

**B.Sc. DEGREE COURSE IN VISUAL COMMUNICATION**

**CHOICE BASED CREDIT SYSTEM (CBCS) WITH GRADING**

**SEMESTER SYSTEM WITH CREDITS**

**&**

**OUTCOME BASED EDUCATION**



**Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)**

**(Effective from the Academic year 2022-2023)**

**Institution**

**VISION**

To impart value based quality academia; to empower students with wisdom and to charge them with rich Indian traditions and culture; to invoke the self, to broaden the same towards nation building, harmony and universal brotherhood.

**MISSION**

To ensure sustained progress and development in imparting quality education, to pioneer new avenues of teaching and research and to emerge as an institution with potential for excellence.

**DEPARTMENT OF VISUAL COMMUNICATION**

## VISION

To raise the department as a Centre imparting creative training in Visual Media and Aesthetically grooming with global industry perspectives, ensuring to be ethical and socially responsible while creating media content.

## MISSION

<b>M1</b>	To ensure that the students are industry ready and are able to effectively convert the knowledge gained into practical applications
<b>M2</b>	To kindle Visual Communication students' creativity in order to excel and establish oneself in the panoramic spectrum of the media today.

## CORRELATION

**3- Strong**

**2- Medium**

**1- Low**

## PROGRAM OUTCOMES (PO) IN RELATION TO GRADUATE ATTRIBUTES PROGRAMME OUTCOMES

**At the completion of the B.Sc. Visual Communication program, the students of our Department will be able to:**

1	<b>PO1</b>	Ability to participate in various types of employment, development activities and public discourses particularly in response to the needs of the community one serves
2	<b>PO2</b>	Ability to understand the need and have the competencies to support local, regional and national development
3	<b>PO3</b>	Ability to develop conceptual understanding
4	<b>PO4</b>	Ability to understand and analyze for problem solving
5	<b>PO5</b>	Ability to lead themselves and others in critical thinking process upon media analysis.
6	<b>PO6</b>	Ability to consider systematic analytical thinking in content generation
7	<b>PO7</b>	Ability to develop a questioning mind in diverse environments for better outcomes

## Mapping of POs TO PEOs

<u>PEO/PO</u>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO7</b>
<b>PEO 1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>PEO 2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
<b>PEO 3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>PEO 4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>
<b>PEO 5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>

**3-Strong Correlation    2- Medium Correlation    1- Low Correlation**

### **Program Specific Outcomes**

**PSO 1:** The students of Visual Communication acquire skills to design, analyze and develop media products with the development of honing communication skills

**PSO 2:** Contribute the skills in media domain as an individual as well as a team that will set out the foundation for entrepreneurship

**PSO 3:** Develop the strong skills in planning, testing and implementing media programming using modern tools and software

**PSO 4:** Opportunities for the students to work in various media projects that improves the quality of work ethics and professionalism during the program period

### **REGULATIONS**

## **1. ELIGIBILITY FOR ADMISSION**

Candidates for admission to the first year of the B.Sc. Degree Course in Visual Communication shall be required to have passed the higher secondary examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras.

## **2. ELIGIBILITY FOR AWARD OF DEGREE**

A Candidate shall be eligible for the award of the B.Sc. Degree Course in Visual Communication only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the six Semesters prescribed, earning 140 credits and also fulfilled such conditions as may have been prescribed thereof.

## **3. DURATION OF THE COURSE**

1. The UG course is of three-year duration with six semesters.
  - a) 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 as the fifth and sixth semesters.
2. The odd semester includes the period from June to November and the even semester from December to April. There shall not be less than 90 working days for each semester.

## **4. COURSE OF STUDY, CREDITS AND SCHEME EXAMINATION**

- (a) The main subject of study for B. Sc (Visual Communication) shall consist of the following:

### **FOUNDATION COURSES**

PART – I	:	Languages	(I, II, III & IV Semesters) Tamil or other language
PART – II	:	English	(I, II, III & IV Semesters)

### **CORE COURSES**

- PART – III : (a) Core subjects, (b) Allied Subjects, (including Theory & Practical)  
(c) Elective subjects related to the main subject of study
- PART–IV : (a) Non Major Electives/ Basic Tamil / Advanced Tamil (I & II Semesters)  
(b) Environmental Studies (IV Semester)  
(c) Soft Skills. (I, II, III & IV Semesters)  
(d) Value Education (V Semester)
- PART –V : Compulsory Extension Service

A candidate shall be awarded one credit for compulsory extension service.

- a. Total Number of Credits shall be 140 credits.

The credits for different subjects are as given below:

Part	Title	No. of Subjects		Credits
I	Language	4	4 X 3	12
II	English	4	4 X 3	12
III	Core Subjects	15	15 X	60
	Allied Subjects	4	4	20
	Electives / Project Work	3	4 X 5 3 X 5	15
IV	NME/ Basic or Advanced Tamil	2	2 X 2	4
		4	4 X 3	12
	Soft Skill Subjects	1		2
	Environmental Studies	1		2
	Value Education			
V	Extension Activity			1

	<b>Total Credits</b>			<b>140</b>
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b. Details of Course of Study (Part I to V)

**Part – I: Tamil or Other Languages:**

Tamil or any one of the following Modern (Indian or Foreign) or Classical languages at the option of candidates and according to the syllabus and text-books prescribed from time to time.

**Part – II: English**

According to the syllabus and text-books prescribed from time to time.

**Part – III: Core, Allied, Elective Subjects, Project Work**

As prescribed by the concerned Board of Studies from time to time.

**Part – IV: Non Major Electives / Basic or Advanced Tamil:**

- a) Students who have not studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of Two Courses (level will be at 6th Standard). [I & II Semesters]
- b) Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Advanced Tamil comprising of Two Courses. [I & II Semesters]
- c) Students who have studied Tamil up to XII STD and also have taken Tamil in Part I shall take Non-Major Elective comprising of Two Courses. [I & II Semesters]

**Soft skill courses / Environmental studies / Value Education:**

According to the syllabus prescribed from time to time.

**Part – V: Compulsory Extension Activity:**

All the students shall enroll for NSS / NCC / NSO (Sports & Games) Rotaract / Youth red cross or any other service organization in the college and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31<sup>st</sup> March in a year. If a student LACKS 40 HOURS ATTENDANCE in the first year, he / she shall have to compensate the same during the subsequent years. Literacy and population, educational field work shall be compulsory components in the above extension service activities.

**5. SCHEME OF EXAMINATIONS:**

(a) Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

(b) Marks for **Continuous Internal Assessment (CIA) & End Semester Examinations (ESE)** (for Part I, II, III and IV)

<b>Category</b>	<b>Theory Subjects</b>	<b>Practical Subjects</b>
Continuous Internal Assessment (CIA)	50	50
End Semester Examinations (ESE)	50	50
<b>Total Marks</b>	<b>100</b>	<b>100</b>

The components for the Continuous Internal Assessment shall be prescribed by the Board of Studies duly approved by the Academic Council from time to time.

The marks secured in CIA test 1 and CIA test 2 will be consolidated for 50 marks. The 3rd component, testing the generic skills is for 30 marks.

**Section – A**

**(10x1=10 marks)**

**Q No. 1-10 Objective type questions.**

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

**Section – B**

**(4X5=20 marks)**

**Answer any 4 of the questions.**

- 6)
- 7)
- 8)
- 9)
- 10)
- 11)

**Section – C**

**(2x10=20 marks)**

**Answer all the questions**

- 11)
- 12)
- 13)
- 14)



(c) The **question paper pattern** for end semester examinations (ESE) is as below:

<b>Section</b>	<b>No. of Questions</b>	<b>Marks</b>
A	10 Questions out of 10 questions	10 X 2 = 20
B	5 Questions with internal choice	5 X 7= 35
C	2 Questions with internal choice and one compulsory question	3 X 15 = 45
<b>Total marks for ESE</b>		100 Marks

**PATTERN OF QUESTION PAPER FOR ESE**

**Section-A**

**(10 X 2=20 marks)**

**Answer all the questions.**

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

**Section-B**

**(5 X 6=30 marks)**

**Answer all the questions.**

- 11) a) Or b)
- 12) a) Or b)
- 13) a) Or b)
- 14) a) Or b)
- 15) a) Or b)

**Section-C**

**(5 X 10=50 marks)**

**Answer all the questions**

- 16) a) Or b)
- 17) a) Or b)
- 18) a) Or b)

18) a) Or b)

19) a) Or b)

The Project work evaluation and conduct of VIVA VOCE shall be done by Internal and External Examiners.

(d) For Internship, the report (in the form of Presentation) shall be evaluated by Internal and External Examiners.

(e) Passing Minimum:

(i) The passing minimum for Continuous Internal Assessment is 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.

(ii) For End Semester Examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.

(iii) In the aggregate [External/Internal] the passing minimum shall be of 40%.

(iv) He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree.

(v) **Instant Examinations** is conducted for the students who appeared in the final semester examinations. Eligibility criteria for appearing in the Instant Examinations are prescribed by the Academic council from time to time.

(vi) **For Revaluation, Retotaling, supply of photocopy of the evaluated answer scripts**, the procedures and guidelines shall be prescribed by the academic council from time to time.

## 6. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS:

### a) Eligibility:

Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Syndicate from time to time.

**b) Attendance:**

All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

**c) Condonation of shortage of attendance:**

If a Student fails to earn the stipulated minimum attendance (i.e. 75%), the Principal shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.

**d) Non-eligibility for condonation of shortage of attendance:**

Students who have secured less than 65 % but more than 50 % of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program and they may be permitted to take next University examination by paying the prescribed condonation fee. Such fees shall be remitted to the University.

Name of such Students should be forwarded to the University along with their attendance details in the prescribed format mentioning the category (3 copies) 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.

**e) Detained students for want of attendance:**

Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

**f) Condonation of shortage of attendance for married women students:**

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

**g) Zero Percent (0%) Attendance:**

The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the University immediately to rejoin the program.

**h) Transfer of Students and Credits:**

The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

Provided, the Student should have passed all the courses in the Institution from where the transfer is requested.

**i)** The marks obtained in the courses will be converted and grades will be assigned as per the University norms.

**j)** The transfer students are eligible for classification.

**k)** The transfer students are not eligible for Ranking, Prizes and Medals.

**l)** Students aspiring / applying to go to foreign Universities up to two semesters or Project Work with the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.

**m)** The decision of Principal of the College remains final and binding in all respects.

## **7. CLASSIFICATION OF SUCCESSFUL STUDENTS:**

### **(a) Classification: (PART I, II, III and IV)**

Successful Students passing the Examinations for the Part I, Part II, Part III and Part IV courses and securing the marks.

- (a) 60 percent and above in the aggregate shall be declared to have passed the examination in the **FIRST CLASS**.
- (b) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in **SECOND** class respectively;
- (c) all other successful candidates shall be declared to have passed the examination in the **THIRD** Class.

### **(d) Marks and Grades:**

The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student in the subjects prescribed.

<b>Range of Marks</b>	<b>Grade points</b>	<b>Letter Grade</b>	<b>Description</b>
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	RA	Re-Appear
ABSENT	0	AAA	ABSENT

**(e) Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification**

$$\text{GPA for a Semester:} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

$$\text{CGPA for the entire programme:} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Where,  $C_i$  = Credits earned for course  $i$  in any semester,

$G_i$  = Grade Points obtained for course  $i$  in any semester

$n$  = Semester in which such courses were credited.

**(f) Letter Grade and Class:**

CGPA	Grade	Classification of Final Result
9.5 and above but below 10.00	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	RA	Re Appear

\* The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses only) are eligible.

**(e) RANKING:**

Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction, provided in the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance due to the reasons as furnished in the Regulations are only eligible for Classification.

**8. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS**

**a) Dyslexia students:**

For 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:

- i) Part I Foundation course Tamil or any other Language can be exempted.
- ii) One-third of the time of paper may be given as extra time in the examination.
- iii) Leniency in overlooking spelling mistakes, and
- iv) Amanuensis for all courses provided the request is duly certified by the Medical Board of the Government Hospital/ General Hospital/ District headquarters Hospitals and they shall be declared qualified for the degree if they pass the other examinations prescribed for the degree.

**b) Hearing, Speaking Impaired & Mentally challenged:**

- i) For students who are hearing and speaking impaired and who are mentally challenged, the following concessions shall be granted:
- ii) One Language paper either Part I Foundation course Tamil or any other Language or Part II English or its equivalent can be exempted ii) Part IV Non-Major Elective (NME) or Basic Tamil or Advanced Tamil can be exempted.

**c) Visually Challenged students:**

- i) Exempted from paying examination fees.
- ii) A scribe shall be arranged by the College and the scribe be paid as per the College decision.

**9. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE**

- a) A Student who for whatever reasons is not able to complete the program within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme.)
- b) In exceptional cases such major accidents, child birth, etc., an extension of one year be considered beyond maximum span of time. (Time Span = N + 2 +1 years for the completion of programme).

