SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI - 600044
Re accredited with A+ Grade by NAAC

BACHELOR OF VISUAL COMMUNICATION

(Shift – I)

Under the faculty of Science

(Department of Visual Communication)

CHOICE BASED CREDIT SYSTEM (CBCS) OUTCOME BASED EDUCATION (OBE)
(Effective from the Academic Year 2020-21)

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RULES AND REGULATIONS

DEPARTMENT OF VISUAL COMMUNICATION
Revised Syllabus of 2020 - 2021
(Visual Communication)

OBJECTIVES OF THE COURSE:

UG REGULATIONS

1. **ELIGIBILITY FOR ADMISSION**:

    1) A pass in the higher secondary examination of the Government of Tamilnadu or any other qualification equivalent to this as approved by the University of Madras.

    2) Subject Requirement: Any group in the qualifying exam.

2. **ELIGIBILITY FOR THE AWARD OF DEGREE**:

    A candidate shall be eligible for the award of the degree only if she has undergone the prescribed course of the study in a college affiliated to the university for a period of not less than three academic years, passed the examinations all the Six-Semesters prescribed earning 140 Credits (in parts-I,II,III,IV&V).

3. **DURATION:**

    1) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semester respectively.

    2) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The main subject of study for Bachelor Degree Courses shall consists of the following

PART –I TAMIL / OTHER LANGUAGES

PART – II ENGLISH

PART – III CORE SUBJECTS, ALLIED SUBJECTS, PROJECT/ ELECTIVES

PART- IV

1) NON- MAJOR ELECTIVES

   a) Those who have not studied Tamil up to XII Std. and taken a Non- Tamil Language under Part-I shall take Tamil comprising of two courses (level will be at 6th Standard).

   b) Those who have studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of two courses.

   c) Others who do not come under a & b can choose Non-Major elective comprising of two courses.

2) Skill based subject (Four) – (2 SOFT SKILLS + 1 skill-based elective related to the subject +1
   Computing skill)
3) Environmental Studies
4) Value Education – Yoga and Wellness

   PART – V EXTENSION ACTIVITIES (SPORTS/NCC/NSS/ROTARACT)

   PART – VI EXTRA- CURRICULAR AND CO-CURRICULAR ACTIVITIES

   (Introduced From 2018 onwards)

5. RECOMMEDED CREDIT DISTRIBUTION

The Minimum Credit Points for UG (Three Year Program)

Particulars	Credits
1. Part I, II, III – (Language/English/Core/Allied)	119
2. Part IV	20
a. Basic Tamil/Advanced Tamil/ Non-major (III & IV Sem.)	4

b. Soft Skill (one paper per semester for 4 semesters)	12
c. EVS (I Semester)	
d. Value Education (II Sem.)	2
	2
Total (Part I, II, III, IV)	139
Part V Extension Activities	
a. Sports credit for all,	
(or)Credits to international, national and state players b. NCC, NSS, EDP, Consumer club	1-5
	1-3
Total (PART I, II, III, IV, V)	140 -144

5. EXTENSION ACTIVITIES

A candidate shall be awarded a minimum of 1 Credit for Compulsory Extension Service which is sports. Students can also enroll for NSS /NCC/ Rotaract. Depending on the level of their performance in the above mention activities including sports they can earn 2 to 5 credits and hence the minimum required credits will vary from 140 – 144.

6. EXTRA – CURRICULAR & CO- CURRICULAR ACTIVITIES

A student shall be awarded a minimum of 1 and a maximum of 2 credits depending on her level of performance in any of the following activities: Fine Arts / EDP / Environ Club / Consumer club / Quiz / Debate.

Students are encouraged to take up MOOC (SWAYAM) courses. On successful completion of these courses, students enrolled will be awarded credits 1/2/3 for each course as prescribed in SWAYAM. Students are trained in Advanced Communication and Presentation Skills for which 2 credits are awarded on successful completion of the course.

All these credits together will be considered as extra credits.

7. ATTENDANCE

CATEGORY-A: ATTENDANCE REQUIREMENT

All candidates must put in 75% and above of attendance for Arts, Science, Commerce courses both UG/PG including MBA/MCA Degree courses for appearing the University Examination. (Theory/Practical)

CATEGORY –B: CONDONATION OF SHORTAGE OF ATTENDANCE

If a candidate fails to put in the minimum attendance (Percentage stipulated), the Principals shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) for all UG/PG courses. (i.e. Arts Science, Commerce, MBA and MCA) after collecting the prescribed fee of RS.250/-each for Theory/Practical examination separately, (Theory Rs.250/- Per semester/Per Candidate: Practical Rs.250/- Per semester/ Per Candidate) towards the condonation of shortage of attendance.

CATEGORY-C: NOT ELIGIBLE FOR CONDONATION OF SHORTAGE OF ATTENDANCE

Candidates who have secured less than 65% but more than 50% of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such candidates will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the course and they may be permitted to take next University examination by paying the prescribed condonation fee of Rs.250/- each for Theory/Practical separately. Names of such candidates should be forwarded along with their attendance details in the prescribed format mentioning the category (3copies). Degree Wise/Year wise/Branch wise/semester wise/together with the fees collected from them. So as to enable them to get permission from the University and to attend the Theory/Practical examination subsequently without any difficulty.

CATEGORY-D: DETAINED STUDENTS FOR WANT OF ATTENDANCE

Candidate who have put in less than 50% of attendance have to repeat the course (by re-joining) for which they lack attendance without proceeding for II/III year as the case may be. Until they re-join the course and earn the required attendance for that particular semester/year, no candidates shall be permitted to proceed to the next year/next semester of the course under any circumstances. They have to obtain prior permission from the University to re-join the course.

Provided in case of candidates who are admitted form the academic year 2003 -2004 earning

less than 50% of attendance in any one of the semesters due to any extraordinary circumstances such as medical ground, such candidates shall produce Medical Certificate issued by the authorized, Medical Attendant (AMA), duly certified by the Principal of the college shall be permitted to proceed to the next semester and to complete the course of study. Such candidates shall have to repeat the semester, which they have missed by re-joining after completion of final semester of the course, by paying the fee for the break of study ad prescribed by the University from time to time.

CATEGORY-E: CONDONATION OF SHORTAGE OF ATTENDANCE FRP MARRIED WOMEN STUDENTS

     In respect of married women students undergoing UG/PG course, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed at 55% instead of 65% if they conceive during their academic career. Medical certificate form the Doctor attached to the Government Hospital (D.G.O) and the prescribed fee of Rs.250%- therefor together with the attendance details shall be forwarded to the office to consider the condonation of attendance mentioning the category.

O% Attendance

    The candidates who have earned 0% of attendance, have to repeat the course (by re-joining) without proceeding to succeeding semester and they have to obtain prior permission form the University to re-join the course immediately for which applications issued for the academic year.

8. BREAK IN STUDY

After enrolling into any of the courses offered by the college a student is allowed to be absent continuously for period of FIVE years (Max. Condonable period- from the day of enrolment) after which she forfeits her admission.

A student who wants to continue her study within the condonable break period can rejoin in the same semester in the EXISTING VACANCY after getting the permission from the Principal and subsequently from University of Madras. Such students should also get a letter from the respective Head of the Department stating that she is not repeating any paper which she has already completed in other semesters.

9. TRANSFER OF STUDENTS AND CREDITS:

Transfer from other Autonomous or Non-Autonomous college or from other University is allowed for the same program with same nomenclature provided there is a vacancy in the respective program of study and the student has passed all the examinations under the previous system. **Students with standing arrears are NOT eligible for transfer.**

The marks obtained in the previous system will be converted and grades will be assigned as per the University norms.

Such students **are eligible** for classification.

Such student is NOT eligible for ranking, prizing and medals on qualifying the UG degree.

10. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS

1) Candidate shall register their names for the First Semester Examination after the admission in the Visual Communication Course.

2) Candidates shall be permitted to proceed from the first semester up to the final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidate should register for all arrear subjects of earlier semesters along with current (subject) semester subjects.

11. PASSING REQUIREMENTS

1) There shall be no passing minimum for Internal. But 0 also should not be awarded. In case a student absents herself for all the CIA exams and ends in getting 0 in internal in a particular subject, she will be awarded 1 or 2 marks for attendance.

2) For all subjects except B. Com Honours (Theory/Practical/Project-Parts I, II, III, IV) the passing requirement is as follows: i) candidate should secure not less than 40% of marks in End Semester Examination (ESE) and not less than 40% in aggregate of the total internal and external marks. For B. Com Honours i) candidate should secure not less than 50% of marks in End Semester Examination (ESE) and not less than 50% in aggregate of the total internal and external marks.

3) A candidate who passes in all subjects earning minimum of 140 credits within the maximum period of five years reckoned from the date of admission to the course shall be declared to have qualified for the degree.

4) Grading shall be based on overall marks obtained (Internal + External)

12. MEDIUM OF INSTRUCTION AND EXAMINATIONS

The medium of instruction and examinations for the papers of Part I, II &IV shall be the language concerned. For part III subjects other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is in English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination will be in the languages concerned.

13. SUBMISSION OF RECORD NOTE BOOKS FOR PRACTICAL EXAMINATIONS

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations.

14. CLASSIFICATION OF SUCCESSFUL CANDIDATES

1.   A Candidate who qualifies for the Degree and secures CGPA between 9.0 – 10.0 shall be declared to have passed the examination in FIRST CLASS - EXEMPLARY provided she has passed the examination in every subject she has registered as well as in the project work in the first appearance.

2.   A Candidate who qualifies for the Degree and secures CGPA between 7.5 – 8.9 shall be declared to have passed the examination in FIRST CLASS WITH DISTINCTION provided she has passed the examination in every subject he/she has registered as well as in the project work in the first appearance.

3.   A candidate who qualifies for the degree as per the regulations for passing requirements and secures CGPA between 6.0 – 7.4 shall be declared to have passed the examination in FIRST
CLASS

4.   A candidate who qualifies for the degree as per the regulations for passing requirements and secures CGPA between 5.0 – 5.9 shall be declared to have passed the examination in SECOND CLASS

5.   All other successful candidates shall be declared to have passed in THIRD CLASS.

6.   Only those candidates who have passed all the papers including practical and project work in the first appearance shall be considered for the purpose of RANKING.

15. RANKING

1) Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking / Distinction.

2) Provided in the case of candidates who pass all the examinations prescribed for the course with a break in the First Appearance due to lack of attendance are only eligible for classification.

16. GRADING SYSTEM

The term grading system indicates a SEVEN (7) point scale of evaluation of the performance of students in terms of marks obtained in the Internal and External Examination, Grade points and letter grade.

Minimum Credits to be earned:

For THREE-year UG Programme: Best 140 - 144 Credits (Part I and II: Foundation Courses, Part III

Major, Allied, Elective, Part –IV Soft skills and Part V: Extension activities)

Conversion of Marks to Grade Points and Letter Grade

(Performance in a Course / Paper)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

17. CLASSIFICATION & CALCULATION OF GPA AND CGPA

For a Semester:

GRADE POINT AVERAGE [GPA]

Sum of the multiplication of grade points by the credits of the courses

GPA = --

Sum of the credits of the courses in a semester

For the entire programme:

Sum of the multiplication of grade points by the credits of the courses for entire programme

CGPA= --

Sum of the credits of the courses of the entire programme

CUMULATIVE GRADE POINT AVERAGE [CGPA]

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5-10.0	O+	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-appear

* The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses alone) /PG /M.Phil. are eligible.

18. ESE REVALUATION

A student is eligible to appeal for revaluation of the paper only **if she secures a minimum of 10 in the internal tests (CAT) of that paper** if the internal maximum marks is 25 and **a minimum of 6 in the internal tests (CAT) of that paper** if the internal marks is 15. This has to be done

within 10 days from the publication of results. She also has to pay the prescribed fee. The revaluation will be done by an external examiner appointed by the Principal.

19. ARREAR / REPEAT EXAMINATIONS

1) A candidate having arrear paper(s) shall have the option to appear along with the regular semester papers.

2) Candidates who fail in any of the papers in Part I, II, III & IV of UG degree examinations shall complete the paper concerned within **FIVE (N + 2)** years from the date of admission to the said course.

20. SUPPLEMENTARY / INSTANT EXAMINATION

1) Final year students (UG – III-year 6th semester) are **only** eligible to apply for Supplementary / Instant Examination.

2) Students who have only one paper as arrear in the final semester are allowed to take up supplementary / instant examination.

3) Supplementary / Instant Examination will not be conducted for practical papers and projects.

21. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS

1) Students who are mentally disabled, learning disability and mental retardation, who are slow learners, who are mentally impaired having learning disorder and seizure disorder and students who are spastic and cerebral palsy the following concessions shall be granted obtaining prior permission from the University

    a. Part I Foundation course Tamil or any Language can be exempted.

    b. One-third of the time of paper may be given as extra time in the examination.

    c. Leniency in overlooking spelling mistakes

2) Students who have hearing, speaking impaired

    a. Part I Foundation course Tamil or any Language can be exempted.
    b. Part IV Non-Major Elective / Basic Tamil / Advanced Tamil can be exempted.

3) Students who are visually challenged

    a. Exempted from paying examination fees.

    b. A scribe shall be arranged by the college and the scribe be paid as per the college decision.

22. MALPRACTICE

The College views malpractice of any kind very seriously. The college has a Malpractice committee consisting of four senior staff members. Students found to be directly or indirectly involved in malpractice of any kind during examinations will be subject to penalty of very high proportions.

23. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMME TO QUALIFY FOR A DEGREE:

1. A student who for whatever reasons is not able to complete the programme within the normal period (N) or minimum duration prescribed for the programme, may be allowed **TWO** year period beyond the normal period to clear the backlog to be qualified for the degree. (Time span is N + 2 years for completion of the programme)

In exceptional cases like major accidents and child birth, an extension of **ONE** year be considered beyond maximum span of time that is **N + 2 + 1**. Students qualifying during the extension period are **NOT** eligible for ranking.

24. REGULATORY BODIES

Under autonomy, the college is free to frame its curriculum and conduct examinations. These functions are monitored by the **Board of Studies, Board of Examiners and the Academic Council.**

Board of Studies

Separate Board of studies are constituted for each programme offered by a department. Each Board of Studies will meet at least once a year to design courses, modify syllabi / examination pattern and recommend the same to the Academic Council.

The Board of Studies is composed of:

◆ Head of the respective department (Chairperson)

◆ One subject expert from within parent University.

◆ Two senior staff members of each specialization apart from Chair person.

◆ Two subject experts from outside the parent University.

◆ One representative from Industry / Corporate sector / allied area.

◆ One alumnus

◆ One student representative from current batch (preferably a meritorious final year student).

The tenure of the external experts is for TWO years.

Board of Examiners

A list of board of examiners is obtained by circulating the details of courses offered by the college to other colleges and through the list provided by the departments. Single valuation is done for UG courses and double valuation, one Internal and one External, for PG courses.

