

MANONMANIUM SUNDARANAR UNIVERSITY, TIRUNELVELI- 12
B.Sc. (VISUAL COMMUNICATION)
Learning Outcomes-based Curriculum Framework
UG COURSES – AFFILIATED COLLEGES
(Choice Based Credit System)
(With effect from the academic year 2021-2022 onwards)

VISION OF THE UNIVERSITY

- To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

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

PREAMBLE

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

The present curriculum of B.Sc. (Visual Communication) is revised with certain changes in the already existing syllabus with the modified course outcomes to be included in the preamble. The course content along with the Course Outcomes for the above-mentioned courses and for those courses for which the content remains the same, the course outcomes have been modified, and their content passed in the previous Academic Council Meetings / Board of Studies are presented.

VISION STATEMENT OF THE PROGRAMME:

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

MISSION STATEMENT OF THE PROGRAMME:

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

The B.Sc. (Visual Communication) programme will enable the student to

- **PEO 1:** impart the basic knowledge of Visual Communication and the related avenues of this area.
- **PEO 2:** develop the student into skillful, competitive and responsible professional for media industry
- **PEO 3:** empower learners by soft skills, Media skills and life skills.
- **PEO 4:** impart media literacy and competency with new media technologies
- **PEO 5:** inculcate the student with values, ethics and legal knowledge of Indian and global media scenario

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate Programme (B. Sc.) in Visual Communication the student shall:

- **PO 1:** Conceptualize the basic concepts, applied techniques and advanced applications of visual communication and also update its developments
- **PO 2:** Contribute skills for effective representation of issues, challenges and solutions in media
- **PO 3:** Communicate the ideas, experiences and expectations in vernacular language, communicative language and visual forms in this media centered community
- **PO 4:** Pursue higher studies in advertising, animation, journalism, communication, mass communication, visual communication and other multidisciplinary courses to

progress further in carrier

- **PO 5:** Perform in media field for media production, media management and mediaeducation

PROGRAMME SPECIFIC OUTCOMES (PSOs):

Upon completion of this undergraduate programme (B.Sc.) Visual Communication the student shall:

- **PSO 1:** employ creativity individually or collectively in media centered careers and execute action research in techno savvy and eco -friendly approaches in media
- **PSO 2:** explore, educate and equip themselves in this media centered century
- **PSO 3:** become ethically committed media professionals and entrepreneurs adhering tothe human values
- **PSO 4:** Contribute to the upliftment of society by utilizing media laws, media ethics andmedia education
- **PSO5:** acquire the understanding of importance of cooperation and teamwork

Manonmaniam Sundaranar University, Tirunelveli – 12

B.Sc. Visual Communication (CBCS)

(Effective from the academic year -2021-2022 onwards)

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

Course Profile (Semester I, II, III, IV, V & VI)

Sem	Pt. I/II/III/IV/V/VI	Sub No.	Subject Status	Subject Status	Contact Hrs/Week	L Hrs/Week	T Hrs/Week	P Hrs/Week	Credits
I	I	1	Language	Tamil/Other Language	6	6	0	0	4
	II	2	Language	English	6	6	0	0	4
	III	3	Core - 1	Introduction to Visual Communication	5	5	0	0	4
	III	4	Major Practical -1	Drawing	4	0	0	4	2
	III	5	Allied – 1	Human Communication	3	3	0	0	3
	III	6	Allied Practical -1	News Writing	2	0	0	2	2
	IV	7	Common	Professional English Physical Sciences –I	2	4	0	0	4
	IV	8	Common	Environmental Studies	2	2	0	0	2
II	I	9	Language	Tamil/Other Language	6	6	0	0	4
	II	10	Language	English	6	6	0	0	4
	III	11	Core - 1	Computer Graphics	5	5	0	0	4
	III	12	Major Practical -1	2D Graphics	4	0	0	4	2
	III	13	Allied – 1	Visual Aesthetics	3	3	0	0	3
	III	14	Allied Practical-1	Screen Writing	2	0	0	2	2
	IV	15	Common	Professional English Physical Sciences –II	2	4	0	0	4
	IV	16	Common	Value Based Education	2	2	0	0	2
	I	17	Language	Tamil/Other Language	6	6	0	0	4

III	II	18	Language	English	6	6	0	0	4
	III	19	Core – 5	Photography	4	4	0	0	4
	III	20	Major Practical – III	Photography	4	0	0	4	2
	III	21	Allied - III	Advertising & Public Relations	3	3	0	0	3
	III	22	Allied Practical – III	Copy Writing	4	0	0	4	2
	III	23	Skilled Based Core – I	Sound Design	4	4	0	0	4
	IV	24	Non – Major Elective – I	Journalism Skills	2	2	0	0	2
	IV	25	Common	Yoga	2	2	0	0	2
IV	I	26	Language	Tamil/Other Language	6	6	0	0	4
	II	27	Language	English	6	6	0	0	4
	III	28	Core – 6	Television Production	4	4	0	0	4
	III	29	Major Practical – IV	Television Production	4	0	0	4	2
	III	30	Allied IV	Introduction to Social Media	3	3	0	0	3
	III	31	Allied Practical – IV	Documentary Writing	4	0	0	4	2
	III	32	Skilled Based Core - II	Video Editing	4	4	0	0	4
	IV	33	Non – Major Elective – II	Photo Journalism	2	2	0	0	2
	IV	34	Common	Computers for Digital Era	2	2	0	0	2
	V	35	Extension Activity	NCC,NSS,YRC,YWC	0	0	0	0	1
V	III	36	Core – 7	Film Studies	4	4	0	0	4
	III	37	Core – 8	Constitution & Media Laws	4	4	0	0	4

V	III	38	Elective – I	Web Journalism	4	4	0	0	4
	III	39	Elective – II	Media Culture & Society	4	4	0	0	4
	III	40	Practical – V	2D Animation	4	0	0	4	2
	III	41	Practical – VI	Visual Effects	4	0	0	4	2
	III	42	Practical – VII	Film Appreciation	4	0	0	4	2
	III	43	Skilled Based – (Common)	Personality Development/Effective Communication/Youth Leadership	2	2	0	0	2
VI	III	44	Core – 9	Basics of Media Research	4	4	0	0	4
	III	45	Core – 10	Communication Theories	4	4	0	0	4
	III	46	Core – 11	Media Management	4	4	0	0	4
	III	47	Practical – VIII	3d Animation	4	0	0	4	2
	III	48	Practical – IX	Television Commercial Production	4	0	0	4	2
	III	49	Practical – X	Documentary Production	4	0	0	4	2
	III	50	Project	Short Film Production (Group) & Internship	8	0	0	8	7
Total					180				152 +2*

*60 hours of practical classes. * >152 credits (excluding * -Yoga & -Computers for Digital Era)

L: Lectures C: Credits T: Tutorials P: Practical

Part V Extension Activities

Total number of Courses	44
Total number of hours	180
Total number of credits	152

DURATION OF THE PROGRAMME:

The students shall undergo the prescribed programme of study for a period of not less than three academic years (Six semesters). Each semester contains 90 working days.

1. Theory: Internal assessment: 25 marks (Average of any best two of the three tests conducted for 20 marks each + one assignment for five marks)

External Examination conducted by the university: 75 marks

Total: 100 marks

2. All practical examinations are at the end of each semester

Internal: 50 marks (For project report / Record notebook)

External: 50 marks (Viva Voce Examination)

The passing minimum for University Examinations shall be 40% out of 100 marks including internal marks. In the external examination the student has to score at least 30 marks out of 75.

B. Sc. Visual Communication

List of required basic laboratory equipments

Drawing

- Drawing table for each student

Desktop Publishing

- Computer with DTP software list below
- Adobe In design
- Coral Draw
- Adobe Photoshop

Art Appreciation

- Screening facility (Projector)

Photography

- DSLR camera with Accessories
- Photo Studio facility

Television Production

- HD Video camera with Accessories
- Production Studio

Audio Editing

- Computer with Professional Sound Card
- Audio editing software

Video Editing

- Computer with Professional Video Card
- Video editing software

Graphics & Animation

- 2D, 3D Animation software

Film Studies

- Collection of Classical movies (Indian & Foreign)

Adequate books for learning the software

For Digital Books Download Visit -www.pdfdrive.com

Note: Students can start their final Semester with 150 Hrs. of Internship after I Semester (Refer 6th Semester Project Syllabus)

SEMESTER I
PART III
Introduction to Visual Communication– Core

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Introduction to Visual Communication” are: To

1. introduce the fundamentals of Visual Communication to the learners
2. train them in effective communication strategies
3. apply appropriate communication skills across settings, purposes, and audiences
4. demonstrate knowledge of communication theory and application
5. apply the basic concepts of Visual Communication in Communication

COURSE CONTENT:

UNIT I

Need and importance of Human and Visual Communication, Communication as a process -Understanding Communication - Nature & Function of Visual Communication –Characteristics of Visual Communication – Types of Visual Communication – Graphic Design, Photography and Multimedia. Advantages and Disadvantages of Visual Communication **14 L**

UNIT II

Communication Models – SMCR Model – Laswell Model -Shannon and Weaver Model –Wilbur Schramm Model – Osgood Model –Dances Helical Model – Aristotle Model – George Gerbner Model **12 L**

UNIT III

Principles of visual and other sensory perceptions - Color Psychology and theory (some aspects) Definition - Optical / Visual illusion etc. **12 L**

UNIT IV

Types of Media – Traditional media, Print media, Electronic media and New media. **12 L**

UNIT V

Visual Culture – Visualizing - Semiotic Approach - Sign (Icon, Index & Symbol) -SignifierVs Signified – Codes - Social Codes, Textual Codes, Interpretive codes - visual thinking, Visual Power -Visual Culture **10 L**

References:

1. Lester, E, Visual Communication: Image with messages, 2000.
2. Visual Elements of Arts and Design Longman Porter, 1989.
3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.