**10.** Students qualifying during the extended period shall not be eligible for RANKING.

**Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), Chennai – 600 106**  
**[Affiliated to University of Madras]**  
**B.Sc. [Visual Communication]**  
**Curriculum (Batch 2022 – 2023 Onwards)**

**FIRST SEMESTER**



S. No.	Course Component	Name of Course	Semester	Inst Hours	Credits	Exam Duration Hours	Max Marks
1	Part I	Foundation Course: Language Paper I	1	4	3	3	100
2	Part II	Foundation Course: English Paper I	1	4	3	3	100
3	Part III	Core – Paper I Introduction to Communication	1	4	4	3	100
4	Part III	Core – Paper II : Writing for Media	1	4	4	3	100
5	Part III	Core – Paper III Digital Photography (P)	1	4	4	3	100
6	Part III	Allied- Paper I- Drawing (Practical )	1	5	4	3	100
7	Part IV	Non- Major Elective (Compulsory)	1	2	2	3	100
8	Part V	Soft Skills	1	3	3	3	100

### SECOND SEMESTER

S. No.	Course Component	Name of Course	Semester	Inst Hours	Credits	Exam Duration Hours	Max Marks
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1	Part II	Foundation Course: Language Paper II	2	4	3	3	100
2	Part II	Foundation Course: English Paper II	2	4	3	3	100
3	Part III	Core – Paper IV Advertising	2	4	4	3	100
4	Part III	Core - Paper V Film Studies	2	4	4	3	100
5	Part II	Core – Paper VI Advanced Photography	2	4	4	3	100
6	Part III	Allied Paper II - Graphic Design (Practical 2)	2	5	4	3	100
7	Part IV	Non- Major Elective (Compulsory)	2	2	2	3	100
8	Part V	Soft Skills	2	3	3	3	100

<b>THIRD SEMESTER</b>							
S. No.	Course Component	Name of Course	Semester	Inst Hours	Credits	Exam Duration Hours	Max Marks
1	Part I	Foundation Course:	3	6	3	3	100

		Language Paper III					
2	Part I	Foundation Course: English Paper III	3	4	3	3	100
3	Part II	Core – Paper VII Screen Writing	3	4	4	3	100
4	Part II	Core – Paper VIII Broadcast Journalism	3	4	4	3	100
5	Part III	Core – Paper IX – Computer Graphics (Practical)	3	4	4	3	100
6	Part III	Allied – Paper IV Newsletter Design (Practical 6)	3	2	4	3	100
7	Part III	Allied – Paper V Event Management	3	4	4	3	100
8	Part IV	Theory: Soft Skills (Compulsory)	3	2	3	3	100

**FOURTH SEMESTER**

S. No.	Course Component	Name of Course	Semester	Inst Hours	Credits	Exam Duration Hours	Max Marks
1	Part I	Foundation Course: Language Paper IV	4	6	3	3	100
2	Part I	Foundation Course: English Paper IV	4	4	3	3	100
3	Part II	Core – Paper X Media Laws	4	4	4	3	100
4	Part II	Core – Paper XI Media Organization	4	4	4	3	100
5	Part III	Core Paper XII Multimedia (Practical 7)	4	4	4	3	100
6	Part III	Allied Paper VII Digital Cinematography (Practical 8)	4	4	4	3	100
7	Part IV	Theory: Environmental Studies (Compulsory)	4	2	2	3	100
8	Part IV	Soft Skills	4	2	3	3	100

**FIFTH SEMESTER**

S No	Course Component	Name of the Course	Semester	Inst Hours	Credits	Exam Duration	Max. Marks
1	Part III	Core – Paper XIII Research Methodology in Communication	5	6	4	3	100
2	Part III	Core – Paper XIIV – Editing Skills	5	6	4	3	100
3	Part III	Core – Paper XV 3D Modeling and Animation (Practical 11)	5	6	4	3	100
4	Part III	Core-Paper XVI Campaign Strategies (Practical 12)	5	5	4	3	100
5	Part III	Elective Paper I Character Modeling or Ad Photography / Radio Feature (Practical 13)	5	5	5	3	100
6	Part IV	Value Education	5	2	2	3	100

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**SIXTH SEMESTER**

S No	Course Component	Name of the Course	Semester	Inst Hours	Credits	Exam Duration	Max. Marks
1	Part III	Core – Paper XVII Digital Film-Making (Practical 10)	6	6	4	3	100
2	Part III	Core – Paper XVIII- Media, Culture and Society	6	6	4	3	100
3	Part III	Core -Paper XIX Internship (Practical 14)	6	6	4	3	100
4	Part III	Elective – Online Video Production Or Radio Production Or News Production (Practical 15)	6	6	5	3	100
5	Part III	Elective Paper III – Visual Effects & Compositing/ Ad Film/ Fashion Photography & PSA (Practical 16)	6	6	5	3	100
6	Part V	Extension Activity	6		1		100*

<b>Semester</b>	<b>I</b>	
<b>Subject</b>	<b>CORE PAPER I – INTRODUCTION TO COMMUNICATION</b>	
<b>Maximum Marks</b>	<b>CIA- 50 Marks</b>	<b>ESE-100 Marks</b>
<b>Credits/Instructional Hours</b>	<b>4 Credits /18 Hours</b>	
<b>Exam Duration</b>	<b>3 Hours</b>	

**Objectives:**

This course provides you with the history and understanding of communication. This also helps to study aesthetics

**CORE PAPER I: Introduction to Communication**

**UNIT 1**

Need for and the importance of human and visual communication, communication as an expression, skill and process, non-verbal communication, Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc.

**UNIT 2**

Understanding communication: SMRC- model. Types of Communication. Barriers of Communication, Levels of Communication: Technical, Semantic and Pragmatic. The Semiotic landscape: Language and visual communication, narrative representation

**UNIT 3**

Fundamentals of Design: Definition, Centrality of Design, Elements/Elements of Design: Line Shape Space Color, Texture, Form Etc. Principles of design: Symmetry, Rhythm, Contrast, Balance Mass/ Scale etc.

**UNIT 4**

Art criticism and Aesthetics, Formalism (Wolfflin, Reigl), Iconology (Gombrech and Panofsky), Visual Perception (Rudolf Arnheim) and New Art History (Bryson, Hal Foster), European Art, Pre historic Art, Greek, Roman, Gothic, Renaissance, Romanticism, Realism, Impressionism, Post Impressionism.

**UNIT 5**

Symbolism, Fauvism, Cubism, Expressionism and abstract trends. Futurism, Dadaism, Surrealism, OP, Pop, Minimal, and art in postmodern period, Installation, Contemporary Art Forms.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO1</b>	Identify the importance of Communication concepts as an expression
<b>CO2</b>	Indicate and classify the various theories and models of communication patterns and thinking process
<b>CO3</b>	Discuss the aspects and principles of design in communication
<b>CO4</b>	Classify the concept of aesthetics in art including visual perception
<b>CO5</b>	Determine and identify the various art movements in the history along with contemporary postmodern art forms

### References

1. Paul Martin Lester (2013) Visual Communications: Images with Messages. Wadsworth Pub Co; 6<sup>th</sup> edition
2. Meredith Davis, Jamer Hunt (2017) Visual Communication Design: An Introduction to Design Concepts in Everyday Experience, Bloomsbury Visual Arts
3. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman Porter,
4. Susan Petrilli, Approaches to Communication Trends in Global Communication Studies, 2008
5. Susan R. Fussell, Roger J. Kreuz, (2014), Social and Cognitive Approaches to Interpersonal Communication
6. Anju Chaudhar (2021), Fundamentals of Visual Art.

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100



**Mapping of CO v/s PO:**

	<u>PO1</u>	<u>PO2</u>	<u>PO3</u>	<u>PO4</u>	<u>PO5</u>	<u>PO6</u>	<u>PO7</u>
<u>CO1</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>
<u>CO2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>
<u>CO3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
<u>CO4</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>
<u>CO5</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	<u>PSO1</u>	<u>PSO2</u>	<u>PSO3</u>	<u>PSO4</u>
<u>CO1</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>
<u>CO2</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>
<u>CO3</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>2</u>
<u>CO4</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>
<u>CO5</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>

**Correlation levels: 1- Weak 2-Medium 3-High**

<b>S. No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>COs</b>
1	Need for and the importance of human and visual communication, communication as an expression, skill and process, Non- verbal communication Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. Levels of Communication: Technical, Semantic and Pragmatic. The Semiotic landscape: Language and visual communication, narrative representation	4	K2
2	Understanding communication: SMRC- model. Types of Communication. Barriers of Communication	4	K4
3	Fundamentals of Design: Definition, Centrality of Design, Elements/Elements of Design: Line Shape Space Color, Texture, Form Ect. Principles of design: Symmetry, Rhythm, Contrast, Balance Mass/ Scale etc	3	K3
4	Art criticism and Aesthetics, Formalism (Wolfflin, Reigl), Iconology (Gombrech and Panofsky), Visual Perception (Rudolf Arnheim) and New Art History (Bryson, Hal Foster)	3	K3

5	European Art, Pre historic Art, Greek, Roman, Gothic, Renaissance, Romanticism, Realism, Impressionism, Post Impressionism, Symbolism, Fauvism, Cubism, Expressionism and abstract trends. Futurism, Dadaism, Surrealism, OP, Pop, Minimal, and art in postmodern period, Happening, Installation	4	K3
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<b>Semester</b>	<b>I</b>
<b>Subject</b>	<b>CORE – PAPER II WRITING FOR MEDIA</b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /18 Hours
<b>Exam Duration</b>	3 Hours

**Objectives:**

This course helps you to understand the script and style of various visual media

**CORE – PAPER II WRITING FOR MEDIA**

**UNIT 1: Introduction to Script and Style**

Script writing as a creative enterprise-Creative thinking-Creativity process-Stages in craft of script writing- Basic story idea, narrative synopsis outline, scene breakdown and full-fledged script

**UNIT 2: Screen Writing:**

Beginning- Middle-End-Conflict-Development-Climax and denouement- story, storyline, plot and treatment-Principles of suspense and surprise. Storyboards

**UNIT 3: Writing for Advertising :**

Copy Writing, Slogan, Press Release, Headlines, Captions, Textual Tools and Functions of public relations writing, Creative writing

**UNIT 4: Writing for Audio-Visual medium :**

Different formats : feature, interview, radio Jockeying & video jockeying and presentation skills, Writing for Features & **Documentary : Different formats : News reel, News features, documentary.**

**UNIT 5: Writing for the Web**

Characteristics of web writing, Traditional and web writing: similarities and differences, Audience expectations, Writing formats, SEO, Blog posts

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Develop an idea of script and style.
CO2	Apply the principles of script writing
CO3	Organise idea and writing for advertising
CO4	Evaluate the audio visual medium
CO5	Develop concept for features and documentary

### References

1. Scott Myers , The Protagonist's Journey: An Introduction to Character-Driven Screenwriting and Storytelling, Springer Nature Switzerland AG, 2022
2. Louis Ellman, Writing Ad Copy That People Want to Read, Createspace Independent Pub,2018
3. Felder, Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound, Pearson Education India; first edition,2011
4. Scott A. Kuehn, Andrew Lingwall , The Basics of Media Writing: A Strategic Approach, 2016
5. David Trottier , The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script, Silman-James Press,U.S.; Expanded,Updated edition .

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Mapping of Course Outcomes to Program Outcomes:  
Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	2	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

S.No	CONTENTS OF MODULE	Hrs	COs
1	Script writing as a creative enterprise-Creative Thinking-Creativity process-Stages in craft of script writing- Basic story idea, narrative synopsis outline, scene breakdown and full-fledged script	3	K2
2	Beginning- Middle-End-Conflict-Development-Climax and denouement- story, storyline, plot and treatment-Principles of suspense and surprise. Storyboards	3	K4
3	Copy Writing, Slogan, Press Release, Headlines, Captions	4	K3
4	Different formats : feature, interview, Radio Jockeying & video jockeying and presentation ski skills	4	K3
5	Different formats : News reel, News features, documentary, Writing for the Web	4	K5

<b>Semester</b>	<b>I</b>	
<b>Subject</b>	<b><u>CORE PAPER III – DIGITAL PHOTOGRAPHY</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /18 Hours	
<b>Exam Duration</b>	3 Hours	

**Objectives:**

This course gives introduction about camera and illustrate the use of camera theoretically and students will be given practical projects.

**CORE PAPER III – DIGITAL PHOTOGRAPHY**

**UNIT 1**

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Evolution of Cameras. Film and Digital Formats. Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc.

**UNIT 2**

Understanding lighting-indoor and outdoor, Types of lighting, Natural and Artificial Lights, Controlling lights, Filters, Flashes. Designing with light.

**UNIT 3**

Exposing and Focusing, Exposure Meters, ISO, Color Temperatures, white balance, Grey card, Pixels. Subjects - Close ups, Buildings and Architecture, Animals, Flowers, Portraits, Models, Sports and Action.

**UNIT 4**

Photo editing, Post Production - Cropping, size, Contrast, colors, Digital Photo Formats – RAW, JPEG, GIFF, Layers, Mask, Compositing, Curves. Printing – Papers, Sizes, Web formats. Backups & Storage.

**UNIT 5**

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting.

**Note:** Students will be given hands on training in practical photography and will be submitting practical projects on the same.

