

**BACHELOR OF SCIENCE
IN
VISUAL COMMUNICATION**

CURRICULAM AND SYLLABUS
(For Students admitted from the academic year 2015-2016)

UNDER CHOICE BASED CREDIT SYSTEM

**DEPARTMENT OF VISUAL COMMUNICATION
FACULTY OF SCIENCE AND HUMANITIES
SRM UNIVERSITY
SRM NAGAR, KATTANKULATHUR - 603203**

**B Sc VISUAL COMMUNICATION
CURRICULUM**

(For students admitted from the academic year 2015-2016 onwards)

SEMESTER I

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Foundation Course	ULT15101	Tamil- I	4	1	0	5	4
	ULH15101	Hindi- I					
	ULF15101	French-I					
Foundation Course	ULE15101	English- I	4	1	0	5	4
Compulsory Core	UVC15101	Introduction to Visual Communication	4	1	0	5	4
Compulsory Core Practical	UVC15102	Drawing- I	0	1	4	5	3
Compulsory Core Practical	UVC15103	Visual Art Design- I	0	1	4	5	3
Allied	UVC15104	Design Principles	2	1	0	3	4
Supportive Course (Internal Evaluation)	CDC15101	Verbal Ability	2	0	0	2	2
Total			16	6	8	30	24

II SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Foundation Course	ULT15201	Tamil- II	4	1	0	5	4
	ULH15201	Hindi- II					
	ULF15201	French- II					
Foundation Course	ULE15201	English- II	4	1	0	5	4
Compulsory Core	UVC15201	Advertising	4	1	0	5	4
Compulsory Core Practical	UVC15202	Drawing- II	0	1	4	5	3
Compulsory	UVC15203	Visual Art Design- II	0	1	4	5	3

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Core Practical							
Allied	UVC15204	Introduction to Social Media	2	1	0	3	4
Supportive Course (Internal Evaluation)	CDC15201	Quantitative Aptitude and Reasoning - I	2	0	0	2	2
Extension Activities	UNS15201	NSS	0	0	0	0	1
	UNC15201	NCC					
	UNO15201	NSO					
	UYG15201	Yoga					
Total			16	6	8	30	25

III SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC15301	History and Development of Cinema	4	1	0	5	4
Compulsory Core	UVC15302	Basic Photography	4	1	0	5	4
Major Mini Project	UVC15303	2D Graphics	0	1	4	5	3
Compulsory Core Practical	UVC15304	Practical Photography	0	1	4	5	3
Allied	UVC15305	Media and Society	2	1	0	3	4
Skill Based Elective-I	UVC15E51	Radio Jockey and Video Jockey	0	1	2	3	2
	UVC15E52	Radio Program Production					
Non Major Elective- I		Open Elective- I	0	1	1	2	2
Supportive Course (Internal Evaluation)	CDC15301	Quantitative Aptitude and Reasoning - II	2	0	0	2	2
Total			12	7	11	30	24

IV SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC15401	Film Studies	4	1	0	5	4
Compulsory Core	UVC15402	Media Laws and Ethics	4	1	0	5	4
Compulsory Core Practical	UVC15403	2D Animations	0	1	4	5	3
Major Mini Project	UVC15404	Professional Photography	0	1	4	5	3
Allied	UVC15405	Script Writing	2	1	0	3	4
Skill Based Elective- II	UVC15E53	News Reading Practices	2	1	0	3	2
	UVC15E54	Communication for Development					
Non Major Elective- II		Open Elective- II	0	1	1	2	2
Supportive Course (Internal Evaluation)	CDC15401	Communication Skills	2	0	0	2	2
Total			14	7	9	30	24

V SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC15501	Media Management	4	1	0	5	4
Compulsory Core	UVC15502	Digital Film Making	4	1	0	5	4
Compulsory Core Practical	UVC15503	3D Animations	0	1	4	5	3
Core Mini Project	UVC15504	Television Production	0	1	3	4	3
Allied	UVC15505	Marketing Communication	2	1	0	3	4
Elective- I	UVC15E01	Audiography	0	1	2	3	3
	UVC15E02	Videography					
Elective- II	UVC15E03	Documentary Film Making	0	1	1	2	2
	UVC15E04	Media Planning and Strategies					

Supportive Course	UES15501	Environmental Studies	3	0	0	3	3
Total			13	7	10	30	26

VI SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC15601	Event Management	4	1	0	5	4
Compulsory Core Practical	UVC15602	Film Appreciation	0	2	5	7	4
Compulsory Core Project	UVC15603	Industrial Project	0	0	0	0	16
Total			4	3	5	12	24

Total Credits: 147

SEMESTER I

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	L+T+P	C
ULT15101	தமிழ்- I	4	1	0	5	4

பகுதி 1. தமிழ் இலக்கிய வரலாறு

(நூல்- தமிழ் இலக்கிய வரலாறு- முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

1. சிற்றிலக்கியம் - தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை - தோற்றமும் வளர்ச்சியும்
3. சிறுகதை - தோற்றமும் வளர்ச்சியும்
4. புதினம் - தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

பகுதி 2. இலக்கியம்

அ. இக்காலக்கவிதைகள்

1. பாரதியார்
நெஞ்சு பொறுக்கு திலையே ...என்று தொடங்கும் கவிதை
2. பாரதிதாசன்
உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை ...என்று தொடங்கும் கவிதை
3. ந.பிச்சமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம்
சந்திக்கச் செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்பு மலர்கள்
காகிதப் பூக்கள் - கால மழைத்தூறலிலே... என்று தொடங்கும் கவிதை
6. சு.வில்வரெத்தினம் --வேற்றாகி நின்ற வெளி
நிலவின் எதிரொலி - பறம்பு மலை ...என்று தொடங்கும் கவிதை
7. பாரதி புத்திரன் - மாரிக்கால இரவுகள்

சிவகாசிச் சிசுக்கள் – மகனே அன்றொரு நாள் ...என்று தொடங்கும் கவிதை

8. து.நரசிம்மன் - வானம் பிறந்தது

ஒரு பிஞ்சின் வேண்டுகோள்...என்று தொடங்கும் கவிதை

9. ப.கல்பனா- வானம் பிறந்தது

கீறல் விழுந்த மாலைக்காலங்கள்- இன்று வர... என்று தொடங்கும் கவிதை

ஆ. சிற்றிலக்கியம்

கலிங்கத்துப்பரணி- போர் பாடியது: 404 -- 408 பாடல்கள்

குற்றாலக்குறவஞ்சி – மலைவளம்

1. வானரங்கள் கனிகொடுத்து என்று தொடங்கும் பாடல்

2. முழங்கு திரைப் புனலருவி கழங்கென முத்தாடும் என்று தொடங்கும் பாடல்

இ. காப்பியங்கள்

சிலப்பதிகாரம் – வழக்குரை காதை - ‘தேரா மன்னா! செப்புவது உடையேன்’-- இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி. (30 – வரிகள்)

பகுதி 3 உரைநடைப் பகுதி

“எண்ணங்கள்” டாக்டர் எம்.எஸ்.உதயமூர்த்தி, கங்கை புத்தக நிலையம், 2005.

பாட நூல்கள்:

1. முனைவர் சு.ஆனந்தன் (2010), தமிழ் இலக்கிய வரலாறு, கண்மணி பதிப்பகம், திருச்சி, 2010.
2. எம்.எஸ்.உதயமூர்த்தி, “எண்ணங்கள்”, கங்கை புத்தக நிலையம், 2005.
3. செய்யுள் புத்தகம், தமிழ்த்துறை, அறிவியல் மற்றும் மானுடவியல் புலம் , எஸ். ஆர். எம். வெளியீடு, 2014.

Subject Code	Course Title	L	T	P	L+T+P	C
ULH15101	HINDI- I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's needed to communicate in the language.
- To help the students to imagine & express their mind through Literature.

UNIT I - PROSE

(35 Hours)

- USNE KAHA THA (STORY) -
CHANDRADHAR SHARMA GULERI
- CHIEF KI DAWAAT (STORY) -
BHISHAM SAHNI
- PREMCHAND (NIBANDH) -
DR. RAMVILAS SHARMA
- BHOLARAM KA JEEV (SATIRE STORY) -
HARISHANKAR PARSAI
- BHAGWAN NE KAHA THA (SATIRE STORY) -
SURYA BALA
- CHAMAR KI BETI (STORY) -
DR.N. CHANDRSHEKHARAN NAIR

UNIT II - ONEACTPLAY

(15 Hours)

- LAXMI KA SAWAGAT *UPENDRANATH ASHK-*
- JAB MAA RO PADI *SETH GOVIND DAS* -

UNIT III - CORRESPONDENCE

(10 Hours)

- OFFICIAL LETTER
- DEMI- OFFICIAL LETTER

UNIT IV - COMPUTER

(10Hours)

UNIT V - TECHNICAL TERMINOLOGY

(5 Hours)

TEXT BOOK

- Hindi I Edited by Dr. S. Preethi, Dr. MD. Islam, Dr. S. Razia Begum Published by Department of Hindi, FS&H,SRM University

REFERENCE

- Prayajon Mulak Hindi (Author - *Madhav Sontakke*)

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF15101	French-I	4	1	0	5	4

Instructional Objectives:

- To encourage greater written skills through comprehension writing and composition writing.
- Improve their oral and written skills through a combination of theory and practice.
- Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.