COURSE OUTCOME:

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

- CO 1:** Remember the fundamentals of Visual Communication
- CO 2:** Recall the models of Visual Communication
- CO 3:** apply critical and innovative thinking.
- CO 4:** analyse competency in oral, written, and visual communication.
- CO 5:** evaluate communication theories.

MAPPING:

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

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

PART III

Drawing – Core Practical 1

L	T	P	C
0	0	3	2

COURSE OBJECTIVES:

The objectives of this course “Drawing” are: To

1. understand the basics of Drawing
2. provide hands on experience in Drawing
3. acquire the skills to express ideas in the form of Drawing and Paintings.
4. master the Techniques of Drawings.
5. provide the applied concepts of medium used for Drawing

COURSE CONTENT:

Students must be familiar and exposed to Composition principles related to Depth Cues (Perspectives and Light & Shade) and Focal Point (Elements and Principles of Visual Art)- How to Analyze an Art Work under Form, Content, Context and Mood – Free Hand Drawing Techniques. Before the Practical class students must be made aware of the following topics from original Examples.

Part A

1. Line study in Different Thickness
2. Curves and Circle
3. Shapes
4. Cubes with Geometrical Shapes
5. Fonts – Alphabets and Numbers
6. Patterns and Distraction
7. Perspective Drawing
8. Still Life
9. Anatomy Study (Human and Animals)
10. Live Models (Portraits)
11. Composition with Light and Shadow
12. Landscape and Composition

Part B

1. Story Board (Any One)
2. Character Sketching -Front/Side/Rear (Any Two)

(EACH EXERCISE SHOULD HAVE MINIMUM 3 NUMBERS OF WORKS WITH ROUGH THUMBNAIL SKETCH FOLLOWED BY FAIR WORKS)

The students must submit a Drawing Record Note covering 14 Topics

COURSE OUTCOME:

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

- CO 1:** remember the practical concepts of drawing
- CO 2:** classify Visual Perspectives, Anatomy and Composition in Drawing.
- CO 3:** utilize basic colors in drawing
- CO 4:** evaluate the ancient drawing patterns and design new drawing patterns
- CO 5:** compare the effects of Visual and Principal Elements in drawing

MAPPING:

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

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

PART III
Human Communication –
Allied 1

L	T	P	C
3	0	0	3

COURSE OBJECTIVES:

The objectives of this course “Human Communication” are: To

1. inculcate the knowledge of origin of Human Communication
2. cater the four essential aspects of communication skills namely listening, speaking, reading & writing
3. apply appropriate communication skills across settings, purposes, and audiences.
4. demonstrate the various avenues of communication theory and application
5. create a congenial classroom atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

COURSE CONTENT:

UNIT I

Nature and Scope, Purpose of human communication, Communication and Information, Communication & Languages. Evolution of Social Groups and Organic Structure of Society. Verbal communication and Non – Verbal communication, Types of Non– Verbal behavior Kinesics **10 L**

UNIT II

Socialization and Role of Communication in Socialization – Types of Communication – Intrapersonal Communication-Interpersonal Communication – Group Communication – Mass Communication – Public Communication – Corporate Communication – Written Communication -Focused and Unfocused Interaction **10 L**

UNIT III

Theories of Persuasion (Elaboration Likelihood Model, Cognitive Dissonance) **09 L**

UNIT IV

Communication Barriers – Physical Barrier – Psychological Barrier – Linguistic and Cultural Barrier – Mechanical Barrier – Removal of Barriers.

08 L

UNIT V

Levels of communication (Literary) - Syntactic, Semantic and pragmatic - Metaphor Vs Simile Vs Metonymy, Synecdoche, Paradigmatic Vs Syntagmatic

08 L

References:

1. Joseph Devito, Harper and Row, Human Communication, A basic course, New York, 1988.
2. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson, 'Human Communications' (3rd ed), Sage, New Delhi, 1994.

COURSE OUTCOME:

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

CO 1: remember the basics of Human Communication

CO 2: compare the different aspects of communication and development communication

CO 3: apply the basic concepts of Barriers in Communication

CO 4: analyze the basic concepts in Human Communication, with specific reference to Visual Communication.

CO 5: evaluate various levels of Communication

MAPPING:

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

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

PART - III
News Writing – Allied
Practical – 1

COURSE OBJECTIVES:

L	T	P	C
0	0	2	2

The objectives of this course “News Writing” are: To

1. understand the basics of News Writing
2. know the practice of gathering Information and writing news
3. be trained in different writing techniques.
4. inculcate the knowledge of news and backgrounder
5. kindle their creativity by encouraging them to write and provide hands-on training in writing.

COURSE CONTENT:

Exercises

1. New Story

Students Should be Made familiar with the Following Concepts – News Stories -Anatomy of a Newspaper –News Report Structure –Lead –Headline –Body- Rules guiding Headlines-Snippets – Editorials – Advertorials- Converting News Stories into Snippets – Blowing a snippet into a full-length news story

Students must be made to expose number of Regional and English language Newspapers on different Beats to identify 5 W & H and Inverted Pyramid style

The Record should contain News Article on any Three Beats

2. News Feature

Students should be Made familiar with the Following Concepts - Definition – Characteristics – Classification of Features – Lead for Features – Feature Lead Vs Hard News Lead – Review Writing – Systematic and Non-Systematic Approach

Students must be made to expose number of Regional and English language Newspapers on different News Features

The Record should contain News Features on any Two Areas

The Final Record should contain Three News Story and Two News Feature

COURSE OUTCOME:

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

CO 1: remember the basics of news writing

CO 2: demonstrate the theory, methods and practice of gathering information and writing news

CO 3: apply different writing techniques

CO 4: analyse the various parts of a newspaper.

CO 5: evaluate news with backgrounds

MAPPING:

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

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

SEMESTER II
Part III Computer
Graphics – Core 2

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Computer Graphics” are: To

1. acquire the techniques of vector and bitmap graphics
2. help them to learn elements of graphic design and principles.
3. conceptualize ideas in a graphic form and produce designs creatively.
4. develop and enjoy practical and conceptual autonomy as a visual designer in the making of visual design artworks.
5. value the different beliefs and contexts that affect meaning and significance in visual design artworks.

COURSE CONTENT:

UNIT I

Awareness of environment, observation, experience, analysis, and manmade environment, tools, shelter and communication **14 L**

UNIT II

The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts. The principles of design – unity contrast, balance, rhythm, harmony and direction. **12 L**

UNIT III

Elements of Publication Design – Page Make-Up & Layout. Types of Layout – Books, Magazines, Brochures, Visiting Card, Greeting Card, Invitation Flyer etc. Typography – Type Face Design – Copy Fitting – Communication through Typography. Copy Writing Essential (Headline, Body, Contact Information) Special Design (Information Graphics Charts, Tables, Boxes etc.) **12 L**

UNIT IV

The process of design – the needs, information, planning, exploration, creation, satisfaction. Color – Additive & Subtractive Color – Properties of Color (Hue, Saturation, Brightness) – Color Harmony (Analogous, Complementary, Triadic, Monochromatic) – Color Meaning **12 L**

UNIT V

Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention. **10 L**

References:

1. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987
2. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995
3. Philip Rawson, Design, Prentice Hall, London 1987
4. Paul Rand, Forms and Chaos, Yale University press 1993

COURSE OUTCOME:

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

CO 1: demonstrate critical thinking by coordinating work between a designer, client and printer

CO 2: recall the terminologies used in the graphic design industry

CO 3: apply the techniques of creating designs using softwares.

CO 4: analyse the various stages of design process.

CO 5: apply the skills of design functions

MAPPING:

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

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

PART III
2D Graphics –Core
Practical 2

L	T	P	C
0	0	3	2

COURSE OBJECTIVES:

The objectives of this course “2D Graphics” are: To

1. provide hands on experience in graphic design
2. focus on the usage of background designing, image editing and color concept
3. provide the applied concepts in designing visiting card, invitation, layouts of poster, advertisement, newspaper and magazine
4. be trained with the skills of typography, image resolution and color modes in design
5. provide the applied concepts in designing layout

COURSE CONTENT:

The Practical record should contain exercises completed by each student on every practical class during the second semester with proper dates and signature of the concerned faculty. It should contain a content page of exercises completed by individual students. The following exercises are mandatory. Before the Practical class students must be made aware of the following topics from original Examples.

