

School Of Science And Humanities
Department Of Visual Communication
1.1.3.1 - Number Of Courses Having Focus On Employability/
Entrepreneurship/ Skill Development
2023- 2024
BSc Viscom
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SVCB2102	ELEMENTS OF FILM	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To understand the History of cinema and different genres, process of Films
- To Analyse the basic film techniques and also know about the pioneers of the film
- To understand the components of Film

UNIT 1 FILM HISTORY & MAJOR MOVEMENT

9 Hrs.

Early Cinema (1893-1903), Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924), Soviet Montage (1924-1930), Italian neo-realism (1942-1951), The French New wave (1959-1964).

UNIT 2 INDIAN CINEMA

9 Hrs.

Early Tamil Cinema 1917-1952, Telugu, Malayalam, Kannada, Hindi, Bengali Films, Parallel Cinema, Mainstream Cinema, Pan India Films.

UNIT 3 COMPONENTS OF FILM

9 Hrs.

Frame, Shot, Shot Division, Scene, Sequence, Spot Sound - Mise-en-scene, Space and time, Cinematographer properties- framing- duration of the image-montage.

UNIT 4 FILM MAKING PROCESS

9 Hrs.

Planning, pre-production- Concept / Story development, Scripting / Screenplay writing, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing - Distribution & Exhibition.

UNIT 5 FILM GENRES AND FILM AUTEURS

9 Hrs.

Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Fiction and Non – Fiction – Documentary genres. Study of Great Indian and International filmmakers like D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan, K. Balachandar, Bharathi Raja, Maniratnam, Shankar.

Max. 45 Hrs.

PROJECT OUTLINE

Based on Technical level Projects – By examining and analysing these elements, we aim to develop a deeper understanding of how they shape the overall cinematic experience - Student's need to capture Seven Basic Shots, Mise-en-scene / Shot Breakdown, Visual Continuity. Students should submit the Project in Soft Binding Format and in Hard Disc / Pen drive by analysing world classic films during their Viva Voce.

COURSE OUTCOMES

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

- C01** - Understand the History of Cinema and Major Movement of film.
- C02** - Classify the Filmmaking Process and purposes of Shots.
- C03** - Analyse the Basic Film Elements and Identify the Basic Film Language.
- C04** - Point out and categorise the Film Genres and Film Style.
- C05** - Understand the Ideology of Indian and Western Film Makers.
- C06** - Identify and analyse the Fiction and Non Fiction Films.

TEXT / REFERENCE BOOKS

1. Encyclopaedia of Early Cinema by Richard Abel USA 2005
2. Film Maker's Hand Book Digital Age by Steven Ascher & Edward Pincus London-2013
Edition London PDF Drive.net
3. Halliwell; The Filmgoers Companion 6 th Edition,2011.
4. Film makers Guide to Production Design by Vincent LoBrutto 2007 Canada.
5. Practical DV Film Making Second Edition Russell Evans- Focal Press London 2006 .

 Entrepreneurship

SVCB2201	COMPUTER GRAPHICS	L	T	P	EL	Credits	Total Marks	
		0	0	4	0	2	CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVE

- To study the basics of design, understand text and various design elements
- To study how to create concepts for design with the help of a computer system software to interpret creative design
- To learn the principles and develop potential to create own portfolio

UNIT 1 DESIGN PRINCIPLES

9 Hrs.

Balance – Contrast – Proportion – Unity – Emphasis – Repetition – Alignment - White space – Typography – Colour

UNIT 2 INTRODUCTION TO MULTIMEDIA

9 Hrs.

Introduction of Multimedia - Elements of Multimedia –Computer Basics - Hardware and editing software for Multimedia Production.

UNIT 3 INTRODUCTION TO COMPUTER GRAPHICS

9 Hrs

Introduction to Computer Graphic – Graphic design process - Vector graphics software introduction - Vector Objects –Transformation, Pathfinder - Illustration and Painting – Filters & Effects - Exporting a Document

UNIT 4 IMAGE EDITING

9 Hrs

Pixel graphics software Introduction - Photo enhancing software -working with Images - Layer – Colour Correction - Retouching - Filter effects - File Formats.