Unité-I

(15 Heures)

Vous comprenez? – Conjugaison des verbes – Masculin/Féminin – Singulier/Pluriel – Interrogation – Négation simple- L'identité- Les lieux de la ville- Les mots du savoir-vivre.

Unité-II

(15 Heures)

Au travail ! Conjugaison – Les verbes en –ER – Accord des noms et des adjectifs - Articles indéfinis et définis- Interrogation- Est-ce-que, Qu'est-ce, Qu'est-ce que c'est, Où- L'état civil- Personnes et objets caractéristiques d'un pays.

Unité-III

(15 Heures)

On se détend ?- Conjugaison- faire, aller, venir, vouloir, pouvoir, devoir- Futur proche - Pronoms moi, toi, lui, elle, etc., après une préposition – On = Nous- Les loisirs, Sports, Spectacles, Activités.

Unité-IV

(15 Heures)

Racontez-moi- Passé composé - Présentation d'un événement passé- La date et l'heure- Les moments de la journée, de l'année- Événements liés au temps - Bon voyage !- Comparaison simple- Adjectifs démonstratifs- Adjectifs possessifs- Les Voyages – Les transports.

Unité-V

(15 Heures)

Bon appétit- Articles partitif- Emploi des articles- Interrogation, forme avec inversion- Réponses : Oui, Si, Non- Forme possessive : à+pronom- La nourriture, Les repas, La fête.

Référence Book:

1. "Echo-A1", Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Subject Code	Course Title	L	T	P	L+T+P	C
ULE15101	English- I	4	1	0	5	4

Instructional Objectives:

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To be abreast with the world literature.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To engage in ongoing professional development with respect to both teaching and research.

UNIT I Poetry:

(15 Hours)

1. If by Rudyard Kipling
2. Where the Mind is Without Fear by Rabindranath Tagore
3. The Road Not Taken by Robert Frost
4. Snake by D. H. Lawrence

UNIT II Prose:

(15 Hours)

1. Of Truth by Francis Bacon
2. Spirit of India by A.P.J.Abdul Kalam

UNIT III Short Stories:

(15 Hours)

1. The Bet by Anton Chekhov
2. The Postmaster by Rabindranath Tagore

UNIT IV Movie Review:

(15 Hours)

1. Whose Life is it Anyway?
2. The Accused- Feature Film
3. Water

UNIT V Language Component:

(15 Hours)

1. Tenses
2. Focus on Articles, Prepositions, Subject Verb Agreement
3. Comprehension Passage

TEXT BOOKS

1. Cambridge University Press,. Raymond Murphy, Essential Grammar in Use 3rd Edition 2010

2. Edited by Dr. Shanthichitra, Glean to ACME English Tex Book Published by
Department of English, FSH, SRM University

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15101	INTRODUCTION TO VISUAL COMMUNICATION	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Visual Communication
2. To apply the techniques in Visual Media
3. To solve practical problems in the real life situations.

UNIT I

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

UNIT II

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques-eye contact, hand gesture & body language; elements of visual communication.

UNIT III

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception- definition & concept; Illusions- definition & basics; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT IV

Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean model of Sign; Code- definition; Types of Code- Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactic & Pragmatics; Denotation, Connotation & Myth.

UNIT V

Observation and Practical; Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process of creativity; Creativity Tools; Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking &

Vertical Thinking; Creativity & Visual Communication; Process of developing ideas to different medium.

TEXT BOOKS

1. Seema Hasan (2010). Mass Communication- Principles & Concepts, First Edition, CBS Publishers, New Delhi
2. Lester. E (1998). Visual Communications: Images with messages, Third Edition, Thomson Learning, London

REFERENCES

1. Denis McQuail (2010). Mass Communication Theory- An introduction, Sixth Edition, Sage Publications, London
2. Keval J. Kumar (2009). Mass Communication in India, Fourth Edition, Jaico Books, Mumbai
3. Edward De Bono, (1970). Lateral Thinking: Creativity Step by Step, First Edition, Harper & Row Publishers, New York

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15102	DRAWING - I	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Drawing
2. To apply the techniques in Design
3. To solve practical problems in the real life situations.

Class Exercise

(Students have to practice all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. **Pencil Sketch, Light & Shadow Practice** : 2 Weeks
Minimum 4 class works
2. **Geometrical Shapes with different forms** : 2½ Weeks
Minimum 4 class works : Record works-3 nos.
3. **Texture on Pattern** : 2½ Weeks
Minimum 4 class works : Record works-3 nos.
4. **Composition with Light and Shadow** : 2½ Weeks
Minimum 4 class works : Record works- 3 nos.
5. **Perspective Drawing** : 2½ Weeks
Minimum 4 class works : Record works-3 nos.

Project Work

1. **Cubes-** Minimum 3 works

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all exercise as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. John Montague (2013). Basic Perspective Drawing- A Visual Approach, First Edition, John Wiley & Sons, New Jersey
2. William F Powell (2012). Art of Basic Drawing, First Edition, Walter Foster Creative Team, New York
3. Christopher Hart (2012), Basic Drawing made Amazingly Easy, First Edition, Crown Publishing Group, New York

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15103	VISUAL ART DESIGN - I	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Visual Art
2. To apply the techniques in Design
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all FIVE excises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. **Line Study in different Thickness** : 2½ Weeks
Minimum 6 class works
2. **Curves and Circles** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
3. **Shapes** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
4. **Pattern Designs** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
5. **Distraction** : 2½ Weeks
Minimum 6 class works : Record works-3 nos.

(Each exercise should have minimum 3 numbers with use of Indian and other inks based works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all excises as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
2. Timotby Samaka (2010). Design Elements- a Graphic Style Manual, Second Edition, Rock Port, USA
3. Quentin Newark (2007). What is Graphic Design? Fourth Edition, RotoVision SA, Switzerland.

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15104	DESIGN PRINCIPLES	2	1	0	3	4

OBJECTIVES

1. To understand the basics of design principles
2. To apply the techniques in Graphic Design
3. To solve practical problems in the real life situations.

UNIT I

Design and Visual Design- definition; History of Design; Graphic Design- Nature and Characteristics of Graphic Design; Graphic Design process- gathering information, creating outline, creativity, multiple version, final production; Fundamentals of Graphic Design; Graphic Designer- Responsibilities and qualities of Graphic Designer, Qualifications of Graphic Designer.

UNIT II

Elements of Design- Dot or Point; Line- horizontal, vertical, diagonal, curve and zigzag; Shape- geometric shapes, natural shapes and abstract shapes; Form- volume and mass (depth); Space- positive space, negative space and deep space; Texture- visual and physical texture; Pattern; Colour.

UNIT III

Principles of Design- Balance- symmetrical balance, asymmetrical balance and radial balance; Movement; Repetition and Rhythm; Emphasis; Simplicity; Contrast; Proportion; Unity; Layout- definition and concept; Layout Process- rough sketch, thumbnail, final and comprehensive; Types of Layout- Newspaper and Print Advertising; Grids- definition and anatomy of grids; Margin; Typography.

UNIT IV

Colour- definition; Nature of colour; characteristics of colour; Types of colour- primary, secondary and tertiary colours; Colour description- hue, chroma, saturation, intensity, value, tone, tints and shades; Colour Theory- Additive and Subtractive colour theory; Colour Wheel; Colour combinations- Analogous, Complementary and Split Complementary colours; Colour Meaning; Psychology of colour.

UNIT V

Perspective- definition and concept; Types of Perspective- Linear and Non linear perspective; Proportion- Golden mean (ϕ) and Rule of Thirds; Structure; White Space- why to use white space and how to use white space.

TEXT BOOKS

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
2. Connie Malamed (2011). Visual Language for Designers, First Edition, Rockport Publishers, USA

REFERENCES

1. Colin Ware (2008). Visual Thinking for Design, Second Edition, Morgan Kaufmann Publishers, USA
2. Gavin Ambrose (2008). Basics Design: Grids, First Edition, AVA Publishing, Switzerland
3. Christian Leborg (2004). Visual Grammar, Second Edition, Princeton Architectural Press, New York

Subject Code	Course Title	L	T	P	L+T+P	C
CDC15101	VERBAL ABILITY	2	0	0	2	2

OBJECTIVES: At the end of this course, the students will be able to answer objective questions for any verbal ability exam.

UNIT- I

Vocabulary- Synonyms, Antonyms, Idioms and phrases, ordering of words/sentences.

UNIT- II

Grammar- Sentence improvement, Change of speech, sentence correction.

UNIT- III

Vocabulary-One word Substitute, Verbal Analogies, Closet test.