The Record Note must contain Copywriting Elements (Headline, Body Content, Contact Information) at the Left Page and Design Outputs at Right Page along with script (Aim – Procedure – Result)

- Coral Draw/Illustrator/In-Design
 1. Letterheads
 2. Invitations
 3. Business Cards
 4. Book Covers
 5. Magazine Covers
- Photoshop
 1. Brochures
 2. Posters/Signs
 3. Calendars
 4. Greeting Cards
 5. Newsletters
 6. Flyers
 7. Logos
 8. Announcement

The students must submit a record Note and Thirteen Digital Output in DVD

COURSE OUTCOME:

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

CO 1: remember to develop the layouts of media

CO 2: compare and evaluate different layouts and designs

CO 3: apply the effects of colors in logo, visiting cards, layout of magazine and layout of advertisements

CO 4: analyse the relevance of colors in different background designs

CO 5: evaluate the aspects of designing using software.

MAPPING:

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

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

PART III

Visual Aesthetics– Allied 2

L	T	P	C
3	0	0	3

COURSE OBJECTIVES:

The objectives of this course “Visual Aesthetics” are: To

1. provide basic knowledge of videography particularly the science of Camera
2. inculcate the elements and concepts of Videography
3. get a practical orientation and hands-on training in basic Cinematography
4. enable students to develop and enhance their skills for a career in videography
5. be trained in creating images that evoke an emotional response.

COURSE CONTENT:

UNIT 1

Camera Types – Analog & Digital – Studio camera – ENG/EPF Camera & Camcorders – Consumer Camcorders – Parts of A video Camera- Visual Components (Elements)- Camera Techniques (Operation skill – Artistic – Picture Quality – Coordination) - Equipment used to Move Camera **14 L**

UNIT 2

Framing - Camera Shot- Camera Position (Horizontal & Vertical)- Camera Angle (Objective, Subjective & POV)-Camera Movement - Shot Preferences - Character Shot (Clean Single and Dirty Single – Two Shot – Profile Two Shot – Direct to camera two shot – Over the shoulder Two shot – Three Shot– Groupshot) Master Shot – Sequence shot - Shooting Coverage – Emblematic shot – Abstract shot - Shot Categories (Simple shot & Dynamic Shot) **12 L**

UNIT 3

Composition Elements (Placement of Actor, Placement of Camera, Camera Height, Head Room, Looking Room) –Walking Room– 180 Degree Rule – 30 Degree Rule – Screen Direction - Staging and Blocking - Illusion of Depth (Fore Ground/Middle Ground/Back Ground) –Rule of Third- Visual Components (Principles – Line – Tone – Balance – Focus) **12 L**

UNIT 4

Lens Selection –Lens Types – Storytelling through Lens – Composition through Lens – Storytelling through Filters – Camera Elements (Camera Angles, Continuity, Cutting, Close-ups, Composition) **10 L**

UNIT 5

Light Elements (Exposure, Illusion of Depth, Mood & Feeling) -Lighting Features (Intensity, Source, Direction, Color Temperature and Light Meter) - Ambient light - Practical and Motivated light

12 L

References:

1. Blain Brown, 2016, Cinematography: theory and practices: image making for cinematographers and directors
2. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Shot, Focal Press.

COURSE OUTCOME:

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

CO 1: remember the skills to Develop layouts of media

CO 2: compare and evaluate different layouts and designs

CO 3: classify the effects of colors in logo, visiting cards, layout of magazine and layout of advertisements

CO 4: apply colors in different background designs

CO 5: students will have the knowledge to create designs using software.

MAPPING:

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

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

PART III

Screen Writing – Allied Practical – 2

L	T	P	C
0	0	2	2

COURSE OBJECTIVES:

The objectives of this course “Screen Writing” are: To

1. provide practical experience in screen writing
2. inculcate the art and craft of scripts for Film and Television media
3. create, write and evolve scripts for Film and Television media
4. enable the learner to take part in a performance/recording of a script, performing confidently and accurately
5. to focus on the applications of story elements and story structure

COURSE CONTENT:

Students should be made familiar with the Following Concepts: Four Types of Writing – Expository, Persuasive, Descriptive and Narrative

Story Types – Where do Stories Come from – Importance of Research (Story Research, Location Research, Library Research & Interviewing) Narrative (story) Elements – Plot & Plot Points-Setting – Conflict – Character – Point of View- Dialogue (Text & Sub-Text) – Theme – Cause & Effect. Narrative Three-Act Structure – Beginning – Middle – End (Exposition – Inciting Incident – Point of Attack – Rising Action – Climax – Falling Action – Resolution – Back Story). Script Development – Title - Concept – Synopsis –Treatment. Screenplay Formatting – Single Column Script – Scene Heading – Video Description – Character Name – Wryly (The Actors Direction) – Dialogue – Camera Directions & Editing Directions

Students must be made to expose original short stories based on different subjects to identify storyElements & Structure

The Practical Record should contain any Five Short Stories on any Subject (Crime Thriller / Horror / Love / Humor etc.)

Any One Story can be developed into a script for the Sixth Semester Project Paper – Short Film Production

COURSE OUTCOME:

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

- CO 1:** recognize the applied concepts of screen writing
- CO 2:** explain different script formats
- CO 3:** apply different elements to write scripts

CO 4: compare and evaluate scripts of different media

CO 5: create new scripts for different Genre.

MAPPING:

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

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

SEMESTER III
PART III
Photography– CORE

L	T	P	C
4	0	0	4

Course Objectives:

The objectives of this course “Photography” are: To

1. understand the art and craft of Photography
2. provide students with an understanding of the technical processes of photography
3. enable students to learn how to use digital processes to make pictures
4. learn how to see with a camera
5. understand the science of Photography

COURSE CONTENT:

UNIT I

Camera - Camera (vs) Eye - Components of Camera - Types of Camera - Lens - Meaning - Types of lens - Prime lens - Normal lens - Wide angle lens - Telephoto Lens - Types of Special lens - Fish eye lens - perspective control lens - Micro lens - Macro lens. **14 L**

UNIT II

Photography - Definition - image - Pixels - Resolution - Composition - Rule of Third – Elements & Principles of Photography-Camera Controls - White balance - Shutter -Aperture - Light meter - Depth of field - Depth of focus - Focal length - ISO - Color in photography - RGB Color - CMYK Color. **12 L**

UNIT III

Lighting - Types of lighting - Three-point Lighting – Exposure - Under exposure - Over exposure - Sources to control the exposure - Filters - Usage of filters in camera -Types of filters - Polarizing filters - UV filters - ND Filters **12 L**

UNIT IV

Photography in various fields - Product photography - Lighting for product photography - Landscape photography - Wild life photography - Photo journalism - Candid photography - Night light photography - Street photography. **12 L**

UNIT V

Digital photography – Imaging Techniques - Photo Manipulation – Usage of Adobe Photoshop for editing **10 L**

References:

1. James Curran, The Photography Handbook, Routledge, USA, 2013
2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
3. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA

COURSE OUTCOME:

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

- CO 1: recall the applied concepts of Photo Camera
- CO 2: explain different Menus and settings in photography
- CO 3: apply the different Lighting
- CO 4: examine different photography professions
- CO 5: evaluate Photo editing softwares.

MAPPING:

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

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

PART III

Photography - Practical

L	T	P	C
0	0	3	2

COURSE OBJECTIVES:

The objectives of this course “Photography” are to:

1. understand the basics of Photography
2. provide hands on experience in Photography
3. be trained to express ideas in the form of Still Photos
4. understand the nuances of Composition and master the Techniques of Photography
5. provide the applied concepts of medium used for Photography

COURSE CONTENT:

At the beginning of the practical’s, the students are to be taught and trained to handle the photography camera with the basic elements of photography like Aperture, Shutter Speed, ISO,shots,

angles, view, exposures, effects, Composition etc.

Besides, exercises on the listed topics below have to be practiced and submitted as a part of their work record.

