

SHSB1102	GENERAL ENGLISH -I	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		3	0	0	0	3	50	50

COURSE OBJECTIVES

- To provide opportunities for students to read and respond to representations of current issues
- To prepare the students to effectively communicate by applying reflective thinking practices
- To provide an opportunity to the students to improve their vocabulary
- To create and apply lateral and critical thinking
- To learn academic writing strategies

UNIT 1

9 Hrs.

Listening to identify vocabularies- Self Introduction - Developing dialogue between characters -Talking about neighbours, family members, likes and dislikes, Reading Comprehension strategies- Parts of Speech- Kinds of Sentences Connectives and Discourse markers - Rearranging the Jumbled sentences, E-Mail Writing.

UNIT 2

9 Hrs.

Listening for Inference- Just a Minute speech- Types of words- Compound words, abbreviations and acronyms, Word Association- Tenses and its Types- Voice- Impersonal Passive- Rules of Passive voice formation - Transcoding - Encoding and Decoding- Bar chart, Pie Chart

UNIT 3

9 Hrs.

Listening to telephonic talk to fill blanks- Giving information- travel, hotel booking, making enquiries about availability of seats for admission, asking about courses - Question Tags – Open ended and Close ended questions, Concord, Single - Line Definition - Note Making - Preparing checklists

UNIT 4

9 Hrs.

Listening to summarise the information- Reading and identifying the topic sentence, - Editing - Punctuation- Error Corrections, 'If 'Conditionals, Idioms & Phrases, Instructions & Recommendations – Drafting a brochure/Advertisement.

UNIT 5

9 Hrs.

Listening to Movie reviews and book reviews, Listening and summarizing- Giving impromptu talks - Reading and Summarizing -Types of words- Homonyms, Homophones, eponyms, acronyms- Writing a Paragraph, Descriptive Essay, Dialogue Writing.

COURSE OUTCOMES

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

- CO1** - Remember knowledge of linking words related to both spoken and written discourse
- CO2** - Understand collocations, words to express one's point of view in both writing and speaking
- CO3** - Apply the rules for writing compare and contrast paragraphs by using cohesive devices based on prompts given
- CO4** - Analyse critical thinking skills by framing questions related to elements of reasoning
- CO5** - Evaluate written pieces to self-correct in the topic areas of verbs, reported speech, and punctuation
- CO6** - Equip the students with the required Professional Skills

TEXT / REFERENCE BOOKS

1. Sen S, Mahendra et al. (2015) Communication and Language Skills. Foundation books. Chennai
2. Strunk, William Jr., and E.B. White. The Elements of Style. Allyn and Bacon, 2000.
3. Murphy, Raymond. English Grammar in Use. Cambridge University Press, 2012.
4. Thomson, A.J., and A.V. Martinet. A Practical English Grammar. Oxford University Press, 1986.
5. Straus, Jane. The Blue Book of Grammar and Punctuation. John Wiley & Sons, 2014.
6. O'Conner, Patricia T. Woe is I: The Grammarphobe's Guide to Better English in Plain English. Riverhead Books, 2019.

SVCB1101	INTRODUCTION TO COMMUNICATION	L	T	P	EL	Credits	Total Marks	
		3	1	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To understand the basics of communication and various concepts.
- To acquire the skills to effectively use and interpret messages and enhance the importance of Communication.
- To learn forms of communication and its process.

UNIT 1 UNDERSTANDING COMMUNICATION 9 Hrs.

Nature and Process of Human Communication; Importance of Communication; Benefits and Myths of Human Communication; 8 Major Postulates of communication; Perception - Visual and other sensory perceptions. Basic Theories of Communication.

UNIT 2 TYPES OF COMMUNICATION 9 Hrs.

Types of Communication: Intrapersonal; Interpersonal; Group; Public; Organization; Verbal; Non Verbal: Signs – Kinesics – Proxemics – Haptics – Paralanguage - Orientation. Language and Verbal interaction; Principles of Conversation; Silence.

UNIT 3 COMMUNICATION PROCESS 9 Hrs.

Process of Communication; Use of Language in Communication; Need for Effective Communication; Effective sending skills: Receiving skills - Factors affecting effective communication.

UNIT 4 FORMS OF COMMUNICATION 9 Hrs.

Signs & Symbols; Levels of communication: Syntagmatic and Pragmatic; Message – Meaning - Connotation – Myth - Denotation; Social Penetration Theory; Social Exchange Theory; Equity Theory.

UNIT 5 INDIAN MEDIA 9 Hrs.

Folk Media; Growth Of Print Media; Radio Broadcasting; History of Indian television; Evolution Of Cinema - Pioneers of Indian Cinema; Online Media; Media Globalization; ICT for Social Empowerment. Human Machine Interaction. Digital Media Interaction and Communication.

Max. 45 Hrs.**COURSE OUTCOME**

On completion of the course, the students will be able to

- CO1** - To understand the basics of communication
- CO2** - To apply the communication skills in their effective communication
- CO3** - To understand the evolution of communication from signs to smart phones
- CO4** - Remember the concepts related to communication
- CO5** - To focus on the evolution of Mass Media in India
- CO6** - To introduce ICT for Social Empowerment.

TEXT / REFERENCE BOOKS

1. Steve Duck, David T. McMahan, the Basics of Communication, Second Edition, Sage Publishing House, 2012
2. Keval J.Kumar, Mass Communication in India, Fourth Edition, Jaico Publishing House, 2010
3. John Vivian, the Media of Mass Communication, Ninth Edition, Allyn & Bacon 2008
4. James Watson, Media Communication, Second Edition: Palgrave MacMillan, (2003)
5. John T.Warren, Communication- A Critical/Cultural Introduction, Second Edition, Sage 2014.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB1102	MEDIA PSYCHOLOGY	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVES

- To make students understand the science of society and gain knowledge in Psychology in everyday social life.
- To gain an understanding of the psychological phenomena that occur in the field of Visual Communication.
- To understand the psychological effects and analyse the different social groups in media.

UNIT 1 INTRODUCTION**9 Hrs.**

Definition; Brief history; Dimensions of media psychology; The need for media psychology; Psychology and media relationship; Media psychology and kindred disciplines; Practicing media psychology.

UNIT 2 THEORETICAL ISSUES AND RESEARCH METHODS**9 Hrs.**

Theoretical issues - early approaches to media, postmodernism, development in media research, the effect tradition, cultivation research and the active audience. Research Methods - experimental tradition, survey methods, interviewing and qualitative analysis, ethnography and observation, analysis of media texts - discourse analysis

UNIT 3 DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY**9 Hrs.**

Young children and television – fantasy vs reality, script and schema explanations, children's socialization through media, imagination, pretense, and theory of mind; Law in Children and advertising - impact, stage theory of consumer development, food advertisements and childhood obesity, Media and adolescents - cultural functions of media use - media influences on adolescent body image.

UNIT 4 SOCIAL GROUPS AND MEDIA**9 Hrs.**

Representations of social groups in media - gender, minority groups, disability, mental illness; Gender representation in media – male, female and transgender; The psychology of the media audience - The Audience in media research, para social interaction, fans and fandom. –Media and Prosocial behavior - Social Reality and Mass Personalization

UNIT 5 PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA**9 Hrs.**

The effects of media violence –characteristics of the users of violent media, cognitive factors in media violence - cultural and ideological aspects of the media violence - Pornography and its effect on different age groups -Advertising in media –cognitive and behavioural effects, rhetorical effects of advertising; - Attention and Memory from Media Emotions, Arousal, and Affects from Media- Future directions in media

Max. 45 Hrs.

COURSE OUTCOMES

On completion of the course, the students will be able to

- CO1** - To Understand the emergence of society and its elements.
- CO2** - To Understand the Theories of socialization and its Process
- CO3** - To analyse the concepts of basic psychological processes, systems and methods underlying human behaviour.
- CO4** - Remember, and at all times apply, the highest ethical standards when gathering information, contacting others, creating images and publishing communication work.
- CO5** - Evaluating the people skills to enhance the ability to serve as a leader both within and outside the workplace.
- CO6** - Creating the value of collaboration and being able to incorporate personal ideas and goals into outstanding group efforts.

TEXT / REFERENCE BOOKS:

1. David Giles, Media Psychology, Routledge, 1st Edition, 2014
2. Pamela Rutledge, The Media Psychology Effect, Routledge, 1st Edition, 2019
3. Christopher J. Ferguson, Media Psychology 101, Springer, 1st Edition, 2019
4. J. Stuart Ablon, John Suler, and David L. Evans, Media Psychology: A Field Guide for the Twenty-First Century, Routledge, 2nd Edition, 2013
5. Daniel Chandler and Rod munday, Media Psychology: Applying psychology to New Media and Technologies, Routledge. 1st Edition, 2019
6. kathleen Beullens and Patrick Vyncke, Media Psychology: Understanding Media and Human Experience, Oxford University Press, 1st Edition, 2018

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each-No choice

20 Marks

PART B : 2 Questions from each unit with internal choice, each carrying 16 marks

80 Marks

SVCB2101	VISUAL LITERACY	L	T	P	EL	Credits	Total Marks	
		0	0	4	0		CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVES

- To introduce students to the fundamental principles of visual literacy and visual communication.
- To develop basic sketching and drawing skills, including an understanding of line, shape, tone, and texture.
- To explore the psychology of human perception and its application in artistic composition.

UNIT 1 INTRODUCTION TO VISUAL LITERACY**9 Hrs.**

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - About art tools & Equipment.

UNIT 2 ELEMENTS OF VISUAL ART**9 Hrs.**

Basic Sketching and Drawing Skills, Form/structure Line, Shape, Tone, Texture, Analytical drawing, Proportion, Various papers., Media, Pencil colour, creating value, Hatching, Cross Hatching, Scribbling, Stippling, Sketches activities, Characteristics of color, Additive Color, Subtractive Color, The evolution of color wheel, The role of color in composition, Color balance, Color and harmony, Color and variety

UNIT 3 PERCEPTION & COMPOSITION**9 Hrs.**

Psychology of human perception, Proportion and Perspective Drawing - A study of scale and proportion using visual judgment, Composition - Light and Shadow, Draw 3-dimensional object, Using Form/structure Line, Shape, Tone, Texture

UNIT 4 ANATOMY & DRAWING**9 Hrs.**

Study of Human Anatomy - Study of head drawing - Portraits and Postures

UNIT 5 SKETCHES DRAWING**9 Hrs.**

Using of Water colour technique, Colour mixing, Watercolour Techniques, Changeling Mingling - Dry paint on dry paper, Wet paint on dry paper, Wet paint on wet paper, Dry paint on wet paper Tools, Resist Techniques, Wax resist, Wax crayon, Masking fluid and masking tape

PROJECT OUTLINE

To Train students to develop their drawing skills and practice them the basic components of drawing

- Geometrical Shapes
- Perspectives
- Light and shade
- Final drawing life objects using Water color technique on various papers
- Sketches drawing using Pencil color on various papers.

COURSE OUTCOMES

On completion of the course, the students will be able to

- CO1** - Students will be able to comprehend the principles of visual literacy and effectively communicate ideas through visual means.
- CO2** - Students will acquire foundational sketching and drawing skills, enabling them to represent objects and scenes accurately.
- CO3** - Students will demonstrate an understanding of the psychology of perception and apply it to create visually appealing compositions.
- CO4** - Students will exhibit proficiency in depicting human anatomy, specifically in drawing portraits and capturing different postures.
- CO5** - Students will develop skills in using watercolor techniques, including color mixing and various application methods, such as dry on dry, wet on dry, wet on wet, and dry on wet.
- CO6** - Students can understand human anatomy and its significance in drawing portraits and figures.

TEXT / REFERENCE BOOKS

1. Dawn Emerson 2017, Pastel Innovations, North Light Books [ISBN: 9781440350467]
2. Nita Leland 2016, Exploring Color Workshop, 4 edition Ed., North Light Books U.S [ISBN: 9781440345159]
3. David Dewey 2015, The Watercolor Book: Materials and Techniques for Today's Artists, Echo Point Books & Media New York [ISBN: 9781626548916]
4. Jean Haines 2015, Jean Haines' World of Watercolour, 1 edition Ed., Search PressLtd [ISBN: 1782210399]
5. Mark and Mary Willenbrink, 2014, The Absolute Beginner's Big Book of Drawing and Painting: More Than 100 Lessons in Pencil, Watercolor and Oil., North Light Books U.S [ISBN: 1440323355]
6. Liron Yanconsky 2014, How to Sketch: A Beginner's Guide to Sketching Techniques, Including Step By Step Exercises, Tips and Tricks., 1 edition Ed., CreateSpace Independent Publishing Platform U.S [ISBN: 1505583721]

SVCB2102	ELEMENTS OF FILM	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To understand the History of cinema and different genres, process of Films
- To Analyse the basic film techniques and also know about the pioneers of the film
- To understand the components of Film

UNIT 1 FILM HISTORY & MAJOR MOVEMENT**9 Hrs.**

Early Cinema (1893-1903), Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924), Soviet Montage (1924-1930), Italian neo-realism (1942-1951), The French New wave (1959-1964).

