



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited A++ Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

School of Science and Humanities

Department of Visual Communication

1.1.3 Courses having focus on Employability / Entrepreneurship / Skill Development

B.Sc. - VISCOM

CONTENTS

S. No.	Course Code	Course Name	Page No.
Employability			
3	SVCA1303	Introduction to Social Media	3
4	SVCA2301	Visual Analysis Tool	4
5	SVCA2304	Script Writing	5
6	SVCA3504	Video Editing	6
Entrepreneurship			
7	SVCA2305	Documentary Film Making	7
8	SVCA2203	Theatre Arts	8
9	SVCA2306	Anchoring and News Presentation	9
10	SVCA1403	Public Relations	11
11	SVCA2404	Digital Journalism	12
	SVCA2405	2D Animation & Web Designing	13
	SVCA2406	Sound Design	14
Skill Development			
12	SVCA1301	Audio Production Theory	16
13	SVCA1402	Television Production Theory	17

Employability

Entrepreneurship

Skill Development

M.Sc. - VISCOM

S. No.	Course Code	Course Name	Page No.
Employability			
1	SVCA5302	Media & Communication Technology	18
2	SVCA7305	Video Field Production	19
Entrepreneurship			
3	SVCA7203	Advertising Photography	20
4	SVCA7304	OTT And Digital Media Productions	21
Skill Development			
5	SVCA6302	Introduction to Sound Design	23
6	SVCA7302	3D Graphics & Animation	24

SVCA1303	INTRODUCTION TO SOCIAL MEDIA	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction.

UNIT 1 INTRODUCTION TO DIGITAL MEDIA

9 Hrs.

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

UNIT 2 UNDERSTANDING DIGITAL MEDIA & TECHNOLOGY

9 Hrs.

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

UNIT 3 SOCIAL MEDIA

9 Hrs.

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

UNIT 4 E- CONTENT DEVELOPMENT

9 Hrs.

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

UNIT 5 MOBILE TECHNOLOGY

9 Hrs.

Mobile media – Evolution of Mobile media - Mapping mobile media – mobile media: politics and Society - Mobile audience: thinking contradictions - Diffusion of Innovation Vs Social shaping of Technology – Mobile Learning

Max. 45 Hours

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

1. Bruce Drushel & Kathleen M German, 2011, The ethics of emerging media : information, social norms, and new media technology
2. Harvey, Keric, 2013 Encyclopedia of Social Media and Politics
3. Jon Rognerud, 2010, How To Nail Social Media Marketing
4. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
5. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

SVCA2301	VISUAL ANALYSIS TOOL	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1: SEMIOLOGICAL ANALYSIS

9 Hrs.

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

UNIT 2: PSYCHOANALYTIC CRITICISM

9 Hrs.

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

UNIT 3: MARXIST ANALYSIS

9 Hrs.

Materialism – The base and the super structure – false consciousness and ideology – class conflict – Alienation – the consumer society – Bourgeois heroes – Hegemony

UNIT 4: GENDER ANALYSIS

9 Hrs.

Sex, Socialization, Status, Stereotypes, Values, Male gaze, Media and masculinity, beyond heterosexuality

UNIT 5: SOCIOLOGICAL ANALYSIS

9 Hrs.

Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis, Analysing film & television, social semiotics analysis of tele-film, six levels of analysis.

Max. 45 Hours

PROJECT OUTLINE:

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

- Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.
- Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 2012.
- Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.
- Paul Hodkinson, Media, Culture and society – an introduction, SAGE Publication, New Delhi 2011

Employability

Entrepreneurship

Skill Development

SVCA2304	SCRIPT WRITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVES:

- To strengthen the knowledge on concept, model and theories of Script Writing
- To develop content using the features in Script Writing

UNIT 1: INTRODUCTION TO SCRIPT WRITING

9 Hrs.

Introduction of visualization- Framing & Composition – Film formats -Idea generation – Genres- types of screen play – stages of script writing

