



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

BOARD OF STUDIES

Minutes of Board of Studies Meeting held on 16th June 2023 and January 2024

Venue: Online

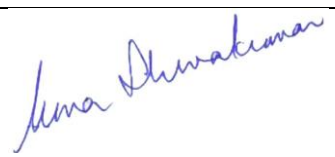
Time: 12:00 PM - 3:00 PM

The BOS meeting has been convened on, **16th June 2023**, to frame the new curriculum and syllabus for the School of Science and Humanities, department of Visual Communication to be implemented from the Academic year 2023.

AGENDA

- Revision of Syllabus for 2023 B.Sc & M.Sc curriculum.
- Discussion for approval of syllabus.

The following members were present for the BoS meeting.

Sl. No.	Name of the Member with designation and official Address	Members
Head of the Department		
1	Dr. N. Nazini M.sc., M.Phii. Ph.D Head, Department of Visual Communication	
Subject Experts		
1	Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai)	
2	Dr. V. Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University)	



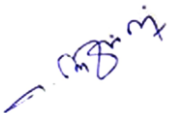
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3	Dr. S. Arul Selvam (Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)	
Internal Members		
1	Mr. R. Pugalendhi M.Sc., D.F.Tech., (Ph.D) Assistant Professor, Department of Visual Communication	
2	Dr. A.R. Vimal Raj M.Sc. Ph.D Assistant Professor, Department of Visual Communication	
3	Dr. N. Raja M.Sc., M.Phil., Ph.D., PGDPR Assistant Professor, Department of Visual Communication	
4	Mr. E. Senthil Kumaran, MCJ., M.Phil., (Ph.D.) Assistant Professor, Department of Visual Communication	

Minutes of the Meeting – Dated on 16th June 2023

- Our Head of the Department commenced the Board of studies meeting by welcoming the dignitaries Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai, Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University) and Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University).
- Discussed about the Innovative Blended Teaching methodology adopted to handle the emerging technology concept courses and dynamic teaching learning environment.
- The suggestions received from the External members earlier were also discussed before the board for modifications.
- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Dr. Uma Vangal suggested adding course credit from NPTEL/MOOC for BSc Visual Communication students.
- She further recommended arranging more industrial visits for the practical courses to get practical exposures from film or television productions industries.



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- She also insisted on having a Digital Journalism Course as the future revolves around the digitalization.
- Dr. V. Vijaya Kumar recommended a few subject switch semesters because of the linear understanding of the curriculum.
- He insisted on signing MOUs with industry to collaborate with industry and academia.
- Dr. S. Arul Selvam insisted on adding new courses like Anchoring production and Documentary film making because students should have practical exposure of handling a show and filming it.
- All their suggestions and comments have been noted and corresponding alterations have been done in the syllabi.

B.Sc Syllabus

Subjects in the B.Sc. Visual Communication syllabus, based on the Board of Studies (BOS) conducted on June 16, 2023:

1. SVCB1102 - Media Psychology (New Course)

Relevance to Industry Trends: With the rise of social media and digital content consumption, understanding the psychology behind media consumption and creation is crucial for visual communication professionals. It helps students analyze the effects of media on individuals and society, making them well-equipped to create content with deeper psychological insights.

2. SVCB1201 - Body Language and Communication (Revised Course)

Need for Effective Non-verbal Communication: Communication is not just verbal. Body language plays a significant role in media and interpersonal communication. Revising this course ensures that students are up-to-date with the latest research on body language, enhancing their ability to communicate effectively both on-screen and behind the scenes.

3. SVCB1202 - Communication Theories (Revised Course)

Evolution of Communication Models: Theories of communication have evolved with advancements in technology and media. Revising the course allows students to engage with contemporary communication models and apply them in modern media contexts, such as social media and digital platforms.

4. SVCB1302 - Visual Narrative Methods (New Course)

Importance of Visual Storytelling: In today's media landscape, visual storytelling is a fundamental skill. Introducing this new course emphasizes the techniques and methods used to create compelling visual narratives, preparing students for roles in film, digital media, advertising, and animation.

5. SVCB1303 - Introduction to Social Media (New Course)

Need for Social Media Literacy: Social media has become an essential platform for communication and marketing. This new course provides students with a foundation in understanding social media dynamics, algorithms, and strategies, which are critical for careers in digital marketing, content creation, and media management.



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6. SVCB2302 - Documentary Film Making

Reason for Replacement or Revision:

Growing Demand for Non-Fiction Content: Documentaries have seen a resurgence in popularity, especially with streaming platforms. Revising the course allows it to focus on modern documentary practices, including short-form documentaries, investigative journalism, and new distribution methods such as streaming platforms.

7. SVCB2401 - Digital Storytelling (New Course)

Rise of Digital Content Creation: With the rapid digitization of media, traditional storytelling techniques have adapted to fit digital formats. This course offers students the opportunity to explore various digital storytelling techniques and platforms, equipping them for the evolving digital content landscape.

8. SVCB2501 - Digital Content Writing (New Course)

Growing Demand for Digital Writers: As content consumption shifts towards online platforms, there is a high demand for professionals who can write for digital media. This course covers skills such as SEO, web content writing, blogging, and social media content creation, making students industry-ready.

9. SVCB2601 - Media Presentation Skills (New Course)

Essential for Media Professionals: Whether working as reporters, content creators, or in public relations, media professionals must present content effectively. This new course focuses on developing presentation skills specific to media, such as anchoring, news reading, and presenting in front of the camera.

10. SVCB2602 - Media Entrepreneurship Techniques (New Course)

Encouraging Innovation in Media: The media industry is increasingly entrepreneurial, with freelancers, content creators, and media start-ups playing significant roles. This course provides students with the skills needed to start and manage media-related businesses, including financial management, digital marketing, and pitching ideas.

These revisions and new courses align with current media industry trends, ensuring that students are well-prepared for the demands of a rapidly changing field.

Note:

- Deleted topics in the old syllabus are highlighted in Red Colour
- Added topics in the new syllabus are highlighted in Yellow Colour





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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

ACADEMIC YEAR 2023 – 2024

BoS conducted on 16th June 2023

SL. NO	COURSE CODE	SUBJECT COURSE NAME	NEW COURSE / REVISED COURSE	FOCUS ON
1.	SVCB1102	Media Psychology	New Course	Skill Development
2.	SVCB1201	Body Language and Communication	Revised Course	Skill Development
3.	SVCB1202	Communication Theories	Revised Course	Skill Development
4.	SVCB1302	Visual Narrative Methods	New Course	Skill Development
5.	SVCB1303	Introduction to Social Media	New Course	Employability
6.	SVCB2302	Documentary Film Making	New Course	Employability
7.	SVCB2401	Digital Storytelling	New Course	Employability
8.	SVCB2501	Digital Content Writing	New Course	Skill Development
9.	SVCB2601	Media Presentation Skills	New Course	Skill Development
10.	SVCB2602	Media Entrepreneurship techniques	New Course	Employability, Skill

Dr.N. Nazini

HOD / VISCOM



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SVCB1102	MEDIA PSYCHOLOGY	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		3	0	0	0	3	50	50

COURSE OBJECTIVES

- To make students understand the science of society and gain knowledge in Psychology in everyday social life.
- To gain an understanding of the psychological phenomena that occur in the field of Visual Communication.
- To understand the psychological effects and analyse the different social groups in media.

UNIT 1 INTRODUCTION

9 Hrs.

Definition; Brief history; Dimensions of media psychology; The need for media psychology; Psychology and media relationship; Media psychology and kindred disciplines; Practicing media psychology.

UNIT 2 THEORETICAL ISSUES AND RESEARCH METHODS

9 Hrs.

Theoretical issues - early approaches to media, postmodernism, development in media research, the effect tradition, cultivation research and the active audience. Research Methods - experimental tradition, survey methods, interviewing and qualitative analysis, ethnography and observation, analysis of media texts - discourse analysis

UNIT 3 DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY

9 Hrs.

Young children and television – fantasy vs reality, script and schema explanations, children's socialization through media, imagination, pretense, and theory of mind; Law in Children and advertising - impact, stage theory of consumer development, food advertisements and childhood obesity, Media and adolescents - cultural functions of media use - media influences on adolescent body image.

UNIT 4 SOCIAL GROUPS AND MEDIA

9 Hrs.

Representations of social groups in media - gender, minority groups, disability, mental illness; Gender representation in media – male, female and transgender; The psychology of the media audience - The Audience in media research, para social interaction, fans and fandom. –Media and Prosocial behavior - Social Reality and Mass Personalization

UNIT 5 PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA

9 Hrs.

The effects of media violence –characteristics of the users of violent media, cognitive factors in media violence - cultural and ideological aspects of the media violence - Pornography and its effect on different age groups -Advertising in media –cognitive and behavioural effects, rhetorical effects of advertising; - Attention and Memory from Media Emotions, Arousal, and Affects from Media- Future directions in media

Max. 45 Hrs.



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COURSE OUTCOMES

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

- CO1** - To Understand the emergence of society and its elements.
- CO2** - To Understand the Theories of socialization and its Process
- CO3** - To analyse the concepts of basic psychological processes, systems and methods underlying human behaviour.
- CO4** - Remember, and at all times apply, the highest ethical standards when gathering information, contacting others, creating images and publishing communication work.
- CO5** - Evaluating the people skills to enhance the ability to serve as a leader both within and outside the workplace.
- CO6** - Creating the value of collaboration and being able to incorporate personal ideas and goals into outstanding group efforts.

TEXT / REFERENCE BOOKS:

1. David Giles, Media Psychology, Routledge, 1st Edition, 2014
2. Pamela Rutledge, The Media Psychology Effect, Routledge, 1st Edition, 2019
3. Christopher J. Ferguson, Media Psychology 101, Springer, 1st Edition, 2019
4. J. Stuart Ablon, John Suler, and David L. Evans, Media Psychology: A Field Guide for the Twenty-First Century, Routledge, 2nd Edition, 2013
5. Daniel Chandler and Rod Munday, Media Psychology: Applying psychology to New Media and Technologies, Routledge, 1st Edition, 2019
6. Kathleen Beullens and Patrick Vyncke, Media Psychology: Understanding Media and Human Experience, Oxford University Press, 1st Edition, 2018



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SVCB1201	BODY LANGUAGE AND COMMUNICATION	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		3	1	0	0	3	50	50

COURSE OBJECTIVE

- To provide a comprehensive understanding of body language, its definition, scope, and relevance in interpersonal communication.
- To explore the various aspects of nonverbal communication, including proxemics, haptics, and their behavioral connotations.
- To examine oculosics (eye contact) and facial expressions, their cultural variations, and their significance in individual and group situations.

UNIT 1 INTRODUCTION TO BODY LANGUAGE

9 Hrs.

Defining Body Language, Scope and relevance. Changing Contours, Classification, Defining Proxemics, Four Zones, Behavioral Connotations, Space and Designs, Haptics and its Role, Behavioral Significance

UNIT 2 OCULESICS AND FACIAL EXPRESSION

9 Hrs.

Shaking Hands and other tactile behavior. Cultural Variations, Oculosics, Right and Left Brain Associations, Different Types of Eye Contact, Individual and Group situations, Facial Expressions, Smiles and Nods, Head Tilts and Inclines

UNIT 3 UNDERSTANDING BODY MOVEMENTS

9 Hrs.

Cultural differences in Smiles, Major role of mouth in communication Facial Expressions, Cultural Interface, and Kinesics: Types and Contexts, Negative and Positive Gestures, Hand Movements and Steepling, Understanding Finger Movements, Fidgeting and Ticks

UNIT 4 PARALANGUAGE AND CHRONEMICS

9 Hrs.

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts, Cultural and Gender Based aspects, Stereotypes, Body Language: Online Presence and Video Interviews

UNIT 5 DIGITAL BODY LANGUAGE

9 Hrs.

Gustorics and silence, Computer mediated communication, Social Presence Theory, Apprehensions about digital language for learning and development. Panoptic Studio, Online footprints.

Max. 45 Hrs.

COURSE OUTCOME

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

CO1 - Students will be able to define and identify different aspects of body language, recognizing their importance in communication.

CO2 - Students will develop an understanding of proxemics and haptics, and their impact on interpersonal relationships in different contexts.

CO3 - Students will demonstrate knowledge of oculosics and facial expressions, including the ability



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to interpret cultural variations and their significance in different situations.

CO4 - Students will gain proficiency in analyzing body movements, gestures, and kinesics, and their role in communication across cultures.

CO5 - Students will explore the concept of paralanguage and chronemics, including their cultural interpretations and their influence on communication in various settings.

CO6 - Students will develop an understanding of digital body language, including the use of nonverbal cues in computer-mediated communication and online presence.