1. Styles of Photography
 - a. Landscape
 - b. Portrait
 - c. Documentary

2. Perspective
 - a. Linear
 - b. Forced

3. Photo Language
 - a. Working
 - b. Action
 - c. Silhouette

4. Advertising Photography
 - a. Product ads
 - b. Food
 - c. Jewelry

5. Styles/Garments

6. Social Photographs
 - a. Street photography
 - b. PSA

7. Sports Photography

8. Indoor Photography

9. Photo story

The student must submit a Photography Record Note with photos taken on the above topics with Technical Descriptions (Photo Description, Aperture, ISO, Shutter Speed & Composition with Principles adopted) on left page and 12 x 8 output at Right Page

COURSE OUTCOME:

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

- CO 1:** list the basic elements in Photography
- CO 2:** describe the different styles in Photography
- CO 3:** employ Perspective and Photo Language
- CO 4:** test the basics of Advertising and Social Photographs
- CO 5:** support Sports photography

MAPPING:

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

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

PART III

Advertising & Public Relations – Allied 3

COURSE OBJECTIVES:

L	T	P	C
3	0	0	3

The objectives of this course “Advertising and Public Relations” are to:

1. understand the basics of Advertising
2. provide students with an understanding of the Advertising Industry
3. enable students to learn the techniques in Advertising
4. solve practical problems in real life situations
5. enable students with learning copy writing

COURSE CONTENT:

UNIT I

Definition, Origin & Growth – Nature & Scope of Advertising, Types of advertising, Roles of advertising, Social, Communication, Marketing (SWOT Analysis) & Economic- Functions of advertising. **10 L**

UNIT II

Product - Types of product - Product life cycle - Target audience - Types of audience - Branding - Brand image - Brand positioning - Market segmentation - Appeals - Sales promotion. Corporate & Promotional Advertising – Web Advertising. **10 L**

UNIT III

Latest trends in advertising (India & abroad) – Ad agency & its types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues. Advertising campaign- translation of ideas into campaigns & from conception to execution. **09 L**

UNIT IV

Public Relations-History - Role and meaning - Qualities of Public Relations Officer-Procedure to conduct Public Relations Campaign - Importance of Public Relations - Codes of ethics of Public Relations - Role of photography in Public Relations – PR Management **08 L**

UNIT V

Principles of Public Relations - Methods of Public Relations (Tools) - Press Release - Press Conferences - Public Relations in Government sector - Public Relations in Private sector - Public Opinion - Propaganda – Publicity **08 L**

References:

1. Chaunawalla, 2000, Advertising Theory and Practice, Himalaya Publishing House, India
2. Ruchi Gupta, 2012, Advertising Principles and Practice, Chand & Company Ltd, India
3. Shelly Rodgers and Esther Tharson, 2017, Digital Advertising, Routledge, UK
4. Kruti Shah, 2014, Advertising and Integrated Marketing Communications, Mc Graw hill, India

COURSE OUTCOME:

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

- CO 1:** relate the Nature and Scope in Advertising
CO 2: compare different Products and types in Advertising
CO 3: complete the role of Advertising agencies
CO 4: analyse the basic concepts of Public Relations
CO 5: interpret the principles in Public Relation

MAPPING:

COURSE CODE AND TITLE: ADVERTISING & PUBLIC RELATIONS (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	3	2	1	2	3	4	5	
CO 1	3	2	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	2	1	3	2	2	2	1	3	K-2
CO 3	3	2	3	2	2	2	3	1	2	2	K-3
CO 4	2	2	2	3	2	2	3	2	2	3	K-4
CO 5	3	2	3	2	2	3	2	3	2	2	K-5

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

PART III**Copy Writing – Allied Practical 3**

L	T	P	C
0	0	2	2

COURSE OBJECTIVES:

The objectives of this course “Copy Writing” are: To

1. enhance the knowledge on the fundamentals of Ad Writing
2. critically assess the use of rhetoric in an array of advertising.
3. compose ad copy for variety of media
4. critically evaluate visuals, graphics and the written word designing a best practices ad kit.
5. enable the nuances of Advertisement

COURSE CONTENT:

Evaluation will be based on record on class works/completed assignments, copy writing advertisements of their own choice; logo, headlines, positioning slogan, body text etc.

Exercise 1: Print Advertisement Writing

Students must be familiar and exposed to Copywriting Elements of Print Advertisement – Display Copy (Headline (Types), Caption, Subheads (Overline & Underline), Tagline & Slogan) – Body Copy (Lead Paragraphs & Closing Paragraphs) - Contact Information – Logo Types – Signature – Extras. Features, Benefits, Urgency & Offer. Anatomy of Print Ad – Text, Illustration & Image. Before the Practical class students must be made aware of Different Print Ads from original Examples.

Exercise 2: Radio Advertisement Writing

Students must be familiar and exposed to Copywriting Elements of Radio Advertisement – Straight Announcer Ad, Product or Service with Dialogue, Attention with a Vignette, Testimonial Ads. Radio Scripts, Features, Benefits, Urgency & Offer. Before the Practical class students must be made aware of Different Radio Ads from original Examples.

Exercise 3: Television Advertisement Writing

Students must be familiar and exposed to Copywriting Elements of Television Advertisement – Television Advertisement Various Formats, Anatomy – Video, Audio, Graphics & Animation. Features, Benefits, Urgency & Offer - TV Ad Script Format - Before the Practical class students must be made aware of Different TV Ads from original Examples.

Practical:

The Practical Record should contain Copy writes of Print, Radio & TV (Three)

The Television Advertisement Writing can be developed into a script and can be used for the Sixth Semester Practical Paper – Television Commercial Production

COURSE OUTCOME:

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

- CO 1:** list the basic elements in Copy Writing
- CO 2:** compare the different types of advertising
- CO 3:** construct the methods for writing for Radio Advertisement
- CO 4:** examine Television Advertisement Writing
- CO 5:** interpret Elements of Advertisement

MAPPING:

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

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

PART IV

Sound Design - Skilled Based Subject

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Sound Design” are to:

1. learn the fundamentals of Sound Design for media
2. train the learner in Sound Design
3. inculcate the key principles of Audio Techniques
4. be trained in handling basic requirements of Sound for TV News, AD, Documentary and Film
5. help them to understand the importance of Sound

COURSE CONTENT:

UNIT I

Sound Introduction - Sine Wave – Frequency – Amplitude – Timbre. Hearing Vs Listening. Sound in Cinema (Dialogue – Music – Sound Effects – Silence) Importance of Sound (Sound Creates Place, Sound Creates Mood, Sound Moves Stories, Sound Enhances Picture) **14L**

UNIT II

Sound Classification – Diegetic & Non-Diegetic, On Screen & Off Screen, Music, Establishing Sound & SFX - Major Function of Sound – Information (Dialogue, Direct Address) – Outer Orientation (Space & Time) Inner Orientation (Mood, Internal Condition, Energy & Structure) Metaphoric Sound – Segue – Foley – Ambience & Room Tone **12 L**

UNIT III

Dialogue – Text & Subtext – On Screen Dialogue – Off Screen Dialogue – Analyzing Vocal Performance (Sentence, Word, Syllable & Phoneme) – Paralanguage (Volume, Pitch & Time) Voice Over (Scripting Voice Over [Narration & Casting] & Voice Over)- Walla – Dialogue Sources (Production Sound & ADR) - Narration (Direct, Indirect, Contrapuntal) **12 L**

UNIT IV

Sound Effects & Music– Hard Effect & Soft Effect- Function of Sound Effects (Contextual & Narrative) – Building BG – Building Effects -Matching Perspective – Cause & Effect. Spotting Sound Effects & Music (Sound Maps & Sound Notes) – Music Types – Production Source (Live) – Source –Underscore - Sound Aesthetics (Figure/Ground – Sound Perspective – Sound Continuity) **12 L**

UNIT V

Adobe Audition Workstation – Files Panel – Media Browser, Effect Rack – Levels Panel – Selection/View Panel-Playback Control & Various Tools-Editor Area (Wave Form & Spectral Display)- Navigator Area, Pro Tools Introduction & Workstation

10 L

(Note: Assignment Topics – Music Jingles, Voice Dubbing (PSA/Radio Feature), Sound Effects, BG etc.)

References:

1. Kahra Scott-James, 2018, Sound Design for Moving Image, Bloomsbury Academic, New York, USA
2. Jay Rose, Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix 4th Edition, 2014, Routledge, United Kingdom.

COURSE OUTCOME:

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

- CO 1:** recall the Importance of Sound in Video
- CO 2:** compare the different types of sound
- CO 3:** construct the role of Dialogue in Sound Design
- CO 4:** experiment the basic concepts of Sound Effects & Music
- CO 5:** rate Adobe Audition workstations

MAPPING:

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

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

PART IV

Journalism Skills – Non-Major elective

L	T	P	C
2	0	0	2

COURSE OBJECTIVES:

The objectives of this course “Journalism Skills” are to:

1. help the learner to understand the basic Journalism Skills
2. be trained to publish News, Views and Information
3. learn the key principles of News Writing
4. inculcate the basic Anatomy of every Newspapers
5. be trained in awareness on News

COURSE CONTENT:

UNIT I

Media and Democracy: the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India - Media Consumption and News Production; Audience, Readerships, Markets - Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, - Changing Practices: new/alternative media, speed, circulation. **08 L**

UNIT II

Social Responsibility and Ethics - Positioning, Accuracy, Objectivity, Verification, Balance and Fairness - Defining Spot/Action, Statement/Opinion, Identification/Attribution - News vs Opinion, Hoaxes **08 L**

UNIT III

News: meaning, definition, nature - Space, Time, Brevity, Deadlines - Five Ws and H, Inverted pyramid - Sources of news, use of archives, use of internet etc. **08 L**

UNIT IV

Covering a Beat More Beats, Alternative Leads. Writing for Radio and Television, Writing for the New Media **08 L**

UNIT V

Constructing the story: selecting for news, quoting in context, positioning denials, transitions, creditline, byline, and dateline **06 L**

References:

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

COURSE OUTCOME:

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

- CO 1:** recall the Importance of Media and Democracy
- CO 2:** describe the Social Responsibility and Ethics followed while covering News
- CO 3:** demonstrate the role of News and its meaning
- CO 4:** compose the basics of News Writing for Different Beats
- CO 5:** revise construction of News Stories

MAPPING:

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

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

**SEMESTER
IVPART III
Television Production – Core**

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Television Production” are: To

1. understand the basic principles, procedures and techniques of Television Production
2. inculcate the use of Television Production in various Programming.
3. be familiarized with the three stages of Television Production
4. be enriched with the skills of Television Production
5. enable the students to learn video Production

COURSE CONTENT:

UNIT I

Television Standards - NTSC - PAL - SECAM - Television technology - Standard - HD - - Analog and Digital forms of television - Genres in Television - Television production process - single camera process - Multi camera process

14 L

UNIT II

Television scripting - Story board -Key Professional Involved in Production- Equipment layout in TV studio - chroma key - Microphones its type and placement - Vision mixers- Role of sound in TV.