UNIT 2: ADAPTATION

9 Hrs.

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

UNIT 3: PROCESS OF STORY DEVELOPMENT

9 Hrs.

Fiction: Story idea – synopsis - plot and story - sub plot - plot patterns – elements of story – pitching the script

UNIT 4: CHARACTERIZATION

9 Hrs.

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

UNIT 5: STORY WRITING FORMATS & PRESENTATION

9 Hrs.

Script writing stages –Writing the first draft, format and presentation of the scripts - story board- introduction to TRUBY, Celtex, Final Draft, Studio Binder software - structuring the story with software – marketing the script

Max. 45 Hours

PROJECT OUTLINE:

- Writing a short story with five elements
- Write log line of the story
- Synopsis of short story
- Complete treatment of the story
- Characterization and their Relationship between them in the story
- Scene break down
- Screen play of short story(with dialogue)
- Act Structure pattern
- Master scene script of story
- Story board

COURSE OUTCOMES:

- CO1:** Understand the nuances of the script stages and its features.
CO2: Analyse the adapted stories and its execution in the script.
CO3: Create own stories in script format with plot pattern.
CO4: Developing the characters and its relationships in the story structure.
CO5: Design the structure and plot pattern of story flow.
CO6: Create a own short story script and structure it using software

TEXT / REFERENCE BOOKS:

- Lewis Herman, Practical Manual of Screenplay Writing , New American Library, 1974.
- Lajos Egri. ,The Art of Dramatic Writing by Wildside Press LLC, 2007.
- Anthony Friedmann. Writing for Visual Media ,Taylor & Francis, 2014.
- Jean Rouveral ,Writing for soaps, Writer's Digest Books, 1984
- Barry

Hump.,

Employability

Entrepreneurship

Skill Development

SVCA3504	VIDEO EDITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

Making Documentary Films and Reality shows , Henry Holt and Company, 1997.

COURSE OBJECTIVE:

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

UNIT 1: INTRODUCTION TO VIDEO EDITING

9 Hrs.

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

Assignment: Short Film Review – Technical Details

UNIT 2: ANALOG TO DIGITAL CONVERSION

9 Hrs.

Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced & Progressive – Broadcast standards – component & Composite video – tape formats – codec – MPEG – Video file formats

Assignment: Fine Cut & Different Types of Video Out put

UNIT 3: METHODS OF EDITING

9 Hrs.

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

Assignment: Multilayer Video Production (Picture in Picture)

UNIT 4: ROUGH CUT TO FINAL CUT

9 Hrs.

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

Assignment: Chroma Key video project

UNIT 5: SPECIAL EFFECTS & PRINT TO TAPE

9 Hrs.

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

Assignment: Promo Video

Software: Final Cut Pro

PROJECT OUTLINE

- PSA
- Commercial Advertisement
- Documentary or Short film

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

- Apple, 2010, Final Cut Pro 7 Professional Formats and Workflows, Apple Help Library
- Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press
- Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial
- JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill
- POST PRODUCTION HANDBOOK, second edition, 2014

SVCA2305	DOCUMENTARY FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

Unit I Documentary History

9 Hrs

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

Unit II Documentary as a Genre

9 Hrs

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

Unit III Documentary types & Modes

9 Hrs

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

Unit IV Documentary Concept

9 Hrs

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

Unit V Documentary Narration

9 Hrs

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

Max. 45 Hours

PROJECT OUTLINE:

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

Course Objective:

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

TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press

REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).

SVC2203	THEATRE ARTS	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE:

- To develop an understanding on World Theatre
- To enable students perform on stage or street play or children theatre in a full length play and explore an in-depth understanding about Tamil Theatre.

UNIT 1 WORLD THEATRE

9 Hrs.

Origin of theatre - World theatre - Indian theatre - NatyaSastra – An introduction to the fundamentals- Tholkaapiyam in Meyppaattiyal – Silappathikaaram in Arangetrakaathai - Stanislavsky's Method acting theory – Exercises for Body, Voice and Mind- Martial Arts Rhythm and Movement –character study from society.