TEXT / REFERENCE BOOKS

1. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
2. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
3. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (2008)

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each-No choice

20 Marks

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

80 Marks



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SVCB1202	COMMUNICATION THEORIES	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		3	0	0	0	3	50	50

COURSE OBJECTIVES

- To encourage students to explore media theories and their applications.
- To examine the influence and effects of media on society.
- To facilitate a theoretical understanding of media systems and related theories.

UNIT 1 INTRODUCTION TO MASS COMMUNICATION

9 Hrs.

Mass communication: Definition; Characteristics; Impact. Models of Media Communication - Two step & Multi Step flow - Gate keeping - Newcomb, George Gerbner, McNelly's model of news flow, Agenda Setting.

UNIT 2 MEDIA EFFECT THEORIES

9 Hrs.

News Framing; Media Priming; Social-Cognitive Theory; Cultivation theory; Media Dependency Theory; Uses and gratification studies, Stephenson's Play Theory-Modeling Behaviour Theory - Stalagmite Theories - Cognitive Dissonance Theory, Media & Violence.

UNIT 3 MEDIA SYSTEMS AND THEORIES

9 Hrs.

Media Systems: Types; Individual Difference Theory; Normative theories; Feminist Theory; Propaganda Model; Public Sphere; Spiral of Silence, - Protection motivation theory-Health belief model.

UNIT 4 MEDIA AUDIENCE

9 Hrs.

Audience Concept; Active and Passive Audience, Audience as Market, Audience as Public, Gendered Audience, Media Literacy.

UNIT 5 NEW MEDIA AND MASS COMMUNICATION

9 Hrs

Social Media Revolution; Network Society; New Media impact on Traditional Media; Media Convergence; Information Overload;

Max. 45 Hrs.

COURSE OUTCOME

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

CO1 - To acquire a comprehensive understanding of fundamental media theories.

CO2 - To elucidate the underlying motives and hidden agenda within press theories in contemporary news media.

CO3 - To recognize the role of selectivity in the curation and retention of media content.

CO4 - To apply audience theories in discerning the influence of media on individuals.

CO5 - To emphasize the importance of social consciousness in media usage.

CO6 - To analyze and concentrate on the impact of new media on society.



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TEXT / REFERENCE BOOKS

1. Joseph Dominick, the Dynamic of Mass Communication, Theory and Process. 2nd edition Palgrave Macmillan.2003.
2. Keval J Kumar , Mass communication in India.4th Edition, Jaico Publishing house, 2000.
3. McGraw, Hill Education, 2012.
4. Marshal Mc Luhan, Understand Media, 2014. McGraw - Hill Education

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each-No choice

20 Marks

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

80 Marks



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SVCB1302	VISUAL NARRATIVE METHODS	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		3	1	0	0	3	50	50

COURSE OBJECTIVES

- To understand the language and grammar of visual storytelling.
- To create visuals which are emotionally and conceptually engaging.
- To apply visual techniques and approaches to narrate a visual story.

UNIT 1 INTRODUCTION TO VISUAL MEDIA

9 Hrs.

Visual Language, Types of Narratives, Narrative Theory and its elements, Form in Narrative, Psychology of Visual Perception

UNIT 2 VISUAL NARRATIVE

9 Hrs.

Understanding Traditional Narrative Media, Overview of framing, Basic Perspective, Basic Staging, Characters with Perspective, Terminologies in framing

UNIT 3 UNDERSTANDING THE CONCEPT

9 Hrs.

Subjective and Objective Shot, Screen Direction, Shot Progression, Film Logic, Framing Devices, Cinematic Depth, Strong Composition, Visual Clarity, Tones, Dramatic Composition, Iconic Shapes, Use of Angles, Character Performance, Character Development & Design

UNIT 4 VISUAL TECHNIQUES

9 Hrs.

Narrative representations, Conceptual representations, Clarity of Story through Characters, Camera Moves, Basic Animatic Assembly, Compositing in After Effects, Pitch Final Story, Staging and Blocking of Visuals

UNIT 5 VISUAL STORYTELLING

9 Hrs.

Visual Storytelling in Social Media, Modality, Designing models of reality, Strategy to Implementation in Business Storytelling, Real time marketing in this visual world.

Max. 45 Hrs.

COURSE OUTCOMES

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

CO1 - To understand the concepts in visual narrative, grammar and language used in storytelling.

CO2 - To apply visual grammar to convey a narrative in visual form

CO3 - To explain the visualization techniques, grammar and language used to create narrative meaning.

CO4 - To critically analyze and decide appropriate techniques in the context of a narrative to create engaging socially relevant stories.

CO5 - Plan and generate ideas to communicate effective original visual narratives.

CO6 - Students will be potential to deliver the content without losing its essence or the true meaning

TEXT / REFERENCE BOOKS

1. The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand, Ekaterina Walter



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- and Jessica Gioglio, McGraw-Hill Education, 1st edition, 2014, 240 pp
 2. Prepare to Board! Creating Story and Characters for Animated Features and Shorts, Nancy Beiman, 2nd Edition, 2012, 360 pp
 3. Dream Worlds: Production Design for Animation, Hans Baker, Routledge; 1st edition, 2007, 220 pp
 4. Reading Images - The Grammar of Visual Design, Gunther Kress. 2006, Routledge, 2nd Edition, 312 pp
 5. Make Believe in Film and Fiction: Visual vs. Verbal Storytelling, Karl Krober, Palgrave Macmillan; 1st ed. 2006 edition, 228 pp
 6. Story and Discourse: Narrative Structure in Fiction and Film, Seymour Chatman, Cornell University Press; Revised ed. Edition, 1980, 288 pp



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SVCB1303	INTRODUCTION TO SOCIALMEDIA	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		3	0	0	0	3	50	50

COURSE OBJECTIVE

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction.
- To learn content development of all social media platforms

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 & Social Media - children & Social media - Gender identity in Social Media World – Social 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.

Socialites & Social Media - Society and community in the age of Social 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 IMMERSIVE TECHNOLOGIES

9 Hrs.

History of Virtual Reality – five Classic Components of a VR System - Commercial VR Technology – Reality, Virtuality and Immersion - VR, AR, MR, XR: similarities and differences - Current trends and state of the art in immersive technologies – future of human Computer experience

Max. 45 Hrs.

COURSE OUTCOME

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

- 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. Harvey, Kerric, 2013 Encyclopedia of Social Media and Politics
2. Michael Madary and Thomas K. Metzinger. 2016. Real Virtuality: A Code of Ethical Conduct.Recommendations for



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- Good Scientific Practice and the Consumers of VR-Technology. *Frontiers in Robotics and AI* 3, February: 1–23.
<http://doi.org/10.3389/frobt.2016.00003>
3. Jason Jerald. 2015. *The VR Book: Human-Centered Design for Virtual Reality*. Association for Computing Machinery and Morgan & Claypool Publishers.<http://doi.org/10.1145/2792790>
 4. Jon Rognerud, 2010, *How To Nail Social Media Marketing*
 5. John W. Rittinghouse James F. Ransome, 2010, *Cloud Computing Implementation, Management, and Security*
 6. Tassilo Pellegrini, 2009, *Networked Knowledge – Networked Media*, Springer

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



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SVCB2302	DOCUMENTARY FILMMAKING	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	2	2	0	2	50	50

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 documentaries and produce quality and creative content.

UNIT 1 DOCUMENTARY HISTORY

9 Hrs.

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

UNIT 2 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 3 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 4 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 5 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 Hrs.

PROJECT OUTLINE

- Analysis of a Documentary film
- Research work of Documentary
- Documentary Script
- Short Documentary Film

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Students develop unique perspectives of the way they see the world through researching about topics
- CO2** - Students gain knowledge of the issues which are not known
- CO3** - Development of diverse skills in a Collaborative Environment



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- C04** - Students learn the entire process of filmmaking and have hands on experience from Research to Shoot
- C05** - Students evaluate concepts of race, culture, identity and diversity with regards to indigenous education.
- C06** - Students work with basic technical proficiency in a range of areas of video production: operate a video camera and tripod, an audio recorder and microphone, and the Adobe Premiere editing system, controlling all technical functions, to produce a short documentary film;

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



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SVCB2401	DIGITAL STORYTELLING	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVES

- To deconstruct iconic storytelling and its user experience design genius, from cavepaintings to photography and code.
- To incorporate humanity and universal emotional triggers in memorable stories that stay with us.
- To create stories that are both social engagement and public action.

UNIT 1 A STORY OF POLITICS & POWER

9 Hrs.

Stories that shaped wars, migrations and civilizations; Machiavelli, Foucault, Rhetoric, Hyperbolic Space; Influence, engagement, attention, cognitive, behavioral and neural functions; sensemaking functions.

UNIT 2 TECHNOLOGIES FOR STORYTELLING

9 Hrs.

Digital and Analog storytelling; Using performances, projections, multimedia, lighting, wearable tech, programming for the story experience. Photovoice Projects

UNIT 3 BIOGRAPHICAL & SUBALTERN STORYTELLING

9 Hrs.

Fictional Biography, Inventive Autobiographies; TED formats, Tweet poetry, Podcasts, Political campaigns; Matrix franchise. Subaltern Heroes. Subaltern perspectives in dominant narratives; Bell's Typology; Storytelling for Social Justice & Change; Race, Gender, Caste, Religion, Power.

UNIT 4 BETWEEN THE LINES

9 Hrs.

Heroes, Anti -heroes, Monomyth; Folkmyth; Narrative Structures, Dramatic Arcs, Archetypes, Mythology, Fables & Fairytales (Contemporary). Staging, Plot Regression, Cognitive Tension; Deconstruction; Narrative Inquiry, Metaphors, Sensory Triggers, user experience.

UNIT 5 PROGRAMMING AS STORYTELLING

9 Hrs.

Politico-economic-psychological power of programming; Scientific Storytelling for Research, STEM & Humanities. Data Science for Persuasion; Data Storytelling & Infographics; Metaverse, Science Marketing; Research, citation, plagiarism, style guides. Leads, Inverted Pyramid, Petal, Pause, Hourglass, AIDA, Hooks, Headlines, Captions, Photographs, Key words, RSS Feed and other building blocks of Stories.

PROJECT OUTCOMES

- Hard News Video with Voiceover using Infographics to be uploaded in youtube
- Photostory with Captions
- Podcast
- Video Storytelling with visuals

Max 45 Hrs.

COURSE OUTCOMES

- CO1** - To appreciate storytelling as a powerful tool in the media, culture and society making matrices.
- CO2** - Students can research background materials, audience analytics, market data for writing for visual products and other platforms, applying relevant theoretical concepts.



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- C03** - Students can develop the potential to choose and apply appropriate storytelling styles suited to different communication products, platforms and publics.
- C04** - Think reflexively, critically and create innovative communication products using content creation and curation skills.
- C05** - Create a complete writing project using a multimodal approach, applying audience analytics to market insights and client requirements.
- C06** - To craft and curate stories that are a combination of skill, grammar, infallible logic, psychology, visualizations and emotional engagement.

TEXT / REFERENCE BOOKS

1. Boyd, B. (2009). On the origins of stories: Evolution, cognition and fiction. Cambridge, MA:Harvard University Press.
2. Joseph Guillino and Connie Shears, The Neuroscience of Screen Writing, Bloomsbury, 2020.
3. David-Barrett, T, & Dunbar, R. I. (2017). Fertility, kinship and the evolution of mass ideologies. Journal of Theoretical Biology, 417, 20–27. 10.1016/j.jtbi.2017.01.015.
4. Bowles, S., & Gintis, H. (2011). A cooperative species: Human reciprocity and its evolution. Princeton, NJ: Princeton University Press.



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SVCB2501	DIGITAL CONTENT WRITING	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	2	2	0	2	50	50

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.
- To develop the skill of writing for media

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 caption

Max.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

On completion of the course, student will be able to

CO1 - Understand the basic concepts and scope of digital journalism.

CO2 - Identify the principles and techniques of writing news.

CO3 - Explore the various aspects of feature stories



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C04 - Interpret the concept of news photography.

C05 - Ability to make news stories by using smartphones

C06 - Produce the different types of articles for online platform

TEXT / REFERENCE BOOKS

1. Kounal Gupta, The Only Content Writing Handbook You'll Ever Need, Henry Harvin Education, 2020
2. Abhay Chawla, New Media and Online Journalism, First Edition, Pearson Education, 2021
3. Usha Raman, Writing for the Media, Oxford, 2009
4. Vincent F. Filak, Dynamics of Media Writing; Adapt and Connect, Sage Publications Inc; Third Edition, 2021
5. Brian Carroll, Writing and Editing for Digital Media, Routledge; 4th Edition, 2019
6. Jennifer Good and Paul Lowe, Understanding Photojournalism, Routledge, 2019



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SVCB2601	MEDIA PRESENTATION SKILLS	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVES

- Experiment with different creative problem-solving techniques to learn how you think creatively as an individual (word play, mind mapping, asking what if, thinking visually, etc.)
- Learn to come up with innovative ideas to tackle marketing difficulties.
- Develop the ability to generate ideas that are strategic, timely, and within budget.