UNIT 2 INDIAN CINEMA**9 Hrs.**

Early Tamil Cinema 1917-1952, Telugu, Malayalam, Kannada, Hindi, Bengali Films, Parallel Cinema, Mainstream Cinema, Pan India Films.

UNIT 3 COMPONENTS OF FILM**9 Hrs.**

Frame, Shot, Shot Division, Scene, Sequence, Spot Sound - Mise-en-scene, Space and time, Cinematographer properties- framing- duration of the image-montage.

UNIT 4 FILM MAKING PROCESS**9 Hrs.**

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

UNIT 5 FILM GENRES AND FILM AUTEURS**9 Hrs.**

Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Fiction and Non – Fiction – Documentary genres. Study of Great Indian and International filmmakers like D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan, K. Balachandar, Bharathi Raja, Maniratnam, Shankar.

Max. 45 Hrs.**PROJECT OUTLINE**

Based on Technical level Projects – By examining and analysing these elements, we aim to develop a deeper understanding of how they shape the overall cinematic experience - Student's need to capture Seven Basic Shots, Mise-en-scene / Shot Breakdown, Visual Continuity. Students should submit the Project in Soft Binding Format and in Hard Disc / Pen drive by analysing world classic films during their Viva Voce.

COURSE OUTCOMES

On completion of the course, the students will be able to

- CO1** - Understand the History of Cinema and Major Movement of film.
- CO2** - Classify the Filmmaking Process and purposes of Shots.
- CO3** - Analyse the Basic Film Elements and Identify the Basic Film Language.
- CO4** - Point out and categorise the Film Genres and Film Style.
- CO5** - Understand the Ideology of Indian and Western Film Makers.
- CO6** - Identify and analyse the Fiction and Non Fiction Films.

TEXT / REFERENCE BOOKS

1. Encyclopaedia of Early Cinema by Richard Abel USA 2005
2. Film Maker's Hand Book Digital Age by Steven Ascher & Edward Pincus London-2013
Edition London PDF Drive.net
3. Halliwell; The Filmgoers Companion 6 th Edition,2011.
4. Film makers Guide to Production Design by Vincent LoBrutto 2007 Canada.
5. Practical DV Film Making Second Edition Russell Evans- Focal Press London 2006 .

SHSB1201	GENERAL ENGLISH - II	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVES

- To provide opportunities for students to read and respond to representations of current issues through texts that present themes and topics that are familiar, insightful and informative.
- To provide an opportunity to the students to improve their vocabulary
- To develop skills relating to creative writing.
- To provide an opportunity to the students to improve their Spoken Language.
- To comprehend the overall idea of a written and oral context.

UNIT 1

9 Hrs.

Listening for details, Speaking - making a presentation, reading for details and Global Comprehension Vocabulary Binomials, Types of Words- Synonyms, Antonyms that describe people, things and their actions - Paired Expressions -Letter Writing - Informal Letters- Letter to a Friend / Family Members - Creating blogs to post written materials.

UNIT 2

9 Hrs.

Listening for details - Speaking: Giving Interview, Public Speech based on specific topics given. Reading for Comprehension and for overall idea - Vocabulary: phrases - Sentence Pattern – Contextual guessing of words– Singular, Plural– Letter writing- Formal letters- Inviting dignitary for a function, Application for job with resume.

UNIT 3

9 Hrs.

Listening for details - Telephonic conversation – Speaking: Narrating a Story - Vocabulary: positive and negative connotations - Language Focus: Adjective- Degrees of Comparison, Direct and Indirect Speech - Types of Sentences (simple, compound, complex) - Collocations -Letter to the Editor (Social Issues) – Hints Development.

UNIT 4

9 Hrs.

Listening for Overall information - Making requests and suggestions - Speaking: Group Discussion - Vocabulary: Homonyms and Homophones - Language Focus: Transitive and Intransitive verbs - Writing: Precis writing, Story Writing - Process description (Flow chart)

UNIT 5

9 Hrs.

Listening for specific details - Speaking using imagination. Reading to identify facts - Language focus: Modal Auxiliary Verbs Writing: Imaginative writing by predicting, Argumentative Essay, Writing a Book or Film review. Vocabulary: Countable and Uncountable Nouns, foreign nouns and framing of plurals.

COURSE OUTCOMES

On completion of the course, the students will be able to

- CO1** - Remember knowledge of linking words related to both spoken and written discourse
- CO2** - Understand collocations, words to express one's point of view in both writing and speaking
- CO3** - Apply the rules for writing compare and contrast paragraphs by using cohesive devices based on prompts given
- CO4** - Analyse critical thinking skills by framing questions related to elements of reasoning
- CO5** - Evaluate written pieces to self-correct in the topic areas of verbs, reported speech, and punctuation
- CO6** - Equip the students with the required Professional Skills

TEXT / REFERENCE BOOKS

1. Strunk Jr., William, and E.B. White. *The Elements of Style*. Allyn and Bacon, 2000.
2. Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.
3. Thomson, A.J., and A.V. Martinet. *A Practical English Grammar*. Oxford University Press, 2013.
4. Straus, Jane. *The Blue Book of Grammar and Punctuation*. John Wiley & Sons, 2014.
5. Swan, Michael. *Practical English Usage*. Oxford University Press, 2016.
6. Sen S, Mahendra et al. (2015) *Communication and Language Skills*. Foundation books. Chennai

SVCB1201	BODY LANGUAGE AND COMMUNICATION	L	T	P	EL	Credits	Total Marks	
		3	1	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To provide a comprehensive understanding of body language, its definition, scope, and relevance in interpersonal communication.
- To explore the various aspects of nonverbal communication, including proxemics, haptics, and their behavioral connotations.
- To examine oculosics (eye contact) and facial expressions, their cultural variations, and their significance in individual and group situations.

UNIT 1 INTRODUCTION TO BODY LANGUAGE**9 Hrs.**

Defining Body Language, Scope and relevance. Changing Contours, Classification, Defining Proxemics, Four Zones, Behavioral Connotations, Space and Designs, Haptics and its Role, Behavioral Significance

UNIT 2 OCULESICS AND FACIAL EXPRESSION**9 Hrs.**

Shaking Hands and other tactile behavior. Cultural Variations, Oculosics, Right and Left Brain Associations, Different Types of Eye Contact, Individual and Group situations, Facial Expressions, Smiles and Nods, Head Tilts and Inclines

UNIT 3 UNDERSTANDING BODY MOVEMENTS**9 Hrs.**

Cultural differences in Smiles, Major role of mouth in communication Facial Expressions, Cultural Interface, and Kinesics: Types and Contexts, Negative and Positive Gestures, Hand Movements and Steepling, Understanding Finger Movements, Fidgeting and Ticks

UNIT 4 PARALANGUAGE AND CHRONEMICS**9 Hrs.**

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts, Cultural and Gender Based aspects, Stereotypes, Body Language: Online Presence and Video Interviews

UNIT 5 DIGITAL BODY LANGUAGE**9 Hrs.**

Gustorics and silence, Computer mediated communication, Social Presence Theory, Apprehensions about digital language for learning and development. Panoptic Studio, Online footprints.

Max. 45 Hrs.

COURSE OUTCOME

On completion of the course, the students will be able to

- CO1** - Students will be able to define and identify different aspects of body language, recognizing their importance in communication.
- CO2** - Students will develop an understanding of proxemics and haptics, and their impact on interpersonal relationships in different contexts.
- CO3** - Students will demonstrate knowledge of oculusics and facial expressions, including the ability to interpret cultural variations and their significance in different situations.
- CO4** - Students will gain proficiency in analyzing body movements, gestures, and kinesics, and their role in communication across cultures.
- CO5** - Students will explore the concept of paralanguage and chronemics, including their cultural interpretations and their influence on communication in various settings.
- CO6** - Students will develop an understanding of digital body language, including the use of nonverbal cues in computer-mediated communication and online presence.

TEXT / REFERENCE BOOKS

1. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
2. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
3. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (2008)

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each-No choice

20 Marks

PART B : 2 Questions from each unit with internal choice, each carrying 16 marks

80 Marks

SVCB1202	COMMUNICATION THEORIES	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVES

- To encourage students to explore media theories and their applications.
- To examine the influence and effects of media on society.
- To facilitate a theoretical understanding of media systems and related theories.

UNIT 1 INTRODUCTION TO MASS COMMUNICATION**9 Hrs.**

Mass communication: Definition; Characteristics; Impact. Models of Media Communication - Two step & Multi Step flow - Gate keeping - Newcomb, George Gerbner, McNelly's model of news flow, Agenda Setting.

UNIT 2 MEDIA EFFECT THEORIES**9 Hrs.**

News Framing; Media Priming; Social-Cognitive Theory; Cultivation theory; Media Dependency Theory; Uses and gratification studies, Stephenson's Play Theory-Modeling Behaviour Theory - Stalagmite Theories - Cognitive Dissonance Theory, Media & Violence.

UNIT 3 MEDIA SYSTEMS AND THEORIES**9 Hrs.**

Media Systems: Types; Individual Difference Theory; Normative theories; Feminist Theory; Propaganda Model; Public Sphere; Spiral of Silence, - Protection motivation theory-Health belief model.

UNIT 4 MEDIA AUDIENCE**9 Hrs.**

Audience Concept; Active and Passive Audience, Audience as Market, Audience as Public, Gendered Audience, Media Literacy.

UNIT 5 NEW MEDIA AND MASS COMMUNICATION**9 Hrs**

Social Media Revolution; Network Society; New Media impact on Traditional Media; Media Convergence; Information Overload;

Max. 45 Hrs.**COURSE OUTCOME**

On completion of the course, the students will be able to

- CO1** - To acquire a comprehensive understanding of fundamental media theories.
- CO2** - To elucidate the underlying motives and hidden agenda within press theories in contemporary news media.
- CO3** - To recognize the role of selectivity in the curation and retention of media content.
- CO4** - To apply audience theories in discerning the influence of media on individuals.
- CO5** - To emphasize the importance of social consciousness in media usage.
- CO6** - To analyze and concentrate on the impact of new media on society.

TEXT / REFERENCE BOOKS

1. Joseph Dominick, the Dynamic of Mass Communication, Theory and Process. 2nd edition Palgrave Macmillan.2003.
2. Keval J Kumar , Mass communication in India.4th Edition, Jaico Publishing house, 2000.
3. McGraw, Hill Education, 2012.
4. Marshal Mc Luhan, Understand Media, 2014. McGrow - Hill Education

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB2201	COMPUTER GRAPHICS	L	T	P	EL	Credits	Total Marks	
		0	0	4	0	2	CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVE

- To study the basics of design, understand text and various design elements
- To study how to create concepts for design with the help of a computer system software to interpret creative design
- To learn the principles and develop potential to create own portfolio

UNIT 1 DESIGN PRINCIPLES**9 Hrs.**

Balance – Contrast – Proportion – Unity – Emphasis – Repetition – Alignment - White space – Typography – Colour

UNIT 2 INTRODUCTION TO MULTIMEDIA**9 Hrs.**

Introduction of Multimedia - Elements of Multimedia –Computer Basics - Hardware and editing software for Multimedia Production.

UNIT 3 INTRODUCTION TO COMPUTER GRAPHICS**9 Hrs**

Introduction to Computer Graphic – Graphic design process - Vector graphics software introduction - Vector Objects –Transformation, Pathfinder - Illustration and Painting – Filters & Effects - Exporting a Document

UNIT 4 IMAGE EDITING**9 Hrs**

Pixel graphics software Introduction - Photo enhancing software -working with Images - Layer – Colour Correction - Retouching - Filter effects - File Formats.

UNIT 5 PORTFOLIO DESIGNING**9 Hrs.**

Logo Design - Stationery Design - Commercial Designing - Production Process - Creating Portfolio

Max. 45 Hrs.**PROJECT OUTLINE**

- Corporate Identity
- Infographics
- Certificate Design
- Social Media Poster Design
- Image Manipulation

Students should design according to the concept and submit projects along with the Print out & Source file (Soft Copy).