Academic Council

The Academic Council is composed of:

◆ The Principal (Chairman)

◆ All heads of the department in the college

◆ Four senior teachers of the college representing different categories of teaching

◆ Four representatives from the Industry / Corporate sector / allied area relating to placement / Commerce / Law / Education / Medicine / Engineering nominated by the Governing Body

◆ Three nominees of the University of Madras

◆ A faculty member nominated by the principal (Member Secretary) The term of the nominated members shall be TWO years.

25. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

• **PEO 1**: To life-long learning in order to become effective collaborators and innovators, leading or participating in ventures that address social, technical and business challenges.

• **PEO 2**: To transform learners into holistic individuals acquiring higher levels of knowledge and competence.

• **PEO 3**: To approach life skills which are inclusive and value-based to appreciate human values and ethics.

26. PROGRAMME OUTCOMES (POs)

• **PO 1**: Develop sharp cognizance of concepts, apply the domain knowledge with utmost confidence and be assertive at any given opportunity.

• **PO 2**: Possess deeper understanding of life skills to appraise life and draw logical conclusions.

• **PO 3**: Design and develop solutions for challenging problems of society.

- **PO 4**: Acquire programme centric thought process facilitating further studies in the respective domain.

- **PO 5**: Engage in life-long learning to easily adapt to the dynamic environment and obtain clarity and preparedness for field specialization.

- **PO 6**: Self-actualize and self-regulate, focusing on ethical and moral values to become a compassionate human being.

27. PROGRAMME SPECIFIC OUTCOMES (PSOs)

- **PSO1:** Adapt the highest ethical standards when gathering, editing, publishing, distributing and managing visual communication material with the goal of accurately communicate ideas and information to readers and viewers.

- **PSO2**: Demonstrate the skills of drawing, writing, editing, photography, designing, graphics and interactive media with the expertise to compete effectively for employment within the visual communication industry.

- **PSO3**: Develop ability and inquisitiveness to update the changes in technology, professional equipments and techniques to apply aesthetically for appropriate communication.

- **PSO4**: Formulate a solid foundation of visual communication methods and research to expand the quality and effectiveness of their creative work.

- **PSO5**: Interpret the necessary problem-solving skills, such as self-learning to employ the values of teamwork and collaboration, while being able to incorporate personal ideas and goals into outstanding group efforts.

- **PSO6**: Perceive the importance of the media laws and ethics and prove to be a responsible citizen.

28. QUESTION PAPER PATTERN:

QUESTION PAPER PATTERN FOR OBE

(2020-21 onwards)

Theory UG – **Question paper Pattern - Conventional on-paper mode**

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's

Bloom's Category Level	Sections	Marks	Description of answer	Total	Meaning of K's
K1, K2	Section A Multiple Choice Questions 15 questions * 2	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2, K3, K4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4, K5, K6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

* 75 marks to be converted as 60 marks.

QUESTION PAPER PATTERN FOR OBE ONLINE ASSESSEMENT (2020 - 2021)

Bloom's Category Level	Sections	Marks	Description of answer	Total	Meaning of K's
INTERNAL SETTING					
K1, K2, K3	**Section A** Multiple Choice Questions 25 Questions *1 Marks (No Choice)	25X1=25	Choose the write option.	50	K 1 & K2 - Understanding Level
EXTERNAL SETTING					
K2,K3, K4,K5, K6	**Section B** 5 out of 7 Questions *5 Marks	25	Short answers/500 Words		K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level

* 50 marks to be converted as 60 marks.

BLOOM'S CATEGORY LEVEL (ANNEXURE chart)

S.no	K component scale	Verbs for question
I.	**K 1& K2 Verbs**	Verbs to be used for questioning are "choose, find, identify, indicate, match, name, state, what, when, where, which, who, cite, label, reproduce. define, list, quote, revise, explain, show, sketch, illustrate, interpret, describe, substitute, convert, give example, rephrase
2.	**K2 & K3**	The questions may contain the verbs such as explain, show, sketch, illustrate, interpret, describe, substitute, convert, examFle, rephrase, apply, relate, solve, classify, predict, compute, prepare
3.	**K4**	The questions may contain verbs - Apply, relate, solve, classify, predict, compute, prepare.
4.	**K5**	The questions may contain any of the following verbs: Ascertain, diagnose, distinguish, infer, associate, examine, differentiate, reduce, discriminate, dissect, determine, justify, organize, recommend, solve.
5	**K6**	The questions may contain any of the following verbs: Appraise, conclude, critique, judge, assess, contrast, deduce, weigh. Compare, criticize, evaluate.

Question paper pattern for Continuous Assessment Test (CAT)

(The online assessment pattern)

<u>U.G. PROGRAMME</u>

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV

COLLEGE FOR WOMEN

B.Sc/M.Sc/B.A/M.A/B.Com/M.com DEGREE EXAMINATION, ………., 2020.

……….. YEAR ……… SEMESTER

CAT – I/II/III

Sub Title: Max. Marks: 50

Sub Code: Date:

Time: 2hrs.

Question paper Pattern-Two Components: (Max marks=50) - 3hrs

I.   **Multiple Choice Questions (MCQ)**   **- 20 marks (10x2=20)**

II.   **Google Class Room (GCR)**   **- 30 marks**

(Structured)

> A. Section A: 5 out of 6 – each carries 2 marks (5x2=10) B. Section B: 4 out of 5 – each carries 5 marks (4x5=20)

- The answers for the questions for QP uploaded in GCR will be as uploads (images of hand written answer sheets converted to .pdf) in Google Class Room.

- The duration for each GCR session (answering and uploading) would be 3 hours (maximum).

- The structured component (30 marks) SHOULD be conducted in GCR as per the CAT schedule. MCQ (10X2=20) CAN be conducted out of schedule also, but should be completed during the CAT examination scheduled.

Note: The GCR question paper and MCQ assessment links to be shared with the COE office for approval and validity on or before the respective allotted dates.

PROGRAMME PROFILE

Department of Visual Communication

TOTAL CREDITS: 140   **TOTAL TEACHING HRS: 180**

PART	COURSE	TITLE OF THE PAPER	CODE	L	T	P	H	C
— **I SEMESTER**								
I	Paper I	Tamil-I	20ULTFC1001				6	3
		Hindi-I	20ULHFC1001					
		Sanskrit-I	POULSFC1001					
		French-I	19ULFFC1001					
II	Paper-I	General English-I	20UGEFC1001				6	3
III	Core Paper-I	Introduction to Communication	20UVSCT1001	2	1	0	4	3
	Core Practical-I	Drawing –I	20UVSCP1001	0	1	3	6	4
	Allied Practical-I	Graphic Design-I	20UVSAP1001	0	1	4	6	5
IV	Soft Skills	Essentials of Communication	18USSLC1001	2	0	1	2	3
	Value Education (as applicable)	Environmental Studies (Self Finance)	18UESVE1001	1	0	1		2
— **II SEMESTER**								
I	Paper II	Tamil-II	20ULTFC2002				6	3
		Hindi-II	20ULHFC2002					
		Sanskrit-II	POULSFC2002					
		French-II	19ULFFC2002					
II	Paper-II	General English-II	20UGEFC2002				6	3
III	Core Paper-II	Understanding the Communication Media	20UVSCT2002	3	0	0	3	3
	Core Paper-III	Elements of Film	20UVSCT2003	2	0	1	4	3
	Core Practical-II	Miniature and Story Board	20UVSCP2002	0	1	3	4	4
	Allied Practical-II	Drawing and Graphic Design-II	20UVSAP2002	0	1	4	5	5

IV	Soft Skills	Essentials of Spoken and Presentation Skills	18USSLC2002	2	0	1	2	3
	Value Education (as applicable)	Environmental Studies (Self Finance)	18UESVE2002	1	0	1		2
		Yoga and Wellness		0	0	2		2
III SEMESTER								
I	Paper III	Tamil-III					6	3
		Hindi-III						
		Sanskrit-III						
		French-III						
II	Paper III	General English-III					6	3
III	Core Paper IV	History of Visual Arts		3	0	0	3	3
	Core Paper V	Integrated Marketing Communication		2	1	1	3	3
	Core Practical-III	Digital Photography and Videography		1	1	3	5	5
	Allied Practical-III	Aesthetics of Design		1	1	3	5	5
IV	Non – Major Elective	Advertising		1	1	0	1	2
IV SEMESTER								
I	Paper IV	Tamil-IV					6	3
		Hindi-IV						
		Sanskrit-IV						
		French-IV						
II	Paper IV	General English-IV					6	3
III	Core Paper VI	Television and Radio Production		3	1	0	3	3
	Core Paper VII	Media Culture Society		3	1	0	3	3
	Core Elective Practical- I	Advanced Photography/AD Production		1	0	4	5	4
	Allied Practical-IV	2D Animation		1	1	3	5	5
IV	Non – Major Elective	Advertising		1	1	0	1	2
V SEMESTER								
III	Core Paper VIII	Media Research		3	0	1	5	3

					L	T	P	H	C
	Core Paper IX	Media Laws and Ethics			4	0	0	5	3
	Core Practical - IV	Script Writing			2	0	3	6	5
	Core Practical- V	Audio Video Editing			1	1	3	6	5
	Allied Practical- V	3D Animation			1	1	3	6	5
IV	Skill Enhancement Course	Film Studies (Theories and Analysis)			1	0	2	2	3
VI SEMESTER									
III	Core Paper XI	Media Histrionics			1	1	1	6	3
	Core Practical- VI	Project			0	0	5	11	5
	Core Practical- VII	Internship			0	0	5	11	5
IV	Skill Based Elective	Portfolio Management			1	0	2	2	3

L= Lecture Hrs.   T= Tutorial Hrs   P =Practical Hrs.   H= Hrs. per week   C = Credits

RUBRICS FOR CONTINUOUS ASSESSMENT

Assignment	✔
Seminar	✔
Field visit	✔
Participatory Learning	✔
Group Discussion	✔
Flipped/Blended Learning	✔

Assessment Model (from 2020 – 21 onwards)
Under Graduation Programme
40% Internal 60% External

S.No	Assessment Component	Marks	Weighted %
A.	**Theory**		
1	**INTERNAL ASSESSMENTS** Continuous Assessment Test (best two out of three)	2 x 50 = 100	15
2	Quiz/Group Discussion/Seminar/Assignment/Role Play/ Case Study/ Open Book/ snap Test/ Video Presentation/ Review (any three to be considered)	3 x 10 = 30	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	**Attendance***	**05***	**05**
5	**EXTERNAL ASSESSMENT** End semester examinations	75	60
	Grand Total		**100**

B	Practical		
1	INTERNAL ASSESSMENTS Continuous Assessment Test(best two out of three)	2 x 50 = 100	15
2	Record + Observation	10 +10 = 20	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	**Attendance***	**5***	**05**
5	**EXTERNAL ASSESSMENT** End semester Examinations	60	60
	Grand Total		**100**

Attendance* - awarding marks for attendance (out of 5)
Attendance below 60% = 0 marks; 61% to 75% = 3 marks; 76% to 90% = 4 marks; above 91% = 5 marks

DEPARTMENT OF VISUAL COMMUNICATION

SDNB VAISHNAV COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI – 600044

Department of Visual Communication

COURSE FRAMEWORK

SEMESTER I

S E M	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	C R E D I T S	C A	SE	T
I	20ULTFC1001	Paper I	Tamil-I	6	3	40	60	100
	20ULHFC1001		Hindi-I					
	POULSFC1001		Sanskrit-I					
	19ULFFC1001		French-I					
I	20UGEFC1001		General English-I	6	3	40	60	100
I	20UVSCT1001	Core Paper-I	Introduction to Communication	4	3	40	60	100
I	20UVSCP1001	Core Practical-I	Drawing –I	6	4	40	60	100
I	20UVSAP1001	Allied Practical-I	Graphic Design-I	6	5	40	60	100
I	18USSLC1001	Soft Skills	Essentials of Communication	2	3	-	50	50
I	18UESVE1001	Value Education (as applicable)	Environmental Studies (Self-Finance)		2	-	50	50
			TOTAL	**30**	**23**			**600**

SEMESTER II

SE M	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	C R E D I T	C A	SE	T

					S			
II	20ULTFC20 02	Paper I	Tamil-I	6	3	40	60	100
	20ULHFC20 02		Hindi-I					
	POULSFC20 02		Sanskrit-I					
	19ULFFC20 02		French-I					
II	20UGEFC20 02		General English-I	6	3	40	60	100
II	20UVSCT10 01	Core Paper-II	Understanding the Communication Media	3	3	40	60	100
II	20UVSCP10 01	Core Paper-III	Elements of Film	4	3	40	60	100
II	20UVSAP10 01	Core Practical-II	Core Practical-II (Miniature and Story Board)	4	4	40	60	100
II	18USSLC10 01	Allied Practical-II	Drawing and Graphic Design-II	5	5	40	60	100
II	18UESVE10 01	Soft Skills	Essentials of Spoken and Presentation Skills	2	3	-	50	50
		Value Education (as applicable)	Environmental Studies (Self Finance)		2			
			Yoga and Wellness		2		50	50
			TOTAL	**30**	**28**			**700**

SEMESTER III

SE M	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	C R E D I T S	C A	SE	T
III		Paper III	Tamil-III	6	3	40	60	100
			Hindi-III					
			Sanskrit-III					

SEM		COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
			French-III					
III		Paper III	General English-III	6	3	40	60	100
III		Core Paper IV	History of Visual Arts	3	3	40	60	100
III		Core Paper V	Integrated Marketing Communication	3	3	40	60	100
III		Core Practical-III	Digital Photography and Videography	5	5	40	60	100
III		Allied Practical-III	Aesthetics of Design	5	5	40	60	100
III		Non – Major Elective	Advertising	2	2	-	50	50
			TOTAL	**30**	**24**			**650**

SEMESTER IV

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
IV		Paper IV	Tamil-IV	6	3	40	60	100
			Hindi-IV					
			Sanskrit-IV					
			French-IV					
IV		Paper IV	General English-IV	6	3	40	60	100
IV		Core Paper VI	Television and Radio Production	3	3	40	60	100
IV		Core Paper VII	Media Culture Society	3	3	40	60	100
IV		Core Elective Practical - I	Advanced Photography/AD Production	5	5	40	60	100
IV		Allied Practical-IV	2D Animation	5	5	40	60	100
IV		Non – Major Elective	Advertising	2	2	-	50	50
			TOTAL	**30**	**24**			**650**

SEMESTER V

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
V		Core Paper VIII	Media Research	5	3	40	60	100
V		Core Paper IX	Media Laws and Ethics	5	3	40	60	100
V		Core Practical - IV	Script Writing	6	5	40	60	100
V		Core Practical- V	Audio Video Editing	6	5	40	60	100
V		Allied Practical- V	3D Animation	6	5	40	60	100
V		Skill Enhancement Course	Film Studies (Theories and Analysis)	2	3	-	50	50
			TOTAL	**30**	**24**			**550**

SEMESTER VI

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
VI		Core Paper XI	Media Histrionics	6	3	40	60	100
VI		Core Practical - VI	Project	11	5	-	100	100
VI		Core Practical- VII	Internship	11	5	-	100	100
VI		Skill Based Elective	Portfolio Management	2	3	-	50	50
			TOTAL	**30**	**16**			**350**

SEMESTER I

CORE PAPER I

INTRODUCTION TO COMMUNICATION

TOTAL HOURS: 60   **SUB CODE: 20UVSCT1001**

CREDIT: 03   **L-T-P: 2-1-0**

COURSE OBJECTIVES:

To enable students

- To explain the basics concepts and of effective communication
- To demonstrate the communication process
- To recall the concepts of visual communication
- To interpret various media effect theories
- To discuss about various types of media

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Interpret the basic concepts of effective communication
CO2	Summarize the fundamental communication process
CO3	Interpret the basic concepts of visual communication
CO4	Evaluate the media effect studies
CO5	Analyse various types of media

SYLLABUS:

UNIT - 1

Communication, Meaning and definition, Functions of communication, seven C's of communication, Types of communication, various forms of communication, Barriers of Communication.