UNIT 1 PEOPLE SKILLS

9 Hrs.

Empathy, Leadership, Active Listening, Open- Mindedness, Integrity ,Fairness, Teamwork, Trust, Humility, Kindness, Flexibility, Self- Confidence, Assertiveness, Positivity, Persuasiveness, Self-Control, Conflict Resolution

UNIT 2 PERSONAL EFFICIENCY

9 Hrs.

Understanding Personal Efficiency. Time Management vs. Personal Productivity. Development of Right Attitude Creating a Personal Vision Statement Identifying Dreams and Setting Goals

UNIT 3 PROJECT MANAGEMENT SKILLS

9 Hrs.

Communication, Organising, Adaptability, negotiation, Risk Management, Unflappability, Critical thinking and problem Solving

UNIT 4 PORTFOLIO DEVELOPMENT

9 Hrs.

Product, Passion brand, Digital and Analog service, Identify and solve a problem(for brand, for cause, for organization existing or made-up)

UNIT 5 PRESENTATION SKILLS

9 Hrs.

Making a Good Presentation, Analyzing the audience, Presentation structure, presenting your message, Storytelling in presentation, and presenting yourself.

Max. 45 Hrs.

PROJECT OUTCOME

1. Self Introduction Presentation
2. PPT Presentation on Course Topics (with audio attached in PPT)

COURSE OUTCOMES

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

CO1 - Students will be able to create across a variety of platforms and media channels.

CO2 - Students develop and elevate personal standards for creative excellence.

CO3 - Establishing and raising personal creative excellence criteria for the students.

CO4 - Students can develop copywriting and art direction skills.

CO5 - Students can determine how to keep up with new trends and platforms that present new difficulties and opportunities.

CO6 - Start putting together a personal portfolio of speculative work and ideas to exhibit potential employers.



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SVCB2602	MEDIA ENTREPRENEURSHIP TECHNIQUES	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		2	0	2	0	3	50	50

COURSE OBJECTIVES

- To understand the Strategic way of starting and developing a business
- To build critical thinking skills and manage risk.
- To develop research skills and understand business fundamentals

UNIT 1 THE STARTUP GARAGE

9 Hrs.

“Reciprocity Ring” Experiment; Silicon Valley; Connecting the Dots; Domain, Industry and Finance Expert Networking Lab; Marketing Mix, User Experience Design for Customer Needs, Unmet Demands, Perseverance, Pivots, Beta, Leadership Traits, Prototyping, OKRs, angel & venture capital. Self Exploratory Project

UNIT 2 ENTREPRENEURIAL CATALYSTS

9 Hrs.

Ideation, business etiquette, compelling presentations, public speaking with confidence, high frequency and pace of decision-making with imperfect information, team building, conflict resolution, creative problem solving, improved presentations, time management, networking, lean launchpads through case studies. Fortune 500 to Social 500

UNIT 3 ENTREPRENEURIAL CODE

9 Hrs.

Multi-disciplinary thinking, and critical thinking skills; the art and science of decision-making, strategic networking, for execution, motivation/inspiration, risk taking, regret, fear, game theory, social entrepreneurship. Strategy, finance, marketing, legal and operations insights. CSuite perspectives; licensing. Case Study & Market Research

UNIT 4 THE ENTREPRENEURIAL HACKER

9 Hrs.

Silicon Valley and Silicon Alley; other innovation hubs. Iconic entrepreneurs and executive leaders, millionaires and billionaires, philanthropists. Business models in the Viscom space. Indian social start-ups and ventures. Leading venture capital and private equity firms' role in shaping digital tech spaces; lean launchpads. Business Plan Competitions

UNIT 5 BLACK BOX FOR LIFE

9 Hrs.

A creative entrepreneur's kit of resources and tools: Checklists, templates, business models, case studies, productivity and time management hacks, collaboration tools, online software apps for design, wire-framing, presentations, executive summaries, book-lists, Estimation and Financial Planning; how to read financial statements and contracts, DAM, IPOs, trademarks, Intellectual Property, and references for additional resources. Simulations for Investor Summit

Max 45 Hrs.

PROJECT OUTLINE

Assignment1:

Individual assignment to explore innovation and technology from case study. Students apply



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understanding and experience to develop a written report

Assignment2:

This is an individual assignment. Students are required to gather information either through online business reviews (observe and appraise local small businesses; differentiate the performing and the non-performing ones), quantitative data survey, or personal interview with the owners or online customers. Each student is also required to prepare a written report accordingly.

PROJECT: NEW VENTURE CREATION

COURSE OUTCOMES

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

- CO1** - To create an independent career as a highly skilled consultant or as a media producer.
- CO2** - To construct a sustainable and scalable business with potential from break even to profit.
- CO3** - To disrupt the media industry with products and services.
- CO4** - To run and tweak the business fundamentals from costing, registration to taxes and cutting losses.
- CO5** - To pitch, and convince investors and find funding for their start ups.
- CO6** - Students will be potential and efficient to handle risk management.

TEXT / REFERENCE BOOKS

1. Media Innovation and Entrepreneurship Michelle Ferrier and Elizabeth Mays (Eds) RebusPress 2020 1 st Edition
2. The Essays of Warren Buffett Warren Buffet The Cunningham Group & Carolina Academic Press; 4th edition 1 th Edition
3. The Uncertain Future of Media Unicorns Melanie Faizer 2017 14th Edition
4. Value Proposition Design - How to Create Products and Services Customers Want, Amazon Series. Osterwalder, Pigneur, Bernada and Smith: Amazon Series 2020 2 nd Edition
5. Talking to Humans - Success starts with understanding your customers Giff Constable Amazon Series Sept 2014 1 st Edition
6. The Innovator's Dilemma Clayton Christensen Amazon Series 2015.



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

BOARD OF STUDIES

Minutes of Board of Studies Meeting held on 16th June 2023 and 22nd January 2024

Venue: Online

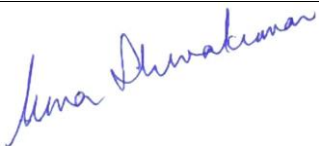
Time: 12:00 PM - 3:00 PM

The BOS meeting has been convened on, **22 January 2024**, to frame the new curriculum and syllabus for the School of Science and Humanities, department of Visual Communication to be implemented from the Academic year 2024.

AGENDA

- Revision of Syllabus for 2023-24 M.Sc curriculum.
- Discussion for approval of syllabus.

The following members were present for the BoS meeting.

Sl. No.	Name of the Member with designation and official Address	Members
Head of the Department		
1	Dr. N. Nazini M.sc., M.Phii. Ph.D Head, Department of Visual Communication	
Subject Experts		
1	Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai)	
2	Dr. V. Vijaya kumar (Media Consultant & Academician – Asst. Professor, Xavier University)	



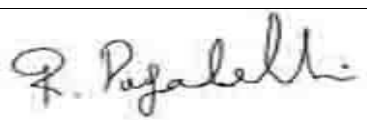
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3	Dr. S. Arul Selvam (Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)	
Internal Members		
1	Mr. R. Pugalendhi M.Sc., D.F.Tech., (Ph.D) Assistant Professor, Department of Visual Communication	
2	Dr. A.R. Vimal Raj M.Sc. Ph.D Assistant Professor, Department of Visual Communication	
3	Dr. N. Raja M.Sc., M.Phil., Ph.D., PGDPR Assistant Professor, Department of Visual Communication	
4	Mr. E. Senthil Kumaran, MCJ., M.Phil., (Ph.D) Assistant Professor, Department of Visual Communication	

Minutes of the Meeting – Dated on 22nd January 2024

- Our Head of the Department commenced the Board of studies meeting by welcoming the dignitaries Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai, Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University) and Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University).
- Discussed about the Innovative Blended Teaching methodology adopted to handle the emerging technology concept courses and dynamic teaching learning environment.
- The suggestions received from the External members earlier were also discussed before the board for modifications.
- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Dr. Uma Vangal suggested adding course credit from NPTEL/MOOC for BSc Visual Communication students.
- She further recommended arranging more industrial visits for the practical courses to get practical exposures from film or television productions industries.



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- She also insisted on having a Digital Journalism Course as the future revolves around the digitalization.
- Dr. V. Vijaya Kumar recommended a few subject switch semesters because of the linear understanding of the curriculum.
- He insisted on signing MOUs with industry to collaborate with industry and academia.
- Dr. S. Arul Selvam insisted on adding new courses like Anchoring production and Documentary film making because students should have practical exposure of handling a show and filming it.
- All their suggestions and comments have been noted and corresponding alterations have been done in the syllabi.

M.Sc Syllabus

The M.Sc syllabus approved by the BOS members and academic council during BOS meeting (held for the period April 2023) will be implemented for the M.Sc Visual Communication programme, for the batch 2024

Dr. Uma Vaangal, Dr. Vijayakumar, and Dr. Arul Selvan have suggested changes to the M.Sc. Viscom syllabus for the various semesters. Here are their suggestions for each semester:

Subjects in the M.Sc. Visual Communication syllabus based on the Board of Studies conducted on January 22, 2024:

1. SVCB5101 - Understanding Visual Communication

Establishes core visual communication principles, essential for comprehending modern media and design frameworks.

2. SVCB5102 - Communication Research

Updates research strategies to incorporate digital media analytics and online behavioral studies, making research more applicable to current trends.

3. SVCB5103 - Design Thinking

Introduces creative problem-solving and innovation techniques, essential for developing user-centric media solutions.

4. SVCB6101 - Professional Content Writing

Responds to the demand for skilled writers adept at creating content for various digital platforms, from blogs to social media.

5. SVCB6102 - Contemporary Advertising & Photography



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Merges advertising strategy with photography skills, reflecting the shift toward visually driven, multi-platform campaigns.

6. SVCB5201 - Media Culture and Entertainment

Explores the interplay between media and culture, preparing students to critically engage with entertainment industries and media representation.

7. SVCB5202 - Media Research Methodology

Equips students with both traditional and emerging research methodologies, ensuring they can analyze and interpret media trends and audience behavior.

SVCB5203 - Immersive Experiential Design

Introduces students to immersive technologies like AR/VR, crucial for creating interactive and engaging user experiences.

SVCB6201 - Media Text Analysis

Focuses on dissecting media content to understand deeper cultural, political, and social implications, critical for media critique.

SVCB6202 - Video Storytelling

Addresses the rising importance of video as a primary communication medium, teaching narrative techniques suited for various platforms.

SVCB5301 - Development Communication

Emphasizes the role of communication in social and developmental issues, preparing students to use media for advocacy and change.

SVCB5302 - Media & Communication Technology

Covers technological advancements in media, providing insights into the tools and platforms reshaping communication today.

SVCB5303 - Film Studies

Offers a critical analysis of film as both art and industry, vital for understanding cinema's influence on culture and media.

SVCB6301 - Media Entrepreneurship

Prepares students to create and manage media startups, equipping them with entrepreneurial skills tailored



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to the media industry.

S27BRPROJ1 - Minor Research Project

Introduces practical research skills, allowing students to explore and analyze specific media-related topics, fostering critical inquiry.

SVCB6301 - Sound Design

Reason: Updates content to reflect modern sound design techniques, covering advancements in audio production for film, television, and digital media.

SVCB6401 - Media Presentation

Reason: Focuses on presentation skills essential for roles in journalism, content creation, and public speaking in media-related fields.

S58BPROJ2 - Major Research Project

Reason: Provides students with an opportunity to conduct in-depth research, demonstrating their expertise and understanding of media communication topics.

SVCB7001 - Television Production

Reason: Incorporates new digital production techniques and multi-camera setups, ensuring students are trained in current television production standards.

SVCB7002 - Motion Graphics

Teaches animation and graphic techniques used in media production, addressing the growing demand for dynamic visual content in broadcasting and digital media.

SVCB57003 - Smartphone and Digital Media Production

Prepares students to create high-quality content using smartphones, reflecting the rise of mobile content creation in professional media.

SVCB7004 - Indoor Video Production

Reason: Focuses on techniques for producing video content within controlled environments, covering lighting, camera setups, and studio management.

SVCB7005 - Video Streaming and Digital Media Production

Addresses the growing importance of video streaming services, equipping students with skills to produce content for platforms like YouTube and Twitch.



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SVCB7006 - Digital Compositing

Covers advanced compositing techniques, essential for creating seamless visual effects and integration in film and digital production.