COURSE OUTCOME

On completion of the course, the students will be able to

- CO1** - Understanding about the basics of design.
- CO2** - Understanding about Computer Graphic software and interface.
- CO3** - Understanding about web oriented design
- CO4** - Ability to create various designs with the help of a computer system.
- CO5** - Ability to create Logo Design, Brochure Design, Stationary Design, Magazine Design and Poster Design.
- CO6** - Ability to create graphics for web space

TEXT / REFERENCE BOOKS

1. Martin Evening, Adobe Photoshop CC ,Focal press UK, 2014
2. Steve Johnson, Adobe Illustrator CC on demand, Paul boger, 2013
3. Martin Evening, Adobe Lightroom published by Focal press UK, 2014

SVCB2202	BASIC PHOTOGRAPHY	L	T	P	EL	Credits	Total Marks	
		0	0	6	3	4	CAE	ESE
		0	0	6	3	4	50	50

COURSE OBJECTIVE

- To learn the basics function of Camera
- To understand the techniques of photography.
- To learn the lighting techniques

UNIT 1 WHAT IS PHOTOGRAPHY & DIGITAL**9 Hrs.**

What is Photography ? Why do we need Photography ? What is digital? - what is analog? - Pixel - Overview on Digital imaging – Equipments needed for digital imaging- Transferring digital files- Editing digital images-resizing digital images –storing - a career in digital imaging-digital photographers

Assignment: Expose 100 images with DIGITAL camera.

UNIT 2 HISTORY & ESSENTIAL PARTS OF CAMERA**9 Hrs.**

History of Photography- Overview on Photography - Construction of Pinhole Photography – Daguerreotype – Fox Talbot-Modern B/W chemistry – Eastman Kodak., Major type of camera - Selecting and using film –sensor – black and white films – monochrome films –different formats-Film speed – How film responds to light - film grain – sensitivity – structure of film – film vs digital .

Assignment: Expose 50 images with correct exposure. Over

UNIT 3 HOW IT**9 Hrs.**

Shutter – Aperture - ISO – Depth of field – Exposure-Principles of lens, refraction, difference between converging & diverging lens, Focal length – Wide angle, Normal, and Long focal length lenses – Focus and depth of field - hyper focal distance – determining the hyper focal distance of a lens.

Assignment: Expose 50 images with DSLR camera in different aperture, shutter speed and iso and focal length.

UNIT 4 LIGHTS AND**9 Hrs.**

Light - Characteristics of Light - Quality of Light - Degrees of Lighting - Colour Temperature.How an exposure meter works –ambient light meters –flash meter readings - Built in meter – External light meter –Metering techniques –incident light metering – reflective light metering

Assignment: Expose 50 images with DSLR camera in different Lighting condition and degrees of Light.

UNIT 5 IMAGE MAKING**9 Hrs.**

Texture - Pattern - Perspective - shapes - Forms - Transparency - Framing- Composition Techniques - and Design

Assignment: Expose 100 images

Max. 45 Hrs.**PROJECT OUTLINE TOPICS**

- 1.Texture
2. Pattern
- 3.Perspective
- 4.Busy Road
- 5.Landscape
- 6.City at Night
- 7.Story Board
8. Portraits with Natural light and Artificial Lightings.

Total No of Photographs

50 Only

Size: 8x12 Inches.

Note: Technical Detail Should Be There For All The Photographs

COURSE OUTCOME

On completion of the course, the students will be able to:

- C01** - Understand function of camera and techniques of photography
- C02** - Demonstrate the working principle and construction of pinhole cameras.
- C03** - Experimenting with light (Refraction) and understanding depth of field and focal length
- C04** - Understanding.
- C05** - Composing and exposing pictures by applying visual grammar.
- C06** - Ability to work with lighting techniques and framing

TEXT / REFERENCE BOOKS

1. John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazley, 1990
2. Julian Clader, John Garrelt , 35mm Photographers Handbook,Pan Macmillan, 1990
3. Richard New man ,How to take great Photographs at Night, Collins Brown,2003
4. Terry Hope , Photo-Journalism, Rotovision SA, 2001
5. Steve Bavister , Lighting for Portrait Photography, Rotovision SA, 2001
6. Roger hicks &Francis schultz , Darkroom basics and beyond, Patterson, 2000.

SVCB1301	AUDIO PRODUCTION THEORY	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To make students analyse and learn the various tools involved in audio production.
- To understand the Basic sound recording different types, recording.
- To learn the production process

UNIT 1 SOUND AND VIBRATION**9 Hrs.**

What is Sound – Db – Fundamental of Acoustic - Threshold of hearing – frequency response - Frequency range of various musical instruments - Echo, Reverberation, Delay and Decay.

UNIT 2 MICROPHONES AND LOUDSPEAKERS**9 Hrs.**

Microphone - types of microphones - Microphone Polar Pattern. Phantom power supplies - Microphone placements for various music instruments- Cordless Microphones - Contact microphone - Speakers woofer tweeter

UNIT 3 SOUND RECORDING TECHNIQUES**9 Hrs.**

Fundamental recording techniques - Optical Magnetic and Digital recording – Mono recording - stereo sonic recording - X-Y Recording - M-S Recording - Equalizers - low frequency equalization - the high pass filter - parametric equalizers - Graphic equalizers Compressor Limiter.

UNIT 4 RECORDING FORMATS & ACCESSORIES**9 Hrs.**

Audio Sample Rate - SMPTE Time code - Audio Mix down - Audio File formats – Audio Cables and Connectors – Balanced Unbalanced cables - Modern Recording studio console,

UNIT 5 RECORDING & REPRODUCTION SYSTEMS**9 Hrs.**

The Process, Methods, Production and Post Production, Pilot audio track - Dubbing and EFX, Rerecording Final Mixing, 5.1dts Digital surround Alignments - 6.1 DTS - SDDS - Auro 3d Sound System. Dolby Atoms.

Max. 45 Hrs.**COURSE OUTCOME**

On completion of the course, the students will be able to

- CO1** - To understand fundamental of Acoustics and Threshold of Hearing
- CO2** - To acquire basic understanding of Microphone and Loudspeakers
- CO3** - To educate the students in the basics of Misplacement of Music Instruments.
- CO4** - To get familiarized with the Advanced Sound Recording Techniques.
- CO5** - To gain knowledge on the importance of Audio Sampling and Cable & Connectors.
- CO6** - To impart an understanding about the Recording and Reproduction 3d Auro Surround System.

TEXT / REFERENCE BOOKS

1. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
2. Bartlett And Bartlett , Practical Recording Techniques,5th Edition, Focal press, 2009
3. Vasuki Belavadi, Video Production, Oxford University Press, 2008
4. Mike Collins, Choosing And Using Audio And Music Software, first edition, Focal Press, 2004
5. Tomlinson holman , Surround sound up and running, Second edition, focal press, 2008

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB1302	VISUAL NARRATIVE METHODS	L	T	P	EL	Credits	Total Marks	
		3	1	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVES

- To understand the language and grammar of visual storytelling.
- To create visuals which are emotionally and conceptually engaging.
- To apply visual techniques and approaches to narrate a visual story.

UNIT 1 INTRODUCTION TO VISUAL MEDIA**9 Hrs.**

Visual Language, Types of Narratives, Narrative Theory and its elements, Form in Narrative, Psychology of Visual Perception

UNIT 2 VISUAL NARRATIVE**9 Hrs.**

Understanding Traditional Narrative Media, Overview of framing, Basic Perspective, Basic Staging, Characters with Perspective, Terminologies in framing

UNIT 3 UNDERSTANDING THE CONCEPT**9 Hrs.**

Subjective and Objective Shot, Screen Direction, Shot Progression, Film Logic, Framing Devices, Cinematic Depth, Strong Composition, Visual Clarity, Tones, Dramatic Composition, Iconic Shapes, Use of Angles, Character Performance, Character Development & Design

UNIT 4 VISUAL TECHNIQUES**9 Hrs.**

Narrative representations, Conceptual representations, Clarity of Story through Characters, Camera Moves, Basic Animatic Assembly, Compositing in After Effects, Pitch Final Story, Staging and Blocking of Visuals

UNIT 5 VISUAL STORYTELLING**9 Hrs.**

Visual Storytelling in Social Media, Modality, Designing models of reality, Strategy to Implementation in Business Storytelling, Real time marketing in this visual world.

Max. 45 Hrs.**COURSE OUTCOMES**

On completion of the course, the students will be able to

- CO1** - To understand the concepts in visual narrative, grammar and language used in storytelling.
- CO2** - To apply visual grammar to convey a narrative in visual form
- CO3** - To explain the visualization techniques, grammar and language used to create narrative meaning.
- CO4** - To critically analyze and decide appropriate techniques in the context of a narrative to create engaging socially relevant stories.
- CO5** - Plan and generate ideas to communicate effective original visual narratives.
- CO6** - Students will be potential to deliver the content without losing its essence or the true meaning

TEXT / REFERENCE BOOKS

1. The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand, Ekaterina Walter and Jessica Gioglio, McGraw-Hill Education, 1st edition, 2014, 240 pp
2. Prepare to Board! Creating Story and Characters for Animated Features and Shorts, Nancy Beiman, 2nd Edition, 2012, 360 pp
3. Dream Worlds: Production Design for Animation, Hans Baker, Routledge; 1st edition, 2007, 220 pp
4. Reading Images - The Grammar of Visual Design, Gunther Kress. 2006, Routledge, 2nd Edition, 312 pp
5. Make Believe in Film and Fiction: Visual vs. Verbal Storytelling, Karl Krober, Palgrave Macmillan; 1st ed. 2006 edition, 228 pp
6. Story and Discourse: Narrative Structure in Fiction and Film, Seymour Chatman, Cornell University Press; Revised ed. Edition, 1980, 288 pp

SVCB1303	INTRODUCTION TO SOCIAL MEDIA	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction.
- To learn content development of all social media platforms

UNIT 1 INTRODUCTION TO DIGITAL MEDIA**9 Hrs.**

Internet & New Media – Networking, ISP & browsers - Features of Online Communications - Digital media and communication - ICT, digital divide, Information Society & Media Convergence - Digital security - smart card – information privacy

UNIT 2 UNDERSTANDING DIGITAL MEDIA & TECHNOLOGY**9 Hrs.**

Culture & Social Media - children & Social media - Gender identity in Social Media World – Social Media & Journalism - Web & video Conferencing through technology - online Learning - Big Data - capturing data - data storage - data analysis, IOT - Internet connectivity - machine learning

UNIT 3 SOCIAL MEDIA**9 Hrs.**

Socialites & Social Media - Society and community in the age of Social Media – Networks and Sociality – mobile media platform - social Media Advertising – integrated Marketing strategy

UNIT 4 E- CONTENT DEVELOPMENT**9 Hrs.**

Definition of E-content, - Designing of E-content – Structures & Planning - Production Techniques - Life Cycle of E- content -Standard Characteristics - E – Content for industries Effectiveness, evaluation - cloud computing - data storage - edge server - SCORM Model, E-Publishing Processes -E-Author, E-Editing.

UNIT 5 IMMERSIVE TECHNOLOGIES**9 Hrs.**

History of Virtual Reality – five Classic Components of a VR System - Commercial VR Technology – Reality, Virtuality and Immersion - VR, AR, MR, XR: similarities and differences - Current trends and state of the art in immersive technologies – future of human Computer experience

Max. 45 Hrs.**COURSE OUTCOME**

On completion of the course, the students will be able to

- CO1** - To remember digital technologies in education
- CO2** - Understand features of digital media and media convergence
- CO3** - Analysis political activism in social media
- CO4** - Understand E-content design and production techniques
- CO5** - Apply mobile learning for studies anywhere and anytime
- CO6** - To utilize these technologies in their projects

TEXT / REFERENCE BOOKS

1. Harvey, Kerric, 2013 Encyclopedia of Social Media and Politics
2. Michael Madary and Thomas K. Metzinger. 2016. Real Virtuality: A Code of Ethical Conduct. Recommendations for Good Scientific Practice and the Consumers of VR-Technology. Frontiers in Robotics and AI 3, February: 1–23. <http://doi.org/10.3389/frobt.2016.00003>
3. Jason Jerald. 2015. The VR Book: Human-Centered Design for Virtual Reality. Association for Computing Machinery and Morgan & Claypool Publishers. <http://doi.org/10.1145/2792790>
4. Jon Rognerud, 2010, How To Nail Social Media Marketing
5. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
6. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

SVCB2301	SCRIPT WRITING	L	T	P	EL	Credits	Total Marks	
		0	0	4	0		CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVES

- To enhance comprehension of concepts, models, and theories related to scriptwriting
- To utilize the features of scriptwriting to develop compelling content
- To strengthen knowledge of concept creation in structure and writing

UNIT 1 INTRODUCTION TO SCRIPT WRITING**9 Hrs.**

Introduction of visualization- Framing & Composition – Film formats -Idea generation – Genres- types of screen play – stages of script writing- developing ideas and conceptualization.