**Common Exercises:**

1. Landscape
2. Portrait
3. Photo Journalism

4. Silhouette
5. Panorama
6. Black and White
7. Reflection
8. Action
9. Cityscape
10. Pattern
11. Texture
12. Animals
13. Birds
14. Still Life
15. Street
16. Architecture
17. Night Life
18. Macro
19. Emotions
20. Special Effects
21. Food
22. Product
23. Model
24. Automobile

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to

CO1	Understand the different types of camera and lenses
CO2	Discuss different types of lighting such as Natural & Artificial
CO3	Experiment with ISO, exposure and focusing
CO4	Operate and understand the functions of digital camera
CO5	Produce photography portfolio which emphasize on basics in digital photography

## References

1. Tom Ang, Digital Photography Masterclass, 2013
2. Scott Kelby, The Digital Photography Book, 2006
3. Ian Farrell, Ivo Marloh , Complete Guide to Digital Photography, 2017
4. Derrick Story, The Digital Photography Companion, 2008
5. Bryan Peterson, Understanding Exposure, Fourth Edition: How to Shoot Great Photographs, 2016

## Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	2

<b>CO2</b>	2	3	3	3	3	3	2
<b>CO3</b>	2	2	3	3	3	3	2
<b>CO4</b>	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	2

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
CO1	3	3	3	2
CO2	3	3	3	3
CO3	3	2	3	2
CO4	3	2	3	2
CO5	3	3	3	3

<b>S.No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>COs</b>
1	Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Evolution of Cameras. Film and Digital Formats. Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc	4	K3
2	Understanding lighting-indoor and outdoor, Types of lighting, Natural and Artificial Lights, Controlling lights, Filters, Flashes. Designing with light.	4	K4
3	Exposing and Focusing, Exposure Meters, ISO, Color Temperatures, white balance, Grey card, Pixels. Subjects - Close ups, Buildings and Architecture, Animals, Flowers, Portraits, Models, Sports and Action.	3	K4
4	Photo editing, Post Production - Cropping, size, Contrast, colors, Digital Photo Formats – RAW, JPEG, GIFF, Layers, Mask, Compositing, Curves. Printing – Papers, Sizes, Web formats. Backups & Storage.	4	K5
5	Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for	3	K6



	advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting. Produce photography portfolio which emphasize on basics in digital photography		
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<b>Semester</b>	<b>I</b>
<b>Subject</b>	<b>ALLIED I - DRAWING (P)</b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /18 Hours
<b>Exam Duration</b>	3 Hours

**Objectives:**

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of concerned lecturer. It should contain a content page of exercises completed by individual students.

**CORE PAPER III DRAWING (P)**

**UNIT 1 Introduction to Fundamentals of Drawing**

The 3 Laws for Creative Learning  
 Observational Drawing Techniques  
 Breaking down images into shapes and forms  
 Object drawing and shading  
 Memory- Art from Imagination

**UNIT 2 Introduction to Perspective drawing**

Basics of Perspective using Geometric Objects  
 Perspective Drawing Techniques  
 Perspective for Still Life  
 Perspective for Interior design  
 Perspective for Architectural design

**UNIT 3 Introduction to Portrait and Life studies**

Drawing facial features  
 Portrait Study  
 Breaking down the facial features  
 Stick figure drawing  
 Character Turn Around with Grid system

**UNIT 4 Introduction to Human Anatomy**

Gesture and Poses  
 Capturing Human Arms and Hands  
 Basic Human anatomy Drawing  
 Introduction to Basic Muscular Structure  
 Human anatomy Model and Mannequin

## UNIT 5 Introduction to Storyboard

Line of action  
Building form over Line of action  
Introduction to Camera Lenses and Camera Angles  
Introduction to Acting  
Integrating Character to environment

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Interpret about different shapes and forms
CO2	Determine the image Perspective
CO3	Identify and create Portrait and life study
CO4	Determine and create Human anatomy
CO5	Analyze and Create story Boarding

### References

1. Giovanni Civardi , Drawing: A complete Guide, 2010
2. Edwin George Lutz , Practical Drawing: A Book for the Student and the General Reader, 2018
3. Victor Semon Perard , Anatomy And Drawing, 2012
4. Oliver Sin, Drawing the Head for Artists: Techniques for Mastering Expressive Portraiture, 2019
5. Joseph D'Amelio, Perspective Drawing Handbook (Dover Art Instruction) 2004

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	2	3	2	3
CO2	2	3	2	2	3	2	2
CO3	3	3	2	2	3	2	2
CO4	3	2	2	2	2	3	2
CO5	3	2	2	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	3	2	2	2
CO3	2	3	2	2
CO4	3	3	3	2
CO5	2	2	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	The 3 Laws for Creative Learning Observational Drawing Techniques Breaking down images into shapes and forms Object drawing and shading Memory- Art from Imagination	3	K1
2	Basics of Perspective using Geometric Objects Perspective Drawing Techniques Perspective for Still Life Perspective for Interior design Perspective for Architectural design	4	K4
3	Drawing facial features Portrait Study Breaking down the facial features Stick figure drawing Character Turn Around with Grid system	3	K2
4	Gesture and Poses Capturing Human Arms and Hands Basic Human anatomy Drawing Introduction to Basic Muscular Structure Human anatomy Model and Mannequin	3	K3
5	Line of action Building form over Line of action Introduction to Camera Lenses and Camera Angles	5	K4

<b>Semester</b>	<b>I</b>	
<b>Subject</b>	<b><u>NON-MAJOR ELECTIVE – VIDEO JOCKEY</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks Marks	ESE-100
<b>Credits/Instructional Hours</b>	2 Credits /6 Hours	
<b>Exam Duration</b>	3 Hours	

### **Objectives:**

Students are expected to be familiar with the following:

- Different Programme formats
- Fundamentals of anchoring
- News Anchoring
- Basic technical knowledge including camera awareness

### **UNIT 1**

Fundamentals of anchoring - qualities and techniques required to be a video jockey, mastery of language, fluency, communication skills .

### **UNIT 2**

Different Programme formats and Different types of video jockeying

### **UNIT 3**

Presentation styles , Appearance , Dress Code, Dos and Don'ts of Video Jockeying

### **UNIT 4**

Awareness - Subject Knowledge , Basic technical knowledge including camera awareness .

### **UNIT 5**

News Anchoring - Presentation of news and ability to use and read from a teleprompter .

### **Practicals :**

Students have to be a video jockey and present a show based on a theme for 15 minutes .

## References

1. Stewart, John, 2019 , *Mastering The Art Of Oral Presentations* , New Jersey, Wiley
2. Kohli, Simran, 2005, *The Radio Jockey Handbook*, New Delhi, Diamond Pocket Books.
3. Maynard, Michael , 2009 , *Perfect Presentation* , London, Bantam Press .
4. Gaur, Sanjay, 2009 , *Radio Jockey And T.V. Anchoring : Career Opportunities* , Book Enclave.
5. Williams , James , 2021, *How to talk to anyone about anything* , New York, Alakai Publishing LLC

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understand the different Programme formats
CO2	Discuss the Fundamentals of anchoring
CO3	Experiment the various styles in News Anchoring
CO4	Develop basic technical knowledge including camera awareness
CO5	Create and Presentation of news

## Mapping of Course Outcomes to Program Outcomes: Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	3
CO3	2	3	3	2	2	3	2
CO4	2	3	2	3	2	2	2
CO5	3	3	3	3	2	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	2	3	3	2
CO3	2	3	2	3
CO4	3	2	3	2
CO5	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

<b>S.No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>COs</b>
1	Fundamentals of anchoring	6	K2
2	News Anchoring	6	K3
3	Basic technical knowledge including camera awareness	6	K4
4	Presentation styles , Appearance	6	K5
5	News Anchoring - Presentation of news	6	K6

<b>Semester</b>	<b>II</b>
<b>Subject</b>	<b><u>CORE PAPER – IV - ADVERTISING</u></b>
<b>Maximum Marks</b>	CIA- 50 Marks Marks
	ESE-100
<b>Credits/Instructional Hours</b>	4 Credits /18 Hours
<b>Exam Duration</b>	3 Hours

### **Objectives:**

This course gives insight of advertising and their scope in industry

#### **UNIT 1**

Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising. Based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising.

#### **UNIT 2**

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising –(India and abroad). Ad Agency –Structure of small, medium & big agencies, functions. Types of agencies – in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

#### **UNIT 3**

Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

#### **UNIT 4**

Visualization, Designing & Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting.

#### **UNIT 5**

Story board. Conceptualization, Ideation and execution process of Advertising campaign—Need for research in advertising. Audience Analysis, Digital Advertising and it's components





**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Identify the roles and functions of advertising based on target audience
CO2	Discuss about ad agency structure and their latest trends in advertising
CO3	Analyzing brand positioning, personality, image and equity
CO4	Applying the ideas into campaign and writing slogans, logos and trademarks
CO5	Analyzing audience and research in advertising

### References

1. J V Vilanilam, A K Varghese, Advertising Basics!: A Resource Guide for Beginners, 2004
2. Robert Cluley, Essentials of Advertising, 2017
3. C. L. Tyagi, Arun Kumar, Advertising Management, 2004
4. Robert W Bly, The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells, 2020
5. Pete Barry, The Advertising Concept Book, 2016

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	2	3	2	2	3
CO2	3	2	2	2	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	2
CO5	2	3	3	3	2	2	3

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1
CO2	2	3	2	3
CO3	3	3	2	1
CO4	2	2	3	2
CO5	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising. Based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising.	4	K2
2	Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising –(India and abroad). Ad Agency –Structure of small, medium & big agencies, functions. Types of agencies – in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.	4	K2
3	Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.	4	K3
4	Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting.	3	K3
5	Story board. Advertising campaign—from conception to execution. Need for research in advertising. Audience Analysis, Digital Advertising	3	K4

<b>Semester</b>	<b>II</b>
<b>Subject</b>	<b>CORE PAPER V – FILM STUDIES</b>
<b>Maximum Marks</b>	CIA- 50 Marks Marks
	ESE-100
<b>Credits/Instructional Hours</b>	4 Credits / 30Hours
<b>Exam Duration</b>	3 Hours

### **Objectives:**

This course provides an introduction to the analysis of different films taken in different eras

#### **UNIT 1**

History of Indian Cinema (Regional and National) , Classical Hollywood, French Impressionism, Surrealism, Silent Era, Italian Neo Realism, French New Wave, Japanese cinema, New Wave, Contemporary Trends

#### **UNIT 2**

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres. Trends in Film medium – from analogue to digital mode.

#### **UNIT 3**

Mise-en-scene-Realism, the power, aspects , space and time, narrative functions. Basics of Sound recording, sound manipulation, Types of Mic, Types in audio recording, categories of sound, post synchronization, voice over, narration, background music, Foley and dubbing.

#### **UNIT 4**

Introduction to Cinema in OTT, Finance, Budgeting, Marketing, Distribution and Exhibition Planning, pre-production. Film Censorship. Censor Board.

#### **UNIT 5**

Critical analysis and film appreciation.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Identify and understand the concept of film, style and ideology with respect to approaching a film
CO2	Indicate the importance of mise-en-scene in narration of a film
CO3	Discuss the history of early cinema at a global level in current trends
CO4	Analyse and apply the various aspects of lighting in films
CO5	Determine the contemporary aspects of economic aspects in films

### References

1. Brown, Blain. 2012. Motion Picture and Video Lighting. CRC Press.
2. Owens, Jim, and Gerald Millerson. 2012. Video Production Handbook. CRC Press. Barsam, Richard Meran, and Dave Monahan. 2012. Looking at Movies: An Introduction to Film. W W Norton & Company Incorporated.
3. Brown, Blain. 2002. Cinematography: Theory and Practice - Image Making for Cinematographers, Directors and Videographers. Focal Press.
4. Bordwell, David, Kristin Thompson, Jeff Smith. (2016). Film Art: An Introduction. New York: The McGrawHill Companies. .
5. Rajadhyaksha, Ashish. (2010). Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press.

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	2	3	2	3
CO2	3	3	2	3	3	2	2
CO3	3	3	3	2	3	2	2
CO4	3	2	3	3	2	3	2
CO5	3	2	2	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	3	2	2	2
CO3	2	3	2	2
CO4	3	3	3	2
CO5	2	2	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	History of Indian Cinema (Regional and National) , Classical Hollywood, French Impressionism, Surrealism, Silent Era, Italian Neo Realism, French New Wave, Japanese cinema, New Wave, Contemporary Trends	12	K2
2	The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres. Trends in Film medium – from analogue to digital mode	10	K4
3	Mise-en-scene-Realism, the power, aspects, space and time, narrative functions. Basics of Sound recording, sound manipulation, Types of Mic, Types	12	K3

	in audio recording, categories of sound, post synchronization, voice over, narration, background music, Foley and dubbing.		
4	Introduction to Cinema in OTT, Finance, Budgeting, Marketing, Distribution and Exhibition Planning, pre-production. Film Censorship. Censor Board.	14	K3
5	Critical analysis and film appreciation.	12	K3

<b>Semester</b>	<b>II</b>
<b>Subject</b>	<b>CORE PAPER VI - ADVANCED PHOTOGRAPHY</b>
<b>Maximum Marks</b>	CIA- 50 Marks <span style="float: right;">ESE-100 Marks</span>
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

### **Objectives:**

This course provides an advanced stage of learning in Photography which is an extension of basic photography for the students who major in basics of photography.

#### **UNIT 1**

Camera, Types of Cameras, Lens, Types of Lenses, Choosing Camera & Lens, Sensor, Lens Filters, Types of Lens Filters, Memory Card, Types of Memory Card, Memory Card Speed Class, Accessories, Function of Camera, Camera operations, Aperture, Shutter Speed, ISO, Image Format: JPEG, RAW, Focal Length, White Balance, Metering, Depth of Field, Exposure Triangle, Visual Perception.