UNIT 5 PORTFOLIO DESIGNING

9 Hrs.

Logo Design - Stationery Design - Commercial Designing - Production Process - Creating Portfolio

Max. 45 Hrs.

PROJECT OUTLINE

- Corporate Identity
- Infographics
- Certificate Design
- Social Media Poster Design
- Image Manipulation

Students should design according to the concept and submit projects along with the Print out & Source file (Soft Copy).

COURSE OUTCOME

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

- C01** - Understanding about the basics of design.
- C02** - Understanding about Computer Graphic software and interface.
- C03** - Understanding about web oriented design
- C04** - Ability to create various designs with the help of a computer system.
- C05** - Ability to create Logo Design, Brochure Design, Stationary Design, Magazine Design and Poster Design.
- C06** - Ability to create graphics for web space

TEXT / REFERENCE BOOKS

1. Martin Evening, Adobe Photoshop CC ,Focal press UK, 2014
2. Steve Johnson, Adobe Illustrator CC on demand, Paul boger, 2013
3. Martin Evening, Adobe Lightroom published by Focal press UK, 2014

 Entrepreneurship

SVCB2202	BASIC PHOTOGRAPHY	L	T	P	EL	Credits	Total Marks	
		0	0	6	3	4	CAE	ESE
		0	0	6	3	4	50	50

COURSE OBJECTIVE

- To learn the basics function of Camera
- To understand the techniques of photography.
- To learn the lighting techniques

UNIT 1 WHAT IS PHOTOGRAPHY & DIGITAL

9 Hrs.

What is Photography ? Why do we need Photography ? What is digital? - what is analog? - Pixel - Overview on Digital imaging – Equipments needed for digital imaging- Transferring digital files- Editing digital images-resizing digital images –storing - a career in digital imaging-digital photographers
Assignment: Expose 100 images with DIGITAL camera.

UNIT 2 HISTORY & ESSENTIAL PARTS OF CAMERA

9 Hrs.

History of Photography- Overview on Photography - Construction of Pinhole Photography -- Daguerreotype – Fox Talbot-Modern B/W chemistry – Eastman Kodak., Major type of camera - Selecting and using film –sensor – black and white films – monochrome films --different formats-Film speed – How film responds to light - film grain – sensitivity – structure of film – film vs digital .
Assignment: Expose 50 images with correct exposure. Over

UNIT 3 HOW IT

9 Hrs.

Shutter – Aperture - ISO – Depth of field – Exposure-Principles of lens, refraction, difference between converging & diverging lens, Focal length – Wide angle, Normal, and Long focal length lenses – Focus and depth of field - hyper focal distance – determining the hyper focal distance of a lens.
Assignment: Expose 50 images with DSLR camera in different aperture, shutter speed and iso and focal length.

UNIT 4 LIGHTS AND

9 Hrs.

Light - Characteristics of Light - Quality of Light - Degrees of Lighting - Colour Temperature.How an exposure meter works –ambient light meters –flash meter readings - Built in meter – External light meter –Metering techniques –incident light metering – reflective light metering
Assignment: Expose 50 images with DSLR camera in different Lighting condition and degrees of Light.

UNIT 5 IMAGE MAKING

9 Hrs.

Texture - Pattern - Perspective - shapes - Forms - Transparency - Framing- Composition Techniques - and Design
Assignment: Expose 100 images

Max. 45 Hrs.

PROJECT OUTLINE TOPICS

- 1.Texture
2. Pattern
- 3.Perspective
- 4.Busy Road
- 5.Landscape
- 6.City at Night
- 7.Story Board
8. Portraits with Natural light and Artificial Lightings.

Total No of Photographs

50 Only

Size: 8x12 Inches.

Note: Technical Detail Should Be There For All The Photographs

COURSE OUTCOME

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

CO1 - Understand function of camera and techniques of photography

CO2 - Demonstrate the working principle and construction of pinhole cameras.

CO3 - Experimenting with light (Refraction) and understanding depth of field and focal length

CO4 - Understanding.

CO5 - Composing and exposing pictures by applying visual grammar.