UNIT 2 ADAPTATION**9 Hrs.**

Adaptation: Adapting the story from short story, novel, drama, histories, mythologies, newspaper, magazines and real life.

UNIT 3 PROCESS OF STORY DEVELOPMENT**9 Hrs.**

Fiction: Story idea – synopsis - plot and story - sub plot - plot patterns – elements of story – pitching the script- Conventional narrative structure, dramatic values, dialogue writing

UNIT 4 CHARACTERIZATION**9 Hrs.**

Major character and minor character development - Conventional narrative structure - Act Structures - dramatic values - dialogue writing

UNIT 5 STORY WRITING FORMATS & PRESENTATION**9 Hrs.**

Script writing stages - format and presentation of the scripts - story board- Script organization - target audience consideration, introduction - to TRUBY software - structuring the story with software – Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure

Max. 45 Hrs.**PROJECT OUTLINE**

1. Writing a short story with five elements
2. Write log line of the story
3. Synopsis of short story
4. Complete treatment of the story
5. Characterization and their Relationship between them in the story
6. Scene break down
7. Screen play of short story(with dialogue)
8. Act Structure pattern
9. Master scene script of story
10. Story board

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - To acquire a comprehensive understanding of the various stages and features of scriptwriting
- CO2** - To conduct a detailed analysis of adapted stories and their execution in script form
- CO3** - To generate original stories in script format, utilizing plot patterns
- CO4** - To develop characters and their relationships within the structure of a story
- CO5** - To design the structure and plot pattern for the flow of a story
- CO6** - To create a personal short story script and organize it using scriptwriting software

TEXT / REFERENCE BOOKS

1. Lewis Herman, Practical Manual of Screenplay Writing , New American Library, 1974.
2. Lajos Egri. ,The Art of Dramatic Writing by Wildside Press LLC, 2007.
3. Anthony Friedmann. Writing for Visual Media ,Taylor & Francis, 2014.
4. Anthony Friedmann (2010). Writing for Visual Media, Focal Press.
5. Barry Hump., Making Documentary Films and Reality shows , Henry Holt and Company, 1997.

SVCB2302	DOCUMENTARY FILMMAKING	L	T	P	EL	Credits	Total Marks	
		0	2	2	0	2	CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVE

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary films.
- Students will become skilled in executing all aspects of documentary production.
- Students will experience how to critically analyze contemporary documentaries and produce quality and creative content.

UNIT 1 DOCUMENTARY HISTORY**9 Hrs.**

The history of documentary filmmaking, Growth of documentary filmmaking, Concept making ideas, Types of shots.

UNIT 2 DOCUMENTARY AS A GENRE**9 Hrs.**

Documentary, Characteristics of a documentary, documentaries the image and ideology. documentary production in its social and historical context.

UNIT 3 DOCUMENTARY TYPES & MODES**9 Hrs.**

Documentary types, Modes of representation used in documentary: expository, observational, interactive and reflexive modes of representation. Documentary production strategy, Analyzing the documentary.

UNIT 4 DOCUMENTARY CONCEPT**9 Hrs.**

Concept of documentary realism, Realism in documentary film, types of realism, neorealism, Surrealism and the unconscious, documentary Research, Collecting data.

UNIT 5 DOCUMENTARY NARRATION**9 Hrs.**

The reality in documentary film, Numerous social issues, Presentation style to viewers, Rhetoric, and Narrative technique, Voice over, transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting.

Max. 45 Hrs.**PROJECT OUTLINE**

1. Analysis of a Documentary film
2. Research work of Documentary
3. Documentary Script
4. Short Documentary Film]

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Students develop unique perspectives of the way they see the world through researching about topics
- CO2** - Students gain knowledge of the issues which are not known
- CO3** - Development of diverse skills in a Collaborative Environment
- CO4** - Students learn the entire process of filmmaking and have hands on experience from Research to Shoot
- CO5** - Students evaluate concepts of race, culture, identity and diversity with regards to indigenous education.
- CO6** - Students work with basic technical proficiency in a range of areas of video production: operate a video camera and tripod, an audio recorder and microphone, and the Adobe Premiere editing system, controlling all technical functions, to produce a short documentary film;

TEXT / REFERENCE BOOKS

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press
4. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
5. Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).

SVCB1401	MEDIA CULTURE AND SOCIETY	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVES

- The purpose of this course is to make students understand the cultural backgrounds of society in pan with media
- The ability to identify, understand and analyse the media through various theories and concepts.
- To understand the media rhetoric and apply it in Society

UNIT 1 MEDIA TEXT**9 Hrs.**

Introduction to Games as texts- All in the games access & usage - Discourse analysis –Narrative analysis – Content regulations & Deregulations - News Bias – Censorship in media –Media ownership Pattern-Media Convergence-Sources of revenue.

UNIT 2 MEDIA USERS**9 Hrs.**

Ethnography - Audience positioning -Reception Theory- Audience as cultural producers - Media & Public sphere –Representation – Under representation – Stereotypes-Media Effects- Children online culture

UNIT 3 MEDIA RHETORIC**9 Hrs.**

Media Rhetoric –Ethos, Pathos and Logos-The Rhetoric of the image -Social construction of reality by media — Visual Coding –Denotation –Connotation- Constructions of Femininity & Masculinity.

UNIT 4 IDEOLOGY & CULTURE**9 Hrs.**

Ideology –Dominant Ideologies —Cultural imperialism –Cultural difference and identity -Media and Popular culture – sub- culture –Cyber Culture-Digital Divide

UNIT 5 MEDIA & SOCIETY**9 Hrs.**

Consuming the media: Electronic Community Media - Virtual Community - Social Media and the Future – Media and Gender – Race & Ethnicity in media - Media & Politics - Global media flows and cultural hybridity

Max. 45 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understand the media content through various analysis
- CO2** - Identify the Media theories concept with functions of media industry
- CO3** - Analyze the Media impact towards the users and its identification with society
- CO4** - Determine the deconstruction of media text and critical thinking towards it.
- CO5** - Understand the Ideology and representation of Culture in the media.
- CO6** - Identify the media concepts and its function towards the culture and society

TEXT / REFERENCE BOOKS

1. Paul Hodkinson, Media, Culture and Society ,An Introduction, Sage Publications Pvt Ltd , 2016
2. Jeff Shires, Media Culture and Society, Blackwell Pub, 2019
3. Fuchs, Christian. (2014). Social Media: A Critical Introduction. Sage Publications.
4. Couldry, Nick. (2013). Media, Society, World: Social Theory and Digital Media Practice. Polity.
5. Fenton, Natalie. (2016). Digital, Political, Radical. Polity.
6. Kraidy, Marwan M. (2018). Hybridity, or the Cultural Logic of Globalization. Temple University Press.
7. Tony thwaiters, warwick mules, Lloyd davis, Introducing Cultural and media Studies : A semiotic approach Palgrave Publications Ltd, 2005

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB1402	TELEVISION PRODUCTION	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To learn about the television indoor & outdoor production theoretically
- To Learn theoretically incorporate them to practical understanding.
- To learn the Studio Production and control

UNIT 1 INTRODUCTION TO TELEVISION PRODUCTION**9 Hrs.**

Introduction to Television production & Visualization, Different stages of production, Personnel for Video production & News, Single-Camera/Multi-Camera & Field production

UNIT 2 VIDEO AND BROADCAST TECHNOLOGY**9 Hrs.**

Analogue & Digital technology, Scanning system, how does a TV set work? , Broadcasting Formats & Transmission Technologies.

UNIT 3 TECHNIQUES OF TELEVISION CAMERA**9 Hrs.**

Camera and its parts, camera features and their effects. camera mounting equipments, camera movements – distance – angles. Types of lenses and its uses, Different types of shots. Properties of light / lighting instruments and controls.

UNIT 4 SCRIPTING & EDITING**9 Hrs.**

Story- storyboard, formats of scripts, research and treatment. Creative writing for video, TV news, documentaries & fiction. Introduction to editing, editing theories, Montage, linear editing & Non-linear editing.

UNIT 5 STUDIO PRODUCTION AND CONTROL**9 Hrs.**

Sound control & recording for studio & field operations, Studio Production –How Switcher works? Simple switcher layout, Basic switcher operation, Switcher types and functions, Production switchers, post production switchers, master control switchers, electronic design, composite and component switchers, Analog and digital switchers, audio-follow-video switchers.

Max. 45 Hrs.**COURSE OUTCOME**

On completion of the course, student will be able to

- CO1** - Understand different stages of television production process and various program formats
- CO2** - To explain broadcasting formats and transmission technologies
- CO3** - To comprehend the techniques involved in television camera, camcorders and visual grammar
- CO4** - Categorize different formats of scripts, research and treatment.
- CO5** - To understand various broadcasting formats in the television industry.
- CO6** - Produce good quality single camera and Multi-camera production by applying theoretical inputs.

TEXT / REFERENCE BOOKS

1. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2014).
2. Robert B. Musburger & Gorham Kindem , Introduction to Media Production: The Path to Digital Media Production, Third edition, Focal Press, 2009.
3. Jeremy Orlebar, Digital TelevisionProduction: A Handbook -.Arnold, 2002
4. Vasuki Belavadi, Video Production, published by Oxford university press ,2013

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB1403	PUBLIC RELATIONS	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction
- To learn Digital Public Relation and Crisis Management

UNIT 1 INTRODUCTION TO PUBLIC RELATIONS**9 Hrs.**

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – History of PR and growth of PR in India, - Public relations - propaganda and public opinion - PR and Corporate Social Responsibility.

UNIT 2 PR in MANAGEMENT**9 Hrs.**

Stages of PR – Planning, Implementation research, evaluation, PR practitioners - Press Conference - Press release exhibition – PR tools and techniques– NGO– Employee relations - Community Relations.

UNIT 3 PR PUBLICITY**9 Hrs.**

PR for Public and Private Sectors – PR Counselling - PR agencies – PR and advertising – PR for media Institutions – types of publicity –production – house Journals – Motion pictures, kits, Trade fairs, open house etc.

UNIT 4 DIGITAL PUBLIC RELATIONS**9 Hrs.**

PR in the age of Social Media - Scope, Challenges and Opportunities –Lobbying – Digital Storytelling - Online Media Relations - Online Media Releases - Social Media –Platforms, Analytics and Campaigns - Online PR Strategies – Webcasts

UNIT 5 PR CRISIS MANAGEMENT**9 Hrs.**

Crisis communication – crisis management – image management – emerging trends in PR – Social Media - community managers - media room - Astroturfing – event management – PR agencies and structure

Max. 45 Hrs.**PROJECT OUTLINE**

Students are requested to do live PR Campaign

COURSE OUTCOME

- CO1** - To remember importance of Public Relation
- CO2** - Understand Basic functions of Public Relations
- CO3** - Analysis Public Relations in Public and Private Sector
- CO4** - Understand value of social media in Public Relations and Advertising
- CO5** - Analyse various public relations services
- CO6** - To implement PR skills in events

TEXT / REFERENCES BOOKS

1. Brown, Rob, 2010, Public Relations and the Social Web, Kogan Page India, New Delhi,
2. Erica Weintraub Austin Bruce E. Pinkleton, 2006, Strategic Public Relations Management Planning and Managing Effective Communication Programs, Lawrence Erlbaum Associates, Publishers
3. Lee Edwards and Caroline E. M. Hodges, 2011, Public Relations, Society and Culture, published by Routledge
4. Sandra M. Oliver , 2004, HANDBOOK OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS, First published by Routledge
5. Stephen Waddington, 2012, The Social Media Handbook for PR Professionals, John Wiley & Sons Ltd Robert E. Brown, 2015, The Public Relations of Everything The ancient, modern and postmodern dramatic history of an idea, published by Routledge

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB2401	DIGITAL STORYTELLING	L	T	P	EL	Credits	Total Marks	
		0	2	2	0		CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVES

- To deconstruct iconic storytelling and its user experience design genius, from cave paintings to photography and code.
- To incorporate humanity and universal emotional triggers in memorable stories that stay with us.
- To create stories that are both social engagement and public action.

UNIT 1 A STORY OF POLITICS & POWER**9 Hrs.**

Stories that shaped wars, migrations and civilizations; Machiavelli, Foucault, Rhetoric, Hyperbolic Space; Influence, engagement, attention, cognitive, behavioral and neural functions; sensemaking functions.