#### **UNIT 2**

Composition: Line, Symmetry, Leading Lines, Diagonals, Frame, Rule of Thirds, Golden Triangle, Golden Ratio, Rule of Space, Creating depth, Perspective, Shape and Form, Bokeh, Subject, Focal Point, Different angles, Colour Temperature, Colour: Colour Theory, Colour Wheel, Colour Schemes, Aesthetics.

#### **UNIT 3**

Light Sources: Natural and Artificial Lights, Understanding Light: Direct Light, Diffused Light, Reflected Light, Hard Light, Soft Light, Photography Lighting: Flash, Strobe and Continuous Light, Lighting Setup: Hard Light, Fill Light, Back Light, Rim Light, Background Light, Three Point Light Setup, Advanced Light Setup, Light Accessories: Light Meter, Flash Trigger, Modifiers - Umbrella, Soft box, Strip box, Octa box, Reflector, Snoot, Barn Door, Beauty Dish, Grid, Gels, Flags, Studio Accessories: Stands, Backdrops etc. Portrait Lighting Setup.

#### **UNIT 4**

Post Processing, Photo Editing: Crop, Straighten, Spot clean, White Balance, Exposure, Contrast, Vibrance, Saturation, Sharpening, Non-Destructive Editing, Colour Correction, Colour Grading, Photo Manipulation, Photo Retouching, Photo Editing Software's.

#### **UNIT 5**

Professional Photography, Branches of Professional Photography, Scopes of Professional Photography, Understanding the Gear, Visualization, Practice, Work Schedule, Data Organization,



Portfolio, Internship, Finding the Niche, Pricing, Deliverables, Networking, Client Relationship, Career in Photography.

**Common Exercises:**

1. Using different composition techniques
2. Portrait with different light setups
3. Product shoot with studio lights
4. Outdoor model shoot
5. Advertising photography

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understanding the gear, choosing the right gear for photo shoots
CO2	Apply various composition techniques, usage of colour theory, better framing with aesthetics
CO3	Understand lighting from different light source, studio lights and accessories, basic to advanced light setups
CO4	Understand post processing, photo editing, colour grading, manipulation and retouching
CO5	Analyze the career opportunities in professional photography, with proper understanding on business aspects.

**References**

1. Bruce Barnbaum, *The Art of Photography*, Rocky Nook; 1st edition (2010)
2. Ben Long, *Complete Digital Photography*, CDP Press, 9th Edition (2018)
3. Tony Northrup, *How to create Stunning Digital Photography*, Mason Press; 1st edition (2011)
4. Joe McNally, *The Hot Shoe Diaries: Big Light From Small Flashes*, New Riders; Original edition (2009)
5. Conrad Chavez, *Adobe Photoshop Classroom in a Book*, Adobe; 1st edition (2021)

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	3	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Camera, Types of Cameras, Lens, Types of Lenses, Choosing Camera & Lens, Sensor, Lens Filters, Types of Lens Filters, Memory Card, Types of Memory Card, Memory Card Speed Class, Accessories, Function of Camera, Camera operations, Aperture, Shutter Speed, ISO, Image Format: JPEG, RAW, Focal Length, White Balance, Metering, Depth of Field, Exposure Triangle, Visual Perception.	12	K2
2	Composition: Line, Symmetry, Leading Lines, Diagonals, Frame, Rule of Thirds, Golden Triangle, Golden Ratio, Rule of Space, Creating depth, Perspective, Shape and Form, Bokeh, Subject, Focal Point, Different angles,	10	K3

	Colour Temperature, Colour: Colour Theory, Colour Wheel, Colour Schemes, Aesthetics.		
3	Light Sources: Natural and Artificial Lights, Understanding Light: Direct Light, Diffused Light, Reflected Light, Hard Light, Soft Light, Photography Lighting: Flash, Strobe and Continuous Light, Lighting Setup: Hard Light, Fill Light, Back Light, Rim Light, Background Light, Three Point Light Setup, Advanced Light Setup, Light Accessories: Light Meter, Flash Trigger, Modifiers - Umbrella, Soft box, Strip box, Octa box, Reflector, Snoot, Barn Door, Beauty Dish, Grid, Gels, Flags, Studio Accessories: Stands, Backdrops etc. Portrait Lighting Setup.	12	K2
4	Post Processing, Photo Editing: Crop, Straighten, Spot clean, White Balance, Exposure, Contrast, Vibrance, Saturation, Sharpening, Non-Destructive Editing, Colour Correction, Colour Grading, Photo Manipulation, Photo Retouching, Photo Editing Software's.	14	K2
5	Professional Photography, Branches of Professional Photography, Scopes of Professional Photography, Understanding the Gear, Visualization, Practice, Work Schedule, Data Organization, Portfolio, Internship, Finding the Niche, Pricing, Deliverables, Networking, Client Relationship, Career in Photography.	12	K4

<b>Semester</b>	<b>II</b>	
<b>Subject</b>	<b><u>ALLIED II - GRAPHIC DESIGN</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	5 Credits /18 Hours	
<b>Exam Duration</b>	3 Hours	

**Objectives:**

Record should contain at least THREE exercises each with written briefs, scribbles and final artwork). Cutting and pasting work for advertisement must be done with design elements (logos, illustration, lettering etc.) created by the students themselves (Cutting and Pasting from magazine or any other Secondary Sources Will not is allowed).

**UNIT 1**

Typography Study  
Creating Company name and Brand name

**UNIT 2**

Logo design and Visiting Cards  
Letter head

**UNIT 3**

Brochure  
Danglers

**UNIT 4**

Pattern Design & Creations  
Posters Design

**UNIT 5**

Print Advertisements  
Product and Packaging Design

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understand and create typography designs
CO2	Introduction to Letter head and logo design
CO3	Creating brochures and danglers
CO4	Creating Poster and Print advertisement
CO5	Creating Product and Package design

### References

1. Ellen Lupton, Jennifer Cole Phillips, Graphic Design: The New Basics, 2014
2. Debbie Millman, How to Think Like a Great Graphic Designer, 2007
3. Gavin Ambrose, Paul Harris, Layout for Graphic Designers: An Introduction, 2018
4. Giovanni Civardi , Drawing: A complete Guide, 2010
5. Edwin George Lutz , Practical Drawing: A Book for the Student and the General Reader, 2018

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	2	3	2	3
CO2	2	3	2	2	3	2	2
CO3	3	3	2	2	3	2	2
CO4	3	2	2	2	2	3	2
CO5	3	2	2	3	2	2	2

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	3	2	2	2
CO3	2	3	2	2
CO4	3	3	3	2
CO5	2	2	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Creating Company Name and Brand Name Creating monogram and logo design	4	K5
2	Create Visiting Cards and Letter Head	4	K6
3	Creating brochures and danglers	4	K5
4	Creating Poster and Print advertisement	3	K5
5	Creating Product and Package design	3	K6

<b>Semester</b>	<b>II</b>	
<b>Subject</b>	<b><u>NON-MAJOR ELECTIVE 1 : Photography (Practical)</u></b>	
<b>Maximum Marks</b>	CIA- 40 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	2 Credits /18 Hours	
<b>Exam Duration</b>	3 Hours	

**Objectives:**

This course focus on mural paintings all over India

**1 : Photography (Practical)**

**UNIT 1**

Human Eye and Camera. - Evolution of Cameras.

**UNIT 2**

Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,).

**UNIT 3**

Exposing and Focusing, Exposure Meters, ISO, Color Temperatures, white balance, Grey card, Pixels.

**UNIT 4**

Camera operations. Types of Camera. Types of Lenses.

**UNIT 5**

Final Submission with photographs

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understanding the basics of camera
CO2	Applying aperture and shutter speed
CO3	Experimenting the Uses of ISO, exposure and focusing
CO4	Operating to different subjects
CO5	Producing photographs with one theme

## References

1. Scott Kelby, *The Digital Photography Book*, 2006
2. Ian Farrell, Ivo Marloh, *Complete Guide to Digital Photography*, 2017
3. Derrick Story, *The Digital Photography Companion*, 2008
4. Bruce Barnbaum, *The Art of Photography*, Rocky Nook; 1st edition (2010)
5. Ben Long, *Complete Digital Photography*, CDP Press, 9th Edition (2018)

## Mapping of Course Outcomes to Program Outcomes:

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	2	3
CO2	3	2	3	2	3	3	2
CO3	2	3	2	2	3	2	3
CO4	3	2	3	3	2	3	2
CO5	3	2	2	3	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

### Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1
CO2	2	3	2	3
CO3	3	2	2	3
CO4	3	2	2	3
CO5	3	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High



S.No	CONTENTS OF MODULE	Hrs	CO s
1	Human Eye and Camera. - Evolution of Cameras.	3	K4
2	Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,).	3	K5
3	Exposing and Focusing, Exposure Meters, ISO, Color Temperatures, white balance, Grey card, Pixels.	4	K4
4	Camera operations. Types of Camera. Types of Lenses.	4	K5
5	Final Submission with photographs	4	K6

<b>Semester</b>	<b>III</b>
<b>Subject</b>	<b>CORE PAPER VII - SCREENWRITING</b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

**Objective:**

To introduce the students to the construction of film narratives and screenplay structure.

**UNIT 1**

Introduction to script writing, Understanding the elements of script. Developing the skill of visualization and observation. Idea Generation and creation of subject.

**UNIT 2**

Developing the story and plot. Exploring different structures - Three-part structuring (Setup, Confrontation and Resolution) -Plot Points - Rising action - Dramatic conflict, Creating Goals and Conflicts – Types of conflicts, Dan Harmon’s Story Circle, openings, and endings.

**UNIT 3**

Conceiving characters - Physical traits and psychological motivation – Protagonist, Deuteragonist, Antagonist - Secondary characters, Three Ps of characterization. Round and Flat characters, Layering the characters.

**UNIT 4**

Dialogue Writing - Matching dialogue with the social and cultural background of the character - Use of dialects – Creating layered dialogues - Dialogue cues. Scene and its structure, Creation of an effective scene.

**UNIT 5**

Sequencing the script - Scene division – Index Card Method - Log-line and Slug-line, Step outline and treatment– Formatting the Script, Final Draft , celtx software. Drafting the professional script

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO Nos</b>	<b>Course Outcomes</b>	<b>Knowledge Level (Based on revised Bloom’s Taxonomy)</b>
CO1	Understand the principles of scriptwriting and conceptualization.	K1
CO2	Explain the approaches to different types of screenplay structure.	K2
CO3	Explain the fundamentals of characterization.	K3

CO4	Describe the principles of dialogue writing and scene creation.	K4
CO5	Analyze the elements of scriptwriting software and final draft.	K5

## References

1. Screenwriting by Raymond G Frensham
2. The Screenwriter's Workbook (Revised Edition) by Syd Field, Delta, 2008
3. Blake Snyder , Save The Cat! The Last Book on Screenwriting You'll Ever Need,Shroff/ Michael Wiese Productions; First edition (12 August 2021)
4. John Truby, The Anatomy of Story: 22 Steps to Becoming a Master Storyteller, Farrar, Straus and Giroux; First edition (14 October 2008)
5. Joseph Campbell, The Hero With A Thousand Faces, Yogi Impressions (1 January 2017)

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

### Mapping of Course Outcomes to Program Outcomes:

#### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	3	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	3	2

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

S.No	CONTENTS OF MODULE	Hrs	COs
1	Understand the principles of scriptwriting and conceptualization.	4	K1
2	Explain the approaches to different types of screenplay structure.	4	K2
3	Explain the fundamentals of characterization.	3	K3
4	Describe the principles of dialogue writing and scene creation.	3	K4
5	Analyse the elements of scriptwriting software and final draft.	4	K5

<b>Semester</b>	<b>III</b>	
<b>Subject</b>	<b><u>CORE PAPER VIII -BROADCAST JOURNALISM</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

### **Objectives:**

This course provides the introduction to broadcast journalism aspects in Television and Radio

#### **UNIT 1**

Basics of Journalism, Journalists and Law, Legal Rights and Responsibility of Journalists, News Values, Kinds of News Reporting and sources, Reporting Skills, News agencies. News manipulation, sensationalism and ethics, Legal Regulations and Press freedom.

#### **UNIT 2**

News story structure and Components, Different types of News – Emergencies, Politics, Crime, Local and National Government, Planning and Development, Conflict and Controversy, Industry, Health, Human Interest, Personalities, Sports, Seasonal News special, Local Interest, Weather and Traffic. Process in news collection

#### **UNIT 3**

Writing for Broadcast Journalism - Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting. Role of Stringers

#### **UNIT 4**

Basic Studio structure; studio sets and equipment, OB van and its accessories, Television Broadcasting System, Set Top Box, DTH, IPTV, etc,. Different genre in Studio production - Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Process involved in of Out-door Production

#### **UNIT 5**

Online Journalism, Citizen Journalism, Narrative Journalism, Investigative Journalism, social responsibility of a journalist, Case studies.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Describing the laws, rights and responsibilities of journalist with news values
CO2	Recommending to collect facts, select news and understand the types of news
CO3	Comparing radio, television with elements and techniques of news editing
CO4	Identify television broadcast system, studio production and outdoor production
CO5	Analyse and understand aspects in journalism like online, citizen, narrative and investigative along with case studies.