12 L

UNIT III

Camera Introduction – Camera Parts (Electronic Control – Resolution & Frame Rate, White Balance, Gain & ISO, Picture Profile Mode, Program Mode, Picture style – Lens Control – Iris, Shutter Speed, Focus) Mounting devices - ENG and EFP Production - Single Camera Production - Multi-camera Production – Mise-en-Scene

12 L

UNIT IV

Lighting: types of lighting - Directional light, diffused light - Controlling lights - Lighting techniques - Three pointing lighting - Four pointing lighting – Lens – Focal Length & Lens Angle, Depth of Field (Deep focus - Shallow Focus-Shift Focus) – Focal Point

12 L

UNIT V

Role and responsibilities of TV Producer - Production Design as elements of Aesthetics - Production Illustration (Concept & final design Illustration, Architectural Drawings[plans-sections -elevations – projections & models], Continuity Sketches & Storyboards)- News reading and anchoring - Voice modulation - Editing – Transitions – Types of Cuts- Cut In & Cut Away - Television graphics - Titling - Special effects

10 L

References:

1. Millerson G. H. , Effective TV Production, Focal press, 1993
2. Holland P., The television handbook, Routledge, 1998
3. Zettl, Herbert, Television production handbook, Wardsworth, Thompson learning, 2001
4. Multitasking for T V Production by Peter Ward

COURSE OUTCOME:

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

- CO 1:** recall the process of television production
- CO 2:** compare Television Scripting
- CO 3:** apply basics of camera operation
- CO 4:** examine the role of Lighting and Lens in Television Production
- CO 5:** support Television Producers and Video Editing

MAPPING:

COURSE CODE AND TITLE: TELEVISION PRODUCTION (.....)											
CO	PO					PSO					
	1	2	3	2	3	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	3	K-1
CO 2	2	2	3	3	3	3	3	3	2	2	K-2
CO 3	3	2	3	3	2	2	3	3	2	2	K-3
CO 4	2	3	3	3	3	2	3	2	2	3	K-4
CO 5	3	2	3	2	3	3	2	3	2	2	K-5

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

PART III
Television Production – Practical

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

The objectives of this course “Television Production - Practical” are: to

1. understand the Fundamentals of Video Camera Operation
2. familiarize the basics of Audio Editing
3. enable students to key principles of Lighting and Lens in Video Making
4. be enriched with the knowledge of Script writing for various Television Programs
5. learn the concept of lighting and lens

COURSE CONTENT:

Students must be familiar and exposed to Live Studio, Taped Studio & Indoor/Outdoor Production. Three types of Television Production – Scripted Entertainment – Unscripted Entertainment – Information Programs – Two Column Script Format

The students are required to produce any two TV Programs of Duration 10 Minutes and submit as work record.

1. Talk Show/Chat Show
2. News Program
3. Travelogue
4. Cookery Show
5. Automobile Show
6. Make up & Life Style Show
7. Home Decor

Methodology:

Students will be given practical exposure on handling the camera, and will be detailed on all the aspects of production. Regular assignments on production will be given.

The student must submit a Record Note (Two-Column Script), and Two Television Production Film in DVD

COURSE OUTCOME:

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

- CO 1:** state the basics of Television Production
- CO 2:** explain how to analyze various TV Programs
- CO 3:** categorize various parts of a Photo Camera
- CO 4:** distinguish various Audio and Video Editing methods
- CO 5:** support the Scripting and Screenplay formats

MAPPING:

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

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

PART III

Introduction to Social Media – Allied 4

COURSE OBJECTIVES:

L	T	P	C
3	0	0	3

The objectives of this course “Introduction to Social Media” are to:

1. understand the various functions of social media
2. familiarize the normative process of New Media
3. learn about Blogs and their creation
4. be enriched with the knowledge of various Challenges, Society and social media
5. inculcate the knowledge about Internet

COURSE CONTENT:

UNIT I

New media- Definition & Introduction; Characteristics of New Media; New Media technology; Communication Revolution; New Media Vs Old Media. New Media & Visual Culture. **10 L**

UNIT II

Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media. **10 L**

UNIT III

Blog- Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture: presence, credibility, identity, reputation, authority, and influence. **09 L**

UNIT IV

Social Media & Society- Performing Relationship & community, performing identity through social media, social media strategies & planning; Reaching Consumers- Ethical Issues & Privacy **09 L**

UNIT V

Challenges in social media- content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Trends of Social Media- Communities, Audience & Users. **08 L**

References:

1. Terry Flew, *New Media: An Introduction*, Oxford, 2011
2. Alex Newson, *Blogging and other social media*, Gower Publishing Limited, England, 2009
3. Martin Lister, *New Media: A Critical Introduction*, Routledge, New York, 2003

COURSE OUTCOME:

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

- CO 1:** relate with New Media
- CO 2:** comprehend the characteristics of social media
- CO 3:** compare Blogs and its types
- CO 4:** examine the role of social media and society
- CO 5:** interpret the challenges in social media

MAPPING:

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

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

PART III

Documentary Writing – Allied

Practical – 4

L	T	P	C
0	0	3	2

The objectives of this course “Documentary Writing” are: To

1. familiarize the students with various types of Descriptive writing
2. develop their inherent writing skills to train students to generate, develop and express ideas.
3. develop writing skills to describe a Person, Place, Thing or Event through the use of Sensory Details (Seeing, Hearing, Smelling, Touching & Tasting)
4. enable students in learning Feature Writing
5. help them to know the basics of Visual Writing

COURSE CONTENT:

Students must be exposed and made familiar with different types of descriptive writing details like Sensory Detail, Characterization, Observational Writing, Showing Versus Telling (Adjective Writing), Metaphor vs Simile & Specific vs Concrete writing. Elements of Descriptive Writing (Sensory Details, Figurative language, Dominant Impression, Precise Language and Careful Organization)

Students must be made to expose original Descriptive Essays based on different subjects to identify its Elements & Structure

The Practical Record should contain Write ups of any Five Descriptive Essays on the following topic (People/Place/Event/Object)

Any one Documentary Writing can be developed into a Narration script and can be used for the Sixth Semester Practical Paper – Documentary Production.

COURSE OUTCOME:

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

- CO 1:** record the basics of descriptive Writing
- CO 2:** express how to analyze various Documentary Programs
- CO 3:** illustrate various elements of Descriptive writing
- CO 4:** examine the structure of a Documentary
- CO 5:** value the importance of Research

MAPPING:

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

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

PART III

Video Editing – Skilled Based Subject

L	T	P	C
3	0	0	3

The objectives of this course “Video Editing are: To

1. understand the Fundamentals of Video Editing
2. be familiarized with editing process through lectures and practical workshops
3. be enriched with the key principles of editing techniques
4. inculcate the skills for various requirements of editing for TV News, AD, Documentary & Film
5. be trained with the various video editing styles

COURSE CONTENT:

UNIT I

What is Video Editing – Tools Vs Skills – Understanding the Footage – Using the Right Shots – Time & Space in Editing – Editing Process (Acquire, Organize, Review & Select, Assemble Rough Cut, Fine Cut, Picture Lock, Master & Deliver). **10 L**

UNIT II

Footage Analysis – Focus – Audio Quality – Exposure and Color Temperature -Framing & Composition – Screen Direction – 180-degree Rule – 30-degree Rule – Matching Angles – Matching Eyeline – Continuity of Action – Continuity of Dialogue – Performance **10 L**

UNIT III

The Kuleshov Experiment – Montage Editing (Metric – Rhythmic – Tonal – Over Tonal –Intellectual). Relational/Constructive Editing (Contrast – Parallelism – Symbolism – Simultaneity – Leitmotif). Editing Style (Expository – Elliptical – Metaphorical) **09 L**

UNIT IV

Editing Factors – Information – Motivation – Shot Composition – Camera Angle – Continuity – Sound. Five Categories of Edit – Action Edit - Screen Position Edit – Form Edit – Concept Edit – Combined Edit **09 L**

UNIT V

Adobe Premiere Workspace (Project Panel – Source Monitor – Program Monitor – Timeline Panel – Tools Panel – Audio Meter Panel – Effects Panel – Marker Panel). Tools Panel (Selection Tool, Track Selection, Ripple Edit, Rolling Edit, Rate Stretch, Razor Tool, Slip Tool, Slide Tool, Pen Tool, Hand Tool & Zoom Tool), AVID Introduction & Workstation **08L**
(Note: Assignment Topics – Titling, Transitions and Effects, Continuity Cuts, Match Cuts, Jump Cuts etc.)

