designs
- Copyright in Visual and Digital Media
- Licensing and Creative Commons
- Ownership of Creative Content
- Plagiarism and Infringement Issues

- Protection of Intellectual Assets in Media Industries
-

UNIT III: Communication Policy and Media Regulation

Contents

- Communication Policy: Concepts and Objectives
 - Evolution of Communication Policies
 - Media Regulation and Governance
 - Press Freedom and Freedom of Expression
 - Broadcasting Policies and Regulatory Bodies
 - Telecommunications and Digital Communication Policies
 - Global Communication Governance
 - Media Policy Frameworks in India
-

UNIT IV: Digital Media Ethics and Contemporary Challenges

Contents

- Ethics of Social Media Communication
 - Privacy and Data Protection
 - Surveillance and Digital Rights
 - Artificial Intelligence and Media Ethics
 - Deepfakes and Synthetic Media
 - Misinformation, Disinformation and Fake News
 - Cyber Ethics and Online Behaviour
 - Ethical Challenges in Emerging Media Technologies
-

UNIT V: Contemporary Legal and Policy Issues in Media

Contents

- Information Technology Laws
 - Right to Information and Transparency
 - Media Ownership and Concentration
 - Platform Governance and Content Moderation
 - International Copyright Conventions
 - Global Policy Challenges in Digital Communication
 - Sustainable and Responsible Media Practices
 - Future Directions in Media Ethics and Communication Policy
-

Course Outcomes

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

CO1

Explain the principles, theories and professional standards of media ethics and communication governance.

CO2

Analyze intellectual property rights, copyright issues and legal frameworks applicable to media and communication industries.

CO3

Evaluate communication policies, regulatory mechanisms and contemporary challenges in media environments.

CO4

Apply ethical reasoning and legal principles to address emerging issues in digital media, visual communication and creative industries.

Text Books

1. Plaisance, P. L. (2024). *Media Ethics: Key Principles for Responsible Practice*. Sage Publications.
2. Baran, S. J. (2023). *Introduction to Mass Communication: Media Literacy and Culture*. McGraw-Hill Education.
3. Bently, L., Sherman, B., Gangjee, D., & Johnson, P. (2024). *Intellectual Property Law*. Oxford University Press.
4. Flew, T. (2023). *Regulating Platforms: Communication Policy in the Digital Age*. Polity Press.
5. Iyer, V. (2023). *Media Laws and Ethics*. LexisNexis.

References

1. Christians, C. G., Fackler, M., Richardson, K., Kreshel, P., & Woods, R. (2023). *Media Ethics: Cases and Moral Reasoning*. Routledge.
2. Cornish, W., Llewelyn, D., & Aplin, T. (2023). *Intellectual Property: Patents, Copyrights, Trademarks and Allied Rights*. Sweet & Maxwell.
3. McQuail, D. (2023). *McQuail's Media and Mass Communication Theory*. Sage Publications.
4. Ramanathan, U. (2024). *Communication Law and Policy in India*. Oxford University Press.
5. UNESCO (2024). *Media and Information Literacy Policy and Strategy Guidelines*.
6. World Intellectual Property Organization (WIPO). (2024). *Understanding Copyright and Related Rights*.
7. Government of India. *Information Technology Act and Digital Media Regulations*.
8. European Commission. (2024). *Digital Services Act and Platform Governance Framework*.

CO–PO Mapping

Media Ethics, Intellectual Property Rights and Communication Policy	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	3	1	1	13
CO2	2	3	2	1	3	2	1	14
CO3	2	3	2	2	3	2	1	15
CO4	2	3	3	3	3	2	2	18
Total	9	11	8	8	12	7	5	60

Level of Correlation:

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

CO–PSO Mapping

Media Ethics, Intellectual Property Rights and Communication Policy	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	2	2	3	1	1	12
CO2	1	2	2	1	3	2	1	12
CO3	1	3	2	2	3	2	1	14
CO4	2	3	3	2	3	2	2	17
Total	5	10	9	7	12	7	5	55

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	CRITICAL PERSPECTIVES ON DIGITAL MEDIA AND VISUAL REPRESENTATION	Core	5	1	-	-	5	6	25	75	100

Learning Objectives

The objectives of this course are:

- To provide learners with critical theoretical perspectives for understanding digital media and visual representation.
- To examine the relationship between media, culture, ideology, power and representation in digital environments.
- To develop analytical skills for interpreting visual texts, digital content and mediated realities.
- To familiarize students with contemporary debates on identity, gender, race, class and globalization in digital media.
- To encourage critical engagement with emerging visual cultures, algorithmic systems and platform-mediated communication.