### References

1. Hilliard, Robert L. Writing for Television, Radio and New Media. Wadsworth, 2011.
2. Keeble, Richard and Reeves, Ian. The Newspaper's Handbook; New York: Routledge Publication, 2014.
3. Shrivastava, K.M. News Reporting and Editing. Sterling publisher. 2012.
4. Shrivastava, K.M. Broadcast Journalism in the 21st Century. Sterling publisher, 2010.
5. Zettl, Herbert. Television Production Handbook. Cengage Learning, 2014.

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

### Mapping of Course Outcomes to Program Outcomes:

#### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	2
CO2	2	3	3	3	3	3	2
CO3	2	2	3	3	3	3	2
CO4	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2
CO2	3	3	3	3
CO3	3	2	3	2
CO4	3	2	3	2
CO5	3	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Basics of Journalism, Journalists and Law, Legal Rights and Responsibility of Journalists, News Values, Kinds of News Reporting, Reporting Skills, News agencies.	5	K2
2	Getting the Story, collection of facts, Selection of news. News story structure and Components, Different types of News	5	K2
3	Writing for Broadcast Journalism - Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting.	5	K3
4	News manipulation, sensationalism and ethics, Regulations and Press freedom. Basic Studio structure; studio sets and equipments, OB van and its accessories, Television Broadcasting System – Terrestrial transmission, Satellite Transmission; cable television; Set Top Box, DTH, IPTV, etc., Different genre in Studio production - Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Grammar of Out-door Production – Location, ENG (Electronic News Gathering), Montage, Documentary production	10	K3

5	Citizen Journalism, Narrative Journalism, Investigative Journalism, Duties of reporters and stringers, pressure on press, journalistic issues- bias, accuracy and fairness	5	K4
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<b>Semester</b>	<b>III</b>
<b>Subject</b>	<b><u>CORE PAPER IX – COMPUTER GRAPHICS</u></b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits / 30 Hours
<b>Exam Duration</b>	3 Hours

### Objectives:

This course allow students to learn software's with their creative ideas

### Software's Covered :

1. Adobe Illustrator
2. Adobe Photoshop
3. Adobe InDesign

### Projects:

#### Using Adobe Illustrator

1. Logo,
2. Visiting Card,
3. Letter Head for a Commercial organization, Service Industry & Government Organization

#### Using Adobe Photoshop

1. Digital Art – Pencil Shading
2. Digital Art – Matt Painting
3. Digital Art – Character Design or Super Hero / Cartoon

#### Using Adobe InDesign

1. Create Invoice / Bill Book for a Service Industry
2. Book / Magazine Cover



3. Menu card

### Using Adobe Illustrator

1. Poster Design for a commercial organization
2. 3 fold brochure for a Commercial organization
3. Create a Greeting Card

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understanding of Photoshop, Illustrator, Indesign software
CO2	Creating Various types of Print Designs & Digital art
CO3	Creating Poster, 3 fold broacher etc.
CO4	Creating Magazine Cover layout
CO5	Creating 2D Advertisement and Greeting card using Adobe Illustrator

### References

1. Chopra Rajiv, Computer Graphics with An Introduction to Multimedia, 2017
2. Peter Shirley, Michael Ashikhmin, Steve Marschner, Fundamentals of Computer Graphics, 2009
3. Alexey Boreskov, Evgeniy Shikin, Computer Graphics: From Pixels to Programmable Graphics Hardware, 2013
4. Marina Gavrilova, Jian Chang, Nadia Magnenat Thalmann, Advances in Computer Graphics, 2019
5. Tarun Kumar Ghosh, Computer Graphics and Multimedia, Penram International Publishing, 2017

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	3
CO2	3	2	2	3	3	3	3
CO3	3	3	3	2	3	3	2
CO4	3	2	3	2	3	3	3
CO5	3	3	2	3	2	3	2

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3
CO2	3	3	3	2
CO3	3	2	2	3
CO4	3	3	3	2
CO5	3	3	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

<b>S.No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>COs</b>
1	Understanding of Photoshop, Illustrator, InDesign software	6	K3
2	Creating Various types of Print Designs & Digital Art using Adobe Photoshop	6	K4
3	Creating Poster, 3 fold broacher etc. using Adobe Illustrator	6	K4
4	Creating Magazine Cover layout using Adobe InDesign	6	K5
5	Creating 2D Advertisement and Greeting card using Adobe Illustrator	6	K6

<b>Semester</b>	<b>IV</b>
<b>Subject</b>	<b><u>ALLIED PAPER IV – NEWSLETTER DESIGN</u></b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

**Objectives:**

This course provides a practical idea gathering, creating and bringing out newsletter

**UNIT 1**

Illustrate the structure of a newsletter

**UNIT 2**

Newsletter editing with principles to follow

**UNIT 3**

Types of headlines, stylebook, page layout and design

**UNIT 4**

Newsletter with font type, size, layout and pagination

**UNIT 5**

Creating a newsletter for the assessment

**Exercises:**

The students have to bring out a newsletter for their assessment with weekly assignments based on their preferred major.

Each student has to contribute content equally for the newsletter

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Illustrate the structure of a newsletter
CO2	Justifying the newsletter editing with principles to follow
CO3	Explaining the types of headlines, stylebook, page layout and design
CO4	Designing the newsletter with font type, size, layout and pagination
CO5	Creating a newsletter for the assessment

**References**

1. Jamie Steane, The Principles and Processes of Interactive Design, Bloomsbury Visual Arts, 2018
2. Vicktor Navasky, Evab Cornog, The Art of Making Magazines: On Being an Editor and Other Views from the Industry, Columbia University Press, 2012
3. Thomas David Kehoe, Basic Book Design: How to Make Your Book, Document, Or Newsletter Look Professional, Independently Published, 2020
4. Edward A. Hamilton, Newsletter Design: A Step-by-Step Guide to Creative Publications, Wiley; 1st edition, 2008
5. Cath Caldwell, GRAPHIC DESIGN FOR EVERYONE: Understand the Building Blocks so You can Do It Yourself, 2019

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	2	3
CO2	3	2	3	2	3	3	2
CO3	2	3	2	2	3	2	3
CO4	3	2	3	3	2	3	2
CO5	3	2	2	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1
CO2	2	3	2	3
CO3	3	2	2	3
CO4	3	2	2	3
CO5	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

<b>S.No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>CO s</b>
1	Illustrate the structure of a newsletter	12	K4
2	Justifying the newsletter editing with principles to follow	10	K5
3	Explaining the types of headlines, stylebook, page layout and design	12	K4
4	Designing the newsletter with font type, size, layout and pagination	14	K5
5	Creating a newsletter for the assessment	12	K6

<b>Semester</b>	<b>III</b>
<b>Subject</b>	<b>ALLIED PAPER V - EVENT MANAGEMENT</b>
<b>Maximum Marks</b>	CIA- 50 Marks <span style="float: right;">ESE-100 Marks</span>
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

Event Management course deals with conducting an event such as award show, product campaign, awareness and educational programs (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

**Exercises**

1. Event planning
2. Concept and designing of event
3. Advertising and PR
4. Management Process
5. Business Communication
6. Human Resource Management

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Identify and structure the event
CO2	Discuss the various aspects in planning and executing an event
CO3	Construct and develop the advertising of the event
CO4	Discuss the various Business Communication and PR
CO5	Discuss and create Human resource management

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	3	3	2	3	2	3	2
<b>CO2</b>	3	2	3	2	3	2	3
<b>CO3</b>	2	3	3	2	3	3	2
<b>CO4</b>	3	3	2	2	3	3	3
<b>CO5</b>	3	2	3	3	2	2	2

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Structure, concept and designing of the event	4	K3
2	Planning an event	4	K4
3	Advertising and promoting of the event	3	K4
4	Managing Human Recourse	3	K5
5	PR for the event	4	K6

<b>Semester</b>	<b>IV</b>	
<b>Subject</b>	<b><u>CORE PAPER X- MEDIA LAWS</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

### **Objectives:**

This course helps to understand the ethics in media and give the knowledge of media acts under our constitution.

### **UNIT 1**

Indian Media and the Constitution: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy. Indian Media and the State: Parliamentary Privileges and Sedition laws, Working Journalists Act. Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955

### **UNIT 2**

Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Ethics in Advertising; Advertising Standards. Cinematography Act 1952 and Film Censorship, Wireless and Telegraphy Act, 2000;

### **UNIT 3**

Cyber Law: Information Technology Act, 2000: Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation. Pressures on Media Freedom (Political, Commercial, Legal) Publication of Objectionable Materials: Defamation, Right to information, Right to Privacy.

### **UNIT 4**

Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Obscenity; Indecent Representation of Women (Prohibition) Act, 1986

### **UNIT 5**

Introduction and the need for intellectual property right (IPR) - . Introduction to Intellectual Property. Kinds of Intellectual Property Rights ; Advantages and Disadvantages of IPR. Patent, Copyright, Trade Mark, Design.



**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Describing the roles and duties of media with democracy
CO2	Recommending to understand broadcasting ethics and film censorship
CO3	Comparing cyber law acts, Defamation and copyrights.
CO4	Identify women and children media act
CO5	Describing the need for IPR

## References

1. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
2. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
3. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
4. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011
5. History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.

## Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

## Mapping of Course Outcomes to Program Outcomes:

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	2
CO2	2	3	3	3	3	3	2
CO3	2	2	3	3	3	3	2
CO4	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	2

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2
CO2	3	3	3	3
CO3	3	2	3	2
CO4	3	2	3	2
CO5	3	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Indian Media and the Constitution: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy. Indian Media and the State: Parliamentary Privileges and Sedition laws, Working Journalists Act. Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955	5	K2
2	Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Ethics in Advertising; Advertising Standards. Cinematography Act 1952 and Film Censorship, Wireless and Telegraphy Act, 2000	5	K2
3	Cyber Law: Information Technology Act, 2000: Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation. Pressures on Media Freedom (Political, Commercial, Legal) Publication of Objectionable Materials: Defamation, Right to information, Right to Privacy.	5	K3
4	Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Obscenity; Indecent Representation of Women (Prohibition) Act, 1986	10	K3
5	Introduction and the need for intellectual property right (IPR) - . Introduction to Intellectual Property. Kinds of Intellectual Property Rights ; Advantages and Disadvantages of IPR. Patent, Copyright, Trade Mark, Design.	5	K4

<b>Semester</b>	<b>IV</b>
<b>Subject</b>	<b><u>CORE PAPER XI- MEDIA ORGANISATION</u></b>
<b>Maximum Marks</b>	CIA- 50 Marks Marks ESE-100
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

### **Objectives:**

This course provides the media organizational design and several other concepts around that which affects the economy, behavior and management of a media entity

### **UNIT 1**

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.

### **UNIT 2**

Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations—AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization.

### **UNIT 3**

Economics of Media—Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models in Media Organisation, Market Factors, State of the Media Industry today.

### **UNIT 4**

Project Management in Media - Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice—Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tools etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up).

### **UNIT 5**

Media Programming Strategies and Management, Audience Rating—Analyzing Programming and Audience Trends Marketing Programs and selling space and time in Media, Social Media usage and Organizational performance.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	To understand the media organizational design and several other concepts
CO2	To understand employment opportunities in Indian Media industry
CO3	To recall relationship between supplier and buyer
CO4	To understand the Production Process carried out
CO5	To Evaluate Audience Trends Marketing Programs

## References

1. John R. Rossiter & Larry Percy (1987) *Advertising and Promotion Management*, McGraw Hill, New York.
2. Vanitha Kohli-Khandekar (2013) *The Indian Media Business*, Fourth edition, SAGE publications, India.
3. Alan B. Albarran (2012) *Management of Electronic Media* (4th Edition), Wadsworth Publishing,
4. Kotler, Philip *Marketing Management*. Prentice Hall of India Publications, New Delhi, 2015.
5. Biplab Loho Choudhury, *Media Organisation Management*, Unique Books International, 2009

## Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

## Mapping of Course Outcomes to Program Outcomes:

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	2	3	2	3
CO2	3	3	3	3	2	3	3
CO3	3	3	2	2	3	2	3
CO4	3	3	2	2	3	3	3
CO5	3	3	3	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2
CO2	3	2	3	2
CO3	3	3	2	2
CO4	3	2	2	2
CO5	2	3	2	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.	12	K2
2	Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations—AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization.	10	K2
3	Economics of Media—Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.	12	K3
4	Project Management in Media--Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice—Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tools etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up.	14	K3
5	Media Programming Strategies and Management, Audience Rating—Analyzing Programming and Audience Trends Marketing Programs and selling space and time in Media, Social Media usage and Organizational performance.	12	K3

<b>Semester</b>	<b>IV</b>
<b>Subject</b>	<b>CORE PAPER XII - MULTIMEDIA (P)</b>
<b>Maximum Marks</b>	CIA- 50 Marks <span style="float: right;">ESE-100 Marks</span>
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

### Objectives:

This course provides an introduction to HTML Programming

- Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and Adobe animate
- HTML and XML Programming
- Creation of the Home Page of a Web Site with proper links
- Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.
- Each student to provide individual Digital submission **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts
- Creating Motion Graphics for online media and social network
- Creating Title Design and Intro Design for Movies and TV Production
- Creating an Explainer Video for a Brand or a Company's Product
- Creating a Full Video Advertisement with CGI and Motion Graphics
- Each student to provide individual Digital submission **with all** the exercises done during the year with proper dates.