CO6 - Ability to work with lighting techniques and framing

TEXT / REFERENCE BOOKS

1. John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazley, 1990
2. Julian Clader, John Garrelt , 35mm Photographers Handbook,Pan Macmillan, 1990
3. Richard New man ,How to take great Photographs at Night, Collins Brown,2003
4. Terry Hope , Photo-Journalism, Rotovision SA, 2001
5. Steve Bavister , Lighting for Portrait Photography, Rotovision SA, 2001
6. Roger hicks &Francis schultz , Darkroom basics and beyond, Patterson, 2000.

 **SKILL DEVELOPMENT**

SVCB2301	SCRIPT WRITING	L	T	P	EL	Credits	Total Marks	
		0	0	4	0	2	CAE	ESE
		0	0	4	0	2	50	50

COURSE OBJECTIVES

- To enhance comprehension of concepts, models, and theories related to scriptwriting
- To utilize the features of scriptwriting to develop compelling content
- To strengthen knowledge of concept creation in structure and writing

UNIT 1 INTRODUCTION TO SCRIPT WRITING

9 Hrs.

Introduction of visualization- Framing & Composition – Film formats -Idea generation – Genres- types of screen play – stages of script writing- developing ideas and conceptualization.

UNIT 2 ADAPTATION

9 Hrs.

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

UNIT 3 PROCESS OF STORY DEVELOPMENT

9 Hrs.

Fiction: Story idea – synopsis - plot and story - sub plot - plot patterns – elements of story – pitching the script- Conventional narrative structure, dramatic values, dialogue writing

UNIT 4 CHARACTERIZATION

9 Hrs.

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

UNIT 5 STORY WRITING FORMATS & PRESENTATION

9 Hrs.

Script writing stages - format and presentation of the scripts - story board- Script organization - target audience consideration, introduction - to TRUBY software - structuring the story with software – Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure

Max. 45 Hrs.

PROJECT OUTLINE

1. Writing a short story with five elements
2. Write log line of the story
3. Synopsis of short story
4. Complete treatment of the story
5. Characterization and their Relationship between them in the story
6. Scene break down
7. Screen play of short story(with dialogue)
8. Act Structure pattern
9. Master scene script of story
10. Story board

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - To acquire a comprehensive understanding of the various stages and features of scriptwriting
- CO2** - To conduct a detailed analysis of adapted stories and their execution in script form
- CO3** - To generate original stories in script format, utilizing plot patterns
- CO4** - To develop characters and their relationships within the structure of a story
- CO5** - To design the structure and plot pattern for the flow of a story
- CO6** - To create a personal short story script and organize it using scriptwriting software

TEXT / REFERENCE BOOKS

1. Lewis Herman, Practical Manual of Screenplay Writing , New American Library, 1974.
2. Lajos Egri. ,The Art of Dramatic Writing by Wildside Press LLC, 2007.
3. Anthony Friedmann. Writing for Visual Media ,Taylor & Francis, 2014.
4. Anthony Friedmann (2010). Writing for Visual Media, Focal Press.
5. Barry Hump., Making Documentary Films and Reality shows , Henry Holt and Company, 1997.



Employability

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

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

COURSE OUTCOMES

On completion of the course, student will be able to

- C01** - Students develop unique perspectives of the way they see the world through researching about topics
- C02** - Students gain knowledge of the issues which are not known
- C03** - Development of diverse skills in a Collaborative Environment
- 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, Patricai, "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).



SVCB1402	TELEVISION PRODUCTION	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							50	50

COURSE OBJECTIVE

- To learn about the television indoor & outdoor production theoretically
- To Learn theoretically incorporate them to practical understanding.
- To learn the Studio Production and control

UNIT 1 INTRODUCTION TO TELEVISION PRODUCTION

9 Hrs.

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

UNIT 2 VIDEO AND BROADCAST TECHNOLOGY

9 Hrs.

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

UNIT 3 TECHNIQUES OF TELEVISION CAMERA

9 Hrs.

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

UNIT 4 SCRIPTING & EDITING

9 Hrs.

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

UNIT 5 STUDIO PRODUCTION AND CONTROL

9 Hrs.

Sound control & recording for studio & field operations, Studio Production –How Switcher works? Simple switcher layout, Basic switcher operation, Switcher types and functions, Production switchers, post production switchers, master control switchers, electronic design, composite and component switchers, Analog and digital switchers, audio-follow-video switchers.