SVCB7007 - Video Field Production

Focuses on techniques for shooting on-location, teaching students how to handle environmental challenges in video production.

SVCB7008 - 3D Graphics & Visual Effects

Introduces students to 3D modeling and visual effects, essential skills for careers in animation, gaming, and film production.

These changes aim to equip students with skills relevant to the current media and entertainment industry, preparing them for modern production and research challenges.



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DEPARTMENT OF VISUAL COMMUNICATION

ACADEMIC YEAR 2023 – 2024

BoS conducted on 22nd January 2024

S L. N O	COURSE CODE	SUBJECT COURSE NAME	NEW COURSE / REVISED COURSE	FOCUS ON
1.	SVCB5101	Understanding Visual Communication	New Course	Skill Development
2.	SVCB5102	Communication Research	Revised	Skill Development
3.	SVCB5103	Design Thinking	New Course	Skill Development
4.	SVCB6101	Professional Content Writing	New Course	Skill Development
5.	SVCB6102	Contemporary Advertising & Photography	New Course	Employability
6.	SVCB5201	Media Culture and Entertainment	New Course	Employability
7.	SVCB5202	Media Research Methodology	New Course	Employability
8.	SVCB5203	Immersive Experiential Design	New Course	Skill Development
9.	SVCB6201	Media Text Analysis	New Course	Skill Development
10.	SVCB6202	Video Story Telling	New Course	Employability, Skill
11.	SVCB5301	Development Communication	New Course	Skill Development
12.	SVCB5302	Media & Communication Technology	New Course	Skill Development
13.	SVCB5303	Film Studies	New Course	Skill Development
14.	SVCB6301	Media Entrepreneurship **	New Course	Skill Development
15.	S27BRPRO	Minor Research Project	New Course	Employability
16.	SVCB6301	Sound Design	Revised	Employability
17.	SVCB6401	Media Presentation	New Course	Employability
18.	S58BPROJ2	Major Research Project	New Course	Skill Development
19.	SVCB7001	Television Production	Revised	Skill Development
20.	SVCB7002	Motion Graphics	New Course	Skill Development
21.	SVCB57003	Smartphone and Digital Media Production	New Course	Skill Development
22.	SVCB7004	Indoor Video Production	New Course	Employability
	SVCB7005	Video Streaming and Digital Media Production	New Course	Employability



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	SVCB7006	Digital Compositing	New Course	Employability
	SVCB7007	Video Field Production	New Course	Skill Development
	SVCB7008	3D Graphics & Visual Effects	New Course	Skill Development

Dr.N. Nazini

HOD / VISCOM



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SVCB5101	UNDERSTANDING VISUAL COMMUNICATION	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

OBJECTIVES

- Gain knowledge of the principles, elements, and techniques of visual communication.
- Explore the historical context and evolution of visual communication.
- Develop an understanding of how visual communication influences perception and interpretation.

UNIT 1 COMMUNICATION

9 Hrs.

Definition- Nature and Scope – Intentions- Communication need- Importance of Human and Visual Communication as Expression- Skill and process- Understanding communication- Visual journalism: infographics, data visualization, and visual storytelling.

UNIT 2 ELEMENTS OF VISUAL COMMUNICATION

9 Hrs.

Overview of visual communication and its importance in various fields - Historical context and evolution of visual communication - Elements of visual communication: line, shape, color, texture, space, and form - Principles of visual communication: balance, contrast, emphasis, movement, pattern, and unity.

UNIT 3 VISUAL COMMUNICATION TOOLS AND TECHNIQUES

9 Hrs.

Visual culture- Visualizing- Visual power- Visual pleasure- Fundamentals of Design- Definition- Approaches- Elements Line, Shape, Space, Color, Texture, Form- Principles of Design – Symmetry, Rhythm, Contrast, Balance, Mass/ Scale, Typography: fonts, hierarchy, readability, and legibility - Layout and composition: grids, alignment, and visual flow.

UNIT 4 PERCEPTIONS

9 Hrs.

Principles of Visual and other Sensory Perceptions- Color psychology and theory, Definition- Optical/Visual illusion-Visual aesthetics and artistic expression - Graphic design principles and practices - Illustration and visual narrative - Fine arts - Critique and analysis of visual works - Making of Script- Model of Script Writing- Development of Script Writing- Spot Script Writing.

UNIT 5 DESIGN PROCESS

9 Hrs.

Basics- Elements- Design Process – Research-Source of concept- Process of developing ideas – Verbal-Visual- Combination and Thematic- Visual thinking- Associative techniques- Materials- Tools precision instruments- Design execution and Presentation.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Understanding of the different types of communication, including intrapersonal, interpersonal, mass communication.
- CO2** - Understanding of the elements and principles of design.
- CO3** - Able to analyze and apply principles of visual and other sensory perceptions to create impactful visual communication.
- CO4** - Acquired practical skills in graphics design, including research.
- CO5** - Able to integrate their communication and design skills, demonstrating critical thinking and creativity in combining verbal and visual elements.
- CO6** - Understanding different materials used in graphic design.



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TEXT / REFERENCE BOOKS

1. Waveland Press. Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). Communication in Society. Pearson.
2. DeVito, J. A. (2017). Human Communication: The Basic Course. Pearson.
3. Lull, J. (2019). Evolutionary Communication: An Introduction. Routledge.
4. Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2015). The Communication Age: Connecting and Engaging. SAGE Publications.
5. Shahira Fahmy (2014) Visual Communication Theory and Research: A Mass Communication Perspective-PDF drive.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 6 Questions of 5 marks each - No choice

30 Marks

PART B: 2 Questions from each unit with internal choice, each carrying 14 marks

70 Marks



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SVCB5102	COMMUNICATION RESEARCH	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVE

- To encourage students to learn and understand the importance of research.
- To focus on students to create their own thesis.
- To develop interpreting data through Statistical techniques.

UNIT 1 MEDIA RESEARCH

9 Hrs.

Development Of Mass Media Research Around The World – Phases Of Media Research- Communication Research In India – Evolution Of New Media And The Audience.

UNIT 2 RESEARCH PROCEDURE

9 Hrs.

Research Procedure: Steps In Doing Research – Media Research Problems- Review Of Media Studies- Sources Of Secondary Data – Hypothesis- Types Of Hypothesis- Sampling Procedure- Probability And Non- Probability Sampling Techniques- Sampling Error.

UNIT 3 PRIMARY DATA

9 Hrs.

Primary data: Types Of Data – Nominal, Ordinal, Interval, and Ratio – Data Collection methods and Tools: Types Of Questions – Construction Of a Questionnaire, Interview Schedule and Techniques – Focus Group – Observation Techniques. Scales- Attitude Scales Procedure And Application Of Thurstone, Likert, Semantic.

UNIT 4 RESEARCH DESIGN

9 Hrs.

Experimental and Non- Experimental Research Methods- Qualitative And Quantitative Studies- Descriptive And Analytical Research- Action-Applied -Fundamental Research- Cross Sectional And Longitudinal Research Design- Factorial Design, Content Analysis- Case Study Approach.

UNIT 5 DATA ANALYSIS

9 Hrs.

Data Report Writing: Meaning and Concept of Report writing, Structure of Writing, outline of Report writing, AI Report Writing, Characteristics of a good Report writing, Importance of Report writing, Precautionary Measures for Writing Report.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Understand different types of research techniques.
- CO2** - Analyze quantitative and qualitative data and provide validated results.
- CO3** - Conduct a research study with valid data.
- CO4** - Learn statistical testing with SPSS software.
- CO5** - Gain an understanding of different types of sampling.
- CO6** - Enhance data interpretation and presentation skills to effectively communicate research findings.

TEXT / REFERENCE BOOKS

1. Tempell and Westley , Research methods in mass communication', prentice hall, 1981.
2. Communication theories: origin, methods and uses' by severin and tankard, hastings house, publishers, 1979.



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3. Roger Wimmer & Joseph Dominick, Mass media research – an introduction (3rd edn.), Wadsworth publications, 1991.
4. Arthur Asa Berger, Media and Communication Research and Methods, 3rd Edition, Sage Publication, 2013.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

70 Marks



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SVCB5103	DESIGN THINKING	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVES

- Inculcate the fundamental concepts of design thinking.
- Develop the students as a good designer by imparting creativity and problem-solving ability.
- Conceive, conceptualize, design and demonstrate innovative ideas using prototypes].

UNIT 1 DESIGN THINKING BACKGROUND

9 Hrs.

Definition of Design Thinking - Business uses of Design Thinking - Variety within the Design Thinking Discipline - Design Thinking Mindset - Design Thinking process - Study on design Thinking - structure of a Design Thinking.

UNIT 2 DESIGN THINKING APPROACH

9 Hrs.

Fundamental Concepts of Design Thinking - Divergent Thinking - Visual Thinking - Prototyping - Innovative design: Breaking of patterns, Reframe existing design problems, Principles of creativity Empathy: Customer Needs.

UNIT 3 VISUAL THINKING

9 Hrs.

Design Thinking Resources - Double Diamond Process - Designing for Growth Process - Design Thinking in Practice - Visual thinking, Drawing/sketching - New concept thinking - Patents and Intellectual Property - Concept Generation.

UNIT 4 PRODUCT DEVELOPMENT

9 Hrs.

Stages of Designing Thinking – Methodologies, Concept Selection - Design Thinking Tools and Methods - Mind Mapping – Brainstorming - Customer Co-Creation - Design Thinking Application - Design Thinking Applied to Product Development.

UNIT 5 ENTREPRENEURSHIP/BUSINESS IDEAS

9 Hrs.

Sustainable product design – Ergonomics – Semantics - Entrepreneurship/business ideas - Product Data Specification - Establishing target specifications - Setting the final specifications. - Design projects for teams.

COURSE OUTCOMES

On completion of the course, student will be able to

CO1 - Understanding Fundamental Concepts of Design Thinking.

CO2 - Produce great designs, be a more effective engineer, and communicate with high emotional and intellectual impact.

CO3 - Understand the diverse methods employed in design thinking and establish a workable design thinking framework to use in their practices.

CO4 - Conceive, organize, lead and implement projects in interdisciplinary domain and address social concerns with innovative approaches.

CO5 - Analyze and apply principles of Entrepreneurship/business ideas.

CO6 - Demonstrate the critical theories of design, systems thinking, and design methodologies.

TEXT / REFERENCE BOOKS

1. Brenda Laurel Design Research methods and perspectives MIT press 2003.
2. Idris Mootee, Design Thinking for Strategic Innovation, 2013, John Wiley & Sons Inc.
3. Jeanne Liedtka and Tim Ogilvie., 2011, "Designing for growth: A design thinking tool kit for managers".



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4. ISBN 978-0-231-15838-1 Michael Lewrick, Patrick Link, Larry Leifer., 2018 "The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems", ISBN 978-1-119-46747-2.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 6 Questions of 5 marks each - No choice

30 Marks

PART B: 2 Questions from each unit with internal choice, each carrying 14 marks

70 Marks



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SVCB6101	PROFESSIONAL CONTENT WRITING	L	T	P	EL	Credits	Total Marks
		0	2	2	0	2	100

COURSE OBJECTIVES

- To understand the nuances in writing for media.
- To develop the potential of creating content for the need.
- To develop critical strategic marketing thinking through content.

UNIT 1 INTRODUCTION

9 Hrs.

Content Writing Theory - Demand for Content based Careers - Role of Content Writer - Content Writing Process - Research - Rising popularity of Content writing - Elements of Writing - Writing Process.

UNIT 2 CONTENT WRITING TOOLS

9 Hrs.

Content Writing Tools - Reviewing Tools - Introduction to Blogging - Introduction to twitter - Introduction to LinkedIn - Keywords Research - Types of Keywords and its importance - Keyword Research Tools.

UNIT 3 CONTENT CREATION

9 Hrs.

Content Writing Project management - Creation Process - Content Management Phases - Content Distribution - Content Promotion - Writing for Web - Basics of SEO for Content Writers - On Page SEO - Off Page SEO - Copywriting - Stealing headline for attention - Capturing audience attention.

UNIT 4 TYPES OF

9 Hrs.

Language skills - Choice of Words - Academic writing - Creative writing - Email writing - Legal Writing - Resume Writing - Infographics - Legal aspects of Content Writing - Content that converts - Lead generation.

UNIT 5 CONTENT MARKETING

9 Hrs.

Content Marketing - Plan - Template - Content for various social media platforms - Social media marketing tools - Social content Strategy - Power words to use in Content Marketing - Duplicate Content Checker - Plagiarism - checking tools.

Max 45 Hrs.

PROJECT OUTCOMES

1. Title Card/Article Picture Requirements.
2. Writing Articles for LinkedIn.
3. Writing Blog, comment and respond.
4. Draft the same content, differently for various social media platforms and submit as a booklet with screenshots of each post.