### Note :

1. The web pages should contain objects created by the students only. **No objects/ elements downloaded from the Internet should be used.** If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.
2. A minimum of Five exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record
4. The above mentioned are the **minimum requirement** for external examination.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Creating a Static Multipage Website
CO2	Creating Motion Graphics for online media and social network
CO3	Creating Title Design and Intro Design for Movies and TV Production
CO4	Creating an Explainer Video for a Brand or a Company's Product
CO5	Creating a Full Video Advertisement with CGI and Motion Graphics

### References

1. Powell, Thomas . Web Design. The Complete Reference. Tata McCraw-Hill, 2000
2. Tarun Kumar Ghosh, Computer Graphics and Multimedia, Penram International Publishing, 2017
3. Xavier: World Wide Web with HTML. Tata McGraw- Hill, 2007
4. Adobe Systems Visual design, foundation of design and print production, 2010
5. Timothy Samara Design Elements, A Graphic Style Manual, 2007

### Mapping of Course Outcomes to Program Outcomes:

#### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	2	3	3
CO2	3	2	2	3	3	3	3
CO3	3	3	3	2	3	3	2
CO4	3	2	3	2	3	3	3
CO5	3	3	3	3	3	3	3

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3
CO2	3	3	3	2
CO3	3	2	2	3
CO4	3	3	3	2
CO5	3	3	3	2

**Correlation levels: 1- Weak      2-Medium      3-High**

<b>S.No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>COs</b>
1	Creating a Static Multipage Website	12	K3
2	Creating Motion Graphics for online media and social network	10	K4
3	Creating Title Design and Intro Design for Movies and TV Production	12	K4
4	Creating an Explainer Video for a Brand or a Company's Product	14	K5
5	Creating a Full Video Advertisement with CGI and Motion Graphics	12	K6



<b>Semester</b>	<b>IV</b>
<b>Subject</b>	<b>ALLIED VII - DIGITAL CINEMATOGRAPHY (P)</b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

### **Objectives:**

This course provides a practical idea about Cinematography along with different types of shots and its specifics

### **Exercises:**

- News Story
- Music Video ( The choice of the song will be the students's : full video presentation has to be original)
- Re-create a Scene
- PSA Creation

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understanding cinematic terms
CO2	Creating jingles for radio
CO3	Creating PSA
CO4	Understanding the Camera, lens, lighting and other technical equipment required during shoot
CO5	Working practically for film, TV shows series.

### **References**

1. Jane Barnwell, The Fundamentals of Film Making, AVA book publishing, SA, 2019
2. Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGrawHill, 2012
3. Blain Brown, Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, Routledge, 2016
4. David Stump ASC, Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows, Routledge; 1st edition , 2014

5. Jason Donati, Exploring Digital Cinematography (Design Exploration), Delmar Cengage Learning; New edition, 2007

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	2	3
CO2	3	3	3	3	3	2	2
CO3	2	3	2	2	3	3	3
CO4	3	2	3	2	2	3	2
CO5	2	3	2	2	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	2	3	3
CO3	3	2	2	3
CO4	3	3	3	2
CO5	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Understanding cinematic terms	12	K4
2	Creating jingles for radio	10	K5
3	Creating PSA	12	K4
4	Understanding the Camera, lens, lighting and other technical equipment required during shoot	14	K5

5	Working practically for film, tv shows series.	12	K6
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<b>Semester</b>	<b>V</b>		
<b>Subject</b>	<b><u>CORE PAPER XIII – RESEARCH METHODOLOGY IN COMMUNICATION</u></b>		
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks	
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours		
<b>Exam Duration</b>	3 Hours		

### **Objectives:**

This course provides the introduction to media research and its aspects

#### **UNIT 1: NATURE OF SOCIAL RESEARCH**

Meaning and definition of research -Criteria of good research - Objectives of social research - Deductive and inductive method -Objectivity in social research -Difficulties of social research- Classifications of research, Significance in Media Research

#### **UNIT 2: LEVELS OF RESEARCH PROJECTS AND PROBLEM SELECTION**

Variables, Problem awareness, selection and formulation -Selecting a topic for research -Types of research problems, in social science -Sources of research problem - Review of literature -Formulating and stating the problem

#### **UNIT 3: CONCEPT, THEORY AND HYPOTHESIS**

Concepts -Theory -Functions of theory in Research -Definition of hypothesis -Types of hypothesis Criteria of hypothesis -Difficulties in formulation of hypothesis, Writing a proposal

#### **UNIT 4: RESEARCH DESIGN AND SAMPLE DESIGN**

Meaning of research design -Important concepts relating to research design -Major steps in formulating a research design -Factors affecting research design - Meaning of sample - Principles of sampling - Methods of sampling - Criteria for a sample

#### **UNIT 5: DATA COLLECTION AND PROCESSING OF DATA**

Qualitative and Quantitative Tools in Data Collection, Schedules -Questionnaires -Meaning and forms of questionnaire. Interview - Types of interview – Observation – Types of Observation. Content analysis. Case Study, Writing a research report.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understand the nature of social science research along with various classifications
CO2	Classify the levels of research projects and methods of problem selection
CO3	Indicate the concept of hypothesis and its types needed in social science research
CO4	Identify and classify the concepts related to research design and sampling
CO5	Compute and apply various methods of data collection in the process of research

### References

1. Kothari, C.R.(2008). Research Methodology: Methods and Techniques. Second Edition. New Age International Publishers, New Delhi.
2. Gupta S.P. (2008). Statistical Methods. 37 th ed. (Rev)Sultan Chand and Sons. New Delhi1.  
Arthur Asa Berger (2012) Media Analysis Techniques, Sage South Asia Edition 4th edition
3. Graham Mytton (28 Dec 2015) Media Audience Research: A Guide for Professionals
4. Hong Cheng (21 Mar 2014) The Handbook of International Advertising Research
5. Research Methodology Dr P M Bulakh,Dr P. S. Patki and Dr A S Chodhary 2010

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

### Mapping of Course Outcomes to Program Outcomes:

#### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	3
CO3	2	3	3	2	2	3	2
CO4	2	3	2	3	2	2	2
CO5	3	3	3	3	2	3	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	2	3	3	2
CO3	2	3	2	3
CO4	3	2	3	2
CO5	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Meaning and definition of research -Criteria of good research - Objectives of social research - Deductive and inductive method -Objectivity in social research -Difficulties of social research- Classifications of research	12	K2
2	Problem awareness, selection and formulation -Selecting a topic for research -Types of research problems, in social science -Sources of research problem - Review of literature -Formulating and stating the problem	10	K2
3	Concepts -Theory -Functions of theory -Definition of hypothesis -Types of hypothesis Criteria of hypothesis -Difficulties in formulation of hypothesis	12	K3
4	Meaning of research design -Important concepts relating to research design -Major steps in formulating a research design -Factors affecting research design -Meaning of sample -Principles of sampling -Methods of sampling -Criteria for a samples	14	K3
5	Schedules -Questionnaires -Meaning and forms of questionnaire . Interview -Types of interview – Observation – Types of Observation .Content analysis. Writing a research report.	12	K4



<b>Semester</b>	<b>V</b>	
<b>Subject</b>	<b><u>CORE PAPER XIV- EDITING SKILLS- PRACTICAL</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

### Objectives:

The students will acquire the skill of film editing and they will also learn how to control the pace of a film with various editing techniques. Students will have to submit the editing works which showcases their narrative skills and the final submission should cover the following.

The sequences will be screened and viva voce will be conducted.

1. 180-degree rule-breaking 180-degree rule.
2. Editing cut
3. s and transitions
4. Creating and executing the different types of montages
5. Conveying Emotions.
6. Creating narrative pace
7. Scene Recreation
8. Teaser and Trailer cuts
9. Combining music and visuals of different films
10. Edit a dialogue exercise;(rough-cut and final cut)
11. Shoot and create two sequences (With and without dialogues)

<b>CO Nos.</b>	<b>Course Outcomes</b>	<b>Knowledge Level (Based on revised Bloom's Taxonomy)</b>
CO1	Developing technical skills in moving image editing	K1
CO2	Understand the different editing techniques and style.	K2
CO3	Understanding various types of cuts and transitions.	K3
CO4	Understanding the fundamentals and nuances of audio – editing.	K4
CO5	Producing a portfolio showcasing editing skills	K5

### References

1. Walter Murch, *In The Blink of an Eye*, Silman-James Press; 2nd edition (23 October 2020),
2. Jerry Lewis, *The Total Filmmaker*, 1971, Michael Wiese Productions (1 July 2021)
3. Edward Dmytryk, *On Film Editing*, Routledge; 1st edition (6 October 2018)
4. Michael Ondaatje, *The Conversations: Walter Murch and the Art of Editing Film*, Knopf; Reprint edition (5 October 2004)

5. Gael Chandler, Cut by Cut: Editing Your Film or Video, Michael Wiese Productions; 2nd edition (1 June 2012)

<b>CONTENTS OF MODULE</b>	<b>COs</b>
Developing technical skills in moving image editing	K1
Understand the different editing techniques and style.	K2
Understanding various types of cuts and transitions.	K3
Understanding the fundamentals and nuances of audio – editing.	K4
Producing a portfolio showcasing editing skills	K5



<b>Semester</b>	<b>V</b>	
<b>Subject</b>	<b><u>CORE PAPER XV- 3D MODELING AND ANIMATION</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

**Objectives:**

This course provides the students an opportunity to create 3D Animation portfolios  
This paper will let the students bring their theoretical knowledge into practice by way of making the following:

**Software's Covered:**

1. Autodesk 3D Studio Max

**Projects:**

**Using Autodesk 3D Studio Max:**

1. Create a walkthrough of a building Interior for 15 sec
2. Create a walkthrough of a building Exterior for 15 sec
3. Create a Title animation
4. Create a Low Poly set models
5. Create an Inner Organ Model
6. Create an Electronic Gadget
7. Create a Furniture Model
8. Create a Landscape scene
9. Create an Auditorium.
10. Create a Playground

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Discuss the various approaches, methods and techniques of Animation Technology
CO2	To apply Audio and Video Production Techniques to an Animation Project
CO3	Students will use these tools to build complex objects then learn the basic 3-D rendering tools.
CO4	Comparing with basics of modeling, lighting, texturing and rendering, electronic models
CO5	Developing portfolios based on texturing, creating anatomy models.

## References

1. Tony White, “How to Make Animated Films: Tony White’s Complete Master class on the Traditional principles of Animation”, Published by Elsevier 2009
2. Don Hahn, “The Alchemy of Animation: Making an Animated film in the Modern Age” Published, Disney Editions,2008.
- 3.Kelly L. Murdock, “Autodesk 3ds Max 2021 Complete Reference Guide” Published by SDC Publications 2020.
4. Richard Williams, The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, Farrar, Straus and Giroux, 2012.
5. Ramakrishnan Mukundan, 3D Mesh Processing and Character Animation: With Examples Using OpenGL, OpenMesh and Assimp, Springer, 2022

## Mapping of Course Outcomes to Program Outcomes:

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	3	2	3	3
CO2	3	3	3	2	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	2	3	3	3	2
CO5	2	3	3	3	2	2	3

Correlation levels: 1- Weak      2-Medium      3-High

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	2	2	2	2
CO3	3	3	2	3
CO4	2	2	3	3
CO5	3	2	3	3

**Correlation levels: 1- Weak      2-Medium      3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	1. Create a walkthrough of a building Interior for 15 sec 2. Create a walkthrough of a building Exterior for 15 sec	12	K5
2	3.Create a Title animation 4. Create a Low Poly set models	10	K6
3	5. Create a Inner organ Model 6.Create a Electronic Gadget	12	K5
4	7. Create a Furniture Model 8.Create a Landscape scene	14	K5
5	9.Create an Auditorium. 10. Create a Playground	12	K6

<b>Semester</b>	<b>V</b>
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<b>Subject</b>	<b><u>CORE PAPER XVI- CAMPAIGN STRATEGIES</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

### Objectives:

Media Outreach helps the students to involve in community development programs. The students involve themselves as different role such as conducting a campaign creating an awareness and educational program (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

### Exercises

1. PR campaign
2. Community awareness programs – (Eg Hygiene, Cleanliness, Disease, usage of Toilet )
3. Community Educational program- (Eg personality development and working opportunities)
4. Rural development programme.
- 5.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Identify and structure the PR campaign
CO2	Discuss the various Community problems in the regards to Healthy environment
CO3	Construct and develop on personality development and working opportunities
CO4	Discuss the various development programs in community
CO5	Discuss and create Healthy environment space

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	2	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

### Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Promoting or creating an awareness campaign for the public	4	K3
2	Tutoring and Education classes	4	K4
3	Help them improve social skills and increase self-esteem	3	K4
4	Community development	3	K5
5	Community services	4	K6

<b>Semester</b>	<b>V</b>	
<b>Subject</b>	<b>ELECTIVE I– CHARACTER MODELING AND ANIMATION</b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	5 Credits /30 Hours	
Exam Duration	3 Hours	

### **Objectives:**

This course provides the students an opportunity to create 3D Animation portfolios  
This paper will let the students bring their theoretical knowledge into practice by way of making the following:

### **Software's Covered:**

1. Autodesk Maya

### **Projects:**

1. Create a character and add **Texture** using UV mapping.
2. Create a character and add **Rigging** using bones.
3. Create One minute **Animation** video using the character
4. Create a Product with texture using Maya and Photoshop

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Discuss the various approaches, methods and techniques of character modeling
CO2	To apply texture by UV mapping using Maya and Photoshop
CO3	Students will use these tools to build complex objects then learn the 3-D rendering tools.
CO4	Comparing with basics of modeling, lighting, texturing and rigging
CO5	Developing portfolios based character models.