Max. 45 Hrs.

COURSE OUTCOME

On completion of the course, student will be able to

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

TEXT / REFERENCE BOOKS

1. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (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 TelevisionProduction: A Handbook -.Arnold, 2002
4. Vasuki Belavadi, Video Production, published by Oxford university press ,2013

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** **SKILL DEVELOPMENT**

SVCB1403	PUBLIC RELATIONS	L	T	P	EL	Credits	Total Marks	
		3	0	0	0	3	CAE	ESE
							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 Digital Public Relation and Crisis Management

UNIT 1 INTRODUCTION TO PUBLIC RELATIONS

9 Hrs.

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – History of PR and growth of PR in India, - Public relations - propaganda and public opinion - PR and Corporate Social Responsibility.

UNIT 2 PR in MANAGEMENT

9 Hrs.

Stages of PR – Planning, Implementation research, evaluation, PR practitioners - Press Conference - Press release exhibition – PR tools and techniques– NGO– Employee relations - Community Relations.

UNIT 3 PR PUBLICITY

9 Hrs.

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

UNIT 4 DIGITAL PUBLIC RELATIONS

9 Hrs.

PR in the age of Social Media - Scope, Challenges and Opportunities –Lobbying – Digital Storytelling - Online Media Relations - Online Media Releases - Social Media –Platforms, Analytics and Campaigns - Online PR Strategies – Webcasts

UNIT 5 PR CRISIS MANAGEMENT

9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

Students are requested to do live PR Campaign

COURSE OUTCOME

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

TEXT / REFERENCES BOOKS

1. Brown, Rob, 2010, Public Relations and the Social Web, Kogan Page India, New Delhi,
2. Erica Weintraub Austin Bruce E. Pinkleton, 2006, Strategic Public Relations Management Planning and Managing Effective Communication Programs, Lawrence Erlbaum Associates, Publishers
3. Lee Edwards and Caroline E. M. Hodges, 2011, Public Relations, Society and Culture, published by Routledge
4. Sandra M. Oliver , 2004, HANDBOOK OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS, First published by Routledge
5. Stephen Waddington, 2012, The Social Media Handbook for PR Professionals, John Wiley & Sons Ltd Robert E. Brown, 2015, The Public Relations of Everything The ancient, modern and postmodern dramatic history of an idea, published by Routledge

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

 **ENTREPRENEURSHIP**

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

COURSE OBJECTIVES

- To deconstruct iconic storytelling and its user experience design genius, from cave paintings 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

1. Hard News Video with Voiceover using Infographics to be uploaded in youtube
2. Photostory with Captions
3. Podcast
4. 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.
- CO3** - Students can develop the potential to choose and apply appropriate storytelling styles suited to different communication products, platforms and publics.
- CO4** - Think reflexively, critically and create innovative communication products using content creation and curation skills.
- CO5** - Create a complete writing project using a multimodal approach, applying audience analytics to market insights and client requirements.
- CO6** - 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.



Skill Development

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

CO4 - Interpret the concept of news photography.

CO5 - Ability to make news stories by using smartphones

CO6 - 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



Entrepreneurship

SVCB2502	BASICS OF ADVERTISING	L	T	P	EL	Credits	Total Marks	
		0	2	2	0	2	CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVE

- To enhance students in understanding the various steps involved in creating an advertisement.
- To empower students to develop advertisements while comprehending marketing and promotional strategies.
- To strengthen students knowledge in media strategy and sales promotion

UNIT 1 INTRODUCTION TO ADVERTISING

9 Hrs.

The foundations of advertising – Classification of Advertising -advertiser – agency partnership – Type of Internet Advertising - Ethics and Laws in Advertising- Types of Advertising Agency- Various departments in Advertising Agency

UNIT 2 ADVERTISING STRATEGY

9 Hrs.

Audience analysis and buyer behaviour – segmentation – targeting – positioning – audience research – advertising objectives – strategy and plans – intercultural and international advertising

UNIT 3 CREATIVE STRATEGY

9 Hrs.

Creativity – creative strategy – copy writing – art direction – print production – electronic production

UNIT 4 MEDIA STRATEGY & PLANNING

9 Hrs.

Media objectives – strategy and planning – print media – electronic media – Role of advertising- Effects on values and life-style- Principle of satisfaction- Fundamental Components of Digital Media

UNIT 5 SALES PROMOTION

9 Hrs.

Sales promotion and supplementary media –special communication – local advertising – from plan to result the complete campaign-- Integrated marketing

Max. 45 Hrs.