COURSE OUTCOMES

- CO1** - Students will learn how to develop, organize and implement a content marketing strategy.
- CO2** - Students can analyze and measure the effectiveness of content marketing.
- CO3** - Students can write a compelling copy using a strategic framework.
- CO4** - Build a student's professional brand and authority.
- CO5** - Students can understand how to critically analyze data from research; incorporate it into assigned writing clearly, concisely, and logically.
- CO6** - Students can learn different types of writing and writing process.



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TEXT / REFERENCE BOOKS

1. Ann Handley, Everybody writes; your go-to-guide to creating ridiculously good content, John Wiley and Sons, 2014.
2. Kounal Gupta, Content Writing Handbook; you will ever need, Hendry Harvin, 2020.
3. Joanna Penn, The Successful Author Mindset Companion Workbook, Curl Up Press, 2017.4.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration: 3 Hrs.

PART A: 6 questions of 5 marks each uniformly distributed - without choice

30 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 10 marks

70 Marks



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VCB6102	CONTEMPORARY ADVERTISING & PHOTOGRAPHY	L	T	P	EL	Credits	Total Marks
		0	2	2	1	2	100

COURSE OBJECTIVES

- Learn the technical aspects of photography, including camera settings, lighting techniques, composition, and image manipulation.
- Understand the unique requirements and considerations for advertising photography, such as capturing attention, conveying messages, and aligning with brand identities.
- Experiment with different approaches, styles, and genres in advertising photography to expand creative range and flexibility.

UNIT 1 INTRODUCTION TO ADVERTISING & PHOTOGRAPHY

9 Hrs.

Introduction -What is Advertising - What is Advertising Photography - Why Advertising photography? -? - How to start Advertising photography studio - Different Genre of Advertising photography - How to Get specialization - Current Market scenario -Top Advertising Photographers.

Assignment: Submit 10 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES

9 Hrs.

New trends in Advertising - Understanding importance of imaging - Advanced lighting techniques - Latest lights - lighting - and Cameras - Different brands of camera - Different types of capturing softwares - Different types of image editing softwares.

Assignment: Submit 10 images on Still life with and without artificial lights.

UNIT 3 INTRODUCTION TO PRODUCT PHOTOGRAPHY

9 Hrs.

Introduction to Still life Photography - Shooting with One Light - Two lights - Multiple Lights - Product photography - Lighting for products - cutout shot - product in small setup - product with big set up - product in location - product in use- Learn from the Masters-Best Still life photographer- Best Product photographer.

Assignment: Submit 20 images on Photography

UNIT 4 INTRODUCTION TO PORTRAIT & FASHION PHOTOGRAPHY

9 Hrs.

Introduction to people photography - Simple Portrait lighting - Portrait at location - Converting Portrait in to Fashion photography - Makeup - Styling - and posing guides for fashion - Fashion at Studio - fashion at location - Models - Model coordinators. Learn from the Masters-Best Portrait photographer- Best Fashion photographer.

Assignment: Submit 20 images on portrait and Fashion photography.

UNIT 5 OTHER GENRES OF PHOTOGRAPHY

9 Hrs.

How each genres is interlinked and used in Advertising - Introduction to Architectural photography - Industrial photography - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production advantages-Techniques - art of selling and promoting - Estimate and Billing- Applying these techniques in Videography- Advanced Equipment.

Assignment: Expose 100 images on other categories.

Max. 45 Hrs.

PROJECT OUTLINE

100 Marks

Photographs - 70 Marks



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Viva - 30 Marks

COURSE OUTCOMES

On completion of the course, student will be able to

- C01** - To understand and develop good Advertising and Visualizer work process.
- C02** - Ability to create new concepts and ideas for Advertising through photography.
- C03** - Ability to shoot in different location and atmospheric situation.
- C04** - To develop good skills to handle Wedding, Corporate & Event Photography.
- C05** - To develop managing skills to handle the equipment's in outdoor shoots.
- C06** - 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. Conceptual 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.



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SVCB7001	TELEVISION PRODUCTION	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

- To study about television writing techniques.
- To understand the importance of pre – production.

UNIT1 WRITINGFORBROADCAST

9 Hrs.

Scripts for television, radio, and film-Scripts Guidelines-Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences – plain English – familiar words – easy listening - make it interesting – contraction – rhythm.

UNIT2 NEWSWRITING

9 Hrs.

The news angle – Multi Angled stories – hard news formula – intro – Placing key words – feature openers – developing story – sign posting –line – last words – accuracy-The one column style-The split pages style.

UNIT3 WRITING FOR DOCUMENTARY

9 Hrs.

Screen craft, - screen grammar – screen craft analysis – basic production – initial research - draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list.

UNIT4 TV SCRIPT WRITING

9 Hrs.

Proposal- Treatment-Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script layout – balancing words with pictures – using the library – field work.

UNIT5 WRITING FOR FILM

9 Hrs.

What to write – how to write – what you know so far – Zen and the high art of getting the thing done – script development – what is the story about – find your plot & character – true stories and events – how are script developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

Max. 45 Hrs.

PROECT OUTLINE

100 Marks

PAPER WORKS: SCRIPT DEVELOPMENT

- Chroma Key indoor.
- News / current Affairs Programmes.
- Outdoor News gathering.
- Event - Curtain raiser.
- Multi camera set up.
- Short film.
- AD film.
- Documentary.



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Students should submit the concept of the above TOPICS in script format.

COURSE OUTCOME

On completion of the course, student will be able to

C01 - To Understand Television writing techniques.

C02 - To write effectively for television audience.

C03 - To write for news bulletins and news story.

C04 - To comprehend the techniques involved in documentary narration and execution.

C05 - Identify different formats of scripts and treatment.

C06 - To do research, write script for Television programme, News content, Documentary and film .

TEXT / REFERENCE BOOKS

1. Andrew Boyd , Broadcast journalism : Techniques of Radio & TV News, 5th edition , Elsevierfocal press , USA 2007.
2. Michael Rabiger ,Directing the documentary , fourth edition , Elsevier , focal press, USA, 2007.
3. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3rd edition, Focalpress ,2006.
4. Hilliard, Robert H. 2014, *Writing for television, radio, and the new media*, Wadsworth Boston.
5. Kriwaczek, Paul 2016, *Documentary for Small Screen*, Focal Press Boston.
6. Ballon, Rachael 2014, *Blueprint for screenwriting*, Lawrence Erlbaum Assoc. New Jersey.



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SVCB7002	MOTION GRAPHICS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVES

- Study the fundamentals of Multimedia and visual effects, including the principles and techniques used in the field.
- Gain an understanding of 2D and animation elements, exploring their application in creating visually appealing and engaging content.
- Develop proficiency in using design tools and software to conceptualize and create innovative animation concepts, showcasing creativity and technical skills.

UNIT 1 IMAGE EDITING

9 Hrs.

Image File Formats - Introduction & Interface of GIMP - Canvas and Introduction to Layer - Layer Mask - Composite Modes Move Tools & Alignment tools - Selection Tools-Select by Color Tool - Path Tool - Crop Tool - Transform Tools- Text Tools.

UNIT 2 COLOR THEORY

9 Hrs.

Color Wheel & Color Theory - Paint Tools - Bucket Fill Tool - Gradient Tool - Pencil Tool - Paintbrush Tool - Eraser Tool - Airbrush Tool - Ink Tool - My Paint Brush Tool Clone Tool - Heal Tool - Perspective Clone Tool - Blur/Sharpen Tool - Smudge Tool and Dodge/Burn Tool.

UNIT 3 DESIGNING

9 Hrs.

Introduction to Digital Painting - Digital Sketching - Adding Light & shades to Object - Still life Study Digitally - Landscape Study - Animal Anatomy Study - Human Anatomy Study - Human Portrait Study - Creating Thumbnail Sketches For Concept Art. Concept Art - Introduction to Matte painting - Matte painting (Photo Manipulation).

UNIT 4 INTERFACE OF AFTER EFFECTS

9 Hrs.

Interface of After Effects - Text Animation- Path Text Animation - Text Preset Animation-Layer properties - Animating & Parenting Layers - Blending Modes- Track Matte-key frame interpolation - Graph Editor - Null object & Adjustment Layer -Introduction to Motion Graphics - Animating psd & illustrator files.

UNIT 5 MASKING TECHNIQUES

9 Hrs.

Introduction to Masking Techniques (Rotoscopy & Keying) -Displacement Map Effects- Shatter Effects -3d Layers - CC Rainfall & Snow -CC Ball Action- CC Pixel Polly - CC Particle system - CC particle World - Usage of Camera & Lights - 2.5d Camera Animation - Creating Motion poster.

Max. 45 Hrs.

PROJECT OUTLINE

100 Marks

- Create Motion Graphics.
- Creation of Visual Effects.
- Create 2D Animation.

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



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COURSE OUTCOME

On completion of the course, student will be able to

- CO1** - Understanding about basics of multimedia.
- CO2** - Understanding Aftereffects software and its interface.
- CO3** - Ability to create various designs with the help of a computer system.
- CO4** - Ability to create basic Forms through computer system.
- CO5** - Ability to interpret 2D animation.
- CO6** - Ability to create Visual Effects.

TEXT / REFERENCE BOOKS

1. Angie Taylor , "Creative After Effects 5.0" Focal Press, (2002).
2. Thomas A.Powell, The Complete Reference HTML Second Edition, 3rd edition, USA, 2001.
3. Thomas Powell, The Complete Reference HTML Second Edition, Mcgraw-hill, 2010.



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SVCB7003	SMARTPHONE AND DIGITAL MEDIA PRODUCTIONS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVES

- Understand the operating system and user interface of smartphones.
- Learn to brainstorm and develop creative concepts and ideas suitable for smartphone-based projects.
- Learn to leverage the built-in features and applications of smartphones for production purposes.

UNIT 1 SMARTPHONE FILM MAKING

9 Hrs.

Introduction to Smartphone film making – History of mobile films - Rule of Thirds - Fundamental Tips of Lens - Focus & Exposure – Lighting - Mobile Filming App, Tutorial, Settings - Camera Settings & Frame Rates.

UNIT 2 SMART PHONE PRODUCTIONS

9 Hrs.

Mobile Filming Quality & Resolution – 1080p vs 4K - Stabilising Shot- Overview of Audio - Basics of digital video editing – Video-editing applications – Encoding and compressing video.

UNIT 3 WIRELESS TECHNOLOGIES

9 Hrs.

Satellite Communication - Cellular Communication - Wireless Data Communication - Mobile Wireless Communications – 5G Communication - Multiple Access Concept - Public Media Broadcasting.

UNIT 4 VIDEOPODCAST

9 Hrs.

Registering and creating own domain - Securing video domain Creating video podcast's website - Uploading video files – Encoding software - Web 3.0 - Myspace – Facebook - Flickr – YouTube – Twitter – Vimeo.

UNIT 5 MOBILE LIVE STREAMING

9 Hrs.

Wireless Transmissions – Adaptive Bitrate Streaming - Mobile Live Streaming - Integrated Mobile Broadcast – Live Streaming Apps – Key Features of Live Streaming Apps.

PROJECT OUTLINE

1. Chroma Key.
2. Picture in Picture Productions.
3. Social media Advertising.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1 - Understand process of Smartphone.
- CO2 - Recognize various smartphone applications.
- CO3 - Classify the various Smartphone tools.
- CO4 - Create Digital Media Productions by using smartphone.
- CO5 - Apply smartphone applications in video creations.
- CO6 - Analyze with video outputs.

TEXT BOOKS /REFERENCE

1. chael W. Geoghegan and Dan Klass, 2007. Podcast Solutions: The Complete Guide to Audio and Video Podcasting, Second Edition.
2. Pei Zheng, Lionel Ni, 2006. Smart Phone and Next-Generation Mobile Computing, Elsevier.



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SVCB5201	MEDIA CULTURE AND ENTERTAINMENT	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVES

- To understand the basics of Culture in India.
- To apply the techniques in Entertainment Media.
- To understand the different Music and theatre origins.

UNIT 1 CULTURE

9Hrs.

Culture - Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Tribal Culture in India; Challenges of Indian Culture; Status of Women in India.

UNIT 2 MUSIC

9Hrs.

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

UNIT 3 THEATRE

9Hrs.

Theatre- Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Traditional & Modern Theatres.

UNIT 4 NEWSPAPER, RADIO AND TELEVISION INDUSTRY

9Hrs.

Newspaper, Radio and Television Industry- Definition & Concept; Growth of Newspaper, Radio and Television Industry in India - Recent Development in Newspaper Industry & e-newspapers. Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel.

UNIT 5 MEDIA AND ENTERTAINMENT COMPANY

9Hrs.