### **References**

1. KitLaybourne, “The Animation Book: A Complete Guide to Animated Filmmaking- from Flip-books to Sound Cartoons to 3-D Animation” Published by, Three Rivers Press, 1998.
2. Tony White, “How to Make Animated Films: Tony White’s Complete Master class on the Traditional principles of Animation”, Published by Elsevier 2009
3. Don Hahn, “The Alchemy of Animation: Making an Animated film in the Modern Age” Published, Disney Editions,2008.

4. Richard Williams, The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, Farrar, Straus and Giroux, 2012.

5. Todd Palamar,” Mastering Autodesk® Maya® 2016 “

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	3	2	3	3
CO2	3	3	3	2	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	2	3	3	3	2
CO5	2	3	3	3	2	2	3

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	2	2	2	2
CO3	3	3	2	3
CO4	2	2	3	3
CO5	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Create a character and add texture using UV mapping.	12	K5
2	Create a character and add rigging using bones and animate.	18	K6

Semester	V
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<b>Subject</b>	<b><u>ELECTIVE I - ADVANCED PHOTOGRAPHY(P)</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	5 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

**Objectives:**

This course provides the opportunity to create photography portfolio

**Exercise:**

1. Product Photography
2. Food Photography
3. Model Photography
4. Fashion Photography
5. Event Photography

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understanding the usage of indoor studio in photography
CO2	Discuss the various angles, lightings in photography along with experimenting it
CO3	Applying the various branding techniques, product and model photography
CO4	Construct and develop the structure of photos based on various themes upon analyzing the prospects
CO5	Discuss and create photography portfolio upon the aspects of photography

**References**

1. Dave Saunders, Professional advertising photography, Mere Hurst Press, London (1988)
2. Elizabeth Allen, Sophie Triantaphillidou, The Manual of Photography, Routledge (2010)
3. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen, Hand Book of Photography, Thompson Delmar Learning; 6 edition, (2005)
4. Bruce Barnbaum, The Art of Photography: A Personal Approach to Artistic Expression, Rocky Nook, 2017

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**



	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	2	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Experimenting with studio setup	5	K4
2	Product photography	5	K4
3	Fashion Photography	10	K5
4	Event Photography	5	K5
5	Ad, Model and Compilation	5	K6

<b>Semester</b>	<b>VI</b>
<b>Subject</b>	<b>CORE PAPER XVII - DIGITAL FILM MAKING</b>
<b>Maximum Marks</b>	CIA- 50 Marks ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

### Objectives:

This course provides the opportunity to create a better short film with the knowledge gained in previous semesters.

- The students have to make a short film for the duration of 5 – 8 mins. Submission of short film should be supported with bounded script of the short film, behind the scene photographs.
- The short film will be screened and Viva voce will be conducted.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Create ideas for film, story, screenplay and financing for making the film
CO2	Do Script, budget, location scout, crew, casting, schedule, script breakdown.
CO3	Shooting for the script in film, direction, taking control on the film production.
CO4	Manage the footage, editing, sound, music, VFX, color correction, title and credits.
CO5	Promoting the film, Poster, Trailer. Screening the film, entering for competition.

### References

1. Steven Ascher, *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age*, Penguin USA, Fourth edition (2012)
2. Christopher Kenworthy, *Master Shots Vol. 3: The Director's Vision*, Michael Wiese Productions, (2013)
3. Sidney Lumet, *Making Movies*, RHUS, Reprint edition (1996)
4. Walter Murch, *In the Blink of An Eye: 2<sup>nd</sup> Edition*, Silman-James Press, U.S.; Revised edition (2001)
5. The Videomaker Guide to Video Production (Fourth Edition)  
-<http://www.sciencedirect.com/science/book/9780240809687>

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	2	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Create ideas for film, story, screenplay and financing for making the film	4	K3
2	Do Script, budget, location scout, crew, casting, schedule, script breakdown.	4	K4
3	Shooting for the script in film, direction, taking control on the film production.	3	K4
4	Manage the footage, editing, sound, music, VFX, color correction, title and credits.	3	K5
5	Promoting the film, Poster, Trailer. Screening the film, entering for competition.	4	K6

**Semester**

**VI**

<b>Subject</b>	<b>CORE PAPER XVIII - <u>MEDIA, CULTURE AND SOCIETY</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /18 Hours	
Exam Duration	3 Hours	

**Objective:**

This course helps to study media, audience analysis and social construction

**UNIT 1**

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture – basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. Study of Human Communication and Mass Media.

**UNIT 2**

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

**UNIT 3**

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

**UNIT 4**

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

**UNIT 5**

Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people’s culture, celebrity industry-personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture. Moral Responsibility of media.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Understand mass media, characteristic, feature nature and scope.
CO2	Associate the various communication theories with society
CO3	Analyse different media approach
CO4	Identify different audience segmentation
CO5	Explain about media content and media representative

### References

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

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	2	3
CO2	3	3	3	3	3	3	2
CO3	2	3	2	2	2	3	2
CO4	3	2	3	3	3	3	2
CO5	2	3	2	2	2	2	3

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	2	3	3
CO3	3	2	2	3
CO4	3	3	3	2
CO5	3	1	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture – basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. Study of Human Communication and Mass Media.	3	K4
2	Media Audience analysis (mass, segmentation, product, social uses). Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc. Mass Media and Development Communication.	3	K4
3	Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.). Relationship between Media and Society	4	K5
4	Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy	4	K5
5	Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture. Moral Responsibility of media.	4	K6

<b>Semester</b>	<b>VI</b>	
<b>Subject</b>	<b>CORE PAPER XIX - <u>INTERNSHIP (P)</u></b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	4 Credits /30 Days	
<b>Exam Duration</b>	3 Hours	

**Objectives:**

This course provides the opportunity to the students to explore the hands on media experience in a media entity

- The students have to undergo an internship in any media organization and present a report.
- Viva will be conducted.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Identify the workplace environment in the media industry
CO2	Organize and learn the flexibility and scheduling by working in media
CO3	Experiment in the media houses with the necessary socializing and interpersonal skills
CO4	Reflect responsibility and do real time assignment in the field
CO5	Extend and execute practical knowledge in the media world and prioritizing their area of interest

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	2	3	2	3	2	3	3
<b>CO2</b>	3	3	2	2	3	3	2
<b>CO3</b>	2	3	2	3	3	3	3
<b>CO4</b>	2	3	3	2	2	3	2
<b>CO5</b>	3	3	3	3	3	2	3

**Correlation levels: 1- Weak      2-Medium      3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3
CO2	3	2	3	2
CO3	3	3	2	3
CO4	3	2	3	2
CO5	2	3	2	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Internship in a media organization for a period of 30 Days	30 Days	K6



<b>Semester</b>	<b>VI</b>
<b>Subject</b>	<b><u>ELECTIVE II</u></b> <b>RADIO PRODUCTION</b>
<b>Maximum Marks</b>	CIA- 50 Marks <span style="float: right;">ESE-100 Marks</span>
<b>Credits/Instructional Hours</b>	5 Credits /30 Hours
<b>Exam Duration</b>	3 Hours

**Objectives:**

This course provides the students an opportunity to create radio portfolios

The students are expected to specialize in any one of the following electives and present a record:

**UNIT 1**

Creating Jingles

**UNIT 2**

Developing and writing audio script

**UNIT 3**

Creating content for commentaries, news and interviews

**UNIT 4**

Experimenting background music and sound effects

**UNIT 5**

Write a radio script with audio for 15 minutes.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to

:

CO1	Understand the audio techniques in studio
CO2	Experiment the working of audio lab
CO3	Discuss the concept of FM stations
CO4	Compare the various types of microphones
CO5	Develop the idea of radio jockey

CO6	Create a radio FM on their own
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## References

1. Flemming, C. The Radio Handbook. London: Routledge, 2002
2. Ford, Meg. Radio Broadcast. On Demand Publishing, LLC-Create Space, 2013.
3. Gilmurray, B. The Media Student's Guide to Radio Production. UK: Mightier Pen Pub, 2010.
4. M. Neelamalar, Radio Programme Production, PHI Learning Pvt. Ltd. 2017
5. K.M. Shrivastava, News Writing for Radio and T.V., Sterling Publication New Delhi.
6. Robert Mc Leish Radio Production, Fifth Edition, Focal Press, UK, (2012).

## Mapping of Course Outcomes to Program Outcomes:

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	3	2	3	3
CO2	3	3	3	2	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	2	3	3	3	2
CO5	2	3	3	3	2	2	3

Correlation levels: 1- Weak 2-Medium 3-High

### Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	2	2	2	2
CO3	3	3	2	3
CO4	2	2	3	3
CO5	3	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

<b>S.No</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>CO s</b>
1	Creating Jingles	12	K3
2	Developing and writing audio script	10	K4
3	Creating content for commentaries, news and interviews	12	K4
4	Experimenting background music and sound effects	14	K5
5	Write a radio script with audio for 15 minutes.	12	K6



## PRACTICALS

- Application in online video production
- Fundamentals of monetizing
- Create an Online Video channel
- Editing process
- Publishing the content online
- Ethics in Video Production
- Portfolio Creation
- Create an Online channel on a specific theme.
- Produce a video (15 min duration) and publish it in the channel you have created.

## References

1. Cannell , Sean, 2018, *Youtube Secrets* , Austin, Lioncrest
2. Zettl, Herbert, 2017 , *Video Basics*, Boston, Cengage Learning
3. Rice, John, 2001, *Creating Digital Content* , New York, McGraw Hill
4. Musberger , Robert ,2014 , *Single-Camera Video Production* , Oxfordshire , Routledge
5. Jim Owens,Gerald Millerson, *Video Production Handbook*, Focal Press; 4th edition, 2008

### Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	3	2	3	3
CO2	3	3	3	2	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	2	3	3	3	2
CO5	2	3	3	3	2	2	3

Correlation levels: 1- Weak 2-Medium 3-High

### Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	2	2	2	2
CO3	3	3	2	3
CO4	2	2	3	3
CO5	3	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

S.No	CONTENTS OF MODULE	Hrs	CO s
1	Discuss the various application in online video production	5	K3
2	To apply Video Production Techniques to Project	5	K4
3	Students will use these tools to build composite video	5	K4
4	Discuss the various Fundamentals of monetizing	5	K5
5	Developing portfolios based on after effects	10	K6

<b>Semester</b>	<b>VI</b>	
<b>Subject</b>	<b><u>ELECTIVE - III</u></b>	
	<b>VISUAL EFFECTS &amp; COMPOSITING</b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	5 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

### **Objectives:**

This course provides the students an opportunity to create titles, motion poster, etc. using Adobe After effects

The students are expected to specialize in any one of the following electives and present a record:

### **Practicals:**

1. Create a Scroll Title Effects for a serial / TV Show / a film
2. Shoot a 30 sec / a minute AD film and add effects
3. Create a Motion Poster
4. 3D Room with lights

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Discuss the various approaches, methods and techniques of keyframe animation
CO2	Apply Video Production Techniques to Project
CO3	Experiment with the tools to build composite video
CO4	Create a work with color correction taken using Green matte
CO5	Develop portfolios based on after effects

### **References**

1. Lisa Fridsma, Brie Gyncild “Adobe After Effects CC Classroom in a Book” Published by Peachpit, 2022.
2. Austin Shaw, Design for Motion: Fundamentals and Techniques of Motion Design, Routledge, 2018
3. Mark Christiansen, After effects visual effects and compositing, Adobe Pr; Pap/Psc edition, 2013.

**Mapping of Course Outcomes to Program Outcomes:**

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	3	2	3	3
CO2	3	3	3	2	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	2	3	3	3	2
CO5	2	3	3	3	2	2	3

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	2	2	2	2
CO3	3	3	2	3
CO4	2	2	3	3
CO5	3	2	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Discuss the various approaches, methods and techniques of keyframe animation	5	K3
2	To apply Video Production Techniques to Project	5	K4
3	Students will use these tools to build composite video	5	K4
4	Using Keying create a work with color correction taken using Green matte	5	K5



5	Developing portfolios based on after effects	10	K6
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<b>Semester</b>	<b>VI</b>	
<b>Subject</b>	<b>ELECTIVE III: AD-FILM &amp; PSA</b>	
<b>Maximum Marks</b>	CIA- 50 Marks	ESE-100 Marks
<b>Credits/Instructional Hours</b>	5 Credits /30 Hours	
<b>Exam Duration</b>	3 Hours	

### Objectives:

This course provides the opportunity to create AV Ads and PSA with the knowledge gained in previous semesters.