(12 hours)

UNIT - 2

Communication Process – Elements of communication process- Communication Act: Sender, Message, Channel, Receiver, Effects and Feedback, Levels of Communication (Technical Semantic & Pragmatic), Models of communication – Aristotle, Shannon and Weaver, Berlo,

Lasswell, Osgood and Wilbur and Schramm.

(12 hours)

UNIT - 3

Introduction to Visual Communication, Introduction to Audio Communication, Introduction to Audio Visual Communication

(12 hours)

UNIT - 4

Introduction to Mass Communication, Characteristics and definition of Mass media, Mass Media Audience, Media and its Effects – Hypodermic Needle or Bullet theory, Cultivation Theory, Two step flow Theory.

(12 hours)

UNIT - 5

Genres of Mass Media - Classification of Media, Various types of Media, Traditional, classical, folk and Modern Media. Functions of Mass Media - Print, Electronic and new media.

(12 hours)

TEXT BOOKS:

1. Vijay Somasundaram (2001), *Principles of Communication*. Authors Process
2. K.B.DATTA (2000), *Mass Communication Theory and practice.* Akansha Publishing House
3. Uma Narula (2002), *Communication Models*. Atlantic Publishers & Distributors (A) Ltd.
4. Stanley J.Baran McGraw-Hill (2008), *Introduction into Mass communication- Media Literacy & Culture*.
5. Keval J. Kumar, (2009) *Mass Communication in India*, Jaico Publishing House.

BOOKS FOR REFERENCE:

1. Lester (2013), *Visual Communication: Images with message* - 3rd edition. Thomson Wadsworth
2. Bo Bergstrom (2009), *Essentials of Visual Communication.* Laurence King Publishing
3. Rudolf Arnheim (2004), *Art and Visual Perception: A Psychology of the Creative Eye*. University of California Press
4. Susan B. Barnes (2011), *An Introduction to Visual Communication - 2nd edition.* Peter Lang Publishing Inc
5. Kenneth L. Smith, Sandra Moriaty, Keith Kennedy, Gretchen Barbatsis, (2000) *Handbook of Visual Communication: Theory, Methods and Medi,* Routledge

E-LEARNING RESOURCES:

1. https://www.historyofvisualcommunication.com
2. www.oscar.go.com
3. https://clios.com/awards
4. https://www.awwwards.com/websites/animation
5. https://www.communicationtheory.org/list-of-theories/

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	2	0	1
CO2	2	3	2	2	1	0
CO3	3	3	2	3	3	2
CO4	3	3	3	3	3	0
CO5	3	3	3	3	3	3
Average	**2.6**	**2.8**	**2.4**	**2.6**	**2**	**1.2**

Key- Strongly correlated -3, moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Practical Exercise and Reviews

Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice		K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)	75	
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PRACTICAL I

DRAWING – I

TOTAL HOURS: 90   **SUB CODE: 20UVSCP1001**

CREDIT: 04   **L-T-P: 0-1-3**

COURSE OBJECTIVES:

To enable the students

- Identify and apply the rules of Perspective
- Demonstrate the basic techniques of Shading
- Explain the different types of Lighting
- Use the Elements to design to create new Character
- Recall Basic techniques of Pen drawing

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Illustrate the Vanishing point and Perspective Drawing
CO2	Identifying and applying the Lighting and Shading through various Medium
CO3	Examine Critically a Still Life and Express it through various
	Medium
CO4	Create a Character Movement
CO5	Interpret the different Techniques of Pen Drawing

SYLLABUS:

UNIT - 1
Perspective Drawing- One point perspective: Building View-Room View – Two point perspective: Building View – Three point perspective: Bird Eye View-Ant Eye View

(18 Hours)

UNIT - 2
Lighting and Shading- Basics of Lighting and Shading Techniques: Pencil Medium- Water Color Medium – Poster Color Medium

(18 Hours)

UNIT -3
Still Life- Pencil Shading - Water Color

UNIT - 4
Character Movement- Face Expression- Character Walk- Bird Flying Movement

UNIT -5
Pen Drawing- Pen Shading- Pointillism

TEXT BOOKS:

1. Willenbrink, Mark and Mary (2006), *Drawing for the absolute beginner.* Northlight Books
2. Reyna De rudy (2000), *How to draw what you see*. Watson and Gupbill Pulications
3. Greenman Geri and Guhin Paula (2012), *Painting with Mixed Media*. Stackpole Books
4. Goldman Ken (1999), *Charcoal Drawing.* Walter Foster Publication
5. Fowkes Nathan (2016), *How to draw Portraits*, Design Studio Press

BOOKS FOR REFERENCE:

1. Richard Williams (2012), *The Animator's Survival Kit*, Farrar. Straus and Giroux
2. Frank lohan (2009), *Pen and Ink Techniques*, Dover Publication
3. Frank lohan (2009), *Wild life Sketching*, Dover Publication
4. Milind Mulick (2004), *water colour landscape*, Jyotsna Prakashan
5. Joseph D' Amelio (2004), *Perspective Drawing Handbook*, Dover Publication

E-LEARNING RESOURCES:

1. http://courses.washington.edu/art166sp/documents/Spring2012/readings/week _2/APrimerOfVisualLiteracy.pdf
2. https://in.pinterest.com/muiii/watercolor-still-life/
3. http://www.artyfactory.com/still-life/still_life_pencil.html
4. https://www.artistsnetwork.com/art-mediums/drawing/learn-to-drawperspective/
5. https://in.pinterest.com/pin/240590805073509483/?lp=true

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	1	0
CO2	3	3	3	3	3	1
CO3	3	3	3	3	3	1

CO4	3	3	3	3	3	3
CO5	2	2	1	3	1	0
Average	**2.8**	**2.8**	**2.4**	**3**	**2.2**	**1**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:
Lecture (Demo -Easel Board and Brush, pencil-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos
Live Drawing, Nature study
Exercises (group and individual)
Field Visit

ALLIED PRACTICAL I

GRAPHIC DESIGN - I

TOTAL HOURS: 90

SUB CODE: 20UVSAP1001

CREDIT: 05

L-T-P: 0-1-4

COURSE OBJECTIVES:

To enable students

- To describe the importance of Basic Brush Strokes
- To Construct the design using Curves
- To Tabulate the Colors
- To Visualize the Importance of fonts in design
- To create patterns using Design Elements

COURSE OUTCOME:
On successful completion of the course the students will be able to

CO No.	CO Statement
CO1	Practice Brush Handling to Draw different types of Lines
CO2	Construct Design using Curves
CO3	Combine Colors and Classify the Color Shades
CO4	Collaborate the Fonts and Express it
CO5	Create Patterns and Develop it

SYLLABUS:

UNIT - 1
Lines- Thin Lines-Thick Lines-Variable Thickness

(18 Hours)

UNIT - 2
Curves Curve-Traditional Curve- Floral Curve-Patterned Curves

(18 Hours)

UNIT - 3
Tints and Shades- Colour wheel (Hue & mixing) - Colour palette (Tint, Tone & Shades)

(18 Hours)

UNIT - 4

Fonts and Typography - Alphabets – San Serif Fonts, Alphabets – Serif Fonts, Numbers – San Serif Fonts, Numbers – Serif Fonts, Tamil Font, Typographic Design- Typographic Art

(18 Hours)

UNIT - 5

Patterns- Pop Art Pattern- Wallpaper Pattern- Rug Pattern- Traditional Pattern- Basic Op Art- Embossed Illusion

(18 Hours)

TEXT BOOKS:

1. Baskinger Mark and Bardel William (2013), *Drawing Design*, Watson and Gupbill Pulications
2. Hoffman. R Alma (2020), *Sketching as Design Thinking*, Routledge
3. Samara Timothy (2000), *Drawing for Graphic Design*, Rockport Publishers
4. Lupton Ellen (2008), *Graphic Design and the Basics*, Princeton Architectural Press
5. White W. Alex (2011), *The Elements of Graphic Design*, Allworth Press

REFERENCES BOOKS:

1. Patti mollica (2013), *Color theory*, Walter foaster
2. Paul Luna (2018), *Typography: A Very Short Introduction*, OUP Oxford
3. Gavin Ambrose, Paul Harris (2011), *The Fundamentals of Typography*, AVA publishing SA
4. Betty Edwards (2004), *Color: A Course in Mastering the Art of Mixing Colors***,** Penguin USA
5. Khristian A. Howell (2015) , *Color and Pattern***,** Rockport Publishers

E-LEARNING RESOURCES:

1. https://in.pinterest.com/pin/793829871790148191/?nic=1
2. https://www.invaluable.com/blog/what-is-pop-art/
3. https://in.pinterest.com/pin/692006298975335738/?nic=1
4. https://www.smashingmagazine.com/2017/02/art-calligraphy-getting-started-lessonslearned/
5. https://in.pinterest.com/pin/382594930817063403/?nic=1

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	3
CO2	3	3	3	3	3	3

CO3	2	3	1	3	1	1
CO4	3	2	2	3	2	2
CO5	3	3	3	3	3	2
Average	**2.8**	**2.8**	**2.2**	**2.8**	**2.2**	**2.2**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:
Lecture (Demo -Easel Board and Brush, pencil-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos
Live Drawing, Nature Study
Exercises (group and individual)
Field Visits

CORE PAPER II

UNDERSTANDING THE COMMUNICATION MEDIA

TOTAL HOURS: 45   **SUB CODE: 20UVSCT2002**

CREDIT: 03   **L-T-P: 3-0-0**

COURSE OBJECTIVES:

To enable students

- To explain the structure of a news story and the basics of news writing
- To examine various News values, principles of news selection & gathering
- To recall the Evolution and growth of media (Radio & Television)
- To exemplify the News production cycle
- To recognize various Media laws of the country

COURSE OUTCOME:
On the successful completion of the course students will be able to

CO Number	CO Statement
CO1	Originate news stories
CO2	Practice the principles of news gathering
CO3	Recall the history of broadcasting in India
CO4	Distinguish the news production
CO5	Interpret the forms of various Media laws

SYLLABUS:

UNIT - 1

Ingredients of news, News: meaning, definition, nature of the news process: from the event to the reader, Hard news & Soft news, basic components of a news story attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by-line, Organizing a News Story, 5W's and 1H, Inverted pyramid.

(9 Hours)

UNIT - 2

Criteria for newsworthiness, principles of news selection , use of archives, sources of news, use of internet, Breaking News, News Update, Exclusive News Journalism: types of Yellow journalism, Penny press jazz journalism, Gonzo journalism And alternative journalism

(9 Hours)

UNIT - 3

Evolution and Growth of Media (Radio & Television) Key Elements of Radio Journalism, Announcements , News Bulletins and documentaries, Writing ques , News Reading.

(9 Hours)

UNIT - 4

Television News Sources, Elements of News Gathering process, News production cycle, News as Entertainment, News formulae- Crime / Politics, and Sex, 24HRS News Format, Language of TV News.

(9 Hours)

UNIT - 5

Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)2 reasonable restrictions to freedom of the press, Defamation (IPC (499) 500) civil and criminal defamation-libel, slander, Contempt of Court, Official Secrets Act 1923, Indecent Representation of Women .Right to Information Act ,Laws for Broadcasting sector: Prasar Bharti Act 1990, Broadcasting Bill: Committee – Chadha committee, Joshi Committee

(9 Hours)

TEXTBOOKS:

1. Kamath M.V (2018) *Professional Journalism*; Vikas Publication House Pvt Ltd, First edition
2. Westley Bruce H (2016) *News Editing*, Houghton Mifflin
3. Parthasarathy Rangaswmj (2016) *Basic Journalism* Laxmi Publications Ltd
4. Basu Acharya Dr. Durga Das (2010) *Law of the Press;* Lexis Nexis; Fifth edition
5. Thakurta Pranjoy Guha (2009) *Media Ethics-Truth, Farness and Objectivity;* OUP India

REFERENCES BOOKS:

1. Shrivastava, K.M (1987) *News Reporting and Editing*, Sterling Publication
2. Blundell, Wrilliam (1991) *The Art and craft of feature writing*, Penguin Fowler, Roger; Language in the News; (1991); Routledge
3. Bruce D. Itule and Douglas Anderson (2005), News Writing and reporting for today's media. McGraw Hill Publication.
4. Richard Keeble (2007), *An Introduction to journalism, Carole Flemming and Emma Hemmingway,* Vistaar Publications The Newspaper's Handbook
5. Cotter Colleen (2010), *News Talk*, Cambridge University Press

ONLINE SOURCES:

1. https://www.theguardian.com/books/2008/sep/25/writing.journalism.news
2. http://presscouncil.nic.in/OldWebsite/NORMS-2010.pdf
3. http://www.nbanewdelhi.com/guidelines
4. https://www.youtube.com/watch?v=6z31-7Qw4bw&list=PLNsppmbLKJ8IQ6pPSocBtzGh3PlA9y8NV&index=103
5. https://www.youtube.com/watch?v=AQW_iQ_DTTY&list=PLNsppmbLKJ8IQ6pPSocBtzGh3PlA9y8NV&index=116

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	2	1	1
CO2	2	2	3	2	0	0
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Average	**2**	**2.4**	**2.8**	**2.6**	**2.6**	**2**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

1. Lecture (Chalk and Talk-OHP-LCD)
2. Flipped Learning/Blended Classroom-E Content, Videos
3. Practical Exercise and Reviews
4. Peer Learning

QUESTION PAPER PATTERN
END SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PAPER III

ELEMENTS OF FILM

TOTAL HOURS: 60   **SUB CODE: 20UVSCT2003**

CREDIT: 03   **L-T-P: 2-0-1**

COURSE OBJECTIVES:

To enable students

- To introduce the stages of film production
- To interpret the attributes of film language
- To appraise the narrative form
- To explain the promotion, distribution and exhibition of films
- To distinguish various aspects of film genres

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Perceive various stages of film production process
CO2	Assess the narrative functions of film language
CO3	Interpret the forms of narrative
CO4	Assess the relationship between Promotion, Distribution and Exhibition of films
CO5	Compare and Contrast various film genres

SYLLABUS:

UNIT - 1

Film making, Planning, Pre- Production - Concept/ Story Development, Story Board, Scripting / Screenplay, Budgeting, Casting, Locations, Financing. Production - Shooting, Direction, & Cinematography. Post- Production – Processing, Editing, Sound Recording, Dubbing, Special Effects, and Graphics & Final Mixing.