Top entertainment companies. The entertainment industry includes companies that provide streaming, television, gaming, music, and telecommunication services.

Max. 45 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

CO1 - Understand the culture and its status in India:

CO2 - Comprehend the types of music in the Indian film industry:

CO3 - Identify the concept of theater and drama.

CO4 - Classify the print media industries that redefine the world.

CO5 - Understand the broadcasting principles and latest trends in TV and radio industries.

CO6 - Understand the importance of cable television and its distribution.

TEXT BOOKS / REFERENCE

- Michael J. Hauptert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA.
- Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK.
- John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK.



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END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 6 Questions of 5 marks each - without choice.

30 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 10 marks

70 Marks



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B5202	SVC	MEDIA RESEARCH METHODOLOGY	L	T	P	EL	Credits	Total Marks
			3	0	0	0	3	100

COURSE OBJECTIVE

- To foster a comprehensive comprehension of the intricacies and historical context of media research.
- To impart knowledge regarding the methodological concepts associated with media and communication research.
- To introduce and enhance understanding of the tools, techniques, and methodologies employed in media research.

UNIN 1 INTRODUCTION OF NEW MEDIA

9Hrs.

New Media - Concept and Characteristics - Development of New Media-Different forms of New Media Proliferation of Web Based Services - Document Analysis in New Media.

UNIT 2 NEW MEDIA AND SOCIETY

9 Hrs.

Theoretical Perspective of New Media - Diffusion of New Media - Virtual and Social Networking Communities- Tool and Design for Internet - Mediated Research Sampling In Internet - Mediated Research.

UNIT 3 RESEARCH AREAS IN NEW MEDIA

9 Hrs.

Electronic media: Television ,Radio, Print media, Web Logs, Blogs, Social Networking Sites (SNS)- New Media and Entertainment, Online Trading and e-commerce , Corporate communication Advertising, Online Advertising and e-PR, Network Analysis. Visual Narrative methods.

UNIT 4 TOOLS AND TECHNIQUES

9 Hrs.

Process of New Media Research - Online Panels, Web Survey - Advanced Analysis - Online Interviews and Focus Group Discussion Forums- Observations and Chat - Web Content Analysis, Content Analysis, Semiotics, Ethnography, Discourse analysis, Visual Text methods, Photo elicitation or Participatory mapping, Case study, Triangulation method.

UNIT 5 ETHICAL ISSUES IN NEW MEDIA RESEARCH

9 Hrs.

Brief Introduction of Cyber Laws - Cyber Ethics – Convergence – Hacking- Legal Issues- Future of Web Survey - Reliability and Validity of Content in New Media Research - Technological Issues in New Media Research - Business and Societal Issues. Data analysis: Data Classification, Coding And Tabulation- Graphic Representation Of Data- Thesis Writing Method – Use Of SPSS- The Writing Format And Style – Ethics In Conducting Research, NVIVO Software and techniques.

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - students will acquire and showcase valuable research skills.

CO2 - Students will gain an in-depth understanding of various research approaches, methods, tools, and reporting techniques.

CO3 - Students will develop a comprehensive understanding of how research is applied within the dynamic landscape of media industries.

CO4 - Students will also learn to leverage the significance of computers and digital media in conducting research effectively.

CO5 - students will possess the competence to conduct research specifically in the media sector.



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CO6 - Attained expertise in writing research papers.

TEXT / REFERENCE BOOKS

1. Gunter, B. (2000). Media Research Methods Measuring Audiences Reactions and Impact. SAGE Publications. o Gupta, S.L. and Gupta, H. (2011).
2. Research Methodology – Text and Cases with SPSS Applications, International Book House Pvt. Ltd., New Delhi, Gupta, S.L. and Gupta, H. (2011)
3. SPSS 17.0 for Researcher, International Book House Pvt. Ltd., New Delhi o Harindranath, R. (2009).
4. Audience Citizens The media, Public knowledge and interpretive practice. Sage publications o Kaid, L. L. (2008).
5. Wimmer, R.D. and Dominick, J.R. (2014). Mass Media Research An Introduction. Cengage Learning.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 6 questions of 5 marks each uniformly distributed - without choice

30 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 10 marks

70 Marks



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SVCB5203	IMMERSIVE EXPERIENTIAL DESIGN	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVE

- To make students know the basic concept and framework of virtual reality.
- Students acquire knowledge on the principles and multidisciplinary features of virtual reality.
- To make students learn the technology for multimodal user interaction and perception in VR, in particular the visual, audial and haptic interface and behavior.

UNIT 1 INTRODUCTION OF VIRTUAL REALITY

9 Hrs.

Fundamental Concept and Components of Virtual Reality. Primary Features and Present Development on Virtual Reality: Multiple Modals of Input and Output Interface in Virtual Reality: Input -Tracker, Sensor, Digital Glove, Movement Capture, Video-based Input, 3D Menus & 3D Scanner etc. Output –Visual.

UNIT 2 AUDITORY / HAPTIC DEVICES

9 Hrs.

Visual Computation in Virtual Reality: Fundamentals of Computer Graphics. Software and Hardware Technology on Stereoscopic Display. Advanced Techniques in CG: Management of Large Scale.

UNIT 3 ENVIRONMENTS & REAL TIME RENDERING

9 Hrs.

Environment Modeling in Virtual Reality - Geometric Modeling, Behavior Simulation, Physically Based Simulation. Interactive Techniques in Virtual Reality: Body Track, Hand Gesture, 3D Manus, Object Grasp.

UNIT 4 INTRODUCTION OF AUGMENTED REALITY (AR)

9 Hrs.

System Structure of Augmented Reality. Key Technology in AR. Development Tools and Frameworks in Virtual Reality Frameworks of Software Development Tools in VR. X3D Standard; Vega, MultiGen, Virtools.

UNIT 5 APPLICATION OF VR IN DIGITAL ENTERTAINMENT

9 Hrs.

VR Technology in Film & TV Production. VR Technology in Physical Exercises and Games. Demonstration of Digital Entertainment by VR.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1 - Provide students with a comprehensive understanding of virtual reality by introducing them to the basic concepts and framework.
- CO2 - Students will be familiar with the principles and multidisciplinary features of VR.
- CO3 - Students can able create technology for multimodal user interaction.
- CO4 - Students learn the technology for managing large-scale VR environments in real time.
- CO5 - Students will gain knowledge about the introduction to the VR system framework and development tools.
- CO6 - Perception including visual, audial, and haptic interfaces.

TEXT / REFERENCE BOOKS

1. Wiley, "Emerging Extended Reality Technologies for Industry 4.0", 2020.
 - a. Carmine Elvezio, "XR Development with the Relay and Responder Pattern", 2021.
 - b. Michael Wohl, The 360° Video Handbook: A step-by-step guide to creating video for virtual reality



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(VR) 1st Edition, 2017.

- c. Tony Parisi, Learning Virtual Reality 1st Edition , 2015 3. Stephan Schütze, Anna Irwin- Schütze New Realities in Audio A Practical.
- d. Guide for VR, AR, MR and 360 Video, 2018.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

70 Marks



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SVCB6201	MEDIA TEXT ANALYSIS	L	T	P	EL	Credits	Total Marks
		0	2	2	0	2	100

COURSE OBJECTIVE

- To help students learn and analyse the various content in media so that they are aware of the content produced in media.
- To understand how media constructs reality and to choose right tool to analyse content provided in print and electronic medium.

UNIT 1 MEDIA CONTENT

9 Hrs.

Media Content - Media text as arrangements of signs – Narrative, genre - discourse analysis – Text, intertextuality & context - institutions & ways of seeing discourse analysis – sources - technologies of the gallery & museum-content analysis.

UNIT 2 MARXISM & IDEOLOGY

9 Hrs.

Media as Manipulators: Marxism & Ideology – culture industry as mass deception – ideological meanings – arguments and criticisms – communication flows & consumer resistance, Media & public sphere - nation as imagined community - digital dilution of nation.

UNIT 3 PSYCHOANALYSIS

9 Hrs.

Psychoanalysis: visual culture, visual pleasure & visual disruption – subjectivity, sexuality & conscious Audience studies : audience, fans, users , ethnographies of visual objects -voyeuristic gaze to Lacanian gaze.

UNIT IV COMPOSITIONAL INTERPRETATION

9 Hrs.

Critical study of visual methodology –production –image – compositional interpretation: technology & image production – media ,gender & sexuality : construction of femininity , patriarchal romance & domesticity – empowering – media & masculinities.

UNIT V SEMIOLOGY

9 Hrs.

Semiology: an introduction-Choosing images for a semiological study- the sign and its meaning process in mainstream semiology- making meaning processes – social semiotics.

PROJECT OUTLINE TOPICS

- Visual Media Text Analysis – Film.
- Audio Text Analysis.
- Television Content Analysis.
- Visual Encoding – Photographs.
- Text analysis – Newspaper & Magazines.

COURSE OUTCOME

On completion of the course, student will be able to

- CO1** - To distinguish the complex relationship between media content and distribution through analysis mode.
- CO2** - To relate the latent meaning in media text, and be able to identify appropriate ideology to analyse media texts.



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- CO3** - Understand mass media as a system of generating and transmitting information through a medium and how audiences are affected consciously and unconsciously under psychoanalysis.
- CO4** - Analyse the media content from analyst point of view. And start critically approaching content produced and distributed by media.
- CO5** - To recognize the quality and quantity of content examined it through semiotics mode and content analysis approach.
- CO6** - Comprehend the foundations, process, and practices of analysing any given content from media and demonstrate proficiency in writing report on one or more media content.

TEXT / REFERENCE BOOKS

1. Gillian Rose, Visual methodologies: an introduction to researching with visual materials, 3rd edition, sage publications, 2022.
2. Paul Hodkinson, Media ,Culture & society ,sage publication, 2017
3. Arthur A Berger, Media Analysis Techniques, sage publication, 2018



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SVCB6202	VIDEO STORY TELLING	L	T	P	EL	Credits	Total Marks
		0	2	2	0	2	100

COURSE OBJECTIVES

- Acquire practical experience using Video Editing Software.
- Discover and apply various Chroma Keying and Picture in Picture video editing techniques.
- Provide instruction on advanced-level Video editing techniques.

UNIT 1 INTRODUCTION

9 Hrs.

History - Analog and Digital Video -Grammar - 180 degree rule - Editing theories - Aesthetics and Principles of editing - the role of Editor - Linear and Non Linear Editing - types of editing - Continuity - Screen edit - Action Sequence - Cross Cutting - Parallel Cutting - Rhythmic Cut - Concept edit - Action edit.

UNIT 2 DIGITAL STORY TELLING

9 Hrs.

Digital story Telling - History and role of storytelling in society –Planning and Digital Storytelling - Makings of a Good Story -Video storytelling - Audio Visual Storytelling - Digital Story Mapping in Planning -AI Story telling-Introduction of Interactive Timeline - Digital Audio.

UNIT 3 POST PRODUCTION

9 Hrs.

Industry and Post Production work flow - Post Production Process - Film Certification - Production Personnel and Responsibilities - Visual Grammar - Transmission Standards - Film Vs Video - Clap Board - Cue Sheet - Cut List.

UNIT 4 EDITING PROCESS

9 Hrs.

Interface of FCP, creating new project - Sequence - Bin - Capturing - importing - clip - Montage - Organizing Video Footage - Working with Multi Layers - Insert & over write - rough cut to fine cut - Jump - audio and video tools - trim mode - working with audio - Adjusting Audio Levels - Titles.

UNIT 5 VFX & EXPORT FORMATS

9 Hrs.

Special effects - Mattes - Alpha Channel - Transition Types - Video filters - Picture in Picture Video Production - Chroma Keying - color correction - Lighting Effects - Motion Blur - Key framing - Audio Mix - Audio levels - EDL export and import - Export to different formats.

Max. 45 Hrs.

PROECT OUTLINE

100 Marks.

- Advertising Commercial Video/ Lyrical Video/Cover song/ Fiction & Non-Fiction Video50 Marks
- Transition Video, Video Effect, Colour Correction video20 Marks
- Green matte video/ Titling /Audio edit20 Marks
- Record Note10 Marks

Students should submit Story Board Approval, Output File & Source file in Pen drive.

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - Familiarize Students with the fundamentals of video editing

CO2 - Students will gain a comprehensive understanding of different video editing styles and processes



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- CO3** - Students Experiment with diverse video editing tools through hands-on practice
- CO4** - Students can utilize video editing techniques to enhance visual elements, synchronize audio and video.
- CO5** - Adhere to ethical guidelines in project execution

TEXT / REFERENCE BOOKS

1. Apple, 2010, Final Cut Pro 7 Professional Formats and Workflows, Apple Help Library
 - a. Lam-Knott, Sonia (2020). Reclaiming urban narratives: spatial politics and storytelling amongst Hong Kong youths, Space and Polity, 24:1, 93-110, DOI:10.1080/13562576.2019.1670052
 - b. Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press.
2. Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial.
3. JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill.
4. POST PRODUCTION HANDBOOK, second edition, 2014.