UNIT 2 TECHNOLOGIES FOR STORYTELLING**9 Hrs.**

Digital and Analog storytelling; Using performances, projections, multimedia, lighting, wearable tech, programming for the story experience. Photovoice Projects

UNIT 3 BIOGRAPHICAL & SUBALTERN STORYTELLING**9 Hrs.**

Fictional Biography, Inventive Autobiographies; TED formats, Tweet poetry, Podcasts, Political campaigns; Matrix franchise. Subaltern Heroes. Subaltern perspectives in dominant narratives; Bell's Typology; Storytelling for Social Justice & Change; Race, Gender, Caste, Religion, Power.

UNIT 4 BETWEEN THE LINES**9 Hrs.**

Heroes, Anti -heroes, Monomyth; Folkmyth; Narrative Structures, Dramatic Arcs, Archetypes, Mythology, Fables & Fairytales (Contemporary). Staging, Plot Regression, Cognitive Tension; Deconstruction; Narrative Inquiry, Metaphors, Sensory Triggers, user experience.

UNIT 5 PROGRAMMING AS STORYTELLING**9 Hrs.**

Politico-economic-psychological power of programming; Scientific Storytelling for Research, STEM & Humanities. Data Science for Persuasion; Data Storytelling & Infographics; Metaverse, Science Marketing; Research, citation, plagiarism, style guides. Leads, Inverted Pyramid, Petal, Pause, Hourglass, AIDA, Hooks, Headlines, Captions, Photographs, Key words, RSS Feed and other building blocks of Stories.

PROJECT OUTCOMES

1. Hard News Video with Voiceover using Infographics to be uploaded in youtube
2. Photostory with Captions
3. Podcast
4. Video Storytelling with visuals

Max 45 Hrs.

COURSE OUTCOMES

- CO1** - To appreciate storytelling as a powerful tool in the media, culture and society making matrices.
- CO2** - Students can research background materials, audience analytics, market data for writing for visual products and other platforms, applying relevant theoretical concepts.
- CO3** - Students can develop the potential to choose and apply appropriate storytelling styles suited to different communication products, platforms and publics.
- CO4** - Think reflexively, critically and create innovative communication products using content creation and curation skills.
- CO5** - Create a complete writing project using a multimodal approach, applying audience analytics to market insights and client requirements.
- CO6** - To craft and curate stories that are a combination of skill, grammar, infallible logic, psychology, visualizations and emotional engagement.

TEXT / REFERENCE BOOKS

1. Boyd, B. (2009). On the origins of stories: Evolution, cognition and fiction. Cambridge, MA: Harvard University Press.
2. Joseph Guillino and Connie Shears, The Neuroscience of Screen Writing, Bloomsbury, 2020.
3. David-Barrett, T, & Dunbar, R. I. (2017). Fertility, kinship and the evolution of mass ideologies. *Journal of Theoretical Biology*, 417, 20–27. 10.1016/j.jtbi.2017.01.015.
4. Bowles, S., & Gintis, H. (2011). A cooperative species: Human reciprocity and its evolution. Princeton, NJ: Princeton University Press.

SVCB2402	VISUAL ANALYSIS TOOL	L	T	P	EL	Credits	Total Marks	
		0	2	2	0	2	CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVE

- To study media text portrayed in print & electronic media and use media analysis tool to interpret the media text
- To understand how media texts are created and transmitted and study the influence of media among the audience.
- To obtain knowledge and experience on different analysis tool

UNIT 1 SEMIOLOGICAL ANALYSIS**9 Hrs.**

The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic – Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium

UNIT 2 PSYCHOANALYTIC CRITICISM**9 Hrs.**

Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, Super ego – symbols – defence mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media

UNIT 3 MARXIST ANALYSIS**9 Hrs.**

Media as manipulation- Marxism and ideology - Materialism – false consciousness and ideology – class conflict – Alienation – Bourgeois heroes – Hegemony-complex communication flows and consumer resistance

UNIT 4 GENDER ANALYSIS**9 Hrs.**

Sex, Socialization, Status, Stereotypes, Values, female marginalization, Male gaze, Media and masculinity, masculinity, or masculinities? beyond heterosexuality

UNIT 5 SOCIOLOGICAL ANALYSIS**9 Hrs.**

Anomie-Bureaucracy- Culture-Elites-Ethnicity-Lifestyle-Marginalization- Mass communication and Mass Media-Mass Society-Postmodernism -uses and gratification – content analysis, Analysing film & television, social semiotics analysis of tele-film, six levels of analysis.

Max. 45 Hrs.**PROJECT OUTLINE**

Students have to submit the Thesis of Media Text using visual Analysis tool techniques and must choose Media Text - Articles, Film Text, Television Text, Multimedia Text, Radio & Photography text.

COURSE OUTCOME

On completion of the course, student will be able to

- CO1** - To understand the basic concepts and tools
- CO2** - learns to apply the analysis tool to interpret the text
- CO3** - Identify and choose the right tool to analyse the text
- CO4** - To know the limitation of each tool and its application
- CO5** - Understand the hidden meaning behind every text
- CO6** - To know the importance of visual analysis tools and its importance in media analysis.

TEXT / REFERENCE BOOKS

1. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.
2. Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 2018
3. Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.
4. Paul Hodkinson, Media, Culture and society – an introduction, SAGE Publication, New Delhi 2017

SVCB150 1	INTRODUCTION TO COMMUNICATION RESEARCH	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To introduce the students scientifically on various forms of research for research programmes.
- To equip the students with the current methods of the research process so as to develop and make the research more relevant to the modern era.
- To motivate the students to bring out the latest development in communication research for better use of communication research.

UNIT 1 INTRODUCTION TO RESEARCH**9 Hrs.**

Meaning of research –Objective - Motivation – Types of research – Significance of research – Research process – Criteria of good research

UNIT 2 COMMUNICATION RESEARCH**9 Hrs.**

Interpersonal Communication - Mass Communication - Organizational Communication - Intercultural Communication - Political Communication - Health Communication - Persuasion and Social Influence - Media Effects

UNIT 3 RESEARCH DESIGN AND DATA COLLECTION**9 Hrs.**

Meaning of research design - Types of research design - Experimental design – Field experiments - Merits and demerits- Data collection methods - Primary data and secondary data.- Types of secondary data - Observation data – Content analysis- Descriptive and analytical surveys – Constructing question

UNIT 4 SAMPLING**9 Hrs.**

Types of sampling - Random, Cluster, Stratified Systematic - Probability and non-probability, Convenience, Judgment, Quota, - Sampling problems - Sample error - Choosing a sample design

UNIT 5 EVALUATION & WRITING THESIS REPORT**9 Hrs.**

Preparation and tabulation of collected data - Data analysis -Meaning of interpretation- significance of report writing- different steps in writing report- layout of the research report- types of reports

Max. 45 Hrs.

COURSE OUTCOME

On completion of the course, student will be able to

- CO1** - At the end of this section the student will learn to define and identify the basic elements of research, – types of research – significance of research – research process – criteria of good research – problems encountered by researchers in India.
- CO2** - The student will learn to use new communication methodology in the research process.
- CO3** - The student will be taught to learn how to relate and distinguish the difference between good research and shallow research so as to make a scientific research.
- CO4** - The student will reach a point to select, or support or value the significance of the research process.
- CO5** - The student will be able to design, assemble, or formulate their own research methodology to discover journalistic assessment and propose creative solutions for the problems in India by this section.
- CO6** - At the end of the course the learner will be confident to use communication methodologies that are beneficial for the development of the country in the fast-track world.

TEXT / REFERENCE BOOKS

1. C R Kothari, Research Methodology, 2nd Edition, New Age International Publication, 2008
2. Roger D. Wimmer, Joseph R. Dominick, Mass Media Research: An Introduction, Thomas Wadsworth, 2006

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 10 marks

80 Marks

SVCB1502	MEDIA LAW AND ETHICS	L	T	P	EL	Credits	Total Marks	
		3	0	0	0		CAE	ESE
		3	0	0	0	3	50	50

COURSE OBJECTIVE

- To provide students with a thorough understanding of the ethics and principles involved in media law and ethics.
- To familiarize students with the legal and regulatory frameworks that govern media practices.
- To explore and analyze case studies and real-world scenarios to develop critical thinking skills in evaluating media practices from legal and ethical perspectives.

UNIT 1 DEFINE ETHICS & MORAL DEVELOPMENT**9 Hrs.**

Defining ethics –Ethics VS Law - Why Media Ethics? -Various branches of ethics – Ethical Dilemmas - Ethical communication – Ethical values and attitudes – Ethics and society

UNIT 2 MEDIA LAW AND ETHICS**9 Hrs.**

Indian constitution -Fundamental Rights & Fundamental Duties –Defamation -Contempt of Court – Sedition -Media related IPC sections - Obscenity and Blasphemy in Indian context – Media social responsibility – PCI codes- Film Censor Board: Role and functions - Media Regulation in India

UNIT 3 MEDIA & ETHICAL CHALLENGES**9 Hrs.**

Concentration on Media Ownership – Advertising and Social issues – ASCI codes - Open vs Secrecy Ethics – An introduction -Directorate of Audio Visual Publicity - Media and Antisocial behaviour - Ethical issues of visual manipulation and doctoring videos- Fake news and misinformation- Case Study.

UNIT 4 BROADCASTING ETHICS**9 Hrs.**

Broadcasting ethics & codes – Prasar Bharati Act (1997) Responsibilities, functions, powers, and limitations; - Fair use policies of media - Copyrights Act, Creative Commons -Cinematograph Act (1952)-Privacy law in India – privacy and public interest – sting operations – depiction of Violence against women and children

UNIT 5 CYBER ETHICS**9 Hrs.**

Data protection and Data preservation -Social networking & ethics-Right to Information act – concept of stereotypes –indecent representation of women (Prohibition) - cyber law in India – types of cyber-crimes – cyber-crimes against women -Privacy issues and media

Max. 45 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understanding the definition of Ethics and its branches, values and principles.
- CO2** - Understanding the relationship between ethics and Society.
- CO3** - Analyzing the Ethical Challenges in Media.
- CO4** - Understanding laws and ethics in Broadcasting
- CO5** - Understanding the laws in cyber space.
- CO6** - To understand the cybercrime against the society

TEXT / REFERENCE BOOKS

1. M.Neelamalar,Media Law and Ethics, PHI learning Pvt LTD,2012
2. Louis Alvin Day, Ethics in Media communication, 5th edition, Cengage Learning Publication, 2017.
3. Paranjy Guha Thakurta Media Ethics Oxford Univeristy Press, 2010.
4. Media Ethics: Cases and Moral Reasoning" by Clifford G. Christians, Mark Fackler, Kathy Brittain Richardson, and Peggy Kreshel, Publisher: Routledge, Year: 2020
5. "Law and Ethics for Today's Journalist: A Concise Guide" by Joe Mathewson,Publisher: Routledge, Year: 2019
6. "Media Law and Ethics" by Roy L. Moore and Michael D. Murray, Publisher: Routledge, Year: 2021

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SVCB1503	MEDIA MANAGEMENT	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To learn the art of managing different areas in the field of media and equip with the skills of entrepreneurship in media management.
- To become more creative and innovative in News as programming and Organization of News Department.
- To develop knowledge on media marketing

UNIT 1 MANAGEMENT STRUCTURE & ITS FUNCTIONS**9 Hrs.**

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. Principles of Management – Societal and organizational environment - Media Organization as Manufactures.

UNIT 2 MANAGING PERSONNEL**9 Hrs.**

Personnel management- the Hiring process- interviewing- performance reviews- Promotion- Termination- Legal issues in personnel management- Equal employment opportunities guidelines- sexual harassment- other labour laws – Characteristics of Media Companies – Challenges and Qualities of Media Managers.

UNIT 3 MEDIA CONVERGENCE**9 Hrs.**

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of media industry – Major Influence Trends in Media – Ownership patterns in Mass Media.

UNIT 4 NEWS AND NEWS MANAGEMENT**9 Hrs.**

The importance of news- Localism – News as programming – Organization of News Department – staffing the news department- Budgeting and the news department- Editorial Department & its responsibilities – Circulation Department – Erosion of the news audience- ratings and sweeps- news ethics – Social Responsibilities of Media – Foreign Equity in Indian Media (Print).

UNIT 5 MARKETING MANAGEMENT**9 Hrs.**

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling – Competition & Survival of Media.

Max. 45 Hrs.

COURSE OUTCOME

- CO1** - The basic knowledge of the theories, structures and nature of media will empower the learner.
- CO2** - The course will bring out the latent skills in the learner in the levels of management, functions and management roles.
- CO3** - The learner will be able to draw connections between levels of management skills, classical, and modern approaches to management.
- CO4** - The process of media management will enable the student to analyze properly and examine the societal and organizational environment.
- CO5** - The student will be able to evaluate the current methods and its usefulness in media management.
- CO6** - The student will be empowered to produce new and original theories of media management for the modern era.