UNIT 2 GENRES OF THEATRE

9 Hrs.

Traditional theatre -- Folk Theatre Forms – Therukoothu – Puppetry – Proscenium theatre – Modern theatre - Post Modern theatre - Street theatre Forum theatre - Children theatre – Theatre Games - Theatre and Society - Role in Contemporary society – Theatre Therapy.

UNIT 3 STAGE SET-UP

9 Hrs.

Purpose of Stage setting - Different type of Stage – stage continuity –work with set designer - Tradition to Modern Costume and Makeup– Nature and Role– Makeup Types – Makeup and Costumes relation.

UNIT 4 SCRIPT TO PERFORMANCE

9 Hrs.

Basics of Storytelling - Script reading – Selection of Play - Character and Play analysis – Mythological and Social - Using Dramatic Texts – Actor Director Relationship - Script Blocking - Rehearsal to performance – Time and Space - Blocking to Performance -performer to Audience

Unit 5 CONTEMPORARY THEATRE SCENARIO IN TAMILNADU

9 Hrs.

Different Theatre groups – Puraana Naadakam –Boys Company- Special Naadakam- Shapa Naadakam- Dalit theatre- Political theatres,-Feminist theatre -Working styles - Performance spaces – Tamil play writers

Max. 45 Hours

PROJECT OUTLINE

The paper aims at a practical and formal introduction for the performing artist to the identified performance stage, after basic training in the area of interest.

- Acting theory based on Method Acting Theory- Script reading, Character and Play analysis
- Dress Rehearsal – Costume and Makeup / Light and Set - Designing the play production - Rehearsal to performance
- Study of animal behaviour and its exact imitation
- Mime concept – Traditional and Modern Mime
- Designing choreography for performance, emotional expressions.

COURSE OBJECTIVE:

CO1: Understand and identify the broad range of theatrical forms

CO2: Develop a strong understanding about past and current scenario of theatre.

CO3: Critically evaluate the theatre styles and its role in society

CO4: Learn more about theatre from production perspective

CO5: Apply and execute the theatre production skills by enacting a stage-play

CO6: To explore student's creativity through this expressive medium

TEXT / REFERENCE BOOKS:

- Oscar gross brockett & Franklin Joseph Hildy ,History of theatre,10th Edition, Pearson, 2008
- Michael Chekhov, To the Actor: On the Technique of Acting, 2014
- Constantin Stanislavski ,An Actor Prepares A&C Black, 2013
- Constantin Stanislavski ,Building a character, A&C Black, 2013.

Employability

Entrepreneurship

Skill Development

SVCA2306	ANCHORING AND NEWS PRESENTATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

Course Objectives:

- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices
- Editorialise the art of anchoring/news reading/reporting

Unit 1: Anchoring Skills for Radio and TV

9 Hrs

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation, command over language,

Unit 2: Art of Interviewing, Reporting and Anchoring

9 Hrs

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues.- how to handle interviews.

Unit 3: News reading & Voice Over (VO)

9 Hrs

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4: Anchoring and News Presenting styles

9 Hrs

Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict. Anchor styling (Costume, make up etc). Body Movements- Emotions & facial gestures - Dialogue delivery and character study - Performance skills analysis Voice and body language - Colourful words painting in radio - Understanding the concept of the medium.

Unit -5 - Presentation Skill

9 Hrs

Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows

Max: 45 Hours

Project: Based on Assignments: Each Assignments – 1 -2 mins

1. Anchoring a Recorded Radio Programme and art of sound bite.
2. News Presenter and art of Interview with celebrities or Single camera live show

Student Learning Outcomes:

- ▯ Quote the nuances of broadcast media
- ▯ Interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- ▯ Execute the industry patterns for broadcast media
- ▯ Illustrate anchoring, news reading, interviewing and other skills
- ▯ Understand the unique styles of prominent Radio and TV personalities
- ▯ Experiment a comfort level with camera, microphones and recording devices

Text & References:

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal

SVCA1403	PUBLIC RELATIONS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction

UNIT 1: INTRODUCTION TO PUBLIC RELATIONS

9 Hrs.

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – History of PR and growth of PR in India, - Public relations - propaganda and public opinion - PR as a Management.