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SVCB7004	INDOOR VIDEO PRODUCTION	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVES

- To educate students to create commercially viable indoor programs.
- To understand the basic techniques involved in Indoor production.
- Develop proficiency in utilizing basic production techniques to create high-quality and visually appealing indoor programs.

UNIT 1 TOPIC / THEMES 9 Hrs.

Topic/theme-based programme.

UNIT 2 CURRENT AFFAIRS 9 Hrs.

Current affairs type programme, Magazine Programme (current film release).

UNIT 3 CAMERA FUNCTION, ELEMENT & MOVEMENT 9 Hrs.

Camera handling techniques, Basic audio and sound control, Basic lighting techniques.

UNIT 4 DRAMA 9 Hrs.

Drama Practical (simple drama exercise) and Quiz programme.

UNIT 5 LIVE SHOWS 9 Hrs.

Mime type programme and Studio Live (a live studio exercise), Online Editing, Chromakey: Technique and practice.

Max. 45 Hrs.
100 Marks

PROJECT OUTLINE

INDOOR PROJECTS

- Chromo Key
- News & Current Affairs
- Events - Curtain Raiser
- Multi camera Production

Students should submit along with Story Board Approval, Output File & Source file in CD / DVD.

COURSE OUTCOME

- CO1 - To Understand Indoor production techniques.
- CO2 - To Create chroma key projects.
- CO3 - To Apply the techniques involved in news and current affairs production.
- CO4 - To Comprehend the techniques involved in magazine programs.
- CO5 - To Understand the multi camera set up and its importance in indoor production.
- CO6 - To Execute the procedures involved in live camera set up.

TEXT / REFERENCE BOOKS

1. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2014).
2. Robert B. Musburger & Gorham Kindem, Introduction to Media Production: The Path to Digital Media Production, Third edition, Focal Press, 2009.
3. Jeremy Orlebar, Digital Television Production: A Handbook -. Arnold, 2002.
4. Vasuki Belavadi, Video Production, published by Oxford university press, 2013

SVCB7005	VIDEO STREAMING AND DIGITAL MEDIA PRODUCTIONS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

- To acquire knowledge about YouTube.
- To develop YouTube Channel using the features of Digital Media.

UNIT 1 STREAM PROCESSING SYSTEM

9 Hrs.

Introduction to stream - processing Stream ingestion and streaming sources - Streaming state management Load shedding and approximate stream - processing Streaming query optimization - Architecture of distributed stream processing system.

UNIT 2 VIDEO STREAMING

9 Hrs.

History of YouTube - YouTube: The Early Days - YouTube Today - Creating Digital Videos –Creating Informative Videos - Creating Entertainment Videos–Webcam Videos-Tips for Producing More Effective YouTube Videos -- Serverless functions and their relationship to stream processing.

UNIT 3 MANAGING YOUR LIVE VIDEO STREAMING

9 Hrs.

Uploading Your Videos to YouTube – Annotating and Linking Your Videos –Managing Comments–Leveraging the YouTube Community- Incorporating YouTube Videos on Your Own Website - Tracking Performance - Marketing Your YouTube Videos- Optimizing Your Videos for Search.

UNIT 4 VIDEO STREAMING AND PRODUCT PROMOTION

9 Hrs.

Advertising Your YouTube Videos -Generating Revenues from Your YouTube Videos - Using YouTube for B2B Marketing - YouTube for Brand Awareness - YouTube for Product Advertising - YouTube for Product Support.

UNIT 5 MARKETING STRATEGY

9 Hrs.

YouTube Preplanning Goals - YouTube Fun and Profit – YouTube Views and Revenues – Sponsorships – YouTube and Entrepreneurship - YouTube Multiplatform Strategy – YouTube Making money – Viewers Comments and Testimonials.

PROJECT OUTLINE

1. Creating video streaming Channel.
2. Inshorts video productions.
3. Producing a Video Newscast.
4. Video Product Tour.

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - Understand video streaming as an effective medium.

CO2 - Explain the fundamentals of YouTube Channel Creation.

CO3 - Analyze the Video Streaming technology used in YouTube.

CO4 - Inference of Video Uploading in YouTube.

CO5 - Apply technical skills in video streaming.

CO6 - To evaluate feedbacks from live video streaming.

TEXT BOOKS /REFERENCE

1. BRAD AND DEBRA SCHEPP, 2009, HOW TO MAKE MONEY WITH YouTube, Mc Graw Hill
2. Michael Miller, 2011, YouTube for Business, Second Edition, Que Publishing.
3. Sanne de Boer, Jen Neal & Hannah Westlake, 2015. YouTube Vlogging.

SVCB7006	DIGITAL COMPOSITING	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

- To study the basics of Compositing.
- To study the basics of colour correction and special effects.

UNIT 1 INTERFACE ANIMATING

9 Hrs.

Interface - Animating PSD files and SVG files -Exporting Images and Video using Write Nodes - Fundamentals of Rotoscoping - Drawing with Bezier Tools - Human Anatomy Roto- Motion Blur Roto - Hair Roto - Tracking rules during filming - Video Stabilization - 2d Tracking - Corner Pin Tracking.

UNIT 2 KEYING

9 Hrs.

Concept of Keying - Applying Chroma Key -Applying Luma Key - color Correction - Merging FG with BG - Using Despill - Keying Out Hair Detail -Using the Roto Paint Node-Creating Clean Plate -Marker Removal - Wire Removal and Rig removal.

UNIT 3 RENDER

9 Hrs.

Render pass compositing -Compositing using channels and layers - color correction tools - Applying Filters for compositing - RGBA, Color Channels, and Transparency - Shadertoy to create backgrounds and effects.

UNIT 4 MODELING

9 Hrs.

Introduction to Blender - User Interface - Primitives & Modeling with Primitives - Add Modifier - Bevel - Extrude -Build- Mirror - Loop Tools - Subdivision - Curves - Lattice - Mesh Deform - Export Formats - Export 3d Objects.

UNIT 5 TOOLS

9 Hrs.

Introduction to Sculpting - Sculpt Tools - Prepare Model for Sculpt - Brushes - Inflate - Flatten - Snake Hook – Smoot.

**Max. 45 Hrs.
100 Marks**

PROECT OUTLINE

- Single image compositing.
- compositing an image sequence.
- keying , color correction.
- match-moving , rotoscoping.

Student should submit the project which is given to them along with output file & source file in CD /DVD

COURSE OUTCOMES

- CO1** - Understanding about basics of Compositing.
- CO2** - Understanding of composition and interface.
- CO3** - Understanding about compositing software and interface.
- CO4** - Ability to create basic composition through computer system.
- CO5** - Ability to interpret digital compositing.
- CO6** - Ability to create composition, colour correction.

TEXT / REFERENCE BOOKS

1. Angie Taylor , "Creative After Effects 5.0" Focal Press, (2002)
2. Doug Kelly, "Digital Compositing in Depth" Coriolis Publication, (2003)
3. Steve Wright, " Digital Compositing for Film and Video" Focal Press, (2001)

SVCB5301	DEVELOPMENT COMMUNICATION	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVES

- To provide students with a comprehensive understanding of television production techniques, processes, and equipment.
- To familiarize students with the fundamentals of digital media production and the evolving technologies in the field.
- To equip students with the necessary skills and knowledge to plan, execute, and deliver high-quality video productions.

UNIT 1 INTRODUCTION TO DEVELOPMENT COMMUNICATION 9 Hrs.

Social Change and Issues in Development - Global Parameters of Development and India - Global and Regional Initiatives –Millennium Development Goals, Human Rights, Social Inclusion, Gender, Ecology and Sustainable Development,- Diffusion of Innovation - Mass media as Magic Multipliers.

UNIT 2 MEDIA IN SOCIETY 9 Hrs.

Development Support Communication - RTI, Social Audits, Grass-root activism, Whistle-blowers - NGOs,- other agencies -Wood's Triangle - Multi-Media Campaigns, Radio, Cyber-Media, KAP Gap - Broadcasting as public Service - Role of Media in promoting Literacy & Social change.

UNIT 3 MODELS OF COMMUNICATION 9 Hrs.

Linear Models - Rostow's Demographic Transition, Transmission - Non-Linear - World System Theory, Marxist Theory -Dependency Paradigm – Centre - Periphery, Unequal Development, Development Under Development– Dependency / Structuralist models.

UNIT 4 PROCESS OF MEDIA & DEVELOPMENT COMMUNICATION 9 Hrs.

SITE- programmes in Agriculture, Health, education, Environment and Cultural Preservation– KHEDA Communications Project. –Dominant paradigm - Praxis - Designing the Message for Print - Community Radio and Development - TV and Rural Outreach.

UNIT 5 COMMUNICATION FOR SOCIAL CHANGE 9 Hrs.

Communication and Cultural change - Communication for Social Change -Folk forms, Third theatre and other alternative media for social change - Digital Media and Development Communication - Media and Social Marketing.

Max. 45 Hrs.

COURSE OUTCOMES

- CO1** - Demonstrate proficiency in operating television production equipment, including cameras, audio devices, and lighting systems.
- CO2** - Apply the principles of composition, framing, and visual storytelling to effectively convey messages through video productions.
- CO3** - Understand the workflow and techniques involved in digital media production, including pre-production, production, and post-production processes.
- CO4** - Utilize appropriate video editing software to edit footage, add visual effects, and enhance the overall production quality.
- CO5** - Develop the ability to work effectively in a team, collaborating with others to plan and execute video projects.
- CO6** - Evaluate and critique video productions, identifying areas for improvement in terms of technical aspects, aesthetics, and storytelling.

TEXT / REFERENCE BOOKS

1. Mass Communication in India by Keval J. Kumar (4th Edition), Jaico Publishers, 2010.
2. Development Communication: Reframing the Role of the Media" by Thomas L. McPhail, Wiley-Blackwell, 2014 (3rd Edition).
3. Development Communication: Theory and Practice" by Uma Narula, Pearson,2013.
4. "Media and Development" by James Deane, David Murphy, and Daniel Hadwin, Zed Books,2016.
5. Participatory Communication: A Practical Guide" by Ricardo Ramirez and Francisca Ochoa,World Bank

- Publication, 2016
6. "Communication, Media, and Development: Problems and Perspectives" by Linje Manyozo, Routledge, 2017.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

70 Marks

SVCB5302	MEDIA & COMMUNICATION TECHNOLOGY		L	T	P	EL	Credits	Total Marks
			3	0	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.
- To Introduce students to the latest technologies used in media communication, such as social media platforms, online collaboration tools, and multimedia production software.

UNIT 1 HYPER MEDIA 9 Hrs.

What is hyper media – Web 3.0 - 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 IMMERSIVE TECHNOLOGIES FOR MEDIA 9 Hrs.

History of AR and VR - challenges of immersive technologies in Media – Business environment of AR and VR - market analysis - customer trends - technology developments - AR and VR in education and training – AR and VR in marketing & advertising –AR and VR adoption in Media: safety, security and human factors.

Max. 45 Hrs.

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. Cathy Hackl, Samantha G. Wolfe, 2017, Marketing New Realities: An Introduction to VirtualReality & Augmented Reality Marketing, Branding, & Communications Paperback.
3. David Holmes, 2005, Communication Theory Media, Technology & Society, Sage Publications
4. Jon Rognerud, 2010, How To Nail Social Media Marketing.
5. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security.
6. Reggie Kwan & Robert Fox & F. T. Chan & Philip Tsang, 2008, Enhancing Learning ThroughTechnology: Research on Emerging Technologies and Pedagogies, World Scientific Publishing Co. Pte. Ltd.
7. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

70 Marks

SVCB5303	FILM STUDIES	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVE

- To study the basics of Compositing.
- To study the basics of colour correction and special effects.

UNIT 1 BASICS OF COLORS, FORMATS, TRANSITIONS 9 Hrs.

Resolution, color separation, packing it, file formats, video and film, image quality, component separation, sampling, compression, film scanners, channels, mattes, filters, geometric transformations or transforms, digital fusion interface, compositing with alpha channel, luma keying, chroma keying, experimenting with filters, animating a setting, animating and masking a dissolve, flip transform, pan transform and credit scroll and main titles.

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING 9 Hrs.

4:2:2 YUV sampling correction, screen correction, aura and screen correction, effect and screen correction, shake and screen correction, cleaning up film, digital compositing plug-ins, z big, rig removal with an effect mask, rotoscoping and time shifting a clean plate.