UNIT- IV

Grammar- Spotting errors, selecting words, sentence completion

UNIT- V

Vocabulary- Word Quest, Puzzles, Crossword

TEXT BOOK:

1. Raymond Murphy, Essential English Grammar, Cambridge University Press, 2007

2. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007
3. Raymond Murphy, Advanced English Grammar Cambridge University Press, 2007

REFERENCES

1. Prabhu.C, Vivekanandan.P "The Essentials of Quantitative Aptitude and Verbal Aptitude", Enrich & Excell, BEACON, Chennai, 2012.

SEMESTER II

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	L+T+P	C
ULT15201	தமிழ்- II	4	1	0	5	4

பகுதி -1 தமிழ் இலக்கிய வரலாறு

(நூல் – தமிழ் இலக்கிய வரலாறு - முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

1. சங்க இலக்கியங்கள்
2. நீதி இலக்கியங்கள்
3. பக்தி இலக்கியங்கள்
4. காப்பியங்கள்

பகுதி - 2 அ. சங்க இலக்கியம்

1. முளி தயிர் பிசைந்த... என்று தொடங்கும் குறுந்தொகை (167) பாடல் முல்லை, செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்றும்... என்று தொடங்கும் ஐங்குறுநாறு (11) பாடல் (மருதம், ஐங்குறுநாறு- வேழப்பத்து.)
3. எம் வெங் காமம் இயைவது ஆயின்என்று தொடங்கும் அகநானூறு (15) பாடல் (பாலை , மகட் போக்கிய தாய் சொல்லியது)
4. சுடர் தொடிஇ கேளாய்..... என்று தொடங்கும் கலித்தொகை (51) பாடல் (குறிஞ்சி, தலைவி கூற்று)

5. மண்டு அமர் அட்ட ... என்று தொடங்கும் **புறநானூறு (213)** பாடல், பாடியவர் : புல்லாற்றூர் எயிற்றியனார், பாடப்பட்டோன் : கோப்பெருஞ்சோழன்; திணை : வஞ்சி; துறை - துணைவஞ்சி.
6. **நறவுவாய் உறைக்கும் நாகுமுதிர் ...** என்று தொடங்கும் **பத்துப்பாட்டு** – சிறுபாணற்றுப்படை (51-67) பாடல்
7. கலந்தோர் உவப்ப எயில் பல கடையி... என்று தொடங்கும் **பத்துப்பாட்டு -- மதுரைக் காஞ்சி (220-237)** பாடல்.

ஆ. நீதி இலக்கியம்

1. திருக்குறள் - நட்பாராய்தல், புலவி நுணுக்கம் (2 அதிகாரம்)
2. நாலடியார்- பொருட்பால்- மேன்மக்கள் – 5 பாடல்

இ. பக்தி இலக்கியம்

சைவம் – பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் தேவாரம் – முதலாம் திருமுறை
காதல் ஆகி, கசிந்து ... என்று தொடங்கும் பாடல்
2. திருநாவுக்கரசர் தேவாரம் - ஐந்தாம் திருமுறை
மாகில் வீணையும் மாலை ... என்று தொடங்கும் பாடல்
3. சுந்தரர் தேவாரம் – ஏழாம் திருமுறை
பொன்னார் மேனியனே ... என்று தொடங்கும் பாடல்
4. மாணிக்கவாசகர் – திருவாசகம் – பிடித்த பத்து
பால் நினைந்து ஊட்டும் தாயினும் சால ... என்று தொடங்கும் பாடல்
5. திருமூலர் – திருமந்திரம்
மரத்தை மறைத்தது மாமத யானை ... என்று தொடங்கும் பாடல்

வைணவம் – நாலாயிரத் திவ்யப் பிரபந்தம்

1. பூதத்தாழ்வார்
பெருகு மத வேழம் மாப்பிடிக்கு...என்று தொடங்கும் பாடல்
2. குலசேகராழ்வார்
ஆனாத செல்வத்து அரம்பையர்கள் தற்குழ ...என்று தொடங்கும் பாடல்
3. பெரியாழ்வார்

எந்நாள் எம்பெருமான் ...என்று தொடங்கும் பாடல்

4. ஆண்டாள்

ஓங்கி உலகளந்த உத்தமன் ... என்று தொடங்கும் பாடல்

5. திருப்பாணாழ்வார்

சதுர மாமதில் சூழ இலங்கைக்கு ... என்று தொடங்கும் பாடல்

இஸ்லாம்

குணங்குடி மஸ்தான் சாகிபு பாடல்கள் – தவமே பெற

வேண்டுமெனல் - 3 பாடல்கள்

கிறித்துவம்

ஆதிநந்தாவனப் பிரளயம் – ஏதேன் தோட்டம் - 3 பாடல்கள்

பகுதி 3: சிறுகதை

“ஒற்றைச் சிறகு”, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த சிறுகதைகள் தொகுப்பு.

பாட நூல்கள்:

1. முனைவர் சு.ஆனந்தன் (2010), தமிழ் இலக்கிய வரலாறு, கண்மணி பதிப்பகம், திருச்சி, 2010.
2. ஒற்றைச் சிறகு, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த சிறுகதைகள் தொகுப்பு, 2012.
3. செய்யுள் புத்தகம், தமிழ்த்துறை, அறிவியல் மற்றும் மானுடவியல் புலம், எஸ். ஆர். எம். வெளியீடு, 2014.

Subject Code	Course Title	L	T	P	L+T+P	C
ULH15201	HINDI- II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's need to communicate in the language.
- To help the students to imagine & express their mind through Literature.

UNIT I - POETRY**(30 Hours)**

1. Suprashid Dohey *Kabir, Rahim, Bihari, Surdas* -
2. Nar Ho Na Nirash Karo Mann Ko *Maithlisharan gupt* -
3. Jo Tum Aaa Jaate *Mahadevi Varma* -
4. Hum Panchi Unmukt Gagan Ke *Shiv mangal singh suman* -
5. Chalawa *Santosh shreeyansh* -
6. Yahan Thi Vaha Nadi *Manglesh Dabral* -

UNIT II - STORY**(25Hours)**

1. Eidgaha *Premchand* -
2. Vapsi *Priyamvada Usha* -
3. Ek Muthi Aakash *Santosh Srivastav* -
4. Ek Plate Sailab *Mannu Bhandari* -

UNIT III**(10 Hours)**

1. Anuvad : Anuvad Ki Paribhasha Evam Bhed

UNIT IV**(5 Hours)**

1. Anuvad : English to Hindi

UNIT V**(5 Hours)**

1. Administrative words

RECOMMENDED TEXTS:

1. Hindi I Edited by Dr.S.Preethi, Dr. Md. Islam, Dr.S.Razia Begum. Published by Department of Hindi, FS&H, SRM University

REFERENCES

1. Prayajon Mulak Hindi (Author - Madhav Sontakke)
2. Practical Guide to Translation & Composition (Author- K. P. Thakur)

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF15201	French-II	4	1	0	5	4

Instructional Objectives:

- Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.
- Improve their oral and written skills through a combination of theory and practice.

Unité-I**(15 Heures)**

Quelle journée !- La conjugaison pronominale- L'impératif- L'expression de la quantité : peu, un peu de, quelque, etc.,- Les activités quotidiennes- Les achats, L'argent - Qu'on est

bien ici ! Prépositions et adverbess de lieu- Verbes exprimant un déplacement: emploi des prépositions- Le logement, La localisation, L'orientation, L'état physique, Le temps qu'il fait.

Unité-II (15 Heures)

Souvenez-vous- L'imparfait- Emploi du passé composé et de l'imparfait- Expression de la durée- L'enchaînement des idées : alors, donc, mais- Les sens réciproque- Les moments de la vie- La famille- Les relations amicales, amoureuses, familiales.

Unité-III (15 Heures)

On s'appelle ? – Les pronoms compléments directs- les pronoms compléments indirects de personne- L'expression de la fréquence et de la répétition – Les moyens de communication: courrier, téléphone, internet.

Unité-IV (15 Heures)

Un bon conseil ! – Expression du déroulement de l'action – Passé récent- Présent progressif – Futur proche – Action achevée/ inachevée – Les phrases rapportés – Les Corps – La santé et la maladie.

Unité-V (15 Heures)

Parlez-moi de vous – La place de l'adjectif – La proposition relative finale avec « qui » - C'est/il est – Impératif des verbes avec pronoms – La formation des mots – La description physique et psychologique des personnes – Les vêtements – Les Couleurs.

Référence Book

1. "Echo-A1", Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Subject Code	Course Title	L	T	P	L+T+P	C
ULE15201	ENGLISH- II	4	1	0	5	4

Instructional Objectives

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To become aware of the world literature and the writers.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To engage in ongoing professional development with respect to both teaching and research.