PROJECT OUTLINE

- Basic Layout Principles,
- Product alone,
- Product in setting,
- Product Location,
- Symbolic, advantages & Disadvantages, trade, graphs, Models, cartoons etc.

Students should design according to the concept and submit along with Print out & Source file in CD / DVD.

COURSE OUTCOME

On completion of the course, student will be able to

- CO1** - To comprehend the role and techniques of advertising and production
- CO2** - To delve into the principles of advertising and demonstrate their application
- CO3** - To explore and experiment with commercial advertisements
- CO4** - To gain insights into the intricacies of print media advertisements
- CO5** - To differentiate between film advertisements and TV advertisements
- CO6** - To gain an understanding of the diverse designs used in advertising:

TEXT / REFERENCE BOOKS

1. Bovell Michael Newman Wiley, Advertising Basics Creative Leaps(Reference), John Wiley & Sons (Asia), 2003
2. Lisa I.Cyr , Innovative Promotions That Work, , Rock Port Publishers, 2006.



Employability

SVCB2601	MEDIA PRESENTATION SKILLS	L	T	P	EL	Credits	Total Marks	
		0	0	4	0	2	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.

TEXT / REFERENCE BOOK

1. Anderson, L. E., & Bolt, S. B. (2015). Professionalism: Skills for workplace success. Pearson.
2. German, K. M. (2017). Principles of public speaking. Routledge.
3. Segall, K. (2013). Insanely simple: The obsession that drives Apple's success. Penguin.
4. Gilbert Eijkelenboom (2020). People Skills for Analytical Thinkers. Mind Speaking.
5. Covey, S. R. (2013). The 7 habits of highly effective people: Powerful lessons in personal change. Simon and Schuster.
6. Gambrill, E., & Gibbs, L. (2017). Critical thinking for helping professionals: A skills-based workbook. Oxford University Press.

 Skill development

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 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

C01 - To create an independent career as a highly skilled consultant or as a media producer.

C02 - To construct a sustainable and scalable business with potential from break even to profit.

C03 - To disrupt the media industry with products and services.

C04 - To run and tweak the business fundamentals from costing, registration to taxes and cutting losses.

C05 - To pitch, and convince investors and find funding for their start ups.

C06 - Students will be potential and efficient to handle risk management.

TEXT / REFERENCE BOOKS

1. Media Innovation and Entrepreneurship Michelle Ferrier and Elizabeth Mays (Eds) Rebus Press 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.

 Skill development

SVCB3001	COMMERCIAL PHOTOGRAPHY	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To encourage students to capture different types of photos like fashion, industry, still life, architecture etc. and to acquire the art of lighting, composing in indoor & outdoor.
- To understand the Commercials requirement of photographs used for promotional purposes
- To develop the potential of understanding the new trends and techniques

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY 9 Hrs.

Introduction -What is Commercial photography - Why Commercial photography? -? - How to start Commercial photography - Commercial photography studio - Different Genre of Commercial photography - How to Get specialization - Current Market scenario -Top commercial Photographers
Assignment: Submit 10 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES 9 Hrs.

New trends and techniques in Digital imaging - Understanding the equipments - 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 STILL LIFE & PRODUCT PHOTOGRAPHY 9 Hrs.

Introduction to Still life Photography - Shooting with One Light -Two lights - Multible 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 thhe 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 into 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.

Introduction -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 Equipments.

Assignment: Expose 100 images in other categories.

Max. 45 Hrs.

PROJECT OUTLINE

1. • Table top – Still life, Product alone, Product in setting, product in location,
2. • Fashion, Industrial still life,
3. • Portrait, wildlife, Nature, Architecture Photography.