TEXT / REFERENCE BOOKS

1. Dr. Saroj Kr. Mishra, Media Management, Gyan Geeta Prakashan, 2018
2. B.K. Chaturvedi, Media Management 2nd Edition, Global Vision Publishing House, 2014
3. Ulrike Rohn and Tom Evens, Media Management Matters: Challenges and opportunity for bridging theory and practice, Routledge, 2020
4. Eli M. Noam, Media and Digital Management, Palgrave Macmillan; 1st ed. 2018, 2019
5. Alan Albarran, Management of Electronic and Digital Media, 6th Edition, Wadsworth Publishing Co Inc, 2016

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.**

PART A : 10 Questions of 2 marks each-No choice	20 Marks
PART B : 2 Questions from each unit with internal choice, each carrying 16 marks	80 Marks

SVCB2501	DIGITAL CONTENT WRITING	L	T	P	EL	Credits	Total Marks	
		0	2	2	0	2	CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVES

- To get introduced to the concepts of digital journalism
- To enable students to understand the nuances of writing news for digital media and thus to cope with the modern journalistic skills.
- To develop the skill of writing for media

UNIT 1 UNDERSTANDING DIGITAL JOURNALISM**9 hrs**

Definition and Meaning of Journalism - Nature and Scope of Journalism- Elements of Journalism- Different Types of Journalism-Defining digital media - Influence of digital platforms

UNIT 2 ESSENTIALS OF WRITING WEB NEWS**9 hrs**

Definition of News - Functions of News - News values - Types of News -5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead –Attribution

Assignment: Writing any hard news story

UNIT 3 ONLINE FEATURE STORIES**9hrs**

Personality Profiles – Interviews - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Travel, Food and Fun – Lifestyle-Blog Writing

Assignment: Writing any feature stories, Interviews and Reviews

UNIT 4 MOBILE JOURNALISM**9 hrs**

Mobile Journalism - Introduction and overview-Origins of the Mojo-Different Forums- Workflow-Skills Required- Tools & Apps for Mojo-conceiving a news story in 30 seconds -Challenges to Mojo work.

Assignment: Capture, Process and Publish a news/ programme through mobile using applications.

UNIT 5 PHOTO ESSAY**9 hrs**

Types of News Photography -Captions – Descriptions – Photo Feature, Photo Essay – Keywords- Role of Photojournalist in Newsroom- Code of Ethics

Assignment: Capture any theme-based photo or photos and write caption

Max.45 Hours**PROJECT**

Creating web version of lab journals including all the articles-hard news, feature news, interviews, reviews, Photo Feature and News stories for mobile

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Understand the basic concepts and scope of digital journalism.
- CO2** - Identify the principles and techniques of writing news.
- CO3** - Explore the various aspects of feature stories
- CO4** - Interpret the concept of news photography.
- CO5** - Ability to make news stories by using smartphones
- CO6** - Produce the different types of articles for online platform

TEXT / REFERENCE BOOKS

1. Kounal Gupta, The Only Content Writing Handbook You'll Ever Need, Henry Harvin Education, 2020
2. Abhay Chawla, New Media and Online Journalism, First Edition, Pearson Education, 2021
3. Usha Raman, Writing for the Media, Oxford, 2009
4. Vincent F. Filak, Dynamics of Media Writing; Adapt and Connect, Sage Publications Inc; Third Edition, 2021
5. Brian Carroll, Writing and Editing for Digital Media, Routledge; 4th Edition, 2019
6. Jennifer Good and Paul Lowe, Understanding Photojournalism, Routledge, 2019

SVCB2502	BASICS OF ADVERTISING	L	T	P	EL	Credits	Total Marks	
		0	2	2	0	2	CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVE

- To enhance students in understanding the various steps involved in creating an advertisement.
- To empower students to develop advertisements while comprehending marketing and promotional strategies.
- To strengthen students knowledge in media strategy and sales promotion

UNIT 1 INTRODUCTION TO ADVERTISING**9 Hrs.**

The foundations of advertising – Classification of Advertising -advertiser – agency partnership – Type of Internet Advertising - Ethics and Laws in Advertising- Types of Advertising Agency- Various departments in Advertising Agency

UNIT 2 ADVERTISING STRATEGY**9 Hrs.**

Audience analysis and buyer behaviour – segmentation – targeting – positioning – audience research – advertising objectives – strategy and plans – intercultural and international advertising

UNIT 3 CREATIVE STRATEGY**9 Hrs.**

Creativity – creative strategy – copy writing – art direction – print production – electronic production

UNIT 4 MEDIA STRATEGY & PLANNING**9 Hrs.**

Media objectives – strategy and planning – print media – electronic media – Role of advertising- Effects on values and life-style- Principle of satisfaction- Fundamental Components of Digital Media

UNIT 5 SALES PROMOTION**9 Hrs.**

Sales promotion and supplementary media –special communication – local advertising – from plan to result the complete campaign-- Integrated marketing

Max. 45 Hrs.**PROJECT OUTLINE**

- Basic Layout Principles,
- Product alone,
- Product in setting,
- Product Location,
- Symbolic, advantages & Disadvantages, trade, graphs, Models, cartoons etc.

Students should design according to the concept and submit along with Print out & Source file in CD / DVD.

COURSE OUTCOME

On completion of the course, student will be able to

- CO1** - To comprehend the role and techniques of advertising and production
- CO2** - To delve into the principles of advertising and demonstrate their application
- CO3** - To explore and experiment with commercial advertisements
- CO4** - To gain insights into the intricacies of print media advertisements
- CO5** - To differentiate between film advertisements and TV advertisements
- CO6** - To gain an understanding of the diverse designs used in advertising:

TEXT / REFERENCE BOOKS

1. Bovell Michael Newman Wiley, Advertising Basics Creative Leaps(Reference), John Wiley & Sons (Asia), 2003
2. Lisa I.Cyr , Innovative Promotions That Work, , Rock Port Publishers, 2006.

SVCB2601	MEDIA PRESENTATION SKILLS	L	T	P	EL	Credits	Total Marks	
		0	0	4	0	2	CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVES

- Experiment with different creative problem-solving techniques to learn how you think creatively as an individual (word play, mind mapping, asking what if, thinking visually, etc.)
- Learn to come up with innovative ideas to tackle marketing difficulties.
- Develop the ability to generate ideas that are strategic, timely, and within budget.

UNIT 1 PEOPLE SKILLS**9 Hrs.**

Empathy, Leadership, Active Listening, Open- Mindedness, Integrity ,Fairness, Teamwork, Trust, Humility, Kindness, Flexibility, Self- Confidence, Assertiveness, Positivity, Persuasiveness, Self-Control, Conflict Resolution

UNIT 2 PERSONAL EFFICIENCY**9 Hrs.**

Understanding Personal Efficiency. Time Management vs. Personal Productivity. Development of Right Attitude Creating a Personal Vision Statement Identifying Dreams and Setting Goals

UNIT 3 PROJECT MANAGEMENT SKILLS**9 Hrs.**

Communication, Organising, Adaptability, negotiation, Risk Management, Unflappability, Critical thinking and problem Solving

UNIT 4 PORTFOLIO DEVELOPMENT**9 Hrs.**

Product, Passion brand, Digital and Analog service, Identify and solve a problem(for brand, for cause, for organization existing or made-up)

UNIT 5 PRESENTATION SKILLS**9 Hrs.**

Making a Good Presentation, Analyzing the audience, Presentation structure, presenting your message, Storytelling in presentation, and presenting yourself.

Max. 45 Hrs.**PROJECT OUTCOME**

1. Self Introduction Presentation
2. PPT Presentation on Course Topics (with audio attached in PPT)

COURSE OUTCOMES

On completion of the course, the students will be able to

- CO1** - Students will be able to create across a variety of platforms and media channels.
- CO2** - Students develop and elevate personal standards for creative excellence.
- CO3** - Establishing and raising personal creative excellence criteria for the students.
- CO4** - Students can develop copywriting and art direction skills.
- CO5** - Students can determine how to keep up with new trends and platforms that present new difficulties and opportunities.
- CO6** - Start putting together a personal portfolio of speculative work and ideas to exhibit potential employers.

TEXT / REFERENCE BOOK

1. Anderson, L. E., & Bolt, S. B. (2015). Professionalism: Skills for workplace success. Pearson.
2. German, K. M. (2017). Principles of public speaking. Routledge.
3. Segall, K. (2013). Insanely simple: The obsession that drives Apple's success. Penguin.
4. Gilbert Eijkelenboom (2020). People Skills for Analytical Thinkers. Mind Speaking.
5. Covey, S. R. (2013). The 7 habits of highly effective people: Powerful lessons in personal change. Simon and Schuster.
6. Gambrill, E., & Gibbs, L. (2017). Critical thinking for helping professionals: A skills-based workbook. Oxford University Press.

SVCB2602	MEDIA ENTREPRENEURSHIP TECHNIQUES	L	T	P	EL	Credits	Total Marks	
		2	0	2	0	3	CAE	ESE
							50	50

COURSE OBJECTIVES

- To understand the Strategic way of starting and developing a business
- To build critical thinking skills and manage risk.
- To develop research skills and understand business fundamentals

UNIT 1 THE STARTUP GARAGE**9 Hrs.**

“Reciprocity Ring” Experiment; Silicon Valley; Connecting the Dots; Domain, Industry and Finance Expert Networking Lab; Marketing Mix, User Experience Design for Customer Needs, Unmet Demands, Perseverance, Pivots, Beta, Leadership Traits, Prototyping, OKRs, angel & venture capital. Self Exploratory Project

UNIT 2 ENTREPRENEURIAL CATALYSTS**9 Hrs.**

Ideation, business etiquette, compelling presentations, public speaking with confidence, high frequency and pace of decision-making with imperfect information, team building, conflict resolution, creative problem solving, improved presentations, time management, networking, lean launchpads through case studies. Fortune 500 to Social 500

UNIT 3 ENTREPRENEURIAL CODE**9 Hrs.**

Multi-disciplinary thinking, and critical thinking skills; the art and science of decision-making, strategic networking, for execution, motivation/inspiration, risk taking, regret, fear, game theory, social entrepreneurship. Strategy, finance, marketing, legal and operations insights. CSuite perspectives; licensing. Case Study & Market Research

UNIT 4 THE ENTREPRENEURIAL HACKER**9 Hrs.**

Silicon Valley and Silicon Alley; other innovation hubs. Iconic entrepreneurs and executive leaders, millionaires and billionaires, philanthropists. Business models in the Viscom space. Indian social start-ups and ventures. Leading venture capital and private equity firms' role in shaping digital tech spaces; lean launchpads. Business Plan Competitions

UNIT 5 BLACK BOX FOR LIFE**9 Hrs.**

A creative entrepreneur's kit of resources and tools: Checklists, templates, business models, case studies, productivity and time management hacks, collaboration tools, online software apps for design, wire-framing, presentations, executive summaries, book-lists, Estimation and Financial Planning; how to read financial statements and contracts, DAM, IPOs, trademarks, Intellectual Property, and references for additional resources. Simulations for Investor Summit

Max 45 Hrs.**PROJECT OUTLINE****Assignment1:**

Individual assignment to explore innovation and technology from case study. Students apply understanding and experience to develop a written report

Assignment2:

This is an individual assignment. Students are required to gather information either through online business reviews (observe and appraise local small businesses; differentiate the performing and the non-performing ones), quantitative data survey, or personal interview with the owners or online customers. Each student is also required to prepare a written report accordingly.

PROJECT: NEW VENTURE CREATION**COURSE OUTCOMES**

On completion of the course, the students will be able to

- CO1** - To create an independent career as a highly skilled consultant or as a media producer.
- CO2** - To construct a sustainable and scalable business with potential from break even to profit.
- CO3** - To disrupt the media industry with products and services.
- CO4** - To run and tweak the business fundamentals from costing, registration to taxes and cutting losses.
- CO5** - To pitch, and convince investors and find funding for their start ups.
- CO6** - Students will be potential and efficient to handle risk management.

TEXT / REFERENCE BOOKS

1. Media Innovation and Entrepreneurship Michelle Ferrier and Elizabeth Mays (Eds) Rebus Press 2020 1 st Edition
2. The Essays of Warren Buffett Warren Buffet The Cunningham Group & Carolina Academic Press; 4th edition 1 th Edition
3. The Uncertain Future of Media Unicorns Melanie Faizer 2017 14th Edition
4. Value Proposition Design - How to Create Products and Services Customers Want, Amazon Series. Osterwalder, Pigneur, Bernada and Smith: Amazon Series 2020 2 nd Edition
5. Talking to Humans - Success starts with understanding your customers Giff Constable Amazon Series Sept 2014 1 st Edition
6. The Innovator's Dilemma Clayton Christensen Amazon Series 2015.