UNIT I: Foundations of Critical Media Studies

Contents

- Critical Theory and Media Studies
- Media, Culture and Society
- Political Economy of Media
- Frankfurt School and Critical Media Theory
- Cultural Studies Approaches
- Media, Ideology and Hegemony
- Representation and Meaning-Making
- Critical Perspectives on Contemporary Media

UNIT II: Visual Representation and Meaning

Contents

- Concepts of Representation
- Visual Communication and Semiotics
- Signs, Symbols and Visual Codes
- Visual Narratives and Interpretation
- Image Construction and Meaning
- Representation of Reality in Media
- Visual Framing and Media Discourse
- Critical Reading of Visual Texts

UNIT III: Identity, Power and Digital Culture

Contents

- Digital Culture and Networked Society
- Identity Construction in Digital Spaces
- Gender Representation in Media
- Race, Ethnicity and Cultural Representation
- Class and Social Inequality in Media
- Popular Culture and Digital Communities
- Influencer Culture and Self-Representation
- Politics of Visibility and Participation

UNIT IV: Platform Media, Algorithms and Visual Politics

Contents

- Platformization of Communication
- Social Media and Visual Communication
- Algorithms and Content Visibility
- Datafication and Surveillance
- Artificial Intelligence and Visual Representation
- Misinformation, Disinformation and Deepfakes
- Digital Activism and Participatory Culture
- Platform Power and Digital Governance

UNIT V: Contemporary Debates and Future Directions

Contents

- Globalization and Visual Media Flows
 - Postmodernism and Digital Media
 - Ethics of Visual Representation
 - Privacy, Consent and Digital Rights
 - Representation in Virtual and Immersive Environments
 - Environmental Implications of Digital Technologies
 - Emerging Visual Cultures
 - Future Trends in Digital Media and Representation
-

Course Outcomes

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

CO1

Explain major critical theories and concepts related to digital media, visual culture and representation.

CO2

Analyze visual texts, media content and digital communication practices using critical theoretical frameworks.

CO3

Evaluate issues of identity, power, ideology and representation in contemporary digital media environments.

CO4

Apply critical perspectives to assess emerging trends, ethical concerns and socio-cultural implications of digital media and visual representation.

Text Books

1. Kellner, D., & Share, J. (2024). *The Critical Media Literacy Guide*. Brill.
2. Mirzoeff, N. (2023). *An Introduction to Visual Culture* (3rd Edition). Routledge.
3. Couldry, N., & Hepp, A. (2023). *The Mediated Construction of Reality*. Polity Press.
4. Fuchs, C. (2024). *Social Media: A Critical Introduction* (4th Edition). Sage Publications.
5. Hall, S., Evans, J., & Nixon, S. (2023). *Representation: Cultural Representations and Signifying Practices*. Sage Publications.

References

1. McQuail, D. (2023). *McQuail's Media and Mass Communication Theory*. Sage Publications.
 2. Jenkins, H. (2023). *Convergence Culture: Where Old and New Media Collide*. New York University Press.
 3. Castells, M. (2023). *The Rise of the Network Society*. Wiley-Blackwell.
 4. Van Dijck, J., Poell, T., & de Waal, M. (2024). *The Platform Society*. Oxford University Press.
 5. Manovich, L. (2023). *The Language of New Media*. MIT Press.
 6. Buckingham, D. (2023). *Media Education: Literacy, Learning and Contemporary Culture*. Polity Press.
 7. Goffman, E. (2023). *The Presentation of Self in Everyday Life*. Anchor Books.
 8. UNESCO (2024). *Media and Information Literacy Curriculum for Educators and Learners*.
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CO–PO Mapping

Critical Perspectives on Digital Media and Visual Representation	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	2	2	1	1	12
CO2	2	3	2	2	2	2	1	14
CO3	2	3	2	2	3	2	1	15
CO4	2	3	3	3	3	2	2	18
Total	9	11	8	9	10	7	5	59

Level of Correlation:

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

CO–PSO Mapping

Critical Perspectives on Digital Media and Visual Representation	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	2	2	2	1	1	11
CO2	1	3	2	2	2	2	1	13
CO3	1	3	3	2	3	2	1	15
CO4	2	3	3	3	3	2	2	18
Total	5	11	10	9	10	7	5	57

Level of Correlation:

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

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	Dissertation / Film Project / Multimedia Project / Design Portfolio with Viva-Voce	Project	-	8	-	-	8	15	50	50	100

Project Requirement

Every student shall complete **any THREE of the following FOUR components** and submit them for evaluation:

- Dissertation (Mandatory)**
 - Independent research study in an area related to Visual Communication.
- Film Project**
 - Documentary Film / Short Film / Educational Film / Promotional Film / Experimental Film.
- Multimedia Project**

- Interactive Website / Digital Storytelling Project / Mobile Media Project / Digital Campaign / Interactive Communication Product.
- 4. **Design Portfolio**
 - Portfolio comprising Graphic Design, Branding, Motion Graphics, Animation, UX/UI Design, Visual Communication Campaigns or other creative works.

Submission Requirement

Each student shall submit:

- Any Three Components from the above list.
- A consolidated Project Report documenting objectives, methodology, production process and outcomes.
- Supporting materials and production files wherever applicable.
- A Project Presentation and Viva-Voce Examination.