UNIT 2: PUBLIC RELATIONS TOOLS

9 Hrs.

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations - Press Conference - Press release exhibition – Communication with the public – internal and external, employer, employee relations - Community Relations.

UNIT 3: PR CAMPAIGN PLANNING

9 Hrs.

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

UNIT 4: PR MANAGEMENT & CASE STUDIES

9 Hrs.

Images audit – role of corporate communication – PR tools and techniques – Traits of a good PRO – PR for services - NGO – shareholders – ethics – presentation skills & techniques.

UNIT 5: PR RESEARCH TECHNIQUES AND CODE OF ETHICS

9 Hrs.

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

PROJECT OUTLINE

Max. 45 Hours

Students are requested to do live PR Campaign

COURSE OUTCOME:

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

TEXT / REFERENCES BOOKS:

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

SVCA2404	DIGITAL JOURNALISM	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVES:

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

UNIT 1:UNDERSTANDING DIGITAL JOURNALISM

9 hrs

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

UNIT 2:ESSENTIALS OF WRITING WEB NEWS

9 hrs

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

Assignment: Writing any hard news story

UNIT 3:ONLINE FEATURE STORIES

9hrs

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

Assignment: Writing any feature stories, Interviews and Reviews

UNIT 4:MOBILE JOURNALISM

9 hrs

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

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

UNIT 5:PHOTO ESSAY

9 hrs

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

Assignment: Capture any theme-based photo or photos and write captionMax.45 Hours

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

COURSE OUTCOMES:

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

TEXT / REFERENCE BOOKS:

1. Pape, Susan and Featherstone, Sue ,Feature Writing: A Practical Introduction, Sage Publications, New Delhi,2006
2. Mencher, Melvin, News Reporting and Writing, Mc-Graw Hill Book company,2010
3. Ward, Mike, Journalism Online, Oxford, Ward, Taylor and Francis,2013
4. Parrish, Fred S, Photojournalism : An Introduction, Wadsworth Publishers, Belmonte-California,2002
5. Stephen Quinn, MOJO-Mobile Journalism in the Asian Region, 2012
6. Burum, Ivo and Quinn, Stephen, MOJO: The mobile Journalism Handbook, Taylor and Francis,

SVCA2405	2D ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1: ANIMATION OVERVIEW

9 Hrs.

Overview of 2D Animation – About animation workstation –Principles of animation – Animation production - Types of animation – Computer animation production tasks.

UNIT 2: 2D ANIMATION GIZMO

9 Hrs.

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

UNIT 3: HANDLING THE FILE AND PUBLISHING

9 Hrs.

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

UNIT 4: WEB DESIGNING USING DIV Tag

9 Hrs.

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

UNIT 5: ANIMATED VIDEO CONVERSION AND PRESENTATION

9 Hrs.

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

PROJECT OUTLINE:

Max. 45 Hours

- Vector Icon Creation
- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Website designing (Portfolio)

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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

SVCA2406	SOUND DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

Course Objectives

1. An understanding of how the digital and the analog audio signal relative advantages of each.
2. Ability to handle Nuendo software in DAW creates and manages sound elements
3. The ability to work at a basic level in the Pro Tools environment recording from multiple sources.
4. An understanding of basic principles of Sound Designing and audio dubbing perception.
5. A practical and theoretical understanding of basic audio recording and production techniques.

Unit-I Introduction of DAW

9 Hrs.

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

Unit -II Audio Equalizer

9 Hrs.

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

Unit-III Sound Designing Techniques

9 Hrs.

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

Unit-IV Audio Production for Radio & TV.