UNIT I - POETRY (15 Hours)

1. The Hawk in the Rain by Ted Hughes
2. Crutches by Bertolt Brecht
3. Obituary- A. K. Ramanujan

4. Dream Deferred- Langston Hughes

UNIT II - PROSE (15 Hours)

1. The Story of my Experiments with Truth by M.K. Gandhi (Excerpts)
2. I have a Dream by Martin Luther King
3. Farewell Speech by Mark Antony

UNIT III - PLAY AND SHORT STORY (15 Hours)

1. Monkey's Paw by W.W.Jacobs
2. Bear by Anton Chekhov

UNIT IV - BOOK REVIEW (15 Hours)

1. To kill a Mocking Bird (Excerpts)
2. Merchant of Venice (Excerpts)

UNIT V - LANGUAGE COMPONENT (15 Hours)

1. Transformation of Sentences
2. Jumbled Sentences
3. Précis Writing

TEXT BOOKS

1. Cambridge University Press, Raymond Murphy, Essential Grammar in Use 3rd Edition 2010
2. Edited by Dr. Shanthichitra, Glean to ACME English Text Book Published by Department of English, FSH, SRM University

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15201	ADVRETIISING	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Advertising
2. To apply the techniques in Advertising Industry
3. To solve practical problems in the real life situations.

UNIT I

Introduction to Advertising – definition; Nature, Scope & Role of Advertising; Importance of Advertising; History of Advertising- Abroad & India; Classification, Functions, Types & impact of Advertising; Ethics in advertising.

UNIT II

Advertising Agency- functions of advertising agency; Organizational structure in advertising agency; Types of advertising agency- full service, independent, In-house & specialized

agencies; Legal aspects & ethical issues of advertising agencies; Leading advertising agencies in India & abroad.

UNIT III

Branding management- brand image, brand personality, brand awareness, brand extension & brand equity; Brand positioning strategies; Unique selling proposition (USP); Media strategy & developing media strategy; Advertising research- purpose & objectives of advertising research.

UNIT IV

Creativity- definition, concepts & process; Role of creativity in advertising; Elements of creative advertising; Client brief & account planning; planning creative strategy; Style & appeals of advertising; Conceptualization & ideation; Copywriting- role of copywriting; Layouts- stages & types; Components of print advertising; Headlines- importance & types of headlines; Writing style- typography, scripting & story board.

UNIT V

Advertising Media- Newspaper, Magazine, Directory, Yellow pages, Direct mail, Outdoor & Transit advertising; Radio & Television Advertising; Online Advertising- Objective & Importance of Online Advertising; Types of Online Advertising; Challenges & developments in Online Advertising

Text Books:

1. George E Belch (2010). Advertising and Promotion, First Edition, Tata McGraw Hill company Ltd., New Delhi
2. Rajeev Batra (2009). Advertising Management, First Edition, Jain Books, New Delhi

REFERENCES

1. William F Arens (2010). Contemporary Advertising, First Edition, Jain Books, New Delhi
2. J.V. Vilanilam (2004). Advertising Basics A Resource Guide for Beginners, Second Edition, Jain Books, New Delhi
3. David Ogilvy (1985). Ogilvy on Advertising, Sixth Edition, Random House, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15202	DRAWING - II	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Drawing and Colours
2. To apply the techniques in Designing Industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. **Rough Sketch, Colour Handling Practice** : 2 Weeks
Minimum 6 class works
2. **Anatomy Study (Human & Animals)** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
3. **Live Models (Portraits)** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
4. **Landscapes and Composition** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
5. **Monuments** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.

Project Work

1. **Face Mask Making** - Minimum 3 works

Note 1: The medium used for painting are: - Water Colour, Pastels Dry & Oil, Colour Pencil & Pen.

Note 2: The Face Mask work must be done with Box Board sheet.

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works) (The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Zoltan Szabo (1990). 70 Favorite Watercolor Techniques, Fifth Edition, North Light Books, USA
2. Sandra Angelo (1990). Learn to Draw Fast, Third Edition, North Light Books, USA
3. Rose Edin (1990). Color Harmonies- Paint Watercolors Filled with Light, Third Edition, North Light Books, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15203	VISUAL ART DESIGN - II	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Visual Art
2. To apply the techniques in Visual Media
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- | | |
|---------------------------|------------------------|
| 1. Logo Design | : 2½ Weeks |
| Minimum 6 class works | : Record works- 3 nos. |
| 2. Letter Head | : 2½ Weeks |
| Minimum 6 class works | : Record works- 3 nos. |
| 3. Visiting Cards | : 2½ Weeks |
| Minimum 6 class works | : Record works-3 nos. |
| 4. Calendar Design | : 2½ Weeks |
| Minimum 6 class works | : Record works- 3 nos. |
| 5. Poster Design | : 2½ Weeks |
| Minimum 6 class works | : Record works- 3 nos. |

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
2. Timotby Samaka (2010). Design Elements- a Graphic Style Manual, First Edition, Rock Port, USA
3. Quentin Newark (2007). What is Graphic Design?, Second Edition, RotoVision SA, Switzerland

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15204	INTRODUCTION TO SOCIAL MEDIA	2	1	0	3	4

OBJECTIVES

1. To understand the basics of Social Media
2. To apply the techniques in Social Network
3. To solve practical problems in the real life situations.

UNIT I

New media- Definition & Introduction; Characteristics of New Media; New Media technology- Internet & its history; New Media Communication Revolution- email to e-marketing; Digital Divide; Introduction to Information and Communication Technology; Media Convergences; New Media and its impact.

UNIT II

Social Media- Definition & Concept; Why Social Media; Characteristics, Role and Types of Social media; Social impediments- its influence and consequences; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media.

UNIT III

Social Media Tools- social networking, blogs, micro-blogging, wiki, content sharing & social bookmarking; Social Media- creating, connecting & managing groups; Social Media- privacy & safety; Blog- features of Blog; Types of Blogs- personal, political, business, almost media & mainstream media Blogs; Reading Blogs; Blogging culture- presence, credibility, identity, reputation, authority and influence.

UNIT IV

Social Media- laws and ethics; Social Media- performing relationship & community; Performing identity through social media; Social media strategies & planning; Reaching Consumers- ethical issues, privacy, labour & identity regulations; Social Media- user-generated content (UGC) & consumer-generated media (CGM)

UNIT V

Challenges in social media- content, advertising & marketing; Limitations & influence on individual & society; Social media audience & behavior; Trends of Social Media- communities, audience & users; Domains of application- social media & crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Social Media- activism, race & class

TEXT BOOKS

1. Terry Flew (2011). New Media: An Introduction, First Edition, Oxford Press, London
2. Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England

REFERENCES

1. Martin Lister (2003). New Media: A Critical Introduction, First Edition, Routledge, New York
2. Barrie Oxford (2001). New media and Politics, Second Edition, Sage Publications, New Delhi
3. Hamid Mowlana (1997). Global Information & World Communication, Second Edition, Sage Publications, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
CDC15201	Quantitative Aptitude and Reasoning – I	2	0	0	2	2

COURSE OBJECTIVES: At the end of this course, the students will be able to,

- Critically evaluate various real life situations by resorting to Analysis of key issues and factors
- Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

UNIT I:

1. Simple equations
2. Ratio & Proportion
3. Variation

UNIT II:

1. Percentages
2. Profit and loss
3. Partnership
4. Simple interest and Compound interest

UNIT III:

1. Deductions
2. Connectives

UNIT IV:

1. Analytical Reasoning puzzles
2. Problems on Linear arrangement
3. Problems on Circular arrangement

UNIT V:

1. Clocks
2. Calendars
3. Blood relations

TEXT BOOKS:

1. R S Agarwal, 'Quantitative Aptitude' S.Chand Publishers,2013
2. R S Agarwal, 'A modern approach to Logical reasoning' S.Chand Publishers

REFERENCES:

1. Abhijit Guha, Quantitative Aptitude - Mc Graw Hills Publishers
2. R S Agarwal, , 'A modern approach to Logical reasoning' S.Chand Publishers

SEMESTER III

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15301	HISTORY AND DEVELOPMENT OF CINEMA	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Cinema
2. To apply the techniques in Cinema Industry
3. To solve practical problems in the real life situations.

UNIT I

History & Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey & George Eastman; The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin.

UNIT II

Classical Hollywood Cinema- Origin & Golden age of Hollywood, Motion Picture Industry & Modern Hollywood; Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

UNIT III

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang & The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevolod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Iranian Cinema; Third world Cinema.

UNIT IV

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; Dynasty of Actors and Director- Mehboob, Raj Kapoor & Guru Dutt; Golden Fifties of Indian Cinema; New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

UNIT V

Tamil cinema- origin & growth; Pioneers of Tamil Cinema; Tamil Talkies- Original & development; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Golden era of Tamil cinema- from Anna to Balachander; Mega stars & Mega movies- from Bagavathar to Bala; New Dimension of Tamil Cinema- Marketing & Distribution; Recent trends in Tamil cinema.

TEXT BOOKS

1. Jarek Kupsc (2011). History of Cinema for Beginners, First Edition, Orient Blackswar, UK
2. Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK

REFERENCES

1. Sowmya Dechamma C.C (2010). Cinemas of South India, First Edition, Oxford University Press, UK
2. Aristides Gazetas (2008). An Introduction to World Cinema, Second Edition, McFarland, New York
3. Steve Neale (1998). Contemporary Hollywood Cinema, Second Edition, Routledge, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14302	BASIC PHOTOGRAPHY	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Photography
2. To apply the techniques in Photo Industry
3. To solve practical problems in the real life situations.