COURSE OUTCOME

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

- CO1** - Understand different types of commercial photography
- CO2** - Compare different types of capturing software's and image editing software's
- CO3** - To experiment still life photography and lighting set up
- CO4** - Distinguish people photography, portrait lighting and fashion photography
- CO5** - Composing architectural, industrial and Nature photography
- CO6** - To experiment different advertising process and commercial photography

TEXT / REFERENCE BOOKS

1. Rick Souders ,The Art & Attitude of Commercial Photography ,Watson-Guptill, 2002.
2. Robert Hirsch ,Light and Lens: Photography in the Digital Age , Elsevier ,2008.
3. Ivan Hissey, Jerry Glenwright, Roger Pring ,Digital Photography Made Easy , Ilex Press, 2006
4. Chris Weston, Nature Photography: Insider Secrets from the World's Top Digital Photography, Focal Press, 2008

 Employability

SVCB3002	SOUND DESIGN	L	T	P	EL	Credits	Total Marks	
		0	2	6	0		CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVES

- An understanding of how the digital and the analog audio signal relative advantages of each.
- Ability to handle Nuendo software in DAW creates and manages sound elements
- An understanding of basic principles of Sound Designing and audio dubbing perception.

UNIT 1 INTRODUCTION OF DAW

9 Hrs.

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

UNIT 2 AUDIO EQUALIZER

9 Hrs.

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

UNIT 3 SOUND DESIGNING TECHNIQUES

9 Hrs.

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

UNIT 4 AUDIO PRODUCTION FOR RADIO & TV.

9 Hrs.

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

UNIT 5 OVERVIEW OF SOUND MIXING

9 Hrs.

Pre-Mix- Voice Mixing and Balance - Sound Design and Mix with Visuals- Concept of Mixing Music- Dealing with Equalization- Effect Processing- Automation Techniques

Max. 45 Hrs.

PROJECT OUTLINE

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

Course Outcome

On completion of the course, student will be able to

- C01** - Sound Recording and Sound Design consists of combining technology and the use of creativity to create sound in media.
- C02** - It allows the students to procure complete knowledge and experience original recordings, then doing practical exercises individually or in a group.
- C03** - They get to learn and enjoy all the aspects included in sound design and sound design wherein they can experiment with various sounds to give them rhythm.
- C04** - The students who have a keen interest in learning and experiencing the different types of sound, also who want to learn about the different technicians used in the field of sound,
- C05** - There are wide career opportunities after pursuing and completing this course such as Studio Sound Engineer, Audio Engineer, Mixing Engineer, etc. This course has a wide scope in the future as well.
- C06** - Students can widen their knowledge on dubbing production

TEXT / REFERENCE BOOKS

1. Audio Post Production for Television and Film, Third Edition_ An introduction to technology and techniques (PDF Drive.com)-2004
2. Digital audio editing_ correcting and enhancing audio in Pro Tools, Logic Pro, Cubase, and Studio One (PDF Drive.com)-2013
3. The Art of Digital Audio (PDF Drive.com)-2011
4. The Microphone Book, Second Edition_ From mono to stereo to surround - a guide to microphone design and application (PDFDrive.com)-2004
5. The sound studio_ audio techniques for radio, television, film and recording -2013



Entrepreneurship

SVCB3003	UI & UX DESIGN	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVES

The course is aimed at

- To understand the needs and wants of the UX/UI and learn the user by various research processes and collect user behavior data.
- To solve the design problems with the desired solutions.
- To create a wireframe for both mobile and web applications and prototypes.

UNIT 1 INTRODUCTION OF UX/UI DESIGN

9 Hrs.

UX vs UI difference - Overview, Why, Significance and Elements of UX/UI (the five planes). - Fundamental of User Experience - Everyday Mysteries - The Product Development LifeCycle - Specialists, generalists and T-Shaped designers - Good User Experience Is Good Business - Laws of UX

Assignment: Choose any existing app, write its features, your intentions

UNIT 2 A STRATEGY PLAN

9 Hrs.

Universal, Inclusive, Equity Focused, Business and User Centered design and its importance - Designing for accessibility - Design thinking: A UX design framework - Divergent and Convergent Thinking - Design sprints: its five phases and benefits.