9 Hrs.

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

Unit-V Audio Mixing Over View

9 Hrs.

Preparing Vocals for the Mix: Vocal Editing -Vocal Tuning and Time Correcting - Introduction to Mixing -Audio Story Telling - Podcasting -Track creation and recording - Audio level adjustment - Destructive and non-destructive recording Media - Clip and region editing - Importing external audio - Insert and Audio Suite effects - Mix-down and export techniques

Max. 45 Hours

Course Outcome

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

Reference Books:

Audio Post Production for Television and Film,

Third

Employability

Entrepreneurship

Skill Development

Edition_ An introduction to technology and techniques (PDFDrive.com)

Digital audio editing_ correcting and enhancing audio in Pro Tools, Logic Pro, Cubase, and Studio One (PDFDrive.com)

The Art of Digital Audio (PDFDrive.com)

The Microphone Book, Second Edition_ From mono to stereo to surround - a guide to microphone design and application (PDFDrive.com)

The sound studio_ audio techniques for radio, television, film and recording (PDFDrive.com

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

SVCA1301	AUDIO PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

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

UNIT 1 SOUND AND VIBRATION

9 Hrs.

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

UNIT2 MICROPHONES AND LOUDSPEAKERS

9 Hrs.

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

UNIT 3 SOUND RECORDING TECHNIQUES

9 Hrs.

Fundamental recording techniques - Optical Magnetic and Digital recording – Mono recording - stereo sonic recording - X-Y Recording - M-S Recording - Equalizer Compressor Limiter.

UNIT 4 RECORDING FORMATS & ACCESSORIES

9 Hrs.

Audio Sample Rate - SMPTE Time code - Audio Mix down - Audio File formats DVD Blu-Ray Disc (BD) Cables and Connectors – Balanced Unbalanced cables - Modern Recording studio console

UNIT 5 RECORDING & REPRODUCTION SYSTEMS

9 Hrs.

Usage of Pilot track - Dubbing and EFX, Rerecording Final Mixing, 5.1dts Digital surround Alignments - 6.1 DTS - SDDS - Auro 3d Sound System.

Max. 45 Hours

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS:

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

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

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

20 Marks

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

80 Marks

Employability

Entrepreneurship

Skill Development

SVCA1402	TELEVISION PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To learn about the television indoor & out door production theoretically
- To Learn theoretically incorporate them to practical understanding.

UNIT 1: INTRODUCTION TO TELEVISION PRODUCTION

9 Hrs.

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

UNIT 2: VIDEO AND BROADCAST TECHNOLOGY

9 Hrs.

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

UNIT 3: TECHNIQUES OF TELEVISION CAMERA

9 Hrs.

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

UNIT 4: SCRIPTING & EDITING

9 Hrs.

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

UNIT 5: STUDIO PRODUCTION AND CONTROL

9 Hrs.

Sound control & recording for studio & field operations, Studio Production – set design and composition, different types of studio production – Indoor and outdoor, Production management, Production team, wardrobe, makeup, sets and properties, floor management.

Max. 45 Hours

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

1. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2000).
2. Robert B. Musburger & Gorham Kindem , **Introduction to Media Production: The Path to Digital Media Production** , Third edition, Focal Press, 2005.
3. Jeremy Orlebar, Digital Television Production: A Handbook - Arnold, 2002
4. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.1999.
5. Vasuki Belavadi, Video Production, published by Oxford university press ,2008

SVCA5302	MEDIA & COMMUNICATION TECHNOLOGY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To Assist students by facilitating different methods of learning
- To Send and receive educational information through communication Technologies and teach latest technologies of media

UNIT 1 HYPER MEDIA

9 Hrs.

What is hyper media – Web 2.0 - Characteristics of New Media -Communication revolution - new media versus old media - Young people & New Media – Cyber culture – Cyber Space - Digital divide: E- Governance Process, Social and legal frameworks - Policy initiatives

UNIT 2 SOCIAL MEDIA

9 Hrs.

Networking Communities – Broadcast Communities - consumer oriented media – wikis – Social networking sites (Podcasting, Blogs, Video casting) – Law of Social Media – writing for social media - Social Book Marking & online Content Democracy

UNIT 3 SOCIAL MEDIA MARKETING

9 Hrs.

Introduction to social Media Marketing – Social Networking (Media sharing, Forums, Virtual Worlds) – Measurements – rules of engagement in social media- E-Commerce – Types of E-Commerce - social media campaign – social Media Advertising – integrated Marketing strategy .