UNIT I

Photography- Definition & concept; Nature, scope & functions of photography; Historical development of photography; Camera- introduction to camera & human eye; Concept of visual perception; Types of camera- box, TLR, SLR & Digital; Parts & functions of camera- aperture, shutter, lens & film; Camera accessories

UNIT II

Lens- Definition & Concept; Characteristics of lens; Types of lens- wide angle, normal & tele; Special lens- zoom, fish eye & macro Lens; Focus- definition & concept; Focal Length- concept; Types of Focal Length- short, long & variable focal length; Exposure- basics; Depth of field- aperture priority & shutter priority; Filter- definition & concept; Characteristics and types of filters.

UNIT III

Film to Digital- Digital Storage & Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD & etc.; Film Developing Process; Film Printing Process; Digital Printing Process; Photo editing & manipulation.

UNIT IV

Lighting- Definition & concept; Nature & Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Standard Lighting- Key, Fill & Back Light; Types of Lighting Equipments- Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, & etc; Flash- Functions of Flash; Light Meter- Functions of Light Meter.

UNIT V

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & etc.; Types of Photography- Photo Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

TEXT BOOKS

1. James Curran (2013). The Photography Handbook, First Edition, Routledge, USA
2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA

REFERENCES

1. Linda Good (2009). Teaching and Learning With Digital Photography, First Edition, Sage Publications, New Delhi
2. Ian Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK
3. Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15303	2D GRAPHICS	0	1	4	5	3

OBJECTIVES

1. To understand the basics of 2D Graphics
2. To apply the techniques in Design industry
3. To solve practical problems in the real life situations.

Software:

Adobe Photoshop : Adobe Illustrator

Class Exercise:

(Students has to practices all Ten exercises with recommended Software) (Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Exploring Photoshop
2. Photo Effects
3. Drawing & Transforming objects

4. Managing Shapes
5. Working with Color
6. Creating & Manipulating Path
7. Manipulating Objects
8. Changing Object Attributes
9. Working With Text
10. Arranging Objects

Record Work

1. Design a 'logo' with monogram / pictorial / single colour / multi colour for an
 - a) Advertising agency (minimum 3 excises)
 - b) Commercial organization (minimum 3 excises)
2. Design 'Front Cover' for a Magazine/ Book (minimum 3 excises)
3. Design 'Poster' for a College Cultural (minimum 3 excises)
4. Design 'Danglers' & 'Paper Ads' with Column, ¼ Page, ½ Page & Full Page (minimum 3 excises each)

(The Students have to submit all three exercises as Record Work in Digital & Record form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Keyes. J (2000). The Ultimate Multimedia Handbook, Second Edition, Mc Graw Hill, New York
2. Jennifer Alspach and Linda Richards (2000). Teach Yourself Photoshop, Second Edition, IDG Books, New Delhi
3. John Villamil and Louis Moloina (1998). Multimedia: An Introduction, Second Edition, Prentice Hall, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15304	PRACTICAL PHOTOGRAPHY	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Photography
2. To apply the techniques in Photo Industry
3. To solve practical problems in the real life situations.

Class Exercise:

(Students has to practices all EIGHT exercises)

(Each exercise carries 5 marks)

(Eight exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)

3. Environnemental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA.
2. Michael Langford (2008). Advanced Photography, Second Edition, Focal Press, UK.
3. Michael Langford (2000). Basic Photography, Second Edition, Focal Press, UK.

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15305	MEDIA AND SOCIETY	2	1	0	3	4

OBJECTIVES

1. To understand the basics of Media and Society
2. To apply the techniques in Media Industry
3. To solve practical problems in the real life situations.

UNIT I

Mass Media- Definition; Nature, scope & functions of Mass Media; Historical development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Types of Mass Media- print, electronic, traditional & new media; Impact of Mass Media on individual, society and culture.

UNIT II

Media Audiences- active & passive; Media Audiences Analysis- mass, segmentation, product & social uses; Mass Media & Public opinion; Media in society; Effects of Mass Media; Mass Media & Indian Family; Media & Native Culture; Mass Media & Women; Mass Media & Violence; Audience Theory- Uses and Gratification & Uses and Effects.

UNIT III

Media & Popular Culture; Commodities, Culture and Sub-Culture; Popular texts- Popular discrimination; Politics Vs Popular Culture; Acquisition & transformation of popular culture; Media & cultural imperialism; Celebrity Culture- film industry, personality & hero-worship.

UNIT IV

Media text & interpretation; Psychoanalysis- definition, psychoanalytic techniques & psychoanalytic process; Feminism- definition, historical & characteristics of Feminism; Modernism- definition, historical & characteristics; Modern & Modernity; Modernism Vs Postmodernism; Marxism- definition, history & criticisms; Marx's understanding of globalization.

UNIT V

Audience Analysis- ratings in advertising, Ratings in programming & Ratings services; Audience Rating- Rating Points- RAM, GRPs & TRPs; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Audience identification & Marketing Trends.

TEXT BOOKS

1. Ravi Sundaram (2012). Media Studies: No Limits, First Edition, Oxford University Press, UK
2. Dictionary of Media and Communication (2011). Oxford University Press, UK

REFERENCES

1. Asa Berger (1998). Media Analysis Technique, Second Edition, Sage Publications, India
2. Lawrence Grossberg (1998). Media-Making: Mass Media in a popular culture, First Edition, Sage Publications, India
3. Richard Collins (1986). Media, Culture & Society- A Critical Reader, Second Edition, Sage Publications Ltd, India

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E51	RADIO JOCKEY AND VIDEO JOCKEY	0	1	2	3	2

OBJECTIVES

1. To understand the basics of RJ and VJ
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

Class Exercises

(Students has to practices all FIVE exercises)

(Each exercise carries 8 marks)

(FIVE exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. On Screen Qualities
2. Communication Skills
3. Body Language

4. Presentation
5. Spontaneity

Record Work:

1. RJ & VJ Indoor (Green Matte/ Set) (minimum 10 mins)
2. Interview (Celebrity) (minimum 10 mins)
3. Movie Review (Movie countdown) (minimum 10 mins)
4. Event RJ-ing & VJ-ing (Awards & Music launch) (minimum 10 mins)
5. RJ-ing & VJ-ing with Kids (minimum 10 mins)

(The Students have to submit any TWO exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Alan R. Stephenson (2011). Broadcast Announcing Worktext: A Media Performance Guide, First Edition, Focal Press, UK
2. Kennedy and Dennis (2011). The Oxford Companion to Theatre and Performance, First Edition, Oxford University Press, UK
3. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, First Edition, Laurence King Publishing Ltd, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E52	RADIO PROGRAM PRODUCTION	0	1	2	3	2

OBJECTIVES

1. To understand the basics of Radio Programs
2. To apply the techniques in Radio industry
3. To solve practical problems in the real life situations.

Class Exercises

(Students has to practices all FIVE exercises)

(Each exercise carries 8 marks)

(FIVE exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Concept development
2. Usage of words
3. Clarity in language
4. Spontaneity
5. Voice modulation

Record Work:

1. Radio jingles (maximum 30 seconds)
2. Radio Interview (Celebrity) (maximum 10 mins)

3. Radio news (News bulletins) (maximum 3 mins)
4. Radio drama (maximum 5 mins)

(The Students have to submit any TWO exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Robert Mc Leish (2012). Radio production, Fifth Edition, Focal Press, UK
2. Jim Beaman (2006). Programme Making for Radio, First Edition, Routledge, NY
3. Carl Hausman, Fritz Messere, Philip Benoit and Lewis O'Donnell (2012). Modern Radio Production – Production, programming and performance, First Edition, Laurence King Publishing Ltd, UK

Subject Code	Course Title	L	T	P	L+T+P	C
CDC15301	QUANTITATIVE APTITUDE AND REASONING – II	2	0	0	2	2

COURSE OBJECTIVES: At the end of this course, the students will be able to,

- Critically evaluate various real life situations by resorting to Analysis of key issues and factors
- Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

UNIT I:

1. Numbers
2. Time and Distance
3. Time and Work
4. Averages, Mixtures and Allegations

UNIT II:

1. Data Interpretation
2. Data Sufficiency
3. Mensuration
4. Permutation and Combinations
5. Probability

UNIT III:

1. Cubes
2. Venn diagrams
3. Binary Logic

UNIT IV:

1. Number and letter series
2. Number and Letter Analogies
3. Odd man out

UNIT V:

1. Coding and decoding
2. Direction sense test
3. Critical Reasoning
4. Lateral reasoning puzzle

TEXT BOOKS:

1. R S Agarwal, 'Quantitative Aptitude' S.Chand Publishers,2013
2. R S Agarwal, 'A modern approach to Logical reasoning' S.Chand Publishers

REFERENCES:

1. Abhijit Guha, Quantitative Aptitude - Mc Graw Hills Publishers
2. R S Agarwal, , 'A modern approach to Logical reasoning' S.Chand Publishers

SEMESTER IV

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15401	FILM STUDIES	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Film Studies
2. To apply the techniques in Film industry
3. To solve practical problems in the real life situations.