Assignment: Come up with the list of disadvantages in your point of view and creatively think how to sort the problem and do competitive analysis.

UNIT 3 APPLIED DESIGN FUNDAMENTALS

9 Hrs.

Storyboarding/Mood board - User Journey Map - User Pain Points - Curb Cut Effect - User flow - Various Research Methods/plans - Empathy tool - User Persona - Fundamentals of usability testing & heuristic analysis – Fundamentals of field testing - Preparing test flow, questionnaire, scenarios with tasks list, recruiting participants.

Assignment: Identify User needs, Segmentation of Users, Prepare questions and record responder's responses, Segregate High, moderate and low users and Create User Persona

UNIT 4 EMPHASIS IN UX DESIGN

9 Hrs.

Hierarchy, Scale and Proportion in UX - Unity and Variety in UX - Typo, Colors, Iconography and Layouts - Gestalt principles - Evaluation Methods - Case Studies - Preparing task list – Writing User Story, IA & Use Cases

Assignment: Select a method and Create a route map. Also, Create Low and High fidelity Wireframes.

UNIT 5 USER TESTING

9 Hrs.

Problem and Hypothesis Statement, Scope of Competition - Avoid Deceptive Patterns - Low Fidelity and High Fidelity Wireframes - Prototyping - Feedback and Its Importance - Design Critique

Assignment: Create Wireframes, prototype it and do user testing.

Max. 45 Hrs.

PROJECT OUTCOMES

Students should create a wireframe for both mobile and web applications and prototype it.

Course Outcomes

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

- CO1** - The basis knowledge of the needs and wants of UX/UI will empower the student
- CO2** - The Learner can build UI for user Applications
- CO3** - The student will be able to evaluate UX design of any product or application
- CO4** - The student will be empowered to demonstrate UX Skills in product development
- CO5** - The learner can implement sketching principles
- CO6** - The students will be able to create a wireframe and prototype it.

TEXT / REFERENCE BOOKS

1. Jon Yablonski, Laws of UX using Psychology to Design Better Product & Services OReilly 2021
2. Jesse James Garrett, "THE ELEMENTS of USER EXPERIENCE", PHI, 2011.
3. Joel Marsh, UX for Beginners, OReilly , 2022
4. Christian Kraft. User Experience Innovation: User Centered Design that Works, Apress, 2012.
5. Tom Tullis and Bill Albert. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann Publishers, 2008.



Employability

SVCB3004	DIGITAL VIDEO EDITING	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO VIDEO EDITING

9 Hrs.

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

Assignment: Short Film Review – Technical Details

UNIT 2 L Cut & J Cut

9 Hrs.

Analyzing and understanding about shot-scene-sequence - Match cut – L Cut – J Cut – 180 degree rule – eye-line match - Filmic time – Real Time – Filmic Geography – Real Locations - Usage of shots - establishing shot.

Assignment: Different Types of Video Cuts

UNIT 3 METHODS OF EDITING

9 Hrs.

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

Assignment: Multilayer Video Production (Picture in Picture)

UNIT 4 ROUGH CUT TO FINAL CUT

9 Hrs.

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

Assignment: Chroma Key video project

UNIT 5 SPECIAL EFFECTS & PRINT TO TAPE

9 Hrs.

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

Assignment: Promo Video

Software: Final Cut Pro

PROJECT OUTLINE

1. PSA
2. Commercial Advertisement
3. Documentary or Short film

COURSE OUTCOME

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

- C01** - To remember video editing basics
- C02** - Understand process of video editing
- C03** - Explore various tools for video editing by practicing
- C04** - Apply video editing techniques to visuals
- C05** - Construct the story by combination of visual elements
- C06** - To implement video editing principles in the projects

TEXT / REFERENCE BOOKS

1. Apple, 2010, Final Cut Pro 7 Professional Formats and Workflows, Apple Help Library
2. Dancyger, Ken, 2010, The Technique of Film And Video Editing: History, Theory and Practice. London. Focal Press.5th Edition
3. Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press
4. Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial
5. JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill
6. POST PRODUCTION HANDBOOK, second edition, 2014

 Employability

SVCB3005	FILM MAKING	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To understand the basic techniques involved in film production