(12 Hours)

UNIT - 2

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. **Cinematography** - the photographic image, framing, duration of the image, montage and long take. **Editing**- dimensions of film editing, continuity editing, alternative to continuity editing. **Sound**- the powers of sound, fundamentals of film

sound, dimensions of film sound, functions of film sound.

(12 Hours)

UNIT - 3
Approaches to studying film, Narrative and Non-Narrative films, Structure of a narrative film, Cinematic codes, the concept of form in films, principles of film, narrative form, nonnarrative films, dividing a feature film into parts and Genres (language, style, grammar, syntax), Types of Documentaries.

(12 Hours)

UNIT - 4
Production Crew, Film Marketing & Promotion, Distribution (Producer & distributor relationship, Distributor and Theatre owner Relationship, Territory, Area rights, Digital Distribution) & Exhibition (Types of exhibition technologies, Types of theatres, Types of audience, Theatre revenue, Revenue sharing between Theatres and Producers), Various revenue sources of films, Analyzing film.

(12 Hours)

UNIT - 5
Introduction to film genres The Major genres: Narrative, avant-garde, documentary other genres: Thriller, melodrama, musical, horror, western, fantasy animation film noir expressionist historical, mythological.

(12 Hours)

TEXT BOOKS:

1. Roberge, Gaston (2007), *The subject of Cinema*
2. Roberge, Gaston (1978), *Films for ecology of Mind,* Firma KLM
3. Halliwell, *The Filmgoers Companion 6th Edition*
4. Ray Satyajit (2005), *Speaking of Films,* Penguin Books
5. Bordwell David (1986) *Narration in the Fiction Film*, Routledge

BOOKS FOR REFERENCE:

1. Bordwell, K. and Thomson,K (1990) *Film Art –An Introduction*, Knopff, New York
2. Dick, Bernard (2000), *Anatomy of film,* Bedford, St. Martin's
3. Nelmes, Jill (2003), *An Introduction to film studies*, Routledge
4. Tasker Yvonne (2004), *Fifty great contemporary film makers*, Blackwell
5. Turner, Graeme (1999)*, Film as social practice,* Routledge

E-LEARNING RESOURCES:

1. http://faculty.cua.edu/johnsong/hitchcock/pages/montage/montage-1.html
2. http://www.asu.edu/courses/fms504/total-readings/mulvey-visualpleasure.pdf
3. http://www.goldenglobes.com/articles/brief-history-indian-cinema
4. http://www.newsonair.com/100-YEARS-OF-INDIAN-CINEMA.asp
5. http://www.pictureshowman.com/articles_genhist_censorship.cfm

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2
Average	**2.4**	**2.8**	**1**	**2.4**	**2**	**2.4**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

1. Lecture (Chalk and Talk-OHP-LCD)
2. Flipped Learning/Blended Classroom-E Content, Videos
3. Practical Exercise and Reviews
4. Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice		K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)	75	
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

MINIATURE AND STORYBOARD

TOTAL HOURS: 60   **SUB CODE: 20UVSCP2002**

CREDIT: 04   **L-T-P: 0-1-3**

COURSE OBJECTIVES:

To enable the students

- To outline the fundamentals of architectural drawing techniques and skills.
- To practice with various tools essential for making architectural models
- To visualize Graphical presentation of objects through geometrical projection
- To utilize Sketching skills to draw frames, Shots, etc.,
- To create a complete Story Board

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Illustrate the Floor Plan and Elevation of the Architecture
CO2	Apply the essential tools of Miniature
CO3	Construct the complete miniature model
CO4	Develop sketching skills, adapt styles, get inspiration and Interpret a script
CO5	Create a Storyboard through various Medium

SYLLABUS:

UNIT - 1

Architectural Drawing- Floor plan - Building View- Elevation, Perspective view

(12 Hours)

UNIT - 2

Preparation of base for models using wood or boards-Introduction to block models of objects (3D Compositions) and buildings General practices in model making; Types of models: block, detailed, construction & interior models.

(12 Hours)

UNIT - 3

Interior / Exterior Model- Simple exercises in cutting, finishing and joinery with simple blocks - Use of carpentry tools and making joints such as Dovetail joint, Mortise and Tenon joint, Lap joint, Butt joint, etc. to be used for making furniture.

UNIT - 4

Illustration: Frame- Shots- Sequence

(12 Hours)

UNIT - 5

Story Board Making- (Pencil/ Poster color/ Water color)

(12 Hours)

TEXT BOOKS:

1. Kieran, S. and Timberlake, J. LobollyHouse (2008)*: Elements of a New Architecture*. New York: Princeton Architectural Press
2. W.Otie Kilmer and Rosemary Kilmer (2016), *Construction Drawing and Details,* wiley.
3. John Hart (2008), *The Art of Story Board*, Elsevier
4. Mark Simon (2007), *Story Board Motion in Art*, Elsevier
5. Sergiopaes & Ansonjew (2013), *Professional Story Boarding*, Focal Press

REFERANCE BOOKS:

1. John hart (2008),The art of the storyboard : A filmmaker's introduction
2. Mark A.Simon (1994), Storyboards: Motion in art 3rd edition, kindle edition
3. Fionnuala halligan (2013), The art of movie storyboards: Visualising the action of the world's greatest films
4. Don Bluth (2004), Art of storyboard, Elsevier
5. John Hart (1999), The art of the storyboard : storyboarding for film, Tv and animation

E-LEARNING RESOURCES:

1. https://www.pinterest.com/sakonnat/architect-plan-idea/
2. https://www.shapeways.com/marketplace/miniatures/interior-models
3. https://www.archdaily.com/904379/best-materials-for-architectural-models
4. https://www.printablepaper.net/category/storyboard
5. https://boords.com/blog/what-is-a-storyboard#storyboarding-shot-types

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	1	0
CO2	3	3	3	3	3	1

CO3	3	3	3	3	3	1
CO4	3	3	3	3	3	3
CO5	2	2	1	3	1	0
Average	**2.8**	**2.8**	**2.4**	**3**	**2.2**	**1**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation – 0

KEY:

PEDAGOGY:

Lecture (Demo -Easel Board and Brush, pencil-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Exercises (group and individual)

Field Visits

ALLIED PRACTICAL II

DRAWING AND GRAPHIC DESIGN II

TOTAL HOURS: 75   **SUB CODE: 20UVSAP2002**

CREDIT: 05   **L-T-P: 0-1-4**

COURSE OBJECTIVES:

To enable the students

- To interpret the portrait model
- To Observe the Lighting of an Object
- To recall the principles of Graphic Design
- To Create a Corporate identity
- To Illustrate a poster design for PSA (Public Service Announcement)

COURSE OUTCOME:
On successful completion of the course the students will be able to

CO No.	CO Statement
CO1	Examine Critically a Portrait model and Express it through Pencil medium
CO2	Express the Colours through Oil/Acrylic on Canvas
CO3	Sketch a Logo design, Visiting Card, Letter Head
CO4	Create corporate identity for Commercial, Service Industry, Educational Institution, FMCG (Fast Moving Consumer Goods)
CO5	Design a creative Poster for Public Service Announcement

SYLLABUS:

UNIT - 1
Portrait - pencil sketch – Portrait Anatomy

(15 Hours)

UNIT - 2
Oil Painting / Acrylic Painting on Canvas

(15 Hours)

UNIT - 3
Logo- Visiting Card- Letter Head- Envelope- Brochure

(15 Hours)

UNIT - 4
Spokes Character- Dangler- Poster Design- Greeting Card

UNIT - 5
PSA- Poster Design

TEXT BOOKS:

1. Williamm Powell (2012), *The art of basic drawing,* Walter foster
2. Joseph D'Amato (2004) *Perspective drawing handbook,* Dover
3. George b. Bridgman (2009) *Drawing from life*, Penguin
4. Victor perard (2006), *Anatomy and drawing,* Grace Prakashan
5. Zoltan Szabo (1990), *Favorite watercolor techniques*, north light books

BOOKS FOR REFERENCE:

1. Michael Adams, David D.Faux, Llyod J. Rieber Delmar (2001), *Printing Technology*, Thomson
2. Narendra Nath Sarkar (2008), *Art and Print Production*, Oxford University Press
3. Wendon Blake (2006), *Portrait Drawing: A Step-By-Step Art Instruction Book,* Watson Guptil
4. Garth Lewis (2009), *2000 Color Combinations: For Graphic, Textile, and Craft Designers*, Barrons Educational Series Inc
5. Steven Heller, Gail Anderson (2016), *The Graphic Design Idea Book: Inspiration from 50 Masters*, Laurence King Publishing

E-LEARNING RESOURCES:

1. https://designmodo.com/branding-design/
2. https://in.pinterest.com/paulaortgiesen/acrylic-paintings/
3. https://www.artzolo.com/indian-oil-paintings
4. https://www.creativebloq.com/art/8-top-acrylic-painting-tips-artists-31619738
5. https://digitalsynopsis.com/inspiration/60-public-service-announcements-social-issueads/

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	3
CO2	3	3	3	3	3	3
CO3	2	3	1	3	1	1

CO4	3	2	2	3	2	2
CO5	3	3	3	3	3	2
Average	**2.8**	**2.8**	**2.2**	**2.8**	**2.2**	**2.2**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Demo -Easel Board and Brush, pencil-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos
Live Drawing, Nature study
Exercises (group and individual)
Field Visits

CORE PAPER IV

HISTORY OF VISUAL ARTS

TOTAL HOURS: 45	**SUB CODE:**
CREDIT: 03	**L-T-P: 3-0-0**

COURSE OBJECTIVES:

To enable students

- To explain the fundamentals of visual arts
- Explain the different types of Indian art history
- List out the artists in Indian modern art
- To classify Western art carried out in various period
- Develop a contemporary art

SYLLABUS:

UNIT - 1

Introduction of visual art – fundamentals of visual arts (line, shape, form, space, colour, texture, tonal values, perspective, design etc.). Elements of art.

(9 Hours)

UNIT - 2

Indian art history – prehistoric art –Indian art forms, styles, traditional – importance of miniature paintings.

(9 Hours)

UNIT - 3

Indian modern art – Introduction of Indian modern art – Indian modernism artists.

(9 Hours)

UNIT - 4

Western art – study of chronological period from pre-history to post – modern art -Renaissance painting and sculpture.

(9 Hours)

UNIT - 5

Western modern art– Introduction of modern movement - impressionism, post – impression, fauvism, expressionism, futurism, cubism, dada and surrealism, abstract expressionism.

(9 Hours)

COURSE OUTCOME:

CO No.	CO Statement
CO 1	Evaluate basic elements and principals of visual arts
CO 2	Interpret the different traditional of Indian art history
CO 3	Defend visual projects through individual and group critiques
CO 4	Analyse, interpret, and evaluate the form and content of works of art
CO 5	Compare and contrast contemporary works with their art historical antecedents

TEXT BOOKS:

1. Anil Rao Sandhya Ketkar (2017), *The history of Indian art,* Jyotsna prakashan
2. Gauvin Alexander Bailey (2012), *Art in time: A world history of styles and movements,* Matthew P. Mekelway
3. Mira Seth (2000), *Indian painting: The great mural tradition,* Harry N. Abrams
4. John southward (1875), *Dictionary of Typography and its accessory arts,* london Joseph M. Powell

5. DK (2003), *The illustrated story of art : The great art movements and the paintings*

BOOKS FOR REFERENCE:

1. B. N. Goswamy (2016), *The spirit of Indian painting,* Thames & Hudson
2. Anil Rao Sandhya Ketkar (2017), *The history of western art,* Jyotsna Prakashan
3. John T. Spike (2008), *A history of western art: from prehistory to the 20th century,* Harry N. Abrams
4. Gerald Gassiot - Talabot (1965), *Roman and early christian painting,* new york Funk & Wagnalls
5. Tom Streissguth (2008), *The Renaissance,* new york Christine Nasso

E-LEARNING RESOURCES:

1. https://en.m.wikipedia.org/wiki/Modern_Indian_painting
2. https://www.academia.edu/15258811/Prehistoric_Cave_Paintings_of_India_depicts_ Extra-Terrestrial_Beings_to_puzzling_archeologists/
3. https://www.researchgate.net/publication/264253152_Architectural_History_and_Painting_Art_at_Ajanta_Some_Salient_Features
4. http://www.contemporaryart-india.com/art%20_movements_in_india.php
5. https://drawpaintacademy.com/fundamentals-of-art/

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	0	0	0	1	0	0
CO2	0	1	1	2	0	1
CO3	2	0	0	3	3	1
CO4	1	1	2	3	1	1
CO5	3	3	3	3	2	2
Average	1.2	1	1.2	2.4	1.2	1.2

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation

KEY:
PEDAGOGY:

Lecture (Demo -Easel Board and Brush, pencil-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos
Live Drawing, Nature study
Exercises (group and individual)
Field Visits

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PAPER V

INTEGRATED MARKETING COMMUNICATION

TOTAL HOURS: 45   **SUB CODE:**

CREDIT: 03   **L-T-P: 2-1-1**

COURSE OBJECTIVES:

To enable students

1. To define the concept of Advertising.
2. To recognize the Branding and Target Audience.
3. To explain the visualization concept in Advertising.
4. To build the necessary writing and editing skills required for PR communication
5. To develop a practical insight into a Media campaign process

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Perceive various Media for Advertising
CO2	Apply creativity in advertising
CO3	Interpret the Branding and Target Audience
CO4	Adapt digital marketing techniques
CO5	Design a Campaign, plan and execute it

SYLLABUS:

UNIT - 1

Definition of Advertising –classification of advertising – various media for advertising-Social & Economic benefits of advertising- Product and Brand - definition, classification-Target audience

(9 Hours)

UNIT - 2

Creativity in Advertising - Big Idea – Basics of Copy writing, Headlines, Slogans-types and functions-Understanding visualization in advertising -Illustration –methods-Layout- types-Copy preparation - The advertising agency- pitching for accounts– agency – client interface: the parameters – creative and media briefing process-Types of Agencies, Agency Structure and Functions

UNIT - 3

Writing, editing and production of corporate publications: - Corporate features, House journals, booklets/ brochures/ leaflets/folder. PR Events: - Organizing press conferences/ Exhibitions/ Open house/ Special events.