UNIT I

Film studies- definition & Concept; Why film studies; Film as culture & art; Film as a medium; Characteristic of Film Studies; Film theory & semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.

UNIT II

Mise-en-scene- definition & concept; Four P's of Mise-en-scene- point of view, posture, props & position; Elements of Mise-en-scene- setting, costume, character's movement & lighting; Power of Mise-en-scene; Aspects of Mise-en-scene- time & space; Narrative functions of Mise-en-scene; Cinematographer properties- photographic image, duration of the image & framing.

UNIT III

Montage- definition & concept; Origin of Montage; Development of Soviet Montage; Types of Montage- analytical, idea associative & metric montage; Montage Vs Parallel Editing; Visible Vs. Invisible Technique; Editing- dimensions of film editing & continuity editing; Alternative to continuity editing.

UNIT IV

Narrative Cinema- definition & concept; Story- Three Act Structure & Plot; Non Narrative cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- documentary, abstract, music videos & live cinema (Performance); Film Form- definition & concept; Elements of Film Form- form & expectation, form & convention, form & emotion, form & meaning and form & evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

UNIT V

Film Genre- definition & concept; Types of Film Genres- main film genres, sub film genres & hybrids genres; Other major film categories- Auteur system, Woody Allen & comedy, Arthur Freed & musical, Alfred Hitchcock & suspense/ thrillers, John Ford & westerns; Emerging trends of Digital Film & Short Films; Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals.

TEXT BOOKS

1. Jill Neldes (2012). Introduction to Film Studies, First Edition, Routledge, USA
2. John Hill (2011). The Oxford Guide to Film Studies, First Edition, Oxford University Press, UK

REFERENCES

1. Warren Buckland (2010). Film Studies: Teach Yourself, First Edition, McGraw-Hill, USA
2. Sarah Casey Benyahia (2008). As Film Studies, First Edition, Routledge, USA
3. Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15402	MEDIA LAWS AND ETHICS	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Media laws and Ethics
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT I

Constitution of India- salient features & preamble; Fundamental of Rights & Duties; Freedom of Speech & Expression and Limitations; Directive Principles of State Policy;

Features of Article 19 (1)(a) & Article 19 (2) of Indian Constitution; Provisions of Amending the Constitution; Parliamentary & Legislative Privileges for Media; Press as Fourth Estate of the Democracy.

UNIT II

Media Laws- introduction & basic history of Media Laws in India; The Press and Registration of Books Act 1867; The Indian Press Act 1910; Vernacular Press Act; Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955; Copyright Act 1957; The Press Council Act 1978; Copyright Act; Specified Press Laws- Law of Defamation, Contempt of Courts Act 1971 & Right to Information Act 2005.

UNIT III

Regulating the Media Industry- Cinematography Act 1952; The Cine-workers and Cinema Theatre Workers (Regulation of Employment) Act 1981; The Prasar Bharati (Broadcasting Corporation of India) Act 1990; Cable Television Networks (Regulation) Act 1995; The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Requirements) Rules 1997; The Information Technology Act 2000; Basics of Cyber laws.

UNIT IV

Media Authorities & Organization- Objective & Functions; Press Information Bureau (PIB); Directorate of Advertising & Visual Publicity (DAVP); Central Board of Film Certification (CBFC); Film Division; All India Radio (AIR); Doordarshan (DD); Press Council of India (PCI).

UNIT V

Media Ethics - definition & concept; Role of press & media councils; Press Ombudsman; Accountability & Independence of Media; Code of Ethics- Journalism, Advertising & Films; Ethical problems- privacy, bias, communal writing, sensational & yellow Journalism; Ethical issues related with Ownership of Media.

TEXT BOOKS

1. Neelamalar. M (2010). Media Law and Ethics, First Edition, Prentice-Hall Of India Pvt Ltd, New Delhi
2. Kiran Prasad (2008). Media Law in India, First Edition, B.R. Publishing Corporation, New Delhi

REFERENCES

1. Venkat Iyer (2000). Mass Media Laws And Regulations In India, First Edition, Bahri Sons, New Delhi
2. Kundra. S (1998). Media Laws & Indian Constitution, Second Edition, Anmol Publications Pvt. Ltd, New Delhi

3. Durga Das Basu (1986). Law of Press, Sixth Edition, Prentice-Hall Of India Pvt Ltd, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15403	2D ANIMATIONS	0	1	4	5	3

OBJECTIVES

1. To understand the basics of 2D Animations
2. To apply the techniques in Animation industry
3. To solve practical problems in the real life situations.

Software:

Adobe Flash

Class Exercise

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 4 marks) (Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Exploring the Flash
2. Exploring the Drawing and Painting Tools
3. Manipulating Objects
4. Creating an Animation
5. Basics of ActionScript
6. Creating a New Document in Dreamweaver
7. Understanding Objects
8. Creating a Table
9. Understanding Links
10. Understanding Text Formatting Options

Record Work

1. Create 'Product Ad' for 10 seconds (minimum 2 exercises)
2. Create 'Logo Design' for 10 seconds (minimum 2 exercises)
3. Create 'Web Banners' with different formats (minimum 10 exercises)
4. Create Web Pages (Home page) with link buttons for a commercial Product and Organization (minimum 3 exercises).
5. Create Web Site for your own portfolio / commercial product with 5 links (minimum 3 exercises)

(The Students have to submit all two exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Adobe Creative Team (2012). Adobe Flash Professional CS6 Classroom in a Book, First Edition, Adobe Systems Incorporation, USA

2. Paul Wells (2009). Basics Animation 03: Drawing for Animation, Second Edition, AVA Publishing, Switzerland
3. Tony White (2009). How to Make Animated Films, Second Edition, Focal Press, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15404	PROFESSIONAL PHOTOGRAPHY	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Photography
2. To apply the techniques in Professional industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Portrait Photography (minimum 5 excises)
2. Photo- Journalism (minimum 5 excises)
3. Wild Life Photography (minimum 5 excises)
4. Fashion Photography (minimum 5 excises)
5. Advertising Photography (minimum 5 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Roger Watson (2013). Capturing the Light, First Edition, Macmillan Publishers, UK
2. Don Giannatti (2013). Professional Photography, First Edition, Amherst Media, USA
3. Martin Evening (2012). Adobe Photoshop CS6 for Photographers, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15405	SCRIPT WRITING	2	1	0	3	4

OBJECTIVES

1. To understand the basics of Script Writing
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT I

Visualization- definition & concept; Framing & composition; Principles of script writing & creative writing; Script formats- concept & types; Idea generation- source & innovative; Elements of script; Characteristics of script.

UNIT II

Writing for Television & Radio- Characteristics; Types- news stories, chat show, talk show & reality show; TV script treatment- concept, target audience, style of production, creative approach, running order, set design & budget; Radio- radio feature, documentary and live.

UNIT III

Writing for Advertising (TV & Radio)- understanding product, basic research, demographic appeals, idea generation; Types of advertising- commercial, PSA & corporate films; Advertising script format- concept, USP, target audience, creative copy & storyboard.

UNIT IV

Writing for Documentary- docudrama, educational Television, mockumentary, ethnographic films; Basic research; Characteristics of documentary; Documentary structure; Documentary synopsis; Documentary Script Format- concept & research; Elements of documentary script- visual & sound; Story Elements- writing visually, narration & commentary.

UNIT V

Writing for Feature Film & Short film- basics; Themes- concept, slug line & planning of story; Three Act Structure; Plot Development- main plot & sub plot; Characters- main, supportive & atmosphere characters; First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.

TEXT BOOKS

1. William Smethurst (2009). How to Write for Television, First Edition, How To Books, UK
2. Syd Field (2005). Screenplay: The Foundations of Screenwriting, Second Edition, Dell Publishing, USA

REFERENCES

1. Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition, Oxford University Press, UK
2. Ellen Sandler (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts, First Edition, Oxford University, UK
3. Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E53	NEWS READING PRACTICES	2	1	0	3	2

OBJECTIVES

1. To understand the basics of News Casting

2. To apply the techniques in Electronic Media
3. To solve practical problems in the real life situations.

UNIT I

News Reading- Basics; Observing News Readers- Radio and Television; News Presentation- style, skills and techniques

UNIT II

Voice modulation- its importance; Low pitch and high pitch; Tone and voice sound; Clarity in presenting news; Necessity of pause in News Reading, avoid “um”, “ah” & “well”; Practice in speaking and reading aloud.

UNIT III

Pronunciation- Words and numbers; Usage of words; Language- News Reader's deliver; Reading will improve the vocabulary.

UNIT IV

Spontaneity & Delivering; News speech – case study; Presence of mind- body language, holding head and shoulder; Facial expression- eye contacts; Learning to read from distance.

UNIT V

Exercises on reading practice.

TEXT BOOKS

1. Alan R. Stephenson (2013). Broadcast Announcing Work text: A Media Performance Guide, First Edition, Focal Press, UK
2. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, Second Edition, Laurence King Publishing Ltd, UK

REFERENCES

1. Thomas Fensch (2001). Television News Anchors, Second Edition, New Century Books, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E54	COMMUNICATION FOR DEVELOPMENT	2	1	0	3	2

OBJECTIVES

1. To understand the basics of Communication
2. To apply the techniques in Development Communication
3. To solve practical problems in the real life situations.