UNIT 4 MEDIA CONVERGENCE

9 Hrs.

Why Convergence – Media Convergence - technological convergence – Rise of Mobile Technology –Technology as culture – Convergent experience viewing practices across media Forms. Media structure and governance - Principles and accountability -The regulations of mass media- Diffusion of innovation

UNIT 5 EDUCATORS WITH SOCIAL MEDIA

9 Hrs.

Learning through technology – New directions in teaching technologies – design of instruction with social media – Bookmarking , clipping, mind mapping & Polls - social networking sites and education - Educational games & mobile learning – E- Learning 2.0 –data base development for online course -cyber bullying.

Max. 45 Hours

Course Outcome

- CO1. Remember latest technologies
- CO2. Understand features of Communication Technologies
- CO3. Analysis online content democracy in social media
- CO4. Understand media convergence
- CO5. Apply E-learning anywhere and anytime for educational needs
- CO6. Utilize these communication technologies in the day to life

TEXT / REFERENCE BOOKS

1. Artur Lugmayr & Cinzia Dal Zotto, 2016, Media Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects, Springer
2. David Holmes, 2005, Communication Theory Media, Technology & Society, Sage Publications
3. Jon Rognerud, 2010, How To Nail Social Media Marketing
4. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
5. Reggie Kwan & Robert Fox & F. T. Chan & Philip Tsang, 2008, Enhancing Learning Through Technology: Research on Emerging Technologies and Pedagogies, World Scientific Publishing Co. Pte. Ltd.
6. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

SVCA7305	VIDEO FIELD PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To provide hands-on training to shoot news, advertisements, short films and documentaries.
- To study the limitations and advantages in outdoor production

UNIT 1 DOCUMENTARY FILMING 9 Hrs.
Documentary Filming and Directing Telefilm.

UNIT 2 POPULAR MUSIC 9 Hrs.
Popular Music practical (Music and art type program).

UNIT 3 MAGAZINE PROGRAMME 9 Hrs.
Magazine type programme on travel / holidays.

UNIT 4 SINGLE CAMERA 9 Hrs.
Single Camera continuity (on site).

UNIT 5 CAPTION EXERCISE 9 Hrs.
Caption Exercise on fashion and city round – up practical.

Max. 45 Hours

PROJECT OUTLINE: 100 Marks

OUTDOOR

- News gathering
 - Multi camera setup
 - AD Film
 - Short Film
 - Documentary
- Students should submit the project along with Output File & Source file in CD / DVD.

COURSE OUTCOME:

- CO1. To Understand outdoor production techniques
- CO2. To do research for documentary film
- CO3. To apply the techniques involved in musical program
- CO4. To comprehend the techniques involved in magazine programs like travel and holidays
- CO5. To understand the single camera set up and its importance in outdoor production
- CO6. To execute the procedures involved in electronic field production

TEXT / REFERENCE BOOKS

1. P. Jarvis, Shooting on Location, BBC Television Training, Borchamwood, 1986.
2. Linda Seger, The Art of Adaptation: Turning Fact and Fiction into Film, Holt, 1992.
3. Michael Rabiger, Directing the Documentary, Focal Press. Boston 1997.
4. P. Lewis, Aright Royal Do: The Making of an Outside Broadcast, BBC Television Training, Borehamwood, 1991.
5. P. Champness, Camera Mounting for Film and Video on Location, BBC Television Training, Borehamwood 1987.

SVCA7203	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To expose students to the field of advertising photography in which they are trained to shoot images for different forms of advertising.

UNIT 1 COPY & ILLUSTRATIONS

9 Hrs.

Advertising – Visualizing – copy and illustrations – use of drawing and photographs

UNIT 2 CONCEPT DEVELOPMENT

9 Hrs.

Conceptual photography – Developing ideas and producing conceptualizing photographs. Understanding photography as a Fine Art.