(9 Hours)

UNIT - 4

Marketing-Consumer Archetypes, Brand Name, Positioning Branding, Brand Equity, Market Segmentation, SWOT Analysis, Market Overview, Consumer Segmentation**,** Marketing relevance of advertising in the marketing mix **- Digital Marketing-** Social Media Marketing,

(9 Hours)

UNIT - 5

Media campaigning / PR campaigning: Campaign-Objectives, Target Audience, Timeline; Research-Open Survey, Media Survey, Content Analysis, Audience Research; Plan of Action, Media Relations & Follow up

(9 Hours)

TEXT BOOKS

1. Bird Drayton (2008), *Common Sense Direct & Digital Marketing*, Kogan Page India Ltd
2. Sam Blac, *Public Relations Practice - Fourth Edition*, Routledge
3. Batra, Rajeev, Myers, G. John and AAker, A.David (1996), *Advertising Management,Prentice* Hall of India Pvt Ltd, New Delhi
4. Scott Meerman David (2011), *The New Rules of Marketing and PR,* John Wiley and Sons Inc.
5. Beher Maxeem (2019), *Global PR Revolution,* Allworth Press

BOOKS FOR REFERENCE:

1. Wells, D. William, Burnett, John and Moriarty, Sandra (2006) *Advertising Principles and Practice (7th Edition)*, Saurabh Printers Pvt Ltd, Noida
2. Dennison,dell (2006), *The Advertising Handbook*
3. Lal Ankit (2017), *India Social*, Hanchette Book Publishing
4. Sainy Romi and Nargundkar Rajendra (2018), *Digital Marketing cases from India*, Notion Press,
5. Bhojana and Murthy (2007), *Advertising in IMC Perspective,* Excel Books

E-LEARNING RESOURCES:

1. https://india.oup.com/productPage/5591038/7421214/9780195699180
2. https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
3. http://lib.oup.com.au/he/PR/samples/sheehan_prcamp2e_sample.pdf
4. www.adsoftheworld.com
5. www.brandtwist.com

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	4	3	2
CO2	3	4	3	3	3	1
CO3	2	3	4	3	3	1
CO4	2	3	3	3	3	1
CO5	1	1	2	2	3	0
Average	2.2	2.8	3	3	3	1

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice		K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)	75	
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PRACTICAL III

DIGITAL PHOTOGRAPHY AND VIDEOGRAPHY

TOTAL HOURS: 75   **SUB CODE:**

CREDIT: 05   **L-T-P: 1-1-3**

COURSE OBJECTIVES:

To enable the students

- To revamp the history of Photography
- To explain camera operations
- To understand the major concepts of available light and studio photography
- To demonstrate the working principle of a video camera
- To classify the file formats

COURSE OUTCOME:

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

CO No.	CO Statement
CO 1	Brief the types of cameras
CO 2	Experiment with camera functions
CO 3	Formulate various exposure controls
CO 4	Choose lighting techniques for different situations
CO 5	Identify different file formats

SYLLABUS:

UNIT - 1

Introduction-History of Photography - Scope and Nature of Photography - Manual and Digital Camera works - Types of Cameras and its Functions - Photography as Communication tool

(15 Hours)

UNIT - 2

Aperture -Shutter speed - Focus -Exposure-Factors affecting exposure-Depth of field - Lens - Types and Functions - Subject - Golden rule of Composition - Rule of thirds – Balance, Digital Photography - File formats - Image quality and Memory cards

UNIT - 3

How a Video camera works – Techniques and Operation – Types - Electronic Characteristics of a Camera - Picture Composition – Shot Sizes - Camera Movements - Camera Mounting Equipments

(15 Hours)

UNIT - 4

Types of lights -Types of lighting – Controlling lights - Natural and artificial lights –Metering modes - Color Temperature - Lighting for Different Situations – Indoor - Outdoor - Lighting Techniques – Chromakeying

(15 Hours)

UNIT - 5

Digital Photography - Photo editing softwares - Special Effects Techniques, Histogram

(15 Hours)

TEXT BOOKS:

1. Galer Mark (2007), *Photography Foundations for art and design 4th Edition,* Elsevier Ltd.
2. O' Brien F. Michae and Sibley Norman (1995), *The Photographic Eye: Learning to see with the Camera,* Davis Publications, Inc.
3. Zettl, Herbert (2006), *Television Production Handbook*, Thomson Wadsworth
4. Belavadi Vasuki (2008), *Video Production Handbook*, Oxford University Press
5. Millerson Gerald (2006), *Video Production Handbook*, Focal Press

BOOKS FOR REFERENCE:

1. Garrett John (2010), *Collins Complete Photography Course*, Collins
2. Gustavson Todd (2009), *Camera: A History of Photography from Daguerreotype to Digital*, Sterling Publishing Co
3. Rai Raghu (2016), *People: His Finest Portraits*, Aleph Book Company
4. Millerson Gerald (2004), *Video camera techniques*, Focal Press
5. Jackman John (2002), *Lighting for Digital Video and Television*, CMP books

E-LEARNING RESOURCES:

1. www.thevideoeffect.tv
2. http://www.myriadglobalmedia.com/radio-one-powerful-communication-tools-21st-century/
3. http://www.gutenberg.org/files/168/168-h/168-h.htm
4. http://www.photocourse.com/download/Textbook-of-Digital-Photography-samples.pdf
5. https://www.academia.edu/19909396/PDF_Lightning_50_Lighting_Setups_for_Portrait_Photographers_Easy_to_Follow_Lighting_Designs_and_Diagrams

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2
Average	**2.4**	**2.8**	**1**	**2.4**	**2**	**2.4**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Practical Exercise and Reviews

Field Visits
Peer Learning

ALLIED PRACTICAL III

AESTHETICS OF DESIGN

TOTAL HOURS: 75   **SUB CODE:**

CREDIT: 05   **L-T-P: 1-1-3**

COURSE OBJECTIVES:

To enable students
- To explain the elements of design
- To list typography and its types
- To demonstrate the design process
- To illustrate the corporate identities
- To develop a website design

COURSE OUTCOME:

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

CO No.	CO Statement
CO 1	Define elements of design
CO 2	Interpret various classification of typography
CO 3	Examine design process and its types
CO 4	Create corporate identities
CO 5	Build a website design

UNIT - 1

Introduction to UI and UX, Elements and principles of design -- Line ,Shape - Direction - Size - Texture - Color - Value -; Principles of design: Balance - Rhythm - Proportion - Dominance - Unity, balance, rhythm, proportion, movement , Depth - Repetition - Motion; Concepts of Layout : Hierarchy -. Language of design: white space, fonts, pictures, page layout and design.

(15 Hours)

UNIT - 2

Text and Images: typography- styles and features, application and techniques in design; Color in design: color

theory, color combinations, colors and meanings, psychology of colors, Logo design, illustration techniques, design and composition.

(15 Hours)

UNIT - 3

Design process: conceptualization, stages involved; types of design; creativity in design; Centre of visual Impact – traditional and modern designs - technology in designing.

(15 Hours)

UNIT - 4

Graphics Designing – A Logo, Visiting card, Letter head, Newsletter, Boucher, Poster, Package, Dangler, Matte painting, Retouching to be done.
Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

(15 Hours)

UNIT - 5

Website Designing – Introduction to web design.
A website with a minimum of 5 links (pages) to be done.
Software: Adobe Animate, Figma, XD, HTML, CSS

For external evaluation
- Students should produce a lab journal an individual Project.
- The work should be submitted separately as a record and in CD/DVD with your Source File & in JPEG or PNG Format.

(15 Hours)

TEXT BOOKS:

1. James Craig and Bruce Barton (1987), *Thirty Century of Graphic Design* , Watson Guptill Publication, New York.
2. Robin Landa (2011), *Graphic Design Solutions*, Wadsworth Cengage Learning, USA.
3. Adrian Frutiger (1989), *Signs and Symbols their Design Meaning*, Van Nostrand Reinhold, New York.
4. Simon Loxley (2004), *Type : The secret history of letters,* I.B. Tauris, New York.
5. Forsey Jane (2013), *The Aesthetics of Design*,

BOOKS FOR REFERENCE

1. Morioka Adams,*Logo (2006) Design* Workbook,Rockport,2006
2. Crow.C.Wendel (1986), *Communication Graphics,* Prentice-hall, Englewood Cliffs, N.J
3. Bridgewater.Peter (1987), *An Introduction to Graphic Design,* Chartwell Books, N.J
4. Wendy and Willard (2014), *Second Edition Web Design – A Beginner's Guide,* Mcgraw Hill
5. James Mailvad (2020), *Adobe Dreamweaver Classroom in a Book,* Pearson Education

E-LEARNING RESOURCES

1. www.artyfactory.com
2. www.thevirtualinstructor.com
3. www.designinstruct.com
4. www.designcrowd.co.in
5. www.prepressure.com

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	2	0	1
CO2	2	3	2	2	1	0
CO3	3	3	2	3	3	2
CO4	3	3	3	3	3	0
CO5	3	3	3	3	3	3
Average	2.6	2.8	2.4	2.6	2	1.2

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos
Practical Exercise and Reviews
Peer Learning

ADVERTISING

TOTAL HOURS: 15

SUB CODE:

CREDIT: 02

L-T-P: 1-1-0

COURSE OBJECTIVES:

To enable students

1. To recall the evolution and growth of Advertising.
2. To classify the various Medium for Advertising.
3. To recognize the Branding and Target Audience.
4. To explain the visualization concept in Advertising.
5. To outline the Case studies in Advertising.

SYLLABUS:

UNIT - 1

Definition of Advertising- various media for advertising-Social & Economic benefits of advertising- Digital marketing –Brand

(5 Hours)

UNIT - 2

Big Idea- Copy writing-types and functions- Headlines-basics, types and functions-Slogans-basics, Ad Agencies and Functions, Media related decisions.

(5 Hours)

UNIT - 3

Emerging trends/issues & development in advertising. Ad concept, Product placement, Case Studies.

(5 Hours)

SEMESTER IV

CORE PAPER VI

TELEVISION AND RADIO PRODUCTION

TOTAL HOURS: 45	**SUB CODE:**
CREDIT: 03	**L-T-P: 3-1-0**

COURSE OBJECTIVES:

To enable students

- To recall the techniques of Visual Composition
- To classify the production standards and video formats
- To demonstrate the working principle of a video camera
- To summarize the importance of radio medium
- To elaborate the equipment's used for recording radio programs

COURSE OUTCOME:

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

CO No.	CO Statement
CO 1	Make use of Visual Grammar
CO 2	Experiment with camera functions and lighting
CO 3	Choose the specific editing style for each genre
CO 4	Assess the need of a radio channel and its various genres
CO 5	Create a radio program

SYLLABUS:

UNIT - 1

TVP Process – Basic and Expanded Studio TV System – Production Elements – Cast and Crew - Working of Television - Production Standards – NTSC – PAL – SECAM - Aspect Ratio – Video Formats – VHS – SVHS – U - Matic – Beta – Hi 8 – Digital

(9 Hours)

UNIT - 2

Fiction - Idea – Development – Concept creation for different genres - Master Script - Shooting Script – Log Sheet – Non - Fiction - ENG – EFP – OB Van

(9 Hours)

UNIT - 1II

Floor Plan - Editing – Grammar of Edit – Functions of Editing - Online and Off line Editing - Linear and NLE – Video Cables - Rough Cut – Transitions - Final Cut – Quality Compressions - Editing for Short Films, Advertisements, Music Videos, PSAs and Documentaries

(9 Hours)

UNIT - 4

Characteristics of the Radio Medium – AM – FM – Podcasting - Crew - Radio Studio Layout **-** Production in Modern Radio – Day part - Recorded Programme Production – Cues and RJ links - Live / On Air Production – Radio Genres - Dramas - Documentaries – News Production – Interview – Commercials -– Phone ins – Listeners Participation – Vox – Pop

(9 Hours)

UNIT - 5

Microphones – Types – Audio Editing – Editing Principles - Introduction to Software – tool, elements, shortcuts - Slicing – Looping – Dubbing – Recording System - Audio Console – Editing Techniques – Audio Transitions – Sound Effects – Mixing techniques – Audio Output Formats

(9 Hours)

TEXT BOOKS:

1. Zettl, Herbert (2006), *Television Production Handbook*, Thomson Wadsworth,
2. Belavadi Vasuki (2008), *Video Production Handbook*, Oxford University Press,
3. Millerson Gerald (2006),*Video Production Handbook*,Focal Press,
4. Carl Hausman, Fritz Messere, Philip Benoit, Lewis O Dennel (2013), *Modern Radio Production*, Wadsworth,
5. Steve Warren (2004), *Radio the Book*, Focal Press,

BOOKS FOR REFERENCE:

1. Block Bruce (2008), *The Visual Story*, Focal press, 2008
2. Hicks Andrew (2007), *Studio Television Production And Directing*, 2007
3. Owens Jim (2020), *Television Production*, Focal press, 2020
4. McLeish Robert (2005), *Radio Production,* Focal Press, 2005
5. Clark Nathan (2018), *Ultimate guide to Adobe Premier Pro*, Kindle Edition, 2018

E-LEARNING RESOURCES:

1. http://screencraft.org
2. https://www.youthkiawaaz.com/2010/02/radio-a-potential-medium-of-communication/
3. http://blcklst.com
4. https://www.tandfonline.com/doi/abs/10.1080/03634528309378516?journalCode=rced20

5. https://www.bhphotovideo.com/c/browse/Microphones/ci/14929/N/368106490

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2
Average	2.4	2.8	1	2.4	2	2.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Practical Exercise and Reviews

Field Visits
Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PAPER VII

MEDIA, CULTURE AND SOCIETY

TOTAL HOURS: 45

SUB CODE:

CREDIT: 03

L-T-P: 3-1-0

COURSE OBJECTIVES:

To enable the students

- To understand media content and Indian society
- To explain about Audience and their theories
- To illustrate the power of media and culture
- To recognize Popular culture
- To distinguish Gender in Media

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Define Media content and Indian Society
CO2	List down Audience and their theories
CO3	Interpret the Power of Media and culture
CO4	Summarize Popular culture
CO5	Outline Gender in Media

SYLLABUS:

UNIT - 1

Role of Media in Society - Media Diversity, Media VS Culture, Media VS Society, Media Ownership, Media and Transition

(9 Hours)

UNIT - 2

Audience making - Active Vs Passive audience - Theories on audience- Effects of Mass Media on Individual, Society and Culture - Basic issues

(9 Hours)

UNIT - 3

Media as Consciousness Industry - Social Construction of Reality by Media - Rhetoric of the Image, Narrative - Media Myths - Cultural Studies Approach to Media - Audience as Textual Determinant - Audience as Readers, Audience Positioning, Establishing Critical Autonomy

(9 Hours)

