



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

1.2.1 New Courses introduced in 2022 -2023

B.Sc. VISCOM

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MSC VISCOM

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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, Patricai, "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).

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

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 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.

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

1. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
2. The Microphone Book Edition-II by John Eargle -2005 PDF Drive.net
3. Sound Systems - Design and Optimization-2007 PDF Drive.net
4. The sound Studio audio techniques for radio, television, film -2003PDF Drive.net.
- 5.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.

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

CO-6 Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

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.

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, Borehamwood, 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, A Right 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

1. Conceptual Photography
2. Product photography
3. Fashion Photography
4. Food photography
5. Panoramic - Landscape Photography
6. Architecture - HDR images
7. Digital manipulated images
8. Event photography

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

TEXT / REFERENCE BOOKS

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

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