References:

1. Ken Dancyger [2010], The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press, U.S.
2. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Edit, Focal Press.
3. Gael Chandler [2012], Cut By Cut: Editing Your Film or Video, Michael Weise Productions, U.S

COURSE OUTCOME:

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

- CO 1:** recall the process of Video Editing
- CO 2:** compare the utilization of various Footages
- CO 3:** apply various Editing styles
- CO 4:** analyze the editing factors and categories of Editing
- CO 5:** evaluate Adobe Premiere Software

MAPPING:

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

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

PART IV

Photo Journalism- Non-Major elective

COURSE OBJECTIVES:

L	T	P	C
2	0	0	2

The objectives of this course “Photo Journalism” are to:

1. be familiarized with the basic concepts of Photography
2. be enriched with the knowledge of key principles of Photo Journalism
3. learn the process of Photo Editing
4. know about the concept of Lighting
5. be trained in different Photography styles

COURSE CONTENT:

UNIT I

Introduction to Photojournalism - Elements of Visual news story telling, History of photojournalism. Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing

10 L

UNIT II

Developing eye for news photos. Types of News Photographs. Planning for News Photographs- Creating a Good News Photograph (Composition Techniques) – Picture Stories (Illustrated Text, Photo-text Combination-Pure Picture story- Picture story within Text-Single picture story-Abstract Picture-Informal Portrait)

10 L

UNIT III

Digital Photography – Digital Cameras -Image Sensors – Resolution – Aspect Ratios – Color – Sensitivity-Image quality-Frame Rate – Image Compression & File Format – Creative Controls (Automatic controls – Autoexposure-Tone curve control – Focus-White Balance – Preview screens-Viewfinders) - Lenses

08 L

UNIT IV

Editing Digital Photography – Process of Photo editing (Photo Editing tools -Phot Genetics – Picture Window – Working formats – output formats -Sharpening images – cropping images – Rotating Images– changing brightness – adjusting color balance using filters – composite imaging – use of Histograms

09 L

UNIT V

Ethics of Image Editing - Principles and Ethics of photojournalism, Media laws and Intellectual Property Rights- Syntax of images

08 L

References:

- 2. Digital Photojournalism, Balakrishna Aiyer, Authorspress, 2006
- 3. Real World Digital Photography, Eisman, Dugan, and Grey, Pearson/Prentice Hall , 2010
- 4. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson , 2002

COURSE OUTCOME:

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

- CO 1:** relate the basics of Photo Journalism
- CO 2:** explain how to analyze and learn Photography
- CO 3:** construct various parts of a Photo Camera
- CO 4:** construct various Photo Editing methods
- CO 5:** appraise the editing factors and categories of Edit

MAPPING:

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

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

SEMESTER V
PART III
Film Studies – core

COURSE OBJECTIVES:

L	T	P	C
4	0	0	4

The objectives of this course “Film Studies” are: To

1. understand the nature and process of Film Production
2. familiarize reading and analyzing a film
3. inculcate the key principles of film business
4. enrich with the knowledge of theoretical ideas presented by major film theorists.
5. enable the learner to know about world cinema

COURSE CONTENT:

UNIT I

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics (Sign, Codes & Convention) - formalism and neo formalism - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

14 L

UNIT II

Introduction to Tamil cinema - First talkie movie in Tamil - Samikannu Vincent - Nataraja Mudhaliyar - Directors of 80's Tamil cinema - K. Balachander - Mahendran - Bharathiraja - Manirathnam - Balumahendra

12 L

UNIT III

ISM in cinema - Realism - Surrealism - German Expressionism - soviet montage - Italian neo realism - French new wave - Modernism - Postmodernism – Mise-en-Scene & Montage - Film audience - Review and appreciation of film- Film genre.

12 L

UNIT IV

Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections -Narrative structure - Linear narrative structure - Non linear narrative structure - Time and space in cinema

12 L

UNIT V

Film business and Industry - Economic- finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules.

10 L

References:

1. Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition
2. How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977
3. Film as an art and appreciation, Maric Setton, NCERT, New Delhi
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
5. Cultural Heritage of India, A.L. Basham.

COURSE OUTCOME:

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

- CO 1:** list the basics characteristics of Film Medium
- CO 2:** compare Tamil Cinema and famous Directors
- CO 3:** demonstrate various Film Theories
- CO 4:** examine structure of a Film Festival
- CO 5:** evaluate the Film Business and Industry

MAPPING:

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

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

PART III

Constitution and Media Laws – Core

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Constitution and Media Laws” are: To

1. inculcate the ethics and Principles of Indian Constitution
2. familiarize media Laws
3. enable the learner to follow ethics in the field of communication.
4. familiarize the different constitution
5. enrich the learner with various Acts related to media

COURSE CONTENT:

UNIT I

Indian Constitution – Salient features – Fundamental rights – Article 19 (1) (a) – Freedom of the press. **14 L**

UNIT II

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976. **12 L**

UNIT III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court. **12 L**

UNIT IV

Freedom of the Press – Ramesh Tapan vs State of Madras – Brij Bushan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985). **12 L**

UNIT V

Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV. **10 L**

References:

1. Indian constitution : B.N. Pandey
2. Introduction to Indian constitution : D.D. Basu
3. Press laws : D. D. Basu
4. The truth about Indian press : S. Sahani
5. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

COURSE OUTCOME:

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

- CO 1:** list the basics of Indian Constitution
- CO 2:** describe Official Secrets Act
- CO 3:** use the Press Council of India
- CO 4:** examine the Freedom of Press
- CO 5:** evaluate Censorship and the resultant consequences

MAPPING:

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

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

PART III
WEB JOURNALISM – Major Elective

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Web Journalism” are: To

1. familiarize the insight into the nuances of Online as a medium of communication
2. inculcate the knowledge of creating news sites online
3. train the learner to write for the online medium.
4. to know how to report news
5. enrich the learner with Ethics in Web Journalism

COURSE CONTENT:

UNIT I

New Media: Use of New Communication Medium (Internet, Mobile), Advantages, Limitation and Risk factor, involve in it. Use of various applications media personal.

14 L

UNIT II

Wire service reporting, Blogs and Other "Participatory Journalists", Digital news media, trends and technologies in digital news media.

12 L

UNIT III

How to Report News for the Web: skills a journalist needs in the digital age, multimedia tools available to report the story immediately, Contextual hyper linking.

12 L

UNIT IV

Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, Powers of web Journalism: Information, news and entertainment on web. Web Design Elements – Header – Navigation – Content – Footer (Home Page, About Us, Product or Service, Gallery, Contact Us, Call to Action, Search). Dynamic Content

12 L

UNIT V

Ethics in Web journalism- anonymity, speed, rumor and corrections, impartiality, conflicts of interest, and partisan journalism, Reporters and social media, citizen journalists and using citizen content, Ethicsof images.

10 L

References:

1. Multimedia: an introduction, Casanova John Villamil
2. Multimedia: illustrated, Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi

3. Ess, Charles. Digital Media Ethics. Cambridge: Polity Press, 2009.
4. Ward, Stephen J. A. —Ethics for the New Mainstream.
5. In The New Journalist: Roles, Skills, and Critical Thinking, eds. Paul Benedetti, Tim Currie

COURSE OUTCOME:

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

- CO 1:** recall the uses of new communication medium
- CO 2:** explain participatory journalism
- CO 3:** demonstrate how to Report News for the Web
- CO 4:** analyze the basics of Content Planning
- CO 5:** To understand Ethics in Web Journalism

MAPPING:

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

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

PART III

Media Culture & Society- Major Elective

COURSE OBJECTIVES:

L	T	P	C
4	0	0	4

The objectives of this course “Media Culture & Society” are: To

1. familiarize the impact of media on culture
2. realize how social structure through media systems are integrated and shaped by larger systems of power and cultural understanding
3. identify how in turn, those systems of power and stratification are dependent of communications.
4. develop the skills of Cultural Studies
5. comprehend media and popular culture

COURSE CONTENT:

UNIT I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. **14 L**

UNIT II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc. **12 L**

UNIT III

Media as text. Approaches to media analysis- Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.) **12 L**

UNIT IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.)- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy **12 L**

UNIT V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture. **10 L**

References:

1. Silverstone, Rogers (1999) Why Study Media?. Sage Publications
2. Potter, James W (1998) Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
4. Evans, Lewis and hall, Staurt (2000): Visual culture: The reader. Sage Publications
5. Berger, Asa Authur (1998). Media Analysis Technique. Sage Publication

COURSE OUTCOME:

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

- CO 1:** relate with Mass Media
- CO 2:** recognize Media Audience
- CO 3:** construct Media as Text
- CO 4:** differentiate Media as consciousness Industry
- CO 5:** evaluate Media and Popular culture

MAPPING:

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

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

PART III

2D Animation – Core Practical

L	T	P	C
0	0	3	2

COURSE OBJECTIVES:

The objectives of this course “2D Animation” are: To

1. be trained in the fundamental theoretical and practical aspects of 2D Animation
2. familiarize technical knowhow of operating 2D Animation software applications
3. comprehend the learner through lectures, exercises and applications
4. utilize 2D character Animation
5. be trained in Title Animation

COURSE CONTENT:

The students are Exposed to: Introduction to basics of Animation tools: – Panels/Windows Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format – Workspace (The Stage, Timeline, Panel dock's, Tools, Properties, Library)- Menu Bar – Motion Editor -Importing Files - Exporting. Before the Practical class students must be made aware of the following topics from original Examples.