UNIT - 4

Media and Popular culture - Commodities, Culture and Sub-culture, Popular Texts, Popular Discrimination, Politics - Popular Culture, Popular Culture Vs People's Culture, Culture Shock - Celebrity Industry - Personality as Brand Name, Hero-Worship etc - Acquisition and Transformation of Popular

(9 Hours)

UNIT - 5

Social Responsibility of Media- how media operates in a Society, Culture and Technology - Gender and Media-Feminism-Stereotypes
(9 Hours)

TEXT BOOKS:

1. McCollum Victoria Dr and Monteverde Giuliana Dr (2018)**,** *HBO's Original Voices: Race, Gender, Sexuality and Power (The Cultural Politics of Media and Popular Culture),* Routledge
2. McQuail Denis (2010), *Mass Communication Theory An introduction, Sixth Edition*, Sage Publications London
3. Gurevitch Michael (2005), *Culture Society and Media*, Routledge
4. Mcluhan Marshall (2019), *Understanding Media and Culture,* University of Minnesota Libraries Publishing
5. Nesbit Paul and Larking (2007), *Politics, Society and Media,* Broadview Press

BOOKS FOR REFERENCE:

1. Trivundža Tomanić Ilija, Nieminen Hannu and Al Et (2019), *Critical Perspectives on Media, Power and Change*
2. Ozturk Gulay, Et Al (2012), *Handbook of Research on the Impact of Culture and Society on the Entertainment Industry* (Advances in Media, Entertainment, and the Arts)
3. Adorno W Theodor (2001), *The Culture Industry: Selected Essays on Mass Culture*
4. Hodkinson Paul (2010), *Media, Culture and Society: An Introduction*, Sage Publication
5. Kumar J Keval (2005), *Mass Communication In India,* Jaico Publishing House

E-LEARNING RESOURCES:

1. http://solr.bccampus.ca:8001/bcc/file/8f2a750a-728d-496a-89c3-6f53dce9a783/1/Media-Society-Culture-and-You-1539701744.pdf
2. https://www.researchgate.net/publication/319401787_Media_Culture_A_Theoretical_Perspective_of_the_Inter-relationship

3. https://www.goodreads.com/book/show/11356747-media-culture-and-society
4. http://didik.mercubuana-yogya.ac.id/wp-content/uploads/2014/03/Culture-Society-and-the-Media.pdf
5. https://medium.com/@kashafmurtza655/role-of-media-in-society-760db2844ae3

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	4	3	2	2	0	1
CO2	2	2	3	2	1	0
CO3	3	3	0	3	3	2
CO4	3	1	3	3	3	0
CO5	3	0	3	1	3	3
Average	**3**	**1.8**	**2.2**	**2.2**	**2**	**1.2**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Peer Learning

Field Visits

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE ELECTIVE PRACTICAL I

ADVANCED PHOTOGRAPHY

TOTAL HOURS: 75   **SUB CODE:**

CREDIT: 04   **L-T-P: 1-0-4**

COURSE OBJECTIVES:

To enable the students

- To interpret the use of Lens
- To Understand the different sources of light
- To develop their own styles and modes of expression
- To Learn how to shoot a variety of subjects effectively
- To compile a Portfolio and assemble with professional works

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Interpret the usage of Lens
CO2	Utilize different source
CO3	Develop their own styles
CO4	Creating variety of subjects
CO5	Produce a Professional Portfolio

SYLLABUS:

UNIT - 1

Understanding the dynamics of Photography – Trends in photography

(15 Hours)

UNIT - 2

Understanding and Handling Light - Adapting Day Light - Direct Light - Diffused Light -Reflected Light - Controlling and Measuring Light - Lighting for portraits, Fashion, Industry, Wildlife - Light Meters

(15 Hours)

UNIT - 3

Principles - Picture with the Impact - The Focal Point - Center of Interest - Composition

(15 Hours)

UNIT - 4

Shapes and Form - Pattern and Outline – Movement - Using Filters - Cropping - Genres of Photography (Lighting for portraits, Fashion, Industry, Wildlife) - Professional Photography - Post Production Process – Lightroom – Enhancing and Manipulation

(15 Hours)

UNIT - 5

Photography in Newspaper – Importance of photography in Films and Documentary - Journalism - Types of Journalism- Photojournalism- Sports - Travel- Events- Current issues.

(15 Hours)

TEXT BOOKS:

1. Loriot Maxime - Thierry and Peter Lindbergh (2016) *A Different Vision on Fashion Photography*, Taschen GmbH
2. Duckett Lloyd Brian (2015), *Mastering Street Photography,* Ammonite Press
3. Young Darell (2012), *Beyond Point-and-Shoot: Learning to Use a Digital SLR or Interchangeable-Lens Camera*, Rocky Nook
4. Langford John Michael (2003), *Advanced Photography*, Oxford
5. Langford Michael, Bilissi Efthimia (2007), *Langford's Advanced Photography*, Focal Press

BOOKS FOR REFERENCE:

1. Judge Al (2013), *Understanding DSLR Lenses: An Illustrated Guidebook Finely Focused Photography Books*
2. Foster Jerod (2014), *Nikon Lenses From Snapshots to Great Shots*
3. Dasgupta Prabuddha (2009), *Edge of Faith*
4. Thomas Dennis J (2014), *The Art and Style of Product Photography (Wiley Photography)*
5. McKinnell Anne (2012), *8 Types Of Natural Light That Will Add Drama To Your Photographs*

E-LEARNING RESOURCES:

1. https://issuu.com/thomasleuthard/docs/exploreflickr
2. https://www.academia.edu/15139862/National_Geographic_Photography_Basics_ULTIMATE_FIELD_GUIDE_TO_PHOTO_GRAPHY
3. https://robertrodriguezjr.com/insights-ebook/
4. https://www.tethertools.com/wordpress/wp-content/uploads/2018/08/tether-tools-insight-inspiration-volume-3.pdf

5. https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo_GuideToPhotography.pdf

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	3	4	4
CO2	3	1	3	2	2	1
CO3	1	2	4	2	0	3
CO4	2	0	0	1	0	1
CO5	1	2	1	4	3	2
Average	**2**	**1.6**	**1.8**	**2.4**	**2.4**	**2.2**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Flipped Learning/Blended Classroom-E Content, Videos

Practical Exercise and Reviews

Field Visits

CORE ELECTIVE PRACTICAL I

AD PRODUCTION

TOTAL HOURS: 75   **SUB CODE:**

CREDIT: 04   **L-T-P: 1-0-4**

COURSE OBJECTIVES:

To enable the students

- To recall the process of advertising production process.
- To apply production skills to create an advertisement.
- To examine existing advertisements to investigate how persuasive messages can be constructed.
- To plan and produce an advertisement for various mediums.
- To evaluate the effectiveness of the finished product.

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Review how advertisements are structured
CO2	Explore the relationship between audience, medium and message
CO3	Originate and develop an idea for an advertisement
CO4	Write a Creative Brief
CO5	Develop practical production skills and learn how to plan, produce and monitor production

SYLLABUS:

- Analysis on existing advertisements designed to address the audience and meet client needs.

- *Research for production*: brief; client; budget; deadline; technical resources; technical constraints; identification of target audience, eg quantitative, qualitative, focus groups; conditions of reception; market research data; legal and ethical issues, eg codes of practice, regulatory framework
- *Ideas*: ideas generation eg mind-mapping, group discussion, past and current practice; recording ideas, eg notes, sketches; initial plans and proposals; identification of message; content; style; relevance to audience
- *Pre-production*: synopsis; script; storyboards; production schedule; location plans; shooting script; risk assessment; crew; actors, Proofs, Layouts and storyboards - The Creative Brief
- *Production*: technology, eg cameras, stabilisation, tripods, microphones, lights; storage; shooting; lighting; sound recording; health and safety
- *Post-production*: technology, eg edit suites, mixing desks; edit decision lists; editing; audio mixing – Finished product

TEXT BOOKS:

1.Young Web, James (2015). The technique for producing ideas. CreateSpace Independent Publishing Platform
2. Ogilvy, David (2007). Ogilvy on Advertising. Prion Publisher
3. Vilanilam J.V. & Varghese A.K. (2004) Advertising Basics, Response Book, New Dehli
4. White Hooper (2010). How to produce effective TV commercials, NTC Business Books
5. Elin Larry and Lapides Allen (2004) Designing and Producing the TV Commercial, Pearson A and B

BOOKS FOR REFERENCE:

1. Cury Ivan (2005). Television Commercial – How to make them. Focal Press
2. Christiano Guiseppe (2011). The Storyboard Artist. Micheal Wiese Productions
3. Tuten L. Tracy (2008). Advertising 2.0. Greenwood Publishing Group
4. Arens F William (2008). Contemporary Advertising. Tata McGraw Hill Publishing Company
5. Pongiannan. K. (2012). Advertising and Brand Building. New Century Publications

E-LEARNING RESOURCES:

1. https://www.managementstudyguide.com/advertising-process.htm
2. https://study.com/articles/Advertising_Production_Manager_Job_Description_and_Duties.html
3. https://bizfluent.com/how-does-5406667-advertising-production-process.html
4. https://epipheo.com/services/social-video-ads/
5. https://www.masterclass.com/articles/how-to-make-an-effective-commercial

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2

Average	**2.4**	**2.8**	**1**	**2.4**	**2**	**2.4**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion

Quiz - Seminar

Peer Learning

ALLIED PRACTICAL IV

2D ANIMATION

TOTAL HOURS: 75   **SUB CODE:**

CREDIT: 05   **L-T-P: 1-1-3**

COURSE OBJECTIVES:

To enable students

- To Explain the User Interface
- To Explain the Keyframing and Text animation
- To demonstrate the 2d animation and Composition process
- To list advanced animation and vfx techniques
- To develop a green screen removal video

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Define the User Interface
CO2	Interpret various text presets and Masking techniques
CO3	Examine Composition and camera animation
CO4	Explore Rotoscope and 3D camera techniques
CO5	Create a green screen removal video

SYLLABUS:

UNIT - 1

Introduction to After Effects - Basics video concepts - Importing File - Project panel overview - Creating new Composition - Composition panel overview - Composition - Effects Control - Timeline - Enable and Close a Window - Workspace and General Workflow in After Effects - Render and Export.

UNIT - 2

Transform properties - Keyframing - Interpolation Key - Creating Loop - Text in After Effects: Using Text presets and Masking techniques - Creating Shape in After Effects: Repeaters - Trim - Masking.

(15 Hours)

UNIT - 3

2D Animation - Importing Ps and Ai Files, Camera Manipulation, Glitches, Particles. Green Screen - Green screen removal and Composetting, CC.

(15 Hours)

UNIT - 4

Rotoscope in After Effects - Introduction, Roto tools, Basic compsetting. Track Motion: Stabilizing a shot, Tracking a pinot, Corner pin Tracking. 3D camera Tracking Basics.

(15 Hours)

UNIT - 5

2D Animation - To Create a Green screen removal video
                 Max Duration - 1 minute (Any Genre of student choice)

(15 Hours)

TEXT BOOKS:

1. Lisa Fridsma and Brie Gyncild (2018), *After Effects CC Classroom in a Book,* Pearson, New York.
2. Jeremy Hanke, Michele Yamazaki (2009), *Green screen Made Easy,* Michael Wiese Productions, Canada,
3. Jayne Pilling (2001), *Animation: 2D and Beyond,* Roto Vision Publication, Switzerland.
4. Peter Buhler, Patrick Schlaich and Dominik Sinner (2017), *Animation: Basics, 2D and 3D animation,* Springer Vieweg, Germany.
5. Steve Roberts (2007), *Character Animation: 2D skills for better 3D,* Focal press, USA.

BOOKS FOR REFERENCE:

1. Lanier Lee (2015), *Compositing Visual effects in After Effects,* Taylor and Francis Ltd, UK.
2. Trevor Telly (2014), *The Big Book of Minecraft,* Triumph books, Chicago.
3. Michelangelo Manrique (2015), *Blender: For animation and film based production,* CRC Press, New York.
4. Les Pardew (2008). *Character Emotion in 2D and 3D animation,* Thomson, USA.
5. Ken Hultgren (1946), *The Know - How of Cartooning,* Research Publishing Company, Los Angeles.

E-LEARNING RESOURCES

1. www.sfu.ca/techbyte.com
2. www.mediacollege.com
3. www.premiumbeat.com
4. www.helpx.adobe.com
5. www.schoolofmotion.com

MAPPING OF CO WITH PSO:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	2	0
CO2	3	3	2	3	0	1
CO3	3	3	1	2	0	2
CO4	3	3	2	3	1	1
CO5	3	2	2	1	1	2
Average	3	2.8	2	2.2	0.8	1.2

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

ADVERTISING

TOTAL HOURS: 15

CREDIT: 02

SUB CODE:

L-T-P: 1-1-0

COURSE OBJECTIVES:

To enable students

1. To recall the evolution and growth of Advertising.
2. To classify the various Medium for Advertising.
3. To recognize the Branding and Target Audience.
4. To explain the visualization concept in Advertising.
5. To outline the Case studies in Advertising.

SYLLABUS:

UNIT - 1

Definition of Advertising- various media for advertising-Social & Economic benefits of advertising- Digital marketing –Brand

(5 Hours)

UNIT - 2

Big Idea- Copy writing-types and functions- Headlines-basics, types and functions-Slogans-basics, Ad Agencies and Functions, Media related decisions.

(5 Hours)

UNIT - 3

Emerging trends/issues & development in advertising. Ad concept, Product placement, Case Studies.