UNIT I

Communication- definition & concept; need & process of communication; Characteristics of communication; History of communication; Elements of communication; Functions & types of communication

UNIT II

Development Communication- Definition, history, nature & Scope; Approaches to development communication- Modernization model, Dependency model and Alternative model.

UNIT III

Indian development efforts- Five year plan, Budgets, Planning commission / NITHI AYO, Panchayat Raj and NGO; empowerment of the people.

UNIT IV

Effects of media- limited, incidental & technological effects; Media in development- print, electronic & new media.

UNIT V

Message- Designing message for different media & strategies; Community radio for development; TV program for development; New Media for development.

TEXT BOOKS

1. Arvind Singhal (2001). India's Communication Revolution: From bullock carts to cyber marts, First Edition, Sage publications, India
2. Srinivasa R Melkote (2001). Communication for Development in the third world, First Edition, Sage publications, India

REFERENCES

1. Joshi Uma (2007). Understanding development communication, First Edition, Dominant publications, New Delhi.
2. Amartya Sen (2010). Development as Freedom: Ten Years Later- Policy & Practice, A Development Education Review

Subject Code	Course Title	L	T	P	L+T+P	C
CDC15401	COMMUNICATION SKILLS	2	0	0	2	2

OBJECTIVES: At the end of this course, the students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT –I LISTENING SKILL:

Listening comprehension and response through various modes- face-to-face conversations, telephone conversations, reading out written material, audio-video recorded material, mimes.

UNIT –II SPEAKING SKILL:

Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations-Greetings, requests, demands, instructions and enquiries.

Informal speech- Facing audience-Body language- Conversion of mother tongue to English language, Formal speech-Paper presentation and essential aspects of Business communication.

UNIT-III READING SKILL:

Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Speed Reading, Reading comprehension strategies.

UNIT-IV WRITING SKILL:

Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-E-mail etiquette.

Reports, Essay Writing.

UNIT-V

Interpersonal and intrapersonal communication- Ways to communicate in different scenarios- job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate etc.- dress code, Eye contacts, body language and handshakes.

TEXT BOOKS

1. Soft Skills- Know You and Know the World, Author-Dr.K.Alex.

REFERENCE BOOKS:

1. Communication Skills-Language in Use-Cambridge Edition.

SEMESTER V

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15501	MEDIA MANAGEMENT	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Media Management
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT I

Management- Meaning, Nature & Scope; Objectives & Function of Management; Fundamentals of Management; Hierarchy of Management; Functions & Structure of Management; Principles of Management; Media Management- Nature, Scope & Objectives; Structure & Functions of Media Departments- Administrative, Financial, Circulation, Marketing, Personal & Production department; Media as a Industry & Profession.

UNIT II

Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

UNIT III

Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories; Organizational System & Individual Behavior- Ability, Personality, Attitude, Learning & Perception; Leadership & Leadership Qualities.

UNIT IV

Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues- Media Sales, Advertising & Capital Cost; Sponsorship- Definition & Concept; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

UNIT V

Events Management- Need for Event Management; Principles of Event Management- Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

TEXT BOOKS

1. Alan B. Albarran (2010). Management of Electronic Media, First Edition, Wadsworth, USA
2. Alan B. Albarran (2010). The Media Economy, First Edition, Routledge, New York

REFERENCES

1. George Sylvie (2009). Media Management: A Casebook Approach, First Edition, Lawrence Erlbaum Associates, USA

2. Lucy Keung (2008). Strategic Management in the Media, First Edition, Sage Publications, New Delhi
3. Peter Pringle (2006). Electronic Media Management, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15502	DIGITAL FILM MAKING	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Digital Film
2. To apply the techniques in Film industry
3. To solve practical problems in the real life situations.

UNIT I

Production process- Scripting, Scene Breakdown, Location Hunting, Planning, Casting & Budgeting; Production Team- Talents, Technicians, Production & Administrative Members; Production- Shooting Script & location; Post Production- Editing, Dubbing, Music & Titling; Distribution & Exhibition.

UNIT II

Camera- Parts of Video Camera- Focus, Iris, Shutter Speed, White Balance & Colour Temperature; Operation of Video Camera- Single CCD and Three CCD Cameras; Types of Video Camera- VHS, U Matic, Beta, Digi-Beta, DV Pro & HD Camera; Video Formats- NTSC, PAL & SECAM; Types of Lens- Wide Angle, Normal, Tele & Zoom; Aspect Ratio & Framing- Standard Shot Size- Long, Mid, Close-up shots; Camera Movements- Pan, Tilt, Trolley, Crane & Dolly.

UNIT III

Lighting- Nature & Characteristics; Functions of Lighting; The Light Source- Hard light & Soft Light; Lighting Technique- Lighting Flat Surface, Three Point Lighting & Lighting People; Lighting Equipments- Tungsten, Quartz, Gas discharge lights & Fluorescent Tubes; Lighting Accessories- Barn Door, Gel Paper, Diffuser, Cutter, Net, Reflector; Basic lighting approach- subject, camera, surrounding & Atmosphere; Lighting for different situations- interviews, indoor & outdoor; Lighting Safety Measures; Lighting check list.

UNIT IV

Editing- Editing principles- Timing & Space: Editing procedure; Types of Editing- Splice Editing, Linear Editing & Non Linear Editing; Splice Editing- Editing Table, Moviolo & Editing Equipment; Linear Editing- Assemble, Insert & Editing Equipments; Non Linear Editing- Video Capturing, Editing Process, Rendering & Editing Equipments; Linear Vs Non-Linear Editing; Adding Graphics, Titling, Special Effects; Compositing Techniques-Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.

UNIT V

Sound- Nature & Aesthetics; Basics of Sound Waves; Characteristics of Sound Waves; Sound Process- Optical Process & Magnetic Process; Dolby Sound- Surround Sound, Dolby Stereo, Digital Theatre System (DTS) & Dolby Digital; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condensor Microphones, Cordless Mic & Lapel Mic; Sound Mixer- Dubbing & Music Mixing.

TEXT BOOKS

1. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK
2. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

REFERENCES

1. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
2. Andrew Utterback (2007). Studio Television Production and Directing, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15503	3D ANIMATIONS	0	1	4	5	3

OBJECTIVES

1. To understand the basics of 3D Animations
2. To apply the techniques in Animation industry
3. To solve practical problems in the real life situations.

Software

3D Studio Max : Maya

Class Exercise

(Students has to practices all ten exercises with recommended Software)

(Each exercise carries 4 marks)

(10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free

10. Animation- Rendering in Photocopy & Rendering Setup

Record Work

1. Title Animation (one exercise)
2. Architecture (Walk through) (one exercise)
3. Consumer Product Animation (two exercises)
4. Toy Animation (two exercises)
5. House Exterior (Snap shots from different angles) (one exercise)
6. Jewellery Design (two exercises)

(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15504	TELEVISION PRODUCTION	0	1	3	4	3

OBJECTIVES

1. To understand the basics of Television production
2. To apply the techniques in Television industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all Ten exercises)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Practicing with Camera parts & Tripod
2. Working with Lens
3. Practicing with Visual Mixer
4. Framing
5. Composition
6. Different Shots & Camera Angles
7. Camera Movements
8. Multi Camera Setup
9. Understanding Lighting Equipments
10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)
2. Video Album (Maximum 3 mins)
3. Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
2. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK
3. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15505	MARKETING COMMUNICATION	2	1	0	3	3

OBJECTIVES

1. To understand the basics of Marketing Communication
2. To apply the techniques in Advertising industry
3. To solve practical problems in the real life situations.

UNIT I

Marketing- definition; Characteristics & Types of Marketing; Marketing Mix- concept & elements; Marketing & Globalization; New trends in Marketing; Target Marketing- definition & characteristics; Marketing Strategic- Indian, Global brands & Market perception.

UNIT II

Target Audience- demographic, psychographic & geographic segmentation; Niche Marketing; Marketing Communication- definition & concept; Marketing Communication- process, methods, types & limitations; Significance of marketing communication.

UNIT III

Product promotion- Advertising, Public Relations & Publicity; Sales promotion techniques- Corporate & brand image building; Direct marketing strategies- telemarketing & online marketing; Online Marketing- status, challenges and future; Developments Promotion mix in marketing.

UNIT IV

Marketing Research- definition & role; Scope & Process of Marketing Research; Research Methods- Primary & Secondary; Research Design- Questionnaire, Focus Group, Data collection & Data Analysis; Report & Presentation.

UNIT V

Marketing Communication- Radio, Television, Film & Internet; Product promotion & selling- Radio, Television, Film & Internet; Media buying & Media Selling- Radio & Television; Promotion & Budget- Small screen to Silver screen.