S27BINT	INTERNSHIP	L	T	P	EL	Credits	Total Marks	
		0	0	10	3	6	CAE	ESE
		0	0	10	3	6	50	50

For a period of two months(300 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.
- Viva through the presentation and subject knowledge.

S27BPROJ	CAPSTONE PROJECT	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	0	20	0	10	50	50

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on the area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluate portfolio.

While the Project intends to demonstrate student's professional competence in applying the theory learnt in the three-year course, the Comprehensives intends to review the intellectual comprehension and interiorisation of the theory with particular reference to the area of specialization and suitability for the industry. A Panel of External experts and faculty will assess the student's ability to synergistically utilize the repertoire of knowledge of Visual Communication in a professional media context.

SVCB3001	COMMERCIAL PHOTOGRAPHY	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To encourage students to capture different types of photos like fashion, industry, still life, architecture etc. and to acquire the art of lighting, composing in indoor & outdoor.
- To understand the Commercials requirement of photographs used for promotional purposes
- To develop the potential of understanding the new trends and techniques

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY**9 Hrs.**

Introduction -What is Commercial photography - Why Commercial photography? -? - How to start Commercial photography - Commercial photography studio - Different Genre of Commercial photography - How to Get specialization - Current Market scenario -Top commercial Photographers

Assignment: Submit 10 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES**9 Hrs.**

New trends and techniques in Digital imaging - Understanding the equipments - Advanced lighting techniques - Latest lights - lighting - and Cameras - Different brands of camera - Different types of capturing softwares - Different types of image editing softwares.

Assignment: Submit 10 images on Still life with and without artificial lights.

UNIT 3 INTRODUCTION TO STILL LIFE & PRODUCT PHOTOGRAPHY**9 Hrs.**

Introduction to Still life Photography - Shooting with One Light -Two lights - Multiple Lights - Product photography - Lighting for products - cutout shot - product in small setup - product with big set up - product in location - product in use- Learn from the Masters-Best Still life photographer- Best Product photographer.

Assignment: Submit 20 images on Photography

UNIT 4 INTRODUCTION TO PORTRAIT & FASHION PHOTOGRAPHY**9 Hrs**

Introduction to people photography - Simple Portrait lighting - Portrait at location - Converting Portrait in to Fashion photography - Makeup - Styling - and posing guides for fashion - Fashion at Studio - fashion at location - Models - Model coordinators. Learn from the Masters-Best Portrait photographer- Best Fashion photographer.

Assignment: Submit 20 images on portrait and Fashion photography.

UNIT 5 OTHER GENRES OF PHOTOGRAPHY**9 Hrs.**

Introduction -Architectural photography - Industrial photography - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production advantages-Techniques- art of selling and promoting - Estimate and Billing- Applying these techniques in Videography- Advanced Equipments.

Assignment: Expose 100 images in other categories.

Max. 45 Hrs.

PROJECT OUTLINE

1. • Table top – Still life, Product alone, Product in setting, product in location,
2. • Fashion, Industrial still life,
3. • Portrait, wildlife, Nature, Architecture Photography.

COURSE OUTCOME

On completion of the course, the students will be able to

- CO1** - Understand different types of commercial photography
- CO2** - Compare different types of capturing software's and image editing software's
- CO3** - To experiment still life photography and lighting set up
- CO4** - Distinguish people photography, portrait lighting and fashion photography
- CO5** - Composing architectural, industrial and Nature photography
- CO6** - To experiment different advertising process and commercial photography

TEXT / REFERENCE BOOKS

1. Rick Souders ,The Art & Attitude of Commercial Photography ,Watson-Guptill, 2002.
2. Robert Hirsch ,Light and Lens: Photography in the Digital Age , Elsevier ,2008.
3. Ivan Hissey, Jerry Glenwright, Roger Pring ,Digital Photography Made Easy , Ilex Press, 2006
4. Chris Weston, Nature Photography: Insider Secrets from the World's Top Digital Photography, Focal Press, 2008

SVCB3002	SOUND DESIGN	L	T	P	EL	Credits	Total Marks	
		0	2	6	0		CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVES

- An understanding of how the digital and the analog audio signal relative advantages of each.
- Ability to handle Nuendo software in DAW creates and manages sound elements
- An understanding of basic principles of Sound Designing and audio dubbing perception.

UNIT 1 INTRODUCTION OF DAW**9 Hrs.**

Frequency and pitch - Amplitude and loudness -Digital and analog audio -Noise and distortion-Audio headroom- Mono and stereo - Introduction to Sound Recording -Introduction to Sound Designing - Overview of Digital Audio Workstation (DAW)

UNIT 2 AUDIO EQUALIZER**9 Hrs.**

Audio Production and performance studios- Digital audio workstations and software - Mixing consoles- Dynamic compressors and limiters - Equalizers Application -EQ Parameters -EQ Types -Plug-in vs. Analog Hardware EQ -Creative Equalization Techniques -Analog vs. Digital, Plug-in vs. Hardware - Panning Perspectives-Muting Techniques

UNIT 3 SOUND DESIGNING TECHNIQUES**9 Hrs.**

Production and performance studios- Digital audio workstations and software -Pre-production Planning - On-location recording - Foley effects recording- Selection of equipment - Relative functions of voice, music, effects and silence -Introduction to Sound Editing - Sound Designing for Animation -Post BGM/RR-Mixing & Balancing

UNIT 4 AUDIO PRODUCTION FOR RADIO & TV.**9 Hrs.**

Practices for RJ- Dialogue delivery - Opening up Preparation - Awareness of Voice and its function- Demonstrating - how to control voice tone - body language Breathing and Pronunciation- - Preparation for Interview -How to handle interviews.

UNIT 5 OVERVIEW OF SOUND MIXING**9 Hrs.**

Pre-Mix- Voice Mixing and Balance - Sound Design and Mix with Visuals- Concept of Mixing Music- Dealing with Equalization- Effect Processing- Automation Techniques

Max. 45 Hrs.**PROJECT OUTLINE**

1. Audio Dubbing Project
2. Audio Mixing Project
3. Sound Design for Short Films.

Course Outcome

On completion of the course, student will be able to

- CO1 -** Sound Recording and Sound Design consists of combining technology and the use of creativity to create sound in media.
- CO2 -** It allows the students to procure complete knowledge and experience original recordings, then doing practical exercises individually or in a group.
- CO3 -** They get to learn and enjoy all the aspects included in sound design and sound design wherein they can experiment with various sounds to give them rhythm.
- CO4 -** The students who have a keen interest in learning and experiencing the different types of sound, also who want to learn about the different technicians used in the field of sound,
- CO5 -** There are wide career opportunities after pursuing and completing this course such as Studio Sound Engineer, Audio Engineer, Mixing Engineer, etc. This course has a wide scope in the future as well.
- CO6 -** Students can widen their knowledge on dubbing production

TEXT / REFERENCE BOOKS

1. Audio Post Production for Television and Film, Third Edition_ An introduction to technology and techniques (PDF Drive.com)-2004
2. Digital audio editing_ correcting and enhancing audio in Pro Tools, Logic Pro, Cubase, and Studio One (PDF Drive.com)-2013
3. The Art of Digital Audio (PDF Drive.com)-2011
4. The Microphone Book, Second Edition_ From mono to stereo to surround - a guide to microphone design and application (PDFDrive.com)-2004
5. The sound studio_ audio techniques for radio, television, film and recording -2013

SVCB3003	UI & UX DESIGN	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVES

The course is aimed at

- To understand the needs and wants of the UX/UI and learn the user by various research processes and collect user behavior data.
- To solve the design problems with the desired solutions.
- To create a wireframe for both mobile and web applications and prototypes.

UNIT 1 INTRODUCTION OF UX/UI DESIGN

9 Hrs.

UX vs UI difference - Overview, Why, Significance and Elements of UX/UI (the five planes). - Fundamental of User Experience - Everyday Mysteries - The Product Development Life Cycle - Specialists, generalists and T-Shaped designers - Good User Experience Is Good Business - Laws of UX

Assignment: Choose any existing app, write its features, your intentions

UNIT 2 A STRATEGY PLAN

9 Hrs.

Universal, Inclusive, Equity Focused, Business and User Centered design and its importance - Designing for accessibility - Design thinking: A UX design framework - Divergent and Convergent Thinking - Design sprints: its five phases and benefits.

Assignment: Come up with the list of disadvantages in your point of view and creatively think how to sort the problem and do competitive analysis.

UNIT 3 APPLIED DESIGN FUNDAMENTALS

9 Hrs.

Storyboarding/Mood board - User Journey Map - User Pain Points - Curb Cut Effect - User flow - Various Research Methods/plans - Empathy tool - User Persona - Fundamentals of usability testing & heuristic analysis – Fundamentals of field testing - Preparing test flow, questionnaire, scenarios with tasks list, recruiting participants.

Assignment: Identify User needs, Segmentation of Users, Prepare questions and record responder's responses, Segregate High, moderate and low users and Create User Persona

UNIT 4 EMPHASIS IN UX DESIGN

9 Hrs.

Hierarchy, Scale and Proportion in UX - Unity and Variety in UX - Typo, Colors, Iconography and Layouts - Gestalt principles - Evaluation Methods - Case Studies - Preparing task list – Writing User Story, IA & Use Cases

Assignment: Select a method and Create a route map. Also, Create Low and High fidelity Wireframes.

UNIT 5 USER TESTING

9 Hrs.

Problem and Hypothesis Statement, Scope of Competition - Avoid Deceptive Patterns - Low Fidelity and High Fidelity Wireframes - Prototyping - Feedback and Its Importance - Design Critique

Assignment: Create Wireframes, prototype it and do user testing.

Max. 45 Hrs.

PROJECT OUTCOMES

Students should create a wireframe for both mobile and web applications and prototype it.

Course Outcomes

On completion of the course, the students will be able to:

- CO1** - The basis knowledge of the needs and wants of UX/UI will empower the student
- CO2** - The Learner can build UI for user Applications
- CO3** - The student will be able to evaluate UX design of any product or application
- CO4** - The student will be empowered to demonstrate UX Skills in product development
- CO5** - The learner can implement sketching principles
- CO6** - The students will be able to create a wireframe and prototype it.

TEXT / REFERENCE BOOKS

1. Jon Yablonski, Laws of UX using Psychology to Design Better Product & Services OReilly 2021
2. Jesse James Garrett, "THE ELEMENTS of USER EXPERIENCE", PHI, 2011.
3. Joel Marsh, UX for Beginners, OReilly , 2022
4. Christian Kraft. User Experience Innovation: User Centered Design that Works, Apress, 2012.
5. Tom Tullis and Bill Albert. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann Publishers, 2008.

SVCB3004	DIGITAL VIDEO EDITING	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To hands on experience in art of video post-production
- Explore and practice of various Video editing styles and learn advanced video editing techniques
- To gain experience in special and after effects editing

UNIT 1 INTRODUCTION TO VIDEO EDITING**9 Hrs.**

Definition of editing – history – Functions of Editing – Editing principles – the role of Editor – Types of Editing – continuity – relational editing – parallel editing – Rhythmic editing – methods of editing

Assignment: Short Film Review – Technical Details

UNIT 2 L Cut & J Cut**9 Hrs.**

Analyzing and understanding about shot-scene-sequence - Match cut – L Cut – J Cut – 180 degree rule – eye-line match - Filmic time – Real Time – Filmic Geography – Real Locations - Usage of shots - establishing shot.