UNIT 3 VISUAL EFFECTS 9 Hrs.

Visual Effects, Description, Types, Particles, Analysis, Size, Sand Effects, Smoke Effects, Fire Effects, Cloud Effects, Snow Effects, Fluid Effects, Colouring, designing Clouds Background, Designing Fog Effects, Explosion Effects, Fire Effects with flames, Space Effects and designs- Designing Thick Smoke.

UNIT 4 DESIGNING EFFECTS 9 Hrs.

Designing Paint Effects, Colouring paints, Designing Trees and green effects, Designing Weather and seasons, Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects, Liquid Effects and Reflection design

UNIT 5 COMPOSITING 9 Hrs.

Animation: 2D transformation, 3D transformation; Match Move, Motion Tracking; Keyframe Animation, Warps, Morphs; Articulated Rotos, Interpolation; Scene Salvage; Wire Removal, Rig Removal, Hair Removal, Light Leaks Stereo compositing; CGI Compositing: Depth Compositing, Premultiply and unpremultiply, Multipass CGI Compositing, HDR Images, 3D compositing; Blending: Blending operations(image blending operations), Adobe Photoshop blending modes; Slot gags.

**Max. 45 Hrs.
100 Marks**

PROJECT OUTLINE

- Compositing techniques for single images.
- Compositing techniques for image sequences.
- Keying, color correction.
- Match-moving, rotoscoping.

Student should submit the project which is given to them along with output file & source file in CD /DVD

COURSE OUTCOME

- CO1** - Understanding about basics of Compositing.
- CO2** - Understanding of composition and interface.
- CO3** - Understanding about compositing software and interface.
- CO4** - Ability to create basic composition through computer system.
- CO5** - Ability to interpret digital compositing.
- CO6** - Ability to create composition, colour correction.

TEXT / REFERENCE BOOKS

1. Doug Kelly, "Digital Compositing in Depth" Coriolis Publication, (2003).
2. Steve Wright, "Digital Compositing for Film and Video" Focal Press, (2001).
3. Angie Taylor, "Creative After Effects 5.0" Focal Press, (2002).

SVCB6301	MEDIA ENTREPRENEURSHIP	L	T	P	EL	Credits	Total Marks
		0	2	2	0	2	100

COURSE OBJECTIVE

- To acquire comprehensive knowledge in the field of entrepreneurship.
- To develop strong management and entrepreneurship abilities.
- To enhance leadership skills through hands-on project experiences.

UNIT 1 INTRODUCTION TO MEDIA ENTREPRENEURSHIP 9 Hrs.

The Changing trend in media industry, Businesses models in media enterprises, Content, consumption and business innovation, The entrepreneurial journey (new business start-up, business Plan/feasibility plan), Technology immersion in media enterprises, Media regulations and business ethics.

UNIT 2 ENTREPRENEURSHIP THEORY 9 Hrs.

Evolution of Entrepreneurship Theory, The Classical Economic School of Thought, The Neo-Classical School of Thought, The Austrian School of Thought.

UNIT 3 DEFINING ENTREPRENEURSHIP 9 Hrs.

Key Concepts in Entrepreneurship, Entrepreneurial Opportunity, Risk, New Venture Creation, Entrepreneurial Process, Entrepreneurship Practice and Economic Development.

UNIT 4 ONLINE BUSINESS MODEL 9 Hrs.

Establishing an Online Business, Introduction to Business Model Canvas, establishing product and brand name, Market segmentation and targeting using Customer Avatar, setting up resources, partners, channels and cost structure, Google Ads, Understanding Search Network and Display Network, Using Google Ads and Google Analytics, Analysing Google Ads Performance.

UNIT5 FACEBOOK, INSTAGRAM, AND WHATSAPP FOR BUSINESS 9 Hrs.

Facebook and Website for Business, Introduction to Facebook for Business, Facebook Marketing, Instagram, Introduction to Instagram for Business, Instagram Marketing, Basics of Photography, and Image Editing, Customer Engagement and Order Fulfilment, WhatsApp for Business, WhatsApp Sales Script, Managing orders and deliveries, Students' Business Progress Monitoring.

Max. Hrs. 45

PROECT OUTLINE 100 Marks

- Case Study - Assign the students with group case study project, by choosing a company or SMEs' (e.g. interview entrepreneur). Do a SWOT and BMC analysis and recommends performance problem improvements.
- Group Project - Students are assigned to come up with a Business Plan report to show newventure description and projected revenue and financial gains.
- Individual Project - Student are assigned to prepare an online business site using FB platform report. Student need to show continuous entrepreneur activities in the web page in the report
- Presentation - Students are assigned to come up with a Business Plan power point presentation report to show new venture description and projected revenue and financial gains.
- Assignment -Final Test- Group Project – Quiz.

COURSE OUTCOME

CO1 - Understand the changing trends in the media industry and their impact on media entrepreneurship.

CO2 - Analyse different business models utilized in media enterprises.

CO3 - Recognize the relationship between content, consumption, and business innovation in the media industry.

CO4 - Gain knowledge about the entrepreneurial journey, including new business start-up processes,

business plans, and feasibility plans.

CO5 - Understand the importance of technology immersion in the success of media enterprises.

CO6 - Recognize the significance of media regulations and business ethics in the context of media entrepreneurship.

TEXT / REFERENCE BOOKS

1. Sodri Ariffin & Syahira Hamidon 2017, *Introduction to Entrepreneurship*, 1 Ed., Oxford Fajar Sdn. Bhd. Selangor.
2. Eric Ries 2017, *The Lean Startup*, Crown Business [ISBN: 1524762407].
3. Scarborough, N.M. & Cornwall, J. R. 2016, *Essentials of Entrepreneurship and Small Business Management*, 8 Ed., Pearson Boston.
4. Clayton M. Christensen 2015, *The Innovator's Dilemma*, Harvard Business Review Press [ISBN: 1633691799].
5. Bruce R. Barringer, R. Duane Ireland 2012, *Entrepreneurship*, 4th Ed., 1 to 10, Pearson Education [ISBN: 9780273761402].
6. Mark Briggs 2011, *Entrepreneurial Journalism*, SAGE [ISBN: 1452241422]
7. Kuratko, D. F. & Hodgetts, R.M. 2007, *Entrepreneurship – Theory, Process, Practice*, 7 Ed., Thompson, South-Western.
8. Hisrich, Robert D., Peters, Michael P. & Shepherd, D., 2006, *Entrepreneurship*, 7 Ed., McGraw- Hill New York.
9. Justin R. Levy 2010, *Facebook Marketing*, 2nd Ed., Pearson Education [ISBN: 9780789743213]

SVCB6301	SOUND DESIGN	L	T	P	EL	Credits	Total Marks
		0	2	2	0	2	100

COURSE OBJECTIVE

- Understand the foundational concepts of sound and audio recording.
- Develop knowledge and skills in microphone types and handling techniques.
- Acquire sound design techniques for audio production.

UNIT 1 INTRODUCTION TO SOUND

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 - Overview of Digital Audio Workstation.

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 &PLUGIN PROCESS

9 Hrs.

Scene Redubbing with Foreign Language Film - RR & BGM Appling for Short Films and Documentary- Music Production Voice Mix with Cinema Karaoke Tracks- Basic Equalization Method for Vocal and Instruments. Equalizers Application -EQ Parameters -EQ Types -Plug-in vs. Analog Hardware EQ - Creative Equalization Techniques.

UNIT 5 SOUND RECORDING & MIX TECHNIQUES

9 Hrs.

Live Sound Recording Practice 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 Hrs.

PROJECT OUTLINE

Based on Technical Level Projects 1. A student has 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 submit as Soft Bind Format and Projects in Hard Disc / Pen drive during their Viva Voce.

COURSE OUTCOMES

- CO1** - Understand the foundation of sound concepts, including frequency, pitch, amplitude, and loudness.
- CO2** - Differentiate between digital and analog audio formats and their applications in sound recording.
- CO3** - Gain knowledge of microphone types, directional characteristics, and handling techniques.
- CO4** - Apply sound design techniques for noise removal, sound effects recording, and creating immersive audio experiences.
- CO5** - Develop proficiency in re-recording, plugin processes, and creative equalization methods.
- CO6** - Acquire practical skills in sound recording, voice pre-mixing, DJ mix techniques, and audio track mixing for films.

TEXT BOOK REFERENCES

1. Audio Engineering 101: A Beginner's Guide to Music Production" Author: Tim Dittmar Year:2018.
2. Modern Recording Techniques" Author: David Miles Huber and Robert E. Runstein Year: 2018
3. The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects" Author:Ric Viers Year: 2017.
4. Mixing Secrets for the Small Studio" Author: Mike Senior Year: 2018.
5. The Art of Mixing: A Visual Guide to Recording, Engineering, and Production" Author: DavidGibson Year: 2017.

SVCB7007	VIDEO FIELD PRODUCTION	L	T	P	EL	Credits	Total Marks
		0	2	6	0	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	INTRODUCTION TO MULTI CAMERA PRODUCTION	9 Hrs.
	Production Method SCP versus MCP, MCP production & Technical Crew, MCP production & Technical Crew, Studio Equipment	
UNIT 2	POPULAR MUSIC	9 Hrs.
	Popular Music practical (Music and art type program), Documentary Filming and Directing Telefilm.	
UNIT 3	MAGAZINE PROGRAMME	9 Hrs.
	Magazine type programme on travel / holidays.	
UNIT 4	ELECTRONIC FIELD PRODUCTION	9 Hrs.
	Location Scouting/recce for studio and outside location- Camera Orientation- Scripting Format- Static and moving subject: camera blocking	
UNIT 5	FINAL MCP PROJECT : PRACTICAL	9 Hrs.
	Recording MCP	

**Max. 45 Hrs.
100 Marks**

PROJECT OUTLINE 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. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2014).
2. Robert B. Musburger & Gorham Kindem, Introduction to Media Production: The Path to Digital Media Production, Third edition, Focal Press, 2009.
3. Jeremy Orlebar, Digital Television Production: A Handbook -. Arnold, 2002.
4. Vasuki Belavadi, Video Production, published by Oxford university press, 2013.

SVCB7008	3D GRAPHICS & VISUAL EFFECTS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	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 software.

UNIT 1 TEXTURE

9 Hrs.

Introduction to Unwrapping - Cylindrical - Spherical - Planar - Camera Based - Automatic - UV Tiling - Introduction to Materials - Shaders- Multiple texture creation - Diffuse - Specular - Normal - AO - Baking Maps - Texture Export.

UNIT 2 LIGHTING & RENDERING

9 Hrs.

Introduction to Lighting - Lighting Types - Three Point Lighting (Keylight ,Fill Light & Rim Light) - Image Based Lighting - Camera - Camera Tools - Render Settings - Render Passes - Cycle Render - Eevee Render .

UNIT 3 RIGGING & ANIMATION

9 Hrs.

Introduction to Rigging - Rigging Bone Anatomy - Rigging Tools - Rigging Pose Controls - Blend Shape - Animation Principles - Introduction to Animation in Blender - Timeline - Graph editor - Track Editor.

UNIT 4 VFX

9 Hrs.

Introduction to Effects - Particle System - Particle Instance - Soft body - Collision - Fluid - Dynamic Paint - Fluid - Ocean - Cloth - Hair - Fur.

UNIT 5 VFX PORTFOLIO CREATION

9 Hrs.

Finalizing the VFX sequences and integrating them into the portfolio project -Polishing the overall look and feel of the portfolio project through color grading and sound design - Creating a professional and visually appealing portfolio presentation - Reviewing and optimizing the portfolio for online platforms or physical media dis

Max. 45 Hrs.

PROJECT OUTLINE

100 Marks

- 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

Understanding about basics of 3D animation and Special Effects

CO1 - Understanding of 3D modelling and interface.

CO2 - Understanding about 3D animation software and interface.

CO3 - Ability to create basic 3D animation through computer system.

CO4 - Ability to interpret 3D model and 3D animation.

CO5 - 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 Gamesand 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.

SVCB7009	OTT AND DIGITAL MEDIA PRODUCTIONS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	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 OTT

9 Hrs.

Introduction to OTT - Over-the-top media services in India - Access-independent services - Content delivery network - Streaming Media - Multi-screen video - Multichannel television in the United States - Video on demand video

UNIT 2 DIGITAL TECHNOLOGIES

9 Hrs.

Delivery systems offered by cable and IPTV - multichannel video programming distributors (MVPDs) - online video distributors (OVDs) - Keyword Research - Business Analysis - Types of Keywords - Keyword Research Methodology – Keywords Analysis Tools - Competition Analysis Research.

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 Rank Technology – Google Web 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 / REFERENCE BOOKS

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.