UNIT 3 LOCATION

9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY

9 Hrs.

Contemporary Wedding/Event photography – the new trend in shooting weddings in a photojournalistic style

UNIT 5 FASHION PHOTOGRAPHY

9 Hrs.

Fashion photography – studio and location, editorial, advertising, beauty and portrait.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

Photographs - 70 Marks

Viva - 30 Marks

COURSE OUTCOMES:

- CO1. To understand and develop good Advertising and Visualizer work process
- CO2. Ability to create new concepts and ideas for Advertising through photography
- CO3. Ability to shoot in different location and atmospheric situation
- CO4. To develop good skills to handle Wedding, Corporate & Event Photography
- CO5. To develop managing skills to handle the equipment's in outdoor shoots
- CO6. Ability to shoot Studio and location based fashion photography

TOPICS

- Conceptual Photography
- Product photography
- Fashion Photography
- Food photography
- Panoramic - Landscape Photography
- Architecture - HDR images
- Digital manipulated images
- Event photography

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

- Dave sounders, Professional Advertising Photography, Mercurst Press, london1988
- Roger Hicks, Practical Photography, Cassell, London 1996
- Julian calder and john Garrett, The 35mm Photographer's Handbook, Pan books, London 1999
- Julie Adair King, Digital Photography for Dummies, COMDEX, New delhi 1998

Employability

Entrepreneurship

Skill Development

SVCA7304	OTT AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To Know current trends in the OTT.
- To Identify, create and display different types of Video Projects.
- To Create an online digital media exposure by using OTT and Social Media tools.

UNIT 1: INTRODUCTION TO SOCIAL MEDIA

9 Hrs.

Introduction to the social media–History of social media- social media platforms - Content management - Target Media - Target group analysis - social media influencer - AdWords - Digital Marketing Channels - Hypertext LinksInternet Marketing

UNIT 2:DIGITALTECHNOLOGIES

9 Hrs.

Internet - Web – WWW - Web Browsers - Web Servers – URLs – HTTP – Security -Keyword Research - Business Analysis - Types of Keywords - Keyword ResearchMethodology – KeywordsAnalysis Tools - Competition Analysis - Localized Keywords Research - Live vs. On-Demand

UNIT 3: SOCIAL MEDIA MARKETING

9 Hrs.

Social Media marketing plan - Social Media marketing strategy – Digital Content Marketing - Search engine marketing - social media marketing - Facebook marketing – YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4: SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Basics of Internet and Search Engine - Internet Marketing - Importance of Internet Marketing – SMO - Importance of Search Engines - Understanding the SERP - Using Search Operators - Page RankTechnology – GoogleWeb Masters Tools

UNIT 5: OTT

9 Hrs.

OTT (Over-the-top) –History of OTT Platforms - Video Streaming - Video Streaming Protocols - OTT technologies – OTT broadcasters –Disney Hot star – Netflix – Amazon Prime Video – YouTube - Google Ad sense policy–OTT Ad insertion - OTT in the Movie Business

PROJECT OUTLINE

1. Creating Ads
2. Promo Video making
3. Documentary

COURSE OUTCOME:

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

TEXT BOOKS /REFERENCE

1. David Austerberry. 2005. The Technology of Video and Audio Streaming, Second Edition, Focal Press
2. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
3. Joe Follansbee. 2004. Get Streaming!Quick Steps to Delivering Audio and Video Online, Focal Press
4. Jon Rognerud, 2010, How To Nail Social Media Marketing

SVCA6302	INTRODUCTION TO SOUND DESIGN	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To make students analyse and learn the various tools involved in audio production.
- To Understand students Basic Sound Design Techniques

UNIT 1 SOUND AND VIBRATION

9 Hrs.

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

UNIT 2 MICROPHONES HANDLING TECHNIQUES

9 Hrs.

Microphone _types of microphones _ Microphone directional characteristics. Phantom power supplies _ Cordless Microphones _ Contact microphone.