Software – **ADOBE FLASH**

Exercises:

1. Create two “Title Animation” with appropriate audio for 30 seconds
2. Create 2D Character Animation with a concept of social issues for 45 seconds (Note: Appropriate RR and Voice Over, if necessary, should be Included)

(The students have to submit Two exercises as Practical's in the Digital Output & Record Book containing -Title, Concept -Synopsis-Two column Script with Photo board for Practical exam, which will be evaluated by the External Examiner)

The students must submit a record Note and Two 2D Output in DVD

COURSE OUTCOME:

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

- CO 1:** list the methods of 2D Title Animation
- CO 2:** understand 2D Character Animation
- CO 3:** be trained in script writing and Screenplay
- CO 4:** understand the process of dubbing and recording
- CO 5:** evaluate incorporation of appropriate Music

MAPPING:

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

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

PART III
Visual Effects– Core Practical

L	T	P	C
0	0	3	2

COURSE OBJECTIVES:

The objectives of this course “Visual Effects” are: To

1. understand the basics of Visual Effects
2. familiarize with the fundamentals of Color Grading and Color Corrections
3. understand how to use After Effects & DaVinci Resolve Software
4. comprehend students with the knowledge of Particles
5. develop the skills to handle various VFX tools

COURSE CONTENT:

After Effects & DaVinci resolve

Introduction to basics of VFX tools: – Panels/Windows Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format – Workspace (Composition Panel, Project Panel, Timeline Panel, Effects Control Panel, Flow Chart Panel, Footage Panel & Layer Panels)- Importing -Exporting

Exercises:

1. Title Graphics
2. Title Animation
3. Info Graphics Presentation
4. Compositing
5. Green Matte Editing

6. Color Grading

(The students have to submit Practical's in the Digital Output & Record Book containing -Title-Concept-Synopsis-Two-Column Script with Photo board for Practical exam, which will be evaluated by the External Examiner)

The students must submit a record Note (combined) and six-digital outputs in DVD

COURSE OUTCOME:

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

CO 1: remember Color Grading software DaVinci resolve

CO 2: describe the concept of Titling

CO 3: demonstrate Visual Effects Software after Effects

CO 4: create methods of writing Scripts

CO 5: evaluate various Exercises under Multimedia

MAPPING:

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

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

PART III

Film Appreciation –Core Practical

L	T	P	C
0	0	3	2

COURSE OBJECTIVES:

The objectives of this course “Film Appreciation” are: To

1. enrich with the skills of Film Appreciation
2. familiarize Film History
3. train the learner with the skills of film analysis
4. be trained in film Production
5. enable the learner to know about world cinema

COURSE CONTENT:

The students are exposed to filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman etc. and skills are thought to appreciate the great filmmakers by studying the nuances in studying films.

Exercise:

Each film, which are screened are to be appreciated by the students and that has to be filed and submitted in form a record book. This will be evaluated at the end of the semester by a viva voce

The students must submit a record Note (Ant Five Film Review)

COURSE OUTCOME:

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

- CO 1:** List the methods of film appreciation
- CO 2:** compare various film history Movements
- CO 3:** Demonstrate works of various Film Makers and Technicians around the World
- CO 4:** assemble various stages in Film Production
- CO 5:** Value Regional, National and International films

MAPPING:

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

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

SEMESTER
VPART III
Basics of Media Research – Core

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Basics of Media Research” are: To

1. understand the various Methodologies of Research
2. know the theoretical paradigms of media research
3. acquire quantitative and qualitative research skills
4. analyze different types of Data Collection Method
5. evaluate Sampling and Data Analysis

COURSE CONTENT:

UNIT I

The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.
12 L

UNIT II

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.
12 L

UNIT III

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.
12 L

UNIT IV

Sampling. Types of samples. Random, Cluster, Stratified Systematic, Probability and non- probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design. **12 L**

UNIT V

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.
10 L

References:

1. Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, (1991). Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle (1985).The Survey Research Handbook, Irwin Homewood, Illinois.

COURSE OUTCOME:

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

- CO 1:** remember the need and relevance of media research
- CO 2:** compare the different types of research design
- CO 3:** complete data collection technique
- CO 4:** formulate sampling methods
- CO 5:** evaluate the collected data

MAPPING:

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

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

PART III

Communication Theories – Core

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Communication Theories” are: To

1. understand the concepts, processes and theories of communication
2. learn different communication and media research as a process
3. understand communication and its relevant methods and applications
4. familiarize development Communication, its theories and practices.
5. enable the learner with the skills of Information Technology

COURSE CONTENT:

UNIT I

Defining and redefining mass communication, Emergence of scientific perspective on mass communication. **14 L**

UNIT II

The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory. **12 L**

UNIT III

Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory. **12 L**

UNIT IV

Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality. Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting. **12 L**

UNIT V

Meaning of Information Technology. Role of Information Technology in Communication. Latest Trends in Information Technology. Internet, WWW, Social Networking, Future of Communication with Changing Environment of Information Technology. **10 L**

References:

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mean, messages and media – Wilbur Schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J. Baran and Dennis K. Davis

COURSE OUTCOME:

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

- CO 1:** repeat the importance of Mass Communication
- CO 2:** compare different theories of Media
- CO 3:** construct new Mass Communication Theories
- CO 4:** examine cultural theories and its various types
- CO 5:** support information technology in communication

MAPPING:

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

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

PART III
Media Management – Core

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

The objectives of this course “Media Management” are: To

1. provide training in Media Management
2. train the future managers of the Event Industry
3. be trained with Entrepreneurship Skills
4. be skilled in technical proficiency to effectively adjust, grow and excel in the field of EventManagement.
5. enable students to learn the concept of Media Marketing

COURSE CONTENT:

UNIT I

Management in Media organization – Structure – nature and process of management – levels of management– Skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment. **14 L**

UNIT II

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery. **12 L**

UNIT III

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business –Employment opportunities and status of media industry. **12 L**

UNIT IV

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling. **12 L**

UNIT V

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling. **10 L**

References:

1. Block *et al* (2001). *Managing in the Media*. Focal Press.
2. Alan B. Albarran, Sylvi (2006). *A handbook of Media management and Economics* –
3. Lawrence Elbaun Associate Publishers.
4. Andrej vizjak and Max Riglstter (2003). *Media management*, Springer,
5. William jameswillis and dianeB.willis (2006). *New Directions in Media Management*, Routledge.
6. Alan B. Albarran (2009). *Management of Electronic Media*, Wadsworth.

COURSE OUTCOME:

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

- CO 1:** remember the process of Management in Media Organization
- CO 2:** describe the differences in production management
- CO 3:** contrast different Entrepreneurship Skills
- CO 4:** analyse Advertising Management
- CO 5:** value Marketing trends and selling

MAPPING:

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

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

PART III

3D Animation – Core Practical

L	T	P	C
0	0	3	2

The objectives of this course “3D Animation” are: To

1. provide fundamental theoretical and practical aspects of 3D Animation
2. learn technical knowhow of operating 3D Animation software applications
3. provide a well- rounded and comprehensive training on Animation through lectures, exercises and applications
4. learn the basics of Animated Logos
5. enable students to know about walk through and character model animation

COURSE CONTENT:

The students are Exposed to:

Introduction to basics of editing tools: – Panels, Tool Bars & Menus. Creating Project Folders, Setting Project Format – Importing Files -Exporting

3Ds Max Interface (User Account menu, Workspace selector, Menu Bar, Main Toolbar, Ribbon, Scene Explorer, Viewport Layouts, Command Panel, Viewports, Status Line and Prompt line, Coordinate display, Animation & Time controls, Viewport navigation controls Project Toolbars)

Maya Interface (Toolbox, Menus & Shelves, Channel Box/Attribute Editor/Tool Settings, Viewport panel, Layers Editor)

Before the Practical class students must be made aware of the following topics from original Examples. Software – **3Ds Max/ Maya**

Exercises:

1. Animated Logo (15 seconds)
2. i) A walk through with perfect BG for 30 to 40 seconds
Or
ii) A character or model animation with its environment as BG for 30 – 45 seconds

(Note: Appropriate Music/SFX if necessary, should be Included)

(The students have to submit Two exercises as Record Work in the digital form & Paper Page -Title, Concept -Synopsis-Two column Script with Photo board for Practical exam, which will be evaluated by the External Examiner)

The students must submit a record Note and Two 3D Output in DVD

COURSE OUTCOME:

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

CO 1: list the types of 3D Animated Logos

CO 2: describe 3D Walk Through

CO 3: apply how to write script and Screenplay

CO 4: analyze 3D Character and Model Animation

CO 5: evaluate how to incorporate appropriate Music and Sound Effects

MAPPING:

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

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

PART III

Television Commercial Production – Core Practical

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

The objectives of this course “Television Commercial Production” are: To

1. provide an understanding of the Aesthetic skills which are necessary to produce interesting television commercial films
2. learn technical knowhow in executing all aspects of various television commercial productions.
3. inculcate with the knowledge of writing script and Screenplay for TV Commercials
4. provide a well- rounded and comprehensive training on Advertisements through lectures, exercises and applications
5. enable students to understand Advertisements

COURSE CONTENT:

Students must be familiar and exposed to basic Video AD Format – Problem Solution Format, Demonstration Format, Slice of Life Format, Testimonial or Endorsement Format, Spokesperson or Presenter Format and Musical or Jingle Format – Two Column Script Format – AD Appeals and Elements (Feature, Benefit, Urgency & Offer) etc. Before the Practical class students must be made aware of the following topics from original Examples.