Assignment: Different Types of Video Cuts

UNIT 3 METHODS OF EDITING**9 Hrs.**

Film editing using NLE – Online & Offline clips – Time code – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List

Assignment: Multilayer Video Production (Picture in Picture)

UNIT 4 ROUGH CUT TO FINAL CUT**9 Hrs.**

Making rough cut – Drag & Drop – conventional editing – Insert & over record mode – sequence – Bin – Methods of Montage – adding tracks – working in trim mode – working with audio – Titles – working with titles

Assignment: Chroma Key video project

UNIT 5 SPECIAL EFFECTS & PRINT TO TAPE**9 Hrs.**

Applying effects – Motion effects – Transition – Video filters – picture in picture – DVE effects – Blue screen – Chroma key – color correction – Lighting Effects – key frames – Audio editing – levels – quality – EDL export and import – Export to different formats

Assignment: Promo Video

Software: Final Cut Pro

PROJECT OUTLINE

1. PSA
2. Commercial Advertisement
3. Documentary or Short film

COURSE OUTCOME

On completion of the course, the students will be able to

- CO1** - To remember video editing basics
- CO2** - Understand process of video editing
- CO3** - Explore various tools for video editing by practicing
- CO4** - Apply video editing techniques to visuals
- CO5** - Construct the story by combination of visual elements
- CO6** - To implement video editing principles in the projects

TEXT / REFERENCE BOOKS

1. Apple, 2010, Final Cut Pro 7 Professional Formats and Workflows, Apple Help Library
2. Dancyger, Ken, 2010, The Technique of Film And Video Editing: History, Theory and Practice. London. Focal Press.5th Edition
3. Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press
4. Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial
5. JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill
6. POST PRODUCTION HANDBOOK, second edition, 2014

SVCB3005	FILM MAKING	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To understand the basic techniques involved in film production
- To educate students to create commercially viable feature films
- To enable students to deliver commercial and awareness oriented films

UNIT 1 FILM STRUCTURE**9 Hrs.**

Primitive filmic structures & propp's story functions, ending, beginning & turning point, types of scenes, pendulum of suspense, love stories: what keeps lovers apart? Rubber band theory of comedy, emotional truth, music & color, the story knot and the formula of fantasy, emotional engagement of a story

UNIT 2 FILM LANGUAGE**9 Hrs.**

Film language as a system of visual communication- types of filmmaker, forms of film expression. Defining the basic tools- fiction & non-fiction film, elements of film grammar

UNIT 3 CAMERA TECHNIQUES**9 Hrs.**

Camera angle, the triangle principle, twenty basic rules for camera movement, camera movement, close up, 360 degree camera techniques, composition, continuity, using master shots to cover motions on the screen & editing the camera.

UNIT 4 LIGHTING TECHNIQUES**9 Hrs.**

Lighting Equipment-Image manipulation, Strategy of lighting - Hard versus soft- light low key light-High key light, lighting a scene – controlling hard & soft light, lighting faces, lighting on location, Lighting on matte.

UNIT 5 FILM EDITING & AR,VR**9 Hrs.**

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations. Interactive Techniques in Virtual Reality, Augmented and Mixed Reality, Application of VR in Digital Entertainment

Max. 45 Hrs.**PROJECT OUTLINE**

- Script Writing
- Continuity
- Montage
- Mise- en- scene
- Short Film making Duration - 10mins

Students have to submit the above mention projects in form of Thesis and DVD.

COURSE OUTCOME

On completion of the course, the students will be able to

- CO1** - To understand the production process in film making
- CO2** - To identify the commercial elements in film making process
- CO3** - To apply the techniques involved in camera handling, lighting and editing
- CO4** - To shoot master shots, mise-en scene and montage
- CO5** - To understand the importance of continuity in film making
- CO6** - To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

1. Daniel Arijon, Grammar of the film language, Silman-james press, 1979.
2. Joshep V. Masiclli , The five C's of Cinematography , Silman-James Press, 1998.
3. Alan B. Craig, Understanding Augmented Reality, Concepts and Applications, Morgan Kaufmann, 2013

SVCB3006	2D ANIMATION AND WEB DESIGN	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To study the basics of animation and basics of web design
- To understand 2D and animation elements and create concepts for animation design
- To use design tool and software to create creative animation concepts

UNIT 1 INTRODUCTION TO ANIMATION PRINCIPLES AND PRODUCTION 9 Hrs.

Intro to Animation –Principles of animation: Squash and stretch, Anticipation, Staging, Straight-ahead action and pose-to-pose, Follow through and overlapping action, Slow in and slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing, Appeal– Animation production - Types of animation.

UNIT 2 2D ANIMATION GIZMO 9 Hrs

Creating Storyboards - Introduction to 2d animation software –Animation tools & techniques –Explore the panels - Creating & Editing the symbols – Writing a basic Action Script.

UNIT 3 HANDLING THE FILE AND PUBLISHING 9 Hrs.

Editing Layer Properties - Managing the Timeline - Text mode in 2D Software – Applying a Filter effect on graphics - Optimizing animated movies - Publishing the animated movies

UNIT 4 WEB DESIGNING USING DIV Tag 9 Hrs.

Overview of Web Designing – About file transfer protocol & Internet - Basic DIV tags - About the web colours - Mapping web pages – Web Banner Creation.

UNIT 5 ANIMATED VIDEO CONVERSION AND PRESENTATION 9 Hrs.

Adding Sound file to animation Projects - Converting Movie file to FLV – Integrating animation projects with web Documents - Creating Content and publishing.

Max. 45 Hrs.**PROJECT OUTLINE**

- 2d Object Creation
- 2d Object Animation.
- Animated Social Media Banner (Advt.),
- 2dEnvironment Product Ad.
- Website designing (Portfolio)

Students should submit 2D Animation with Interactive and Web banners along with Story Board Approval, Output file & Source File in CD /DVD.

COURSE OUTCOME

On completion of the course, the students will be able to

- CO1** - Understanding about basics of animation
- CO2** - Understanding about 2D animation and Web Designing.
- CO3** - Understanding of 2D animation software and interface.
- CO4** - Ability to create basic 2D animation through a computer system.
- CO5** - Ability to interpret web animation and film animation
- CO6** - Ability to create Logo Animation, Animated Web Banner (Advt.), 2D Product Ad, Web designing (Front Page), Portfolio.

TEXT / REFERENCE BOOKS

1. Doug Sahlin and Bill Sanders ,Flash CS4 all in one for dummies , first edition, Wiley Publishing Inc.,2009.
2. Douglas E. Comer., The Internet Complete Reference, Millennium Edition– McGraw hill Companies. Tata McGraw-Hill Education, 1999.
3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill – 2009.

SVCB3007	TELEVISION PRODUCTION LAB	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To encourage students to learn the techniques in filming
- To shoot a documentary / short film.
- To enable students to understand the production process

UNIT 1 COMPOSITION & FRAMING**9 Hrs.**

Basic of shot composition - Framing effective shots - Purpose of good composition – 180 degree rule - Shooting basic movements pan & tilt.

Project: Basic Camera angles and Composition / duplicating scene from original scene.

UNIT 2 CAMERA & LIGHTING**9 Hrs.**

Identifying camera and its parts/ White balance/ Microphone usage Lights - Type of lights - 3 point lighting - Color temperature - Light intensity -Lighting controls – Lamps – Filters – Snoots – Net – Cutter - Band doors - Lighting indoor and outdoor – Introduction to chroma key production followed by chroma key shoot

Project: Chromo key project

UNIT 3 PRODUCTION PROCESS**9 Hrs.**

Different stage of programme production - idea stage - research, scripting, planning - preparation of story board, production board - all paper works - cue sheets, programme execution - set and costume selection, floor plan preparation - rehearsal, recording - Introduction to Ad film production.

Project: Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS**9 Hrs.**

Essential of TV studio - Studio production - Principle of ENG, EFP – Multi camera set up – Scripting – How to interview ?

Project: Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT**9 Hrs.**

Role of TV producer/director - TV production crew, technical and production - Duties and responsibilities

Projects: Documentary/Short film

Max. 45 Hrs.**COURSE OUTCOME**

On completion of the course, the students will be able to

CO1 - Comprehend the meaning of advertising and the role of advertising agencies

CO2 - To interpret audience analysis and buyer behaviour, audience research, advertising strategy and plans.

CO3 - Applying creative ideas for a product or service ads with various advertising techniques.

CO4 - Evaluating advertising objectives, strategy and planning

CO5 - Creating an effective advertisement to persuade the audience to buy the product or changing a audience behaviour.

CO6 - To Create own Documentary & Short Films

TEXT / REFERENCE BOOKS

1. Kris Malkiewicz Film Lighting, Prentice hall Press,1986
2. Joseph V Mascelli , The Five C's of Cinematography, Silman James press, 1998
3. Yues Thoraval ,The Cinemas of India (1896-2000), Macmillan, India, 2000
4. Hooper White , How to Produce Effective TV Commercials,NTC Business Books,1994
5. Vasuki Belavadi, Video Production, Oxford university press,2008.

SVCB3008	DIGITAL MEDIA PRODUCTION	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To Know current trends in the OTT medium.
- To create and display different types of digital Media outputs
- To develop digital media management skills and marketing skills

UNIT 1 INTRODUCTION TO DIGITAL MEDIA PRODUCTIONS**9 Hrs.**

Introduction to Digital media –History of Digital Media - Principles of Digital Media - Digital technologies - Interactive multimedia development for Digital Media - web development for Digital Media –Virtual Reality – Augmented Reality–Digital Media Laws

UNIT 2 DIGITAL MEDIA MANAGEMENT**9 Hrs.**

Social and web network analysis - Web technologies for Digital Media –Digital Media management - Communication Technologies –Various communication Tools for Digital media - Search Engine Optimization –Web Analytics - Digital Media marketing

UNIT 3 DIGITAL MEDIA MARKETING**9 Hrs.**

Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer - Facebook marketing –YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4 OTT PLATFORM**9 Hrs.**

Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies and main players

UNIT 5 VIDEO UPLOAD TO ONLINE MEDIA**9 Hrs.**

Publishing Digital Video in Online Platform - YouTube - YouTube Revolution in Popular Culture - Telegenic + YouTube = Cybergenic - YouTube Undeniability and Democracy –Paid video on-demand services - Ad Policy

PROJECT OUTLINE

- 1.Shorts Video
- 2.Social Media Marketing
- 3.Product Promotions
4. Create YouTube Channel and upload video

COURSE OUTCOME

On completion of the course, the students will be able to:

- CO1** - Describe the steps of the OTT media
- CO2** - To Identify different OTT Tools
- CO3** - Communicate in the digital age
- CO4** - Apply skills and techniques using Digital Film Making
- CO5** - Apply post-production skills and techniques in Digital Film Making
- CO6** - To evaluate and utilize of different online media

TEXT / REFERENCE BOOKS

1. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
2. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
3. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.
4. JOHN RICE, BRIAN McKERNAN. 2002, CREATING DIGITAL CONTENT, McGraw-Hill
5. Jon Rognerud, 2010, How To Nail Social Media Marketing

SVCB3009	3D ANIMATION PRODUCTION	L	T	P	EL	Credits	Total Marks	
		0	2	6	0		CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To study the basics of 3D animation and basics of special effects
- To understand 3D character and animation model and to create model for animation
- To use design tool and software to create creative animation concepts

UNIT 1 ABOUT 3 DIMENSION**9 Hrs.**

Introduction of CGI – Core Concepts of 3dimension – Animation Concepts & Methods – Coordinate Systems – 3D Production Workflow - 3 D Tools

UNIT 2 3D TOOL (AUTO DESK MAYA 2014)**9 Hrs.**

An overview of Autodesk Maya Interface – Basic Autodesk Maya Term & Concepts – 3d Modelling Concepts & Techniques - Viewing and navigating 3D Space - Categories of objects – Transforming and Manipulation objects.

UNIT 3 MODELING & TEXTURING**9 Hrs.**

View Port Mode - Crafting Basic Modelling - Materials & UV Mapping - List of Materials & Arraying the objects.

UNIT 4 ANIMATION & LIGHTING**9 Hrs.**

Hierarchy in Animation - Using track Editor, Curve Editor - Particle System - Space Warps –3d Lighting Concepts – Common Light Parameters - Camera Setup & animating

UNIT 5 GAME DESIGN & SPECIAL EFFECTS**9 Hrs.**

Basic Particle Effects - Introduction to 3d Gaming Design - Rendering Setup - Output Format in Autodesk Maya2014

Max. 45 Hrs.**PROJECT OUTLINE**

Students should submit along with Story Board Approval, Output File & Source file in CD / DVD.

- Story Board
- Corporate Logo Intro
- Title Animation
- Modelling, Texturing, Lighting, Rigging & Animation.
- Environment Design and Walk Through

COURSE OUTCOME

On completion of the course, the students will be able to

CO1 - Understanding about basics of 3D animation and Special Effects

CO2 - Understanding of 3D modelling and interface

CO3 - Understanding about 3D animation software and interface

CO4 - Ability to create basic 3D animation through computer system.

CO5 - Ability to interpret 3D model and 3D animation

CO6 - Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

1. Paul Naas, Autodesk Maya Publisher, John Wiley & Sons, 2014.
2. Dariush Derakhshani, Introducing Autodesk Maya 2014: Autodesk Official Press, 31 May 2013

WEBSITES

1. <http://www.lynda.com/>, <http://www.thegnomonworkshop.com/>.
2. www.3dlinks.com
3. www.total3d.com