UNIT 3 SOUND DESIGN TECHNIQUES

9 Hrs.

Removing Background Noise from Audio-Sound Effects Recording & Re Modifying Techniques- Sound Design for Animation & Film- Sound Design with Various Visuals - Basic Pitch Shift Techniques for short film.

UNIT 4 RE- RECORDING TECHNIQUES

9 Hrs.

Scene Redubbing with Foreign Language Film - RR & BGM Applying for Short films and Documentary-Music Production Voice Mix with Cinema Karaoke Tracks- Basic Equalization Method for Vocal and Instruments.

UNIT 5 SOUND RECORDING & MIX TECHNIQUES

9 Hrs.

Live Sound Recording Practise with Boom Microphone – Voice Pre-Mixing- Basic Equalization Method for Vocal and Instruments -DJ Mix Techniques-Audio Track Mixing for Films- Mono and Stereo Mixing and Surround Mixing.

Max. 45 Hours

PROJECT OUTLINE

Based on Technical level Projects 1. A student have to Design Sounds for Animation/Promo 2. Interview Live Sound Recording without Noise / Scene Redubbing 3. Voice Mix with Cinema Karaoke Tracks Misen Scene/Shot and Breakdown, Visual Continuity. Those are submitting as Soft Bind Format and Project in Hard Disc / Pen drive during their Viva Voce.

Course outcomes:

- CO1:** Understand the Basic sound Wave and Different range of Various Musical Instruments.
CO2: Interpret and demonstrate the microphone Handling Techniques.
CO3: Analyse the basic sound Design for visuals and Professional films.
CO4: Create and recreate the sound effects for different videos.
CO5: Demonstrate the basic analogue audio mixing Console.
CO6: Combine karaoke audio tracks with voice and premixing.

TEXT /PDFREFERENCE BOOKS

- Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
- The Microphone Book Edition-II by John Eargle -2005 PDF Drive.net
- Sound Systems - Design and Optimization-2007 PDF Drive.net
- The sound Studio audio techniques for radio, television, film -2003PDF Drive.net.
- Handbook-for-sound-engineers Glen M Ballou -2008PDF Drive.net.

SVCA7302	3D GRAPHICS & ANIMATION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To study the basics understanding of 3D animation, special effects and animation model's
- To study how to create model for animation through computer system design tools and softwares.

UNIT 1 PRE-PRODUCTION

9 Hrs.

Pre-production – Storyboarding - Aesthetics of Film-Making

UNIT 2 CHARACTER ANIMATION

9 Hrs.

Character Animation - 3D Character Development - Rigging & Character Set-up

UNIT 3 DIGITAL PAINTING

9 Hrs.

Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning

UNIT 4 LIGHTING & RENDERING

9 Hrs.

Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion

UNIT 5 DIGITAL DESIGN

9 Hrs.

Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects – Composition

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

OUTDOOR

- Character design:
- Realistic / Fantasy
- Modeling
- Texturing
- Rigging
- Animation
- Matte Painting
- Set Design (Modeling /Texturing)

Students should submit the project along with Output File & Source file in CD / DVD.

Course Outcome

CO-1 Understanding about basics of 3D animation and Special Effects

CO-2 Understanding of 3D modelling and interface

CO-3 Understanding about 3D animation software and interface

CO-4 Ability to create basic 3D animation through computer system.

CO-5 Ability to interpret 3D model and 3D animation

TEXT / REFERENCE BOOKS

1. Micheal O'Rourke. Principles of 3D Computer Animation: Modeling, Rendering and Animation with 3D Computer Graphics. Norton, 1998.
2. Rogers David, Animation: Master- A Complete Guide(Graphics Series),Charles River Media, Rockland, USA, 2006.
3. Tom Bancroft, Creating Characters with Personality: For Film, TV, Animation, Video Games and Graphics Novels, Watson-Guptill Publications, New York, 2006
4. Bill Fleming. 3D Modeling and Surfacing. Academic Press, 1999.
5. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.