- The students have to make an Ad film for the duration of 1-2 mins. Submission of ad film should be supported with bounded script of the film, behind the scene photographs.
- The students have to make a PSA for the duration of 3-5 mins. Submission of this should be supported with bounded script of the film, behind the scene photographs.
- The films will be screened and Viva voce will be conducted.
- Internal Practical assignments will be practiced alongside other submissions

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

CO1	Create ideas for ad film, story, screenplay and financing for making the film
CO2	Do Script, budget, location scout, crew, casting, schedule, script breakdown.
CO3	Shooting for the script in film, direction, taking control on the ad film production.
CO4	Manage the footage, editing, sound, music, VFX, color correction, title and credits.
CO5	Produce sensible media output according to industry standards

### References

1. Steven Ascher, The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Penguin USA, Fourth edition (2012)
2. Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGrawHill, 2012
3. Blain Brown, Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, Routledge, 2016

4. David Stump ASC, Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows, Routledge; 1st edition , 2014
5. The Videomaker Guide to Video Production (Fourth Edition)  
-<http://www.sciencedirect.com/science/book/9780240809687>
6. Young Miles, (2018),Ogilvy on Advertising in the Digital Age, Carlton Books, Spain

**Mapping of CO v/s PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	2	3	2
CO2	3	2	3	2	3	2	3
CO3	2	3	3	2	3	3	2
CO4	3	3	2	2	3	3	3
CO5	3	2	3	3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**

**Mapping of CO v/s PSO:**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	3	2
CO3	3	2	3	3
CO4	2	2	3	3
CO5	2	3	3	3

**Correlation levels: 1- Weak 2-Medium 3-High**

S.No	CONTENTS OF MODULE	Hrs	COs
1	Create ideas for film, story, screenplay and financing for making the ad film	4	K3
2	Do Script, budget, location scout, crew, casting, schedule, script breakdown.	4	K4
3	Shooting for the script in ad film, direction, taking control on the ad film production.	3	K4

4	Manage the footage, editing, sound, music, VFX, color correction, title and credits.	3	K5
5	Produce sensible media output according to industry standards	4	K6

**THEATRE ARTS - VALUE ADDED COURSE I  
COURSE OBJECTIVE**

- To understand and identify In-depth knowledge, experience with the art and craft of acting for film and television
- To learn about different method acting among prominent pioneers in theatrics and character analysis
- To analyse and interpret Experience with multiple modern and classical approaches to performance, script interpretation, and character formation.
- To develop and define insights on the importance of voice and stage movements in theatre arts and the avenues for exposure using new media.
- To apply the integrated medium of theatre using the various approaches in theatre arts

**UNITS**

<b>UNIT 1</b>	<b>Theatre History and Literature: Survey of Theatre History and Dramatic Literature - A survey of the major events, problems and concepts of theatre history and theory, and of major movements and regional street plays</b>	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>• Exercises include improvisation, sound and movement exercises, voice and speech training, tension release, exploration of stage space, and text work.</li> </ul>
<b>UNIT 2</b>	Methods of Stanislavski, Adler, The Meisner Method, Strasberg and Usage of Navarasas, Indian Theatre Methods, Aspects of Scripting in Theatre.	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>• Exercises including the methods of the pioneers of imaginative, original acting and projection.</li> <li>• Exercises such as to watch a movie and provide a written critique of the acting.</li> </ul>
<b>UNIT 3</b>	<b>Theatrical Performance: Acting - The fundamentals of acting, including movement, vocal production and the interrelation between these, Fundamentals of Street plays.</b>	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>• Exercises in the expressive use of the body, and of stage space are combined with exercises to develop vocal quality, clarity, and projection.</li> <li>• Exercises to prepare improvisations with partners and perform them in class.</li> <li>• Exercises to prepare, memorize and perform a scripted scene in class.</li> </ul>
<b>UNIT 4</b>	<b>Voice, Movement and Mime - Voice and stage movement with an introduction to mime, Usage of New Media exposure</b>	

	<b>Practica 1</b>	<ul style="list-style-type: none"> <li>● Dramatic reading of poetry, prose and dramatic scene</li> <li>● Dramatic improvisation: Circumstantial acting</li> <li>● <b>Exercises include keep a journal documenting their experiences in the classroom.</b></li> </ul>
<b>UNIT 5</b>	<b>Theatre Design: Production Design - An introduction to the elements of directing plays and stage design, -- set, costumes, lights, dramatic text, lights, sounds, set and costume work, Setting up for portfolio.</b>	
	<b>Practica 1</b>	<ul style="list-style-type: none"> <li>● <b>Exercises to memorize and perform a monologue.</b></li> <li>● <b>Exercises to use new media technology to collaborate theatre and their performances to prepare portfolio.</b></li> <li>● <b>Prepping the stage activity in production activity</b></li> <li>● <b>Creation of portfolio according to their interest</b></li> </ul>

**PODCASTING – VALUE ADDED COURSE II**  
**COURSE OBJECTIVE**

This course focuses on giving a deep insight to the students about Podcasting from its basics. Students will be taught about rhetoric, sound scaping, interview techniques and psychology, reportage and the role of human senses in communication strategies and practices. Also, they will be given hands-on production, including voice training, speech practice, recording, and editing.

**UNITS**

<b>UNIT 1</b>	Podcasting – Definition, Types/Genres of Podcasts. How to create a podcast? Audio script writing. How to write for the ear? Points to keep in mind while creating a Podcast.	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>● Create a script for a Podcast, by editing and rewriting a professional text, so that it can be used in an audio piece. (<i>Usage of metaphors and clichés are recommended</i>).</li> <li>● Make your own audio script for a 3-minute Podcast.</li> </ul>
<b>UNIT 2</b>	Reportage. Sound scaping. Different types of Podcasting software. Equipment used. What is Solo Podcast? How to create a Solo Podcast? Adding a Co-host to a Podcast.	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>● Make an interesting one-minute solo podcast on any topic</li> <li>● Collaborate with your friends and make a fun Podcast (3 – 5 minutes maximum)</li> </ul>
<b>UNIT 3</b>	Narrative Podcast. Adding episodes to your Podcast – Creating a Podcast series.	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>● Produce a Podcast with 5 episodes. (<i>2 minute per episode</i>) (<i>any genre</i>)</li> </ul>
<b>UNIT 4</b>	Storytelling or Investigative Podcasts. Interview Podcasts. How to question, listen and facilitate.	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>● Plan and execute a recorded unedited audio interview (<i>Maximum of 5 minutes</i>)</li> <li>● Create an Investigative Podcast covering any of the recent news</li> </ul>
<b>UNIT 5</b>	Broadcast vs. podcast. Personal “voice” – Incorporating Voice in Podcast. Scope of Podcasting	
	<b>Practical</b>	<ul style="list-style-type: none"> <li>● Produce a 10-minute audio Podcast that demonstrates your knowledge and practical control of several basic means of audio production. Reportage, Scriptwriting, Sound scaping and speech</li> </ul>

## References

1. Michael Geoghegan, Greg Cangialosi, Ryan Irelan, Tim Bourquin, Colette Vogele: Podcast Academy: The Business Podcasting Book - Launching, Marketing, and Measuring Your Podcast, 2012
2. Martin Spinelli, Lance Dann: Podcasting - The Audio Media Revolution, 2019
3. Aradhna Krishna, Sensory Marketing: Research on the Sensuality of Products, Taylor & Francis Ltd, London 2010.
4. Strunk & White, The Elements of Style, 4th edition, 2015, Mass Market Paperback.
5. John Biewen, Alexa Dilworth: Reality Radio: Telling True Stories in Sound, 2010
6. Jonathan Kern, Sound Reporting, The University of Chicago Press, 2008.
7. J.Bjarnholdt Hansen, Writing for The Ear, Speechwriting in Our Time, journal, Texas A&M University Press.
8. Jesse Noyes, Companies, and podcasts, Havard Business Review, Dec. 9th 2014
9. Jason Van Orden: Promoting Your Podcast -The Ultimate Guide to Building an Audience of Raving Fans, 2006
10. Kristen Meinzer: So, You Want to Start a Podcast: Finding Your Voice, Telling Your Story, and Building a Community That Will Listen, 20

## CERTIFICATION COURSES

<b>DIGITAL MARKETING – CERTIFICATION COURSE I</b>	
<b>COURSE OBJECTIVE</b>	
<p>The Digital Marketing course will enable the students to understand the digital customer behaviour, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimise Return on investment (ROI). Also, this course will help you plan and execute transformational digital marketing strategies and best practices.</p>	
<b>UNITS</b>	
<b>UNIT 1</b>	<p>Marketing in the Digital World, Reaching and Engaging the Customer, Types of Digital Marketing. P.O.E.M. framework, Return on Investment (ROI), Digital Marketing Budgeting</p>
<b>Practical</b>	<ul style="list-style-type: none"> <li>● Assess any one online start-up company with the help of P.O.E.M framework</li> <li>● Create a sample Digital Marketing budget for a company of your choice.</li> </ul>
<b>UNIT 2</b>	<p>Usage of Internet in Digital Marketing, Digital marketing plan and models. Digital Marketing tools. Digital Marketing mix, Impact of digital channels on IMC.</p>
<b>Practical</b>	<ul style="list-style-type: none"> <li>● Devise a marketing strategy using 2 or 3 Digital Marketing tools</li> </ul>
<b>UNIT 3</b>	<p>E-mail marketing and plan, E-Mail campaign analysis. E-Commerce Management. Target Group Analysis; Content management; Search Engine Advertising</p>
<b>Practical</b>	<ul style="list-style-type: none"> <li>● Analyze any e-mail campaign you know and measure the success rate.</li> </ul>
<b>UNIT 4</b>	<p>SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising, Blogging, search engines; search engine and its working pattern, Google Analytics; Google Ads; data collection for web analytics</p>
<b>Practical</b>	<ul style="list-style-type: none"> <li>● Create a campaign with the help of Google Ads.</li> <li>● Write a Digital Marketing blog (<i>any topic of your choice</i>)</li> </ul>
<b>UNIT 5</b>	<p>Social media marketing, Various platforms; Building a successful social media marketing strategy, Marketing in Facebook, LinkedIn, Twitter, Instagram, YouTube and Other platforms, Introduction to social media metrics, Digital Ad Campaigns in different social media platforms</p>



	<b>Practical</b>	<ul style="list-style-type: none"> <li>● Create an advertising campaign through any form of digital marketing (<i>Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or YouTube Marketing</i>).</li> <li>● Develop a digital marketing strategy for e-commerce.</li> </ul>
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## References Books

1. Seema Gupta Digital Marketing Mc-Graw Hill 1 st Edition - 2017
2. Ian Dodson The Art of Digital Marketing Wiley Latest Edition
3. Puneet Singh Bhatia Fundamentals of Digital Marketing Pearson 1 st Edition - 2017
4. Vandana Ahuja Digital Marketing Oxford University Press Latest Edition
5. Philip Kotler Marketing 4.0: – Moving from Traditional to Digital Wiley 2017
6. Melissa S. Barker | Donald I. Barker | Nicholas F. Bormann | Debra Zahay | Mary Lou Roberts Social Media Marketing: A Strategic Approach Cengage Latest Edition
7. Ward Hanson , Kirthi Kalyanam Internet Marketing & e-Commerce Cengage Latest Edition
8. Roberts and Zahay Internet Marketing: Integrating Online & Offline Strategies Cengage Latest Edition
9. Dr. Ragavendra K. and Shruthi P. Digital Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition
10. Prof. Nitin C. Kamat, Mr. Chinmay Nitin Kamat Digital Social Media Marketing Himalaya Publishing House Pvt. Ltd.

### List of Journals / Magazines / Periodicals / Newspapers / e-resources, etc.

1. <https://learndigital.withgoogle.com/digitalunlocked/>
2. <https://digitalskills.fb.com/en-in/>
3. <https://www.hubspot.com/digital-marketing>
4. <http://www.afaqs.com/>
5. <https://www.linkedin.com/learning/>
6. Journal of Marketing

## INTERACTION DESIGN AND DEVELOPMENT- CERTIFICATE COURSE II

### COURSE OBJECTIVE

This course brings a design-centric approach to user interface and user experience design, and offers practical, skill-based instruction centered around a visual communications perspective, rather than on one focused on marketing or programming. This course has best practices and conventions in UX design and apply them to create effective and compelling screen-based experiences for websites or apps.

### UNITS

<b>UNIT 1</b>	<b>UI/ UX – Definition</b> – Difference between UI/ UX. Scope of UI/ UX in industry.  Elements of User Interface design. Composing the elements. UI Principles
<b>UNIT 2</b>	<b>UX Design Fundamentals-</b> Ideation, Articulation, Development. Planning, Testing, Researching and Mapping. Design Thinking, Understanding Audience
<b>UNIT 3</b>	<b>Colour theory-</b> Understanding colour palette. Tools for designing with color  Introduction to typography. Combining fonts. Visual Principles
<b>UNIT 4</b>	<b>Design Tools-</b> Sketch, Figma, and Adobe XD. <b>User Testing Information.</b> Simulating Interaction – Fixing problems.
<b>UNIT 5</b>	Sketching & Wireframing. High-Fidelity Design. Prototyping & Testing.

## Practical:

- Software introduction of Adobe XD / Figma
- How to get started with UI/ UX project
- Creating web page and mobile app
- Understand the differences between designing for iOS and Android
- Create wireframe designs for any digital project
- Create mockups using Sketch and other tools
- Create animated prototypes
- Conducting Usability Tests

## References

1. Russ Unger, Carolyn Chandler, A Project Guide to UX Design: For user experience designers in the field or in the making (Voices That Matter), 2012
2. Mads Soegaard, The Basics of User Experience Design: A UX Design Book by the Interaction Design Foundation, 2018
3. Pamala B Deacon, UX and Ui Strategy: A Step by Step Guide on UX and Ui Design, 2020
4. Amolendu H, The Golden Ratio In UX Design: And Other Articles On User Experience, 2020
5. Jon Yablonski, Laws of UX: Using Psychology to Design Better Products & Services (Greyscale Indian Edition), 2020

**Dr. Vasanth Gopal**



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