(5 Hours)

CORE PAPER VIII

MEDIA RESEARCH

TOTAL HOURS: 75   **SUB CODE:**

CREDIT: 03   **L-T-P: 3-0-1**

COURSE OBJECTIVES:

To enable students

- To differentiate types of Research
- To explain the Qualitative Research Methods
- To outline the Quantitative Research Methods
- To classify research methods carried out in various mediums
- To compile a Research Report

COURSE OUTCOME:

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

CO No.	CO Statement
CO 1	List Elements of Research
CO 2	Compare and Contrast research procedures
CO 3	Choose sampling method based on target audience
CO 4	List down the research techniques of various media
CO 5	Develop a research topic and design

SYLLABUS:

UNIT - 1

Definition of Research – Introduction - Development of Mass Media Research - Two Sectors of Research: Academic and Private – Research Procedures – Elements of Research – Hypothesis - Measurement –Variables – Scales

(15 Hours)

UNIT - 2

Basics of Sampling – Types of Sampling – Research Approaches – Qualitative Research Methods — Field Observation – Focus Groups - Interviews – Case Study – Content Analysis - Quantitative Research Methods – Survey Method - Longitudinal Research

(15 Hours)

UNIT - 3

Audience Study - Research in Print Media – Types of Print Media Research – Research in Electronic Media – Ratings Research – Non-Ratings Research

(15 Hours)

UNIT - 4

Research in Advertising – Copy Testing – Campaign Assessment Research – Research in Media Effects – Anti Social and Pro Social Effects of Media Content

(15 Hours)

UNIT - 5

Research in the New Media – Digital Media – Social Media - Advantages and Disadvantages of Internet Research
(15 Hours)

TEXT BOOKS:

1. Hamid E. Muhammad (2013), *How to write a Research Thesis,* Createspace Independent Pub
2. Priest Horning Susanna (2010), *Doing Media Research*, Sage Publications
3. Anderson A. James (2012), *Media Research Methods*, Sage Publications
4. Bertrand Ina and Hughes Peter (2018), *Media Research Methods*, Macmillen Education
5. Patten L Mildred (2011), *Questionnaire Research, A Practical Guide*, Patrazk Publication

BOOKS FOR REFERENCE:

1. Wimmer, D Roger, Dominick, R Joseph.(2013), *Mass Media Research – An Introduction,* Thomson Wadsworth
2. C.R. Kothari (2004), *Research Methodology: Methods and Techniques*
3. Klaus Bruhn Jensen (2002), *A Handbook of media and Communication Research,*
4. Gunten Barrie (2000), *Media Research Methods – Measuring Audiences, Reactions and Impacts*, Sage Publications
5. Paul J. Lavrakas, Michael W. Traugott, Courtney Kennedy, Allyson L. Holbrook, Edith D. de Leeuw, Brady T. West (2019), *Experimental Methods in Survey Research*, John Willey and Sons

E-LEARNING RESOURCES:

1. www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf
2. www.humanities.manchester.ac.uk/studyskills/.../methodology.html
3. https://explorable.com/statistical-sampling-techniques
4. www.simplypsychology.org › Research Methods
5. www.socialresearchmethods.net/kb/survey.php

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2
Average	**2.4**	**2.8**	**1**	**2.4**	**2**	**2.4**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PAPER IX

MEDIA LAWS AND ETHICS

TOTAL HOURS: 75

SUB CODE:

CREDIT: 03

L-T-P: 4-0-0

COURSE OBJECTIVES:

To enable students

- To explain the basic legal concepts of Indian Constitution
- To outline the constitutional provisions for Media Freedom
- To recall various laws and acts related to Media
- To list the various professional codes of conduct in communication practice
- To analyse various cases related to Media

COURSE OUTCOME:

On successful completion of the course students will be able to

CO No.	CO Statement
CO1	Recall the basic legal concepts of Indian Constitution
CO2	Criticize the constitutional provisions for Media Freedom
CO3	Interpret various laws and acts related to Media
CO4	Apply the professional code of conduct into practice
CO5	Examine various cases related to Media

SYLLABUS:

UNIT - 1

What is law, ethics – Difference between laws and ethics - Indian Constitution– Preamble – Characteristics– Basic legal concepts- Indian Penal Code; Constitutional Provisions for Freedom of speech and expressions- Article 19(1) (a), Reasonable restrictions- Article 19(2), freedom of the press in India; Supreme Court Cases related to Article 19(1) (A)

(15 Hours)

UNIT - 2

Acts for Media – Working Journalist Act – Official Secrets Act 1923 – Law of Defamation – Copyright Act – Contempt of Court act – Legislative privileges and contempt of legislature – obscenity – cinematography Act - Plagiarism

(15 Hours)

UNIT - 3

Laws for Media – press and registration of book act –Prasar Bharathi Act – Cable TV Network Act – Intellectual Property rights – Right to Information Act – Human Rights and Media – Cyber laws in India– Right to Privacy

(15 Hours)

UNIT - 4

Council for Media – First Press Commission – Second Press Commission–Recommendations; Structure and functions of Press Council of India – Professional code of conduct for media persons;

(15 Hours)

UNIT - 5

Media during Emergency – Press as a Fourth Estate – Advertisers and Lobbies– Censorship v/s Self-Regulation– Issues relating to FDI – Case Studies

(15 Hours)

TEXT BOOKS:

1. Mishra Akash Kamal (2003), *Media Laws in India,* Xpress Publishing
2. Neelamalar (2010), *Media Law and Ethics,* PHI Learning Pvt. Ltd
3. Practik Lee (2014), *Media Ethics Key Principles for Responsible Practice*, Sage Publications
4. Wilkins Lee (2009), *The Handbook of Mass media Ethics*, Routledge
5. Patterson Philip (2019), *Media Ethics Issues and Cases*, Rowman and Littlefield Publishing gp

BOOKS FOR REFERENCE:

1. Crone, Lawandthe (1995), *Media – An Everyday Guide for Professionals,* Focal Press
2. Patrick Lee Plaisance (2013), *Media Ethics-Key Principles to Responsible Practice,* Sage Publications
3. S. K. Aggarwal (2008), *Media and Ethics,* Shipra Publications
4. K.S.Venkataramaiah (2000), *Mass Media Laws and Regulations in India,* India Research Press
5. Horner Sanford David (2015), Understanding Media Ethics, Sage Publication

E-LEARNING RESOURCES:

1. https://www.jru.edu.in/wp-content/uploads/moocs/e-books/journalism-and-mass-communication/Media_Ethics_Laws.pdf
2. http://www.legalserviceindia.com/articles/media.htm
3. http://presscouncil.nic.in/OldWebsite/speechpdf/Media%20Ethics%20at%20IIMC,%20Dhenkanal.pdf
4. https://wblc.gov.in/sites/default/files/WORKING%20JOURNALIST%20ACT1955.pdf

5. https://mcluhangalaxy.wordpress.com/2014/10/10/the-laws-of-media-a-conceptual-tool-for-understanding-media/

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	4	3	4
CO2	3	3	3	2	3	4
CO3	3	3	3	3	3	4
CO4	3	3	4	3	3	4
CO5	1	1	1	2	3	3
Average	**2.4**	**2.4**	**2.6**	**2.8**	**3**	**3.8**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:

PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

SCRIPT WRITING

TOTAL HOURS: 90   **SUB CODE:**

CREDIT: 05   **L-T-P: 2-0-3**

COURSE OBJECTIVES:
To enable students

- To find the concept of creative process
- To explain the narrative construction
- To build up credible characters and characterization
- To relate writing and directing
- To adapt idea to script

COURSE OUTCOME:
On successful completion of the course the students will be able to

CO No.	CO Statement
CO 1	Summarize the stages of script writing
CO 2	Translate script to three act structure
CO 3	Develop effective characters
CO 4	Infer the rules of scriptwriting
CO 5	Invent ideas and convert to scripts

SYLLABUS:

UNIT - 1

Script Writing as a Creative Enterprise - Creativity Process - Creative Thinking - Understanding the Target Audience - Stages in Craft of Script Writing – How Films are made from Idea to Script - Title – Subject - Basic Story Idea – Outline – Synopsis – Scene Breakdown and Full-Fledged Script

(18 Hours)

UNIT - 2

Narrative structure - Three Act Structure - Introduction to Act 3,5 and 9 - Conflict, development, Climax - Denouement - Conflict – Types - Point of No Return - Principles of Suspense and Surprise - Point of Attack – Planting - Point of View – Coincidence

(18 Hours)

UNIT - 3

Understanding the Character & Characterization - Character Biography – Character Archetypes – Character Arc - Creating Effective Characters - Character Checklist - Guiding Principles for Effective and Credible Characters

(18 Hours)

UNIT - 4

Script Formats – Single column, Double column, Rundown, Speculative Script – Rules to be followed - Adaptation from Books - Writing versus Directing – Storyboards – Scriptwriting software

(18 Hours)

UNIT - 5

Scripts for Television and Radio Programmes – Writing Scripts for various genres - Short films – Documentaries - Music Video - PSA – Commercials – Web Series - Writing for current affairs for TV and Radio – news, sports, cultural, documentaries converting the narrative into a video script – Content writing – Technical writing

(18 Hours)

TEXT BOOKS:

1. Wolff Jurgen (2001), *Successful script writing*, Writer's digest books
2. Dancyger ken (2007), *Alternative Script Writing*, Focal press
3. Drennan marie (2018) „*Script Writing for Web Series*, Focal press
4. Sydfield (1994), *Screenplay The Foundations of Screenwriting*, Dell
5. Reynauld Isabelle (2019) , *Reading and Writing a Screenplay*, Routledge

BOOKS FOR REFERENCE:

1. Sujatha (2002), *Thiraikathai Yezhudhuvadhu Yeppadi?*, Uyirmmai Pathippagam, Chennai
2. Miller,William (1998) , *Screen Writing for narrative film and television*, London,Columbus Books
3. Wright, Kate (2004), *Screenwriting is Storytelling*, NewYork,The Brekeley Publishing Group
4. Kundra S (2005), *Editing Techniques*
5. Rich Carole (2010), *News Writing and Reporting,* Cengage Learning India Pvt Ltd

E-LEARNING RESOURCES:

1. http://www.script-o-rama.com/snazzy/table.html
2. http://www.simplyscripts.com/movie.html
3. http://www.dailyscript.com/movie.html
4. http://www.screenplaydb.com/film/all/
5. http://thescriptlab.com/screenwriting-101/screenplay/download-scripts#

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2
Average	**2.4**	**2.8**	**1**	**2.4**	**2**	**2.4**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

<div align="center">

CORE PRACTICAL V

AUDIO VIDEO EDITING

</div>

TOTAL HOURS: 90

SUB CODE:

CREDIT: 05

L-T-P: 1-1-3

COURSE OBJECTIVES:
To enable students

- To recall the history of film editing
- To importance of two types of editing modes
- To illustrate the continuity in editing
- To evaluate film's space and time
- To demonstrate the techniques of audio editing

COURSE OUTCOME:
 On successful completion of the course the students will be able to

CO No.	CO Statement
CO 1	Recall and recognize the works of noted editors
CO 2	Build stories with footages
CO 3	Make use of the techniques of continuity editing
CO 4	Classify the various video and audio output formats
CO 5	Apply rules of audio and video editing to create a program

COURSE OUTCOME:

UNIT - 1

Narrative – Narrative Definition– Linear and Non – Linear Narrative – Evolution of editing – Historical contributions of the following film makers – Lumiere Brothers – Georges Melies – Edwin S Porter – D.W. Griffith – Pudovkin – Kuleshov – Eisentein

(18 Hours)

UNIT - 2

Editing – Definition – Functions of Editing - Linear And Non – Linear Editing Modes – Assembling Shots – Building Story - Editing Transitions – Purpose And Functions – Introduction To Editing Software – Timecode - Shortcut Keys

(18 Hours)

UNIT - 3

Continuity in Editing – Role of the Imaginary Line – 180 Degree Rule – 30 Degree Rule - Establishing and Re-Establishing Shot – Graphic Match – Match On Action – Eye line Matching - Cut Ins – Cut Aways – Jump Cuts – Master Shots And Inserts – Flashbacks And Flash Forwards

(18 Hours)

UNIT - 4

Timing – Pace – Factors Affecting Timing and Pace – Controlling the Pace - Film Rhythm – Filmic Time and Space – Montage – Video Output Formats – AVI – MOV – WMV – MP4 - Role of an Editor

(18 Hours)

UNIT - 5

Sound – Nature and Characteristics of Sound – Acoustics – Studio Acoustics – Theatre Acoustics - Audio Equipments – Recording and Mixing - Microphones – Types - Working Principle - Speakers - Mixing Consoles – Sound Card – Talkback – Cables and Connectors - Mixing Formats – 2.1, 5.1, Atmos, DTS, Dolby – Introduction to Software – Synchronization – Use of Silence - Audio File Formats

(18 Hours)

TEXT BOOKS:
1. Roberts C (2003), *Digital Video Editing with Final Cut Express : The Real-World Guide to Set Up and Workflow,* ELSEVIER
2. Frierson Michael (2013), *Film And Video Editing Theory*, Focal Press Book
3. Dancyger Ken (2010), *The Technique of Film and Video Editing*, Focal Press
4. Christopher Bowen (2018), *Grammar of the Edit*, Routledge
5. Alten R Stanley (2011), *Working with Audio*, Course Technology

BOOKS FOR REFERENCE:

1. McGrath Patrick and Goodman M. Robert, (2002), *Editing Digital Video: The Complete Creative and Technical Guide*, McGraw Hill Professional
2. Jackson Wallace, (2015), *Digital Audio Editing Fundamentals,* Apress
3. Harrington Richard, Carman Robbie, Greenberg I Jeff, (2015), *An Editor's Guide to Adobe Premiere Pro,* Peachpit Press
4. Murch Walter, (2001), *In the Blink of an eye*, Silman-James Press
5. Zettl Herbert, (2012), *Television production handbook,* Wadsworth

E-LEARNING RESOURCES:
1. https://www.infoplease.com/features/movies-tv-and-music/movies-and-film-fade-brief-history-editing
2. https://sheldonschoolmredwards.wordpress.com/continuity-editing/
3. https://www.premiumbeat.com/blog/premiere-pro-cc-shortcuts/
4. https://www.soundonsound.com/techniques/studio-sos-guide-monitoring-acoustic-treatment
5. https://new.steinberg.net/nuendo/

Mapping of CO with PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	2
CO2	2	3	0	3	2	3
CO3	3	2	2	2	1	3
CO4	2	3	0	3	2	2
CO5	2	3	1	2	3	2
Average	**2.4**	**2.8**	**1**	**2.4**	**2**	**2.4**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

ALLIED PRACTICAL V

3D ANIMATION

TOTAL HOURS: 90   **SUB CODE:**

CREDIT: 05   **L-T-P: 1-1-3**

COURSE OBJECTIVES:

To enable students

- To explain the user-Interface
- To outline the Polygon Modeling
- To classify the Texturing and Unwrapping
- To show the photo-realistic rendering and lighting technique
- To Outline the Camera Animation Technique

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Define the User Interface
CO2	Perceive various medium for shape creations
CO3	Interpret the Material Types and Mapping
CO4	Research the Lighting Techniques and Rendering
CO5	Summarize the Research in Camera and Animation

SYLLABUS:

UNIT - 1

User Interface – viewpoints- command panel – Geometry creation – modifying standard object- selecting objects.

(18 Hours)

UNIT - 2

Transform tools – Coordinate system - align coordinate - cloning objects – concepts of the Modifier stack – Modifiers – Shape creations – Basic shape creation functions -   Editing splines - Adding splines from a shape – vertex editing – using shape modifiers.

(18 Hours)

UNIT - 3

Compound Objects - Booleans - Lofts - Animation - key framing - Materials –Material editor – Material types – Using Maps - mixing maps –Mapping – Unwrap mapping - Camera types – Framing shot – Camera lenses – Perspective – Moving camera

(18 Hours)

UNIT - 4

Lighting – Light types – Lighting Techniques - Mental Ray – Rendering - Timeout –Batch render- Walk through of building in exterior and interior - Creating blankets with bed and cloth using special modifiers – text animation – Creating AVI movie

(18 Hours)

UNIT - 5

Adobe After Effect- Puppet Tools- Working in 3D- Animating layers- Working with text, shape layers, and basic animation.