Students can write Two-Column scripts from 5 existing best television commercials. Concepts may be for a consumer product, a corporate company, for government sectors, and for PSA’s

Exercise:

Each student must produce one AD Film as Original Output of Duration 15 – 30 Seconds. Along with the Visual, Dialogue, Music & SFX must be Included

(The students have to submit one exercise as Record Work in the digital form & Paper Page -Title, Concept -Synopsis- Treatment -Two column Script – Shooting Script – Editing Script – Sound Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner). In addition, the student has to submit Production Photographs of AD Film Making

The students must submit a Record Note and a Television Commercial Film in DVD

COURSE OUTCOME:

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

CO 1: list and understand Advertisement Formats

CO 2: compare Advertisement Appeals and Elements

CO 3: construct script and Screenplay

CO 4: formulate Dialogue Writing

CO 5: support to incorporate appropriate Music and Sound Effects

MAPPING:

COURSE CODE AND TITLE: TELEVISION COMMERCIAL PRODUCTION (.....)											
CO	PO					PSO					Cognitiv level
	1	2	3	4	5	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

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

PART III

Documentary Production –Core Practical

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

The objectives of this course “Documentary Production” are: To

1. provide an understanding of the Aesthetic skills necessary to produce interesting and creative documentary films
2. learn technical knowhow in executing all aspects of various Documentary productions.
3. know how to write script and Screenplay for Documentaries
4. provide a well- rounded and comprehensive training on Documentary through lectures, exercises and applications
5. enable students learn about Video Production

COURSE CONTENT:

Students must be familiar and exposed to Elements of Documentary – Interviews, Cutaways (Storytellingemotional cutaway & General Coverage cutaway) – Live Action – Process Footage – Archive – Graphics – Animation. Importance of Research. Script Writing Formats – Narration Formats (First Person Narration and Third Person Narration).

During the Practical Class Students can write Two-Column scripts from three existing best Documentary Films. Concepts may be about environmental issues, Social Issues, Any particular place etc. Students must be made aware of the following topics from original Examples.

Exercise:

Each student must produce one Documentary Film as Original Output of Duration 10 – 20 Minutes. Along with the Visual, Narration (Voice Over), Music & SFX must be Included

(The students have to submit one exercise as Record Work in the digital form & Paper Page should contain Title -Concept -Synopsis- Treatment -Two column Script – Shooting Script – Editing Script – Narration Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner). In addition, the student has to submit Production Photographs of Documentary Film Making

The students must Submit a Record Note and a Documentary Film in a DVD

COURSE OUTCOME:

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

CO 1: list the elements of a documentary

CO 2: comprehend the importance of Research

CO 3: Illustrate how to write script and Screenplay

CO 4: analyse Narration Writing and Formats

CO 5: appraise the incorporation of appropriate Music and Sound Effects

MAPPING:

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

3 -Strongly correlated

2- Moderately correlated

1 - Weekly correlated

0- No correlation

GROUP PROJECT

Short Film Production & Internship

L	T	P	C
0	0	7	7

COURSE OBJECTIVES:

The objectives of this course “Short Film Production & Internship” are: To

1. provide hands on experience in short film making
2. learn technical knowhow in executing all aspects of various Short Film Productions.
3. know how to write script and Screenplay for Short Films
4. provide an Understanding of the Working Nature in print, electronic and new media Industry
5. enable students to learn about Film Making

COURSE CONTENT:

Exercise 1:

Short Film Production (25 External + 25 Internal)

Students must be familiar and exposed to Elements of Screenplay – Plot, Theme, Character, Language or Dialogue, Music or Rhythm, Curiosity, Suspense and Surprise. More number of short films must be screened for enough exposure and interactions should be done based on various film elements.

During Class Students can write One-Column scripts (Scene headings, Video Description, Character Block) from any 5 existing award-winning Short Films. Concepts may be of any Genre.

A group of students (5Max) should come up with a Short-film (5 to 10 minutes). The planshould be presented to the HOD / Faculty In-charge at the beginning of Sixth semester.

(The students have to submit one exercise as Record Work in the digital form & Paper Page should contain Title-Concept -Synopsis- Treatment -One-column Script – Shooting Script – Editing Script – Sound Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner). In addition, the student has to submit Production Photographs of Short Film Making

Exercise 2:

Internship (50 External) (Students can do Internship after Semester I)

The internship period is for a minimum period of 150 hours. **(Based on their convenience Students can divide and complete the total 150 hrs)** The training can be undergone during any vacations within the Three Year. The faculty must closely monitor progress of the interns. The Project work can be either carried out in any Media House/Print Media/Advertising Agency/MediaProfessional/Film Industry or a well-known Media Firm at Regional Level.

A report and a Viva Voce will complete the process of Evaluation

The student must submit a Record Note, a Short Film in a DVD and an Internship Report

COURSE OUTCOME:

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

- CO 1:** Recall the elements of a Story
- CO 2:** Describe the importance of Emotions in Film Making
- CO 3:** Demonstrate how to write scripts and Screenplay
- CO 4:** arrange various functions of a Media Industry
- CO 5:** judge the various Key Personalities involved in a Media Firm

MAPPING:

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

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

Model Question Paper

Reg. No:

B.Sc., (Visual Communication)

Code No: 12087E

Sub. Code:

B.Sc. (CBCS) DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Visual Communication – Major

VIDEO EDITING

(For those who joined in July 2018 onwards)

Time: Three hours

Maximum: 75 marks

Part A Answer ALL questions

A. Choose the correct answer

(10 x 1 = 10)

1. CU is sometimes called as _____
a) Face shot b) Head Shot c) Neck shot d) None
2. When two clips are combined _____
a) Eclipse b) Concept c) Juxtapose d) None
3. _____ editing cannot be fixed
a) Focus b) Coloring c) Exposure d) Audio
4. ADR is also called _____
a) Swiping b) Miming c) Looping d) both a and c
5. _____ is the most frequently used transition
a) Dissolve b) Fade c) Wipe d) Cut
6. In signaling that the story has Began
a) Fade In b) Fade Out c) Fade Away d) Fade To
7. Screen Position edit is also called as _____
a) Placement edit b) Space Edit c) Directional edit d) both a and c
8. Continuity in Time and Space is called _____
a) Concept edit b) Dynamic edit c) Continuity edit d) None
9. Following to an exact measurement or number of frames is called _____ Montage
a) Tonal b) Rhythmic c) Metric d) None
10. _____ is when actions are shown happening in two different locations
a) Simultaneity b) Parallelism c) Contrast d) Symbolism

B. Answer the following

11. a) When to use Right shots for LS/MS/CU – Explain?
or
b) Describe any five Shot types

- 12 a) Explain Coverage with five different shots
or
b) What are the various Match Action techniques?
- 13 a) Explain the concept of Dissolve in Video Editing
or
b) Describe about Fade In & Fade Out
- 14 a) Discuss about Action Edit
or
b) Explain Concept edit with examples
- 15 a) Explain the term Simultaneity
or
b) Explain the term Symbolism

C. Answer the following

- 16 a) Mention the various cuts in Editing
or
b) Describe continuity editing? Explain the common techniques of continuity editing
- 17 a) Explain the six concepts of “when to cut and why”
or
b) List out the various stages in Video Editing
- 18 a) Give an Overview of Adobe Premiere Pro with neat diagram?
or
b) Enumerate Time and Space in Editing
- 19 a) Explain about Screen position edit, Form Edit and Combined Edit
or
b) Explain the different types of Montage
- 20 a) List out Lev Kuleshov – Three Experiment
or
b) Explain the various Tools Panel in Adobe Premiere Pro

MAPPING:

Part A	Part B	Part C
1. CO – 3, K 1	11. a. CO – 2, K 1	16.a CO -2, K 1
2. CO - 4, K 1	b. CO - 4, K 1	b CO - 3, K 1
3. CO – 1, K 2	12. a. CO – 5, K 2	17.a CO – 1, K 2
4. CO – 2, K 3	b. CO – 2, K 3	b CO – 4, K 3
5. CO – 5, K 2	13. a. CO – 3, K 2	18.a CO -2, K 2
6. CO – 5, K 3	b. CO – 4, K 3	b CO – 3, K 3
7. CO – 3, K 4	14. a. CO – 1, K 4	19. a CO – 1, K 4
8. CO – 2, K 4	b. CO – 5, K 4	b CO – 4, K 4
9. CO – 4, K 5	15. a. CO – 3, K 5	20.a CO – 5, K 5
10. CO – 1, K 5	b. CO – 1, K 5	b CO – 5, K 5