TEXT BOOKS

1. Terence A. Shimp (2013). Advertising Promotion & Other Aspects of IMC, First Edition, South Western Learning, USA
2. Clarke Caywood (2012). The Handbook of Strategic Public Relations and IMC, First Edition, McGraw- Hill Companies, USA

REFERENCES

1. George E Belch (2010). Advertising & Promotion, McGraw Hill company Ltd., First Edition, New Delhi
2. Jonathan Taylor (2005). Marketing Communication- An Integrated Approach, First Edition, Kogan Page publisher, UK
3. Keith J. Tuckwell (2001). Integrated Marketing Communications, First Edition, Prentice Hall, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E01	AUDIOGRAPHY	0	1	2	3	3

OBJECTIVES

1. To understand the basics of Audiography
2. To apply the techniques in Audio industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all Ten exercises) (Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibillance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer & Audio Effects
9. Protools Software- Handling Software's, Shortcut Keys & Practicing with Software

10. Audio Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

Record Work:

1. PSA: 30 sec
2. Ad for Radio (commercial): 10 to 20 sec

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Mike Senior (2011). Mixing Secrets for the Small Studio, First Edition, Focal Press, UK
2. Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK
3. Ric Viers (2008). The Sound Effects Bible, First Edition, Michael Wiese Productions, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E02	VIDEOGRAPHY	0	1	2	3	3

OBJECTIVES

1. To understand the basics of Videography
2. To apply the techniques in Television industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all Ten exercises) (Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Light & its concept
2. Nature & Characteristics of Light
3. Light sources- Nature & Artificial
4. Lighting Procedure- Outdoor & Indoor
5. Lighting different situations
6. Lighting equipments & functions
7. Video Camera parts & functions
8. Video Camera Shots & Angle
9. Video Camera movements
10. Video Camera maintenance & cleaning

Record Work:

1. Ad Film (Commercial): 15 sec (Max)
2. Ad Film (PSA): 30 sec

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
2. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK
3. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E03	DOCUMENTARY FILM MAKING	0	1	1	2	2

OBJECTIVES

1. To understand the basics of Documentary and short film
2. To apply the techniques in film industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all five exercises)

(Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Students should write original script for Short film (Five excises)
2. Students should prepare Production Team & Budget
3. Student should get trained in handling camera and shoot scene and shot.
4. Students should handle non-linear editing with AVID/ FCP Software
5. Students should handle dubbing, Sound Effects & Mixing using the Audio Software

Record Work

1. Documentary on any social issues (maximum 5 mins)

(The Students have to submit one exercise in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Nicholas George (2010). Film Crew: Fundamentals of Professional Film and Video Production, First Edition, Platinum Eagle Publishing, USA
2. Clifford Thurlow (2008). Making Short Films: The Complete Guide from Script to Screen, First Edition, Berg, USA
3. Patricia Aufderheide (2007). Documentary Film: A Very Short Introduction, First Edition, Oxford University Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15E04	MEDIA PLANNING AND STRATEGIES	0	1	1	2	2

OBJECTIVES

1. To understand the basics of Media planning and strategies
2. To apply the techniques in Advertising industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all five exercises)

(Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Develop Situation Analysis
2. Determine Media Strategy.
3. The challenges facing strategic
4. Calculation of audience ratings, media share, reach and frequency
5. The strengths and weaknesses of various media

Record Work

1. Create a Media Plan for a specific product or service.
2. Engage in primary and secondary research to understand the marketing problem.

(The students have to conduct one Media Campaign for any one product as a group (Maximum 5 members) inside the campus and the media campaign should be professionally recorded and submitted in Digital form, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. William Goodrich (2011). Media Planning Workbook, First Edition, Marketing Communications LLC, USA
2. Ronald D. Geskey Sr., (2010). Media Planning and Buying In the 21st Century, First Edition, Palgrave MacMillan, New York
3. Roger Baron (2010). Advertising Media Planning, First Edition, McGraw- Hill Companies, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UES15501	ENVIRONMENTAL STUDIES	3	0	0	3	3

INSTRUCTIONAL OBJECTIVES:

1. To gain knowledge on the importance of natural resources and energy
2. To understand the structure and function of an ecosystem

3. To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
4. To understand the causes of types of pollution and disaster management
5. To observe and discover the surrounding environment through field work

UNIT I: INTRODUCTION TO NATURAL RESOURCES/ENERGY

Environmental Studies: Definition, scope, objectives and awareness- Introduction to natural resources: food, forest, water and energy – Renewable and non renewable resources-coal, oil, tidal, wind, geothermal, solar, biomass(over view) – nuclear fission and fusion-nuclear energy.

UNIT II: ECOSYSTEMS

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 eg)- food webs(any 2 eg)- ecological pyramids.

UNIT III: BIODIVERSITY AND ITS CONSERVATION

Introduction, definition: genetic, species and ecosystem diversity-Values of biodiversity: consumptive, productive, social, ethical, aesthetic and option values-hot spots of biodiversity-Threats to biodiversity: habitat loss, poaching of wildlife - endangered species and endemic species of India -conservation of biodiversity: in –situ and ex-situ conservation of biodiversity.

UNIT IV: ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT

Definition-causes, effects and control measures of: Air, Water and Soil pollution- e-waste management- Disaster management: Natural and manmade- food/earthquake/cyclone, tsunami and landslides.

UNIT V: SOCIAL ISSUES AND THE ENVIRONMENT

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any imp 2) air, water, wildlife and forest.

FIELD WORK:

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/ industry/ canteen for solid waste management
2. Visit to a chemical industry to study about the practices followed there for waste disposal
3. Visit to Vandalur zoo for study of animal conservation/plants- flora and fauna
4. Study of simple ecosystems-lake/hill slopes
5. Naming the trees in the campus at SRM
6. Study of common plants, insects, birds in the neighbourhood
7. Study of common diseases and their prevention

- Optional: Street plays and rally for awareness of obesity/diabetes/ vitamin D deficiency/health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

TEXT BOOK

- Sharma B.K., 2001. Environmental Chemistry, Goel Publ. House, Meerut
- Dr.R.Jeyalakshmi.2014.,Text book of Environmental Studies, Devi publications, Chennai.

REFERENCES

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.

e-BOOK

- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

SEMESTER VI

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15601	EVENT MANAGEMENT	4	1	0	5	4

OBJECTIVES

- To understand the basics of Event
- To apply the techniques in Event Management
- To solve practical problems in the real life situations.

UNIT I

Event Management- Definition & concept; Analysis & Aim of Event; Principles of Event Management; Size, type & category- Sports, Rallies, Wedding & Exhibition; Event Planning & Developing a mission; Preparing event proposal, Use of planning tools- Protocols, Dress codes, staging & staffing.

UNIT II

Event Marketing- Nature & Process; Marketing mix, Sponsorship; Image & Branding; Advertising, Publicity and Public relations; Event Leadership- Leadership skills, Managing team, Group development & Managing meetings; Communication- Written communications (preparation official & semi-official)- orders, memo, circulars, & invoice & Verbal communications.

UNIT III

Event Production & Logistics- Concept & theme; Fabrication, light, sound & handling vendors; Logistic policy- procedures, performance standards, functional areas &

motivation; Relevant legislations- liquor licenses, trade acts, stake holders, official bodies & contracts.

UNIT IV

Event Safety & Security- definition & concept; Safety- Occupational safety & emergency procedures; Security- Crowd management, Major risks, emergency planning & Incident reporting; Social-Cultural Environment.

UNIT V

Accounting- Meaning & scope; Objective of accounting; Accounting as an information system; Accounting principles- concept & Accounting standards; Budget- breakeven point, cash flow analysis, Profit & loss statement, balance sheet & Panic payments; Financial Accounting- Definition & nature; Financial control systems.

TEXT BOOK

1. Devesh Kishore (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi.

REFERENCES

1. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK
2. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15602	FILM APPRECIATION	0	2	5	7	4

OBJECTIVES

1. To understand the basics of Film appreciation
2. To apply the techniques in film industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to view all eight screenings)

(Each exercise carries 10 marks)

(Four exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. International award winning movies will be screened (once in a week/ 4 Movies)
2. National award winning movies will be screened (once in a week/ 4 Movies)
3. Student will be trained in reviewing and analyzing the movies
4. Students will be encouraged to participate and visit the film festivals.

Record Work:

1. Should write review for all screened movies

(The Students have to submit the exercise in the Record form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. James Monaco (2009). How to Read a Film: Movies, Media and Beyond, First Edition, Oxford University Press, UK
2. Terry Bolas (2009). Screen Education: From Film Appreciation to Media Studies, First Edition, Intellect Books, UK
3. V. F. Perkins (1993). Film As Film: Understanding And Judging Movies, Third Edition, Da Capo Press, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC15603	INDUSTRIAL PROJECT	0	0	0	0	16

OBJECTIVES

1. To understand the basics of Industry
2. To apply the techniques in Professional industry
3. To solve practical problems in the real life situations.

The student will undergo three month training in any media organization and has to submit project report. The student will be monitored by the Faculty and will be guided by the media organization in completing project.

Methodology

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the project will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio. The project presentation and viva voce will complete the process of evaluation.

The Project work can be either carried out in any Media House/Print Media/Advertising Agency/Media Professional/Film Industry for a period of three months.