(18 Hours)

TEXT BOOKS:

1. Carol MacGillivray and Anthony Head (2005), *3D for the Web,* Focal Press.
2. Mark Gerhard, Jeffrey M. Harper (2010), *Mastering Autodesk 3dsMax Design*, Wiley Publishing, Indianapolis, Indiana.
3. Dariush Derakhshani and Randi Munn with Jon McFarland (2007), *Introducing 3ds Max 9,* Wiley Publishing, Indianapolis, Indiana.
4. George Maestri (2005), *Maya at a Glance*, Sybex, San Francisco, London.
5. Michael Mckinley (2006), *The Game Animator's Guide to Maya,* Wiley Publishing, Indianapolis, Indiana.

BOOKS FOR REFERENCE

1. Kelly L.Murdock (2008),*3ds Max* ,Wiley India Pvt Ltd, New Delhi
2. Autodesk, *3ds Max 8 Essentials (2006)* , Elsevier Inc, New Delhi
3. Jeffrey M.Harper (2013), *Official Training Guide, Mastering Autodesk 3ds Max,* Sybex.
4. Pete Draper (2007), *Deconstructing the Element with 3 ds Max* , Autodesk 3 rd Edition.
5. 5.John p Chismar (2015), *3ds max Media Animation*, New Delhi

E-LEARNING RESOURCES:

1. www.digitalturors.com
2. www.lynda.com
3. www.3dtraining.com
4. www.freelearn110.com
5. www.area.autodesk.com

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	3	3	1
CO2	2	3	2	3	0	0
CO3	3	2	0	3	3	2
CO4	2	2	0	3	1	2
CO5	3	3	1	3	3	2
Average	2.6	2.4	0.8	3	2.2	1.4

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving - Group Discussion - Role Modelling

Quiz - Seminar

Peer Learning

SKILL ENHANCEMENT COURSE

FILM STUDIES (Theories and Analysis)

TOTAL HOURS: 30

SUB CODE:

CREDIT: 03

L-T-P: 1-0-2

COURSE OBJECTIVES:

To enable students

- To recall the principles of film form
- To interpret the attributes of film language
- To appraise the narrative form
- To distinguish various aspects of film genres
- To read a film

UNIT - 1

Principles of Film Form – Genres - Elements of Narrative - Thinking about Images: Mise-en-Scène - Thinking about Moving Images: Cinematography - Acting and Performance - Editing: Continuity and Disjunction - Sounding out the Image

(10 Hours)

UNIT - 2

Introduction to Film Theory - Auteur theory - Formalist film theory - Feminist film theory - Marxist film theory - Psychoanalytical film theory - Structuralist film theory – Semiotics

(10 Hours)

UNIT - 3

The students should submit a record containing a complete analysis of two movies on their own Choice (One from World Cinema and one Indian Cinema) – Film Review

(10 Hours)

TEXT BOOKS:

1. Allen, Robert (2003). *The Television Studies Reader*. New York: Routledge.
2. Barsam, Richard and Dave Monahan (2016). *Looking at Movies*. New York: Norton, 5th edition
3. Bordwell, David and Kristin Thompson (2001). *Film Art. An Introduction.* New York: McGraw Hill, 6th edition.
4. Braudy, Leo and Marshall Cohen Eds (1999). *Film Theory and Criticism.* Oxford: Oxford University Press
5. Cook, Pam and Philip Dodd Eds (1993). *Women and Film. Philadelphia:* Temple University Press

BOOKS FOR REFERENCE:

1. Cook, Pam and Mieke Bernink Eds (2000). *The Cinema Book.* London : BFI Pub.
2. Corrigan, Timothy and Patricia White (2004). *The Film Experience*. Boston/NY: Bedford St. Martin, 2nd edition.
3. Konigsberg, Ira (1997). *The Complete Film Dictionary.* New York : Penguin Reference
4. Monaco, James (2000). *How to read a Film. Movies, Media, Multimedia*. Oxford: Oxford University Press, 3rd edition.
5. Stam, Robert and Toby Miller (2004). *A Companion to Film Theory*. Oxford: Blackwell

E-LEARNING RESOURCES:

1. https://www.worldcat.org/title/cognitive-semiotics-of-film/oclc/814392698
2. https://www.routledge.com/Psychoanalysis-and-Hidden-Narrative-in-Film-Reading-the-Symptom/Pederson/p/book/9781138307148
3. https://www.kobo.com/us/en/ebook/how-to-read-a-film
4. https://www.overdrive.com/media/1473314/marxism-and-the-movies
5. https://www.pdfdrive.com/how-to-read-a-film-movies-media-and-beyond-e164926322.html

CORE PAPER XI

MEDIA HISTRIONICS

TOTAL HOURS: 30   **SUB CODE:**

CREDIT: 03   **L-T-P: 1-1-1**

COURSE OBJECTIVES:

To enable students

- To Recall the film and Television Production Techniques
- To Explain the Techniques of verbal communication
- To Recognize the Acting Talent
- To classify the Anchoring and News Reading
- To Outline the various types of Programs and their genres

COURSE OUTCOME:

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

CO No.	CO Statement
CO1	Define the User Vernacular Language communication skill
CO2	Interpret the social factors
CO3	To Recognize the Acting Talent
CO4	Research the Shooting Floor and Camera perspective position
CO5	Summarize the terms of Language, Communication and Attitude

SYLLABUS:

UNIT - 1
An overview of on - camera techniques and practices - The techniques of non-verbal and verbal communication - Good and pleasing voice - Clear and attractive speech - Feelings for the words - Skills in the use of language- concepts, processes and functions - Interpersonal, Intrapersonal, Group and Mass communication.

(6 Hours)

UNIT - 2

Expressive use of movement- Timing and style - Expressive use of body postures & facial expressions - Exercise for relaxation and concentration - Action Problem

(6 Hours)

UNIT - 3

Practice in choreography - Camera techniques - Interviews and Discussions - Exercise in anchoring, interviewing, news reading and pantomime

(6 Hours)

UNIT - 4

Lessons in music - acting talent, imagination, improvisation, empathy, emotion and emotional memory, retentive memory, sensory memory - Scene study - Building up a story - Play back

(6 Hours)

UNIT - 5

Conducting Exercises in acting for the Camera - Instructions on make-up, Dressing up for the show - Accessories - colours - Body Language - graphic and Prop

(6 Hours)

TEXT BOOKS:

1. Earl R. Hinz (2001), *'The Complete Book of Anchoring and Mooring'*. Cornell Maritime Pr / Tidewater Publication
2. Kimberley Meltzer (2010), *'TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology.* Peter Lang Publishing Inc.
3. Nina Blackwood & Alan Hunter (2013), *'VJ: The Unplugged Adventures of MTV's First Wave'*. Atria Books
4. Gielan Michelle (2015), '*Broadcasting Happiness: The Science of Igniting and Sustaining'*, Ben Bella Books.
5. Kalra Jain Richa (2012), *'The ABC of News Anchoring'*. Pearson India

BOOKS FOR REFERENCE:

1. Richa Jain Karla (2012), "*The Abc of News Anchoring*". Pearson Education
2. Nancy Reardon (2007), "*On Camera How to Report, Anchor & Interview*"
3. Keval J. Kumar (2010), "Mass *Communication in India".* Focal Press
4. Kris Malkiewicz (1973), *'Cinematography'*. Simon & Schuster
5. Kline Stephan Eric, Barr Tony (1997), *'Acting for the Camera: Revised Edition'*. HarperCollins

E-LEARNING RESOURCES
1. www.goodreads.com
2. free.pdfebook.info
3. www.scribd.com
4. bookauthority.org
5. syspdram.espivblogs.net

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	2	2	0
CO2	3	1	3	2	3	2
CO3	2	2	3	2	2	0
CO4	3	2	3	1	3	3
CO5	3	0	2	3	2	2
Average	2.6	1.4	2.8	2.2	2.4	1.4

Key- Strongly Correlated -3, Moderately Correlated -2, Weakly Correlated -1, No Correlation -0

KEY:
PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)
Flipped Learning/Blended
Classroom-E Content, Videos
Problem Solving - Group Discussion - Role
Modelling
Quiz -Seminar
Peer Learning

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Bloom's Category Level	Sections	Marks	Word limit	Total	Meaning of K's
K1,k2	Section A Multiple Choice Questions	30	Mark the correct choice	75	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
K2,k3,k4	Section B 5 out of 7 Questions *5 Marks	25	Short answers (500 Words)		
K3, K4,k5,k6	Section C 2 Out of 5Questions *10 Marks	20	Elaborate answers (approx1000 Words)		

CORE PRACTICAL VI

PROJECT

TOTAL HOURS: 165   **SUB CODE:**

CREDIT: 05   **L-T-P: 0-0-5**

COURSE OBJECTIVES:

To enable students

- To identify their field of interest
- To apply the theoretical knowledge
- To experiment with their creativity
- To create a project
- To assess their original work

SYLLABUS:

- Students should work individually on their project.
- Students will have to identify the field of their interest to do a project.
- Students can choose from various mediums such as Drawing, Photography, Radio, Television, Film, Graphic Designing, 2D or 3D animation etc.,

CORE PRACTICAL VII

INTERNSHIP

TOTAL HOURS: 200   **SUB CODE:**

CREDIT: 05   **L-T-P: 0-0-5**

COURSE OBJECTIVES:

To enable students

- To select the media organization based on their field of interest
- To interpret the working style of the organization
- To make use of the theoretical knowledge
- To discover the creative abilities to perform in the organization
- To adapt to the expectations of the media industry

SYLLABUS:

- Students will have to identify the field of their interest and fix on an organization or media company to do their internship.
- Every student should complete internship for 200 hours.
- While doing internship they need to fill in their work diary every day and get it approved by the in-charge.
- Every week students should meet the staff in-charge and get their work diary counter signed.
- On completion of their internship, students will have to submit internship report with completion letter issued by the organisation and work diary with a power point presentation.

SKILL BASED ELECTIVE

PORTFOLIO MANAGEMENT

TOTAL HOURS: 30   **SUB CODE:**

CREDIT: 03   **L-T-P: 1-0-2**

COURSE OBJECTIVES:

To enable students

To recall the film and Television Production Techniques

- To explain the need of Portfolio
- To organize the structure of Portfolio
- To summarize the elements of a Portfolio
- To develop an E- Portfolio
- To design a professional portfolio

COURSE OUTCOME:

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

CO No.	CO Statement
CO 1	Define Portfolio and its types
CO 2	Interpret the structural body of a Portfolio
CO 3	Apply the elements of Portfolio
CO 4	Create an E- Portfolio on various Social Media Platforms
CO 5	Build a Professional Portfolio

SYLLABUS

UNIT - 1

What is a Portfolio? - Types- Showcase, Progress, Process/ Product, Reflective, Teaching. Structuring the Portfolio- Biographical Information-certificates, degrees, diploma-Professional Memberships & Certifications- References- Career Goals- Skill Areas, Elements in a Portfolio

(10 Hours)

UNIT - 2

Building an E- Portfolio- Write a proper headline or title for your E- Portfolio- Describe your work- Write an effective summary about yourself and your work- Apply appropriate vocabulary to write your education and professional experience for your resume - Apply what you have on your portfolio to other tools like LinkedIn, Instagram, Twitter or YouTube.

(10 Hours)

UNIT - 3

Building a Professional Portfolio

For external evaluation
• Students should produce a Portfolio an individual Project.
• The record of works to be submitted and source file to be submitted on a CD/DVD.

(10 Hours)

TEXT BOOKS:

1. Campbell M. Dorothy, Melenzyer J. Beverly, Nettles H.Diane, Wyman M. Richard Jr.*,* (2013), *How to Develop a Professional Portfolio*. Pearson
2. Rathore Singh Jeet, (2019), *Portfolio*. Notion Press
3. Owner Kaith, Watson Margaret (2015), *Building your Portfolio*. Facet Publishing
4. Eisenman Sara (2008), *Building Design Portfolios: Innovative Concepts for Presenting Your Work*, Rockport Publishers Inc.
5. Flanigan Eleanor, Amirian Susan (2006), *Create Your Digital Portfolio: The Fast Track to Career Success*.

BOOKS FOR REFERENCE:

1. Rothman Johanna (2009), *Manage Your Project Portfolio: Increase Your Capacity And Finish More Projects (Pragmatic Programmers)*. Paperback
2. Clazie Ian (2010), *Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online*. F&W Publications Inc.
3. Morgan Hannah (2014), *The Infographic Resume: How to Create a Visual Portfolio that Showcases Your Skills and Lands the Job.* McGraw-Hill Education
4. Rolheiser and Carol (2006), *The Portfolio Organizer: Succeeding With Portfolios In Your Classroom.* ASCD
5. Hevner, Leland B (2009), *The Perfect Portfolio: A Revolutionary Approach To Personal Investing.* John Wiley & Sons

E-LEARNING RESOURCES

1. https://portfolio.newschool.edu/lpspace/2016/02/12/how-to-create-an-ebook/
2. https://proactivecreative.com/how-to-create-the-perfect-portfolio-to-show-your-creative-work/
3. https://collegeinfogeek.com/learning/
4. https://www.freshbooks.com/blog/how-to-create-online-portfolios-that-win-clients/
5. https://www.canva.com/learn/portfolio/

MAPPING OF CO WITH PSO

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	2	0	1
CO2	2	3	2	2	1	0
CO3	3	3	2	3	3	2
CO4	3	3	3	3	3	0
CO5	3	3	3	3	3	3
Average	**2.6**	**2.8**	**2.4**	**2.6**	**2**	**1.2**

Key- Strongly correlated -3, Moderately correlated -2, Weakly Correlated -1, No correlation -0

KEY:
PEDAGOGY:

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Practical Exercise and Reviews

Peer Learning

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women (Autonomous)
Re-accredited with "A+" Grade by NAAC

Amendments in the regulations from 2020 – 2021 onwards

UG -

Changes in Part-IV

Semester – I

Title	Internal Marks	External Marks	SUB CODE
Soft Skills – Essentials of Communication Skills	50	-	3
Environmental Studies – For Day Students	50	-	2

Semester – II

Title	Internal Marks	External Marks	Credits
Soft Skills – Essentials of Spoken and Presentation Skills	50	-	3
Environmental Studies – For Self-Supporting Students	50	-	2
Yoga and wellness	**50**	**-**	**2**

Semester – III

Title	Internal Marks	External Marks	Credits
NME – Offered to other department students	50	-	2

Semester – IV

Title	Internal Marks	External Marks	Credits
NME – Offered to other department students	50	-	2

Semester – V

Title	Internal Marks	External Marks	Credits
Skill Enhancement course	**50**	**-**	**3**

Semester – VI

Title	Internal Marks	External Marks	Credits
Skill based Elective – Offered to students of same department SWAYAM – MOOC or other (For Non-Commerce Students) ArthaVidhya (For Commerce Students)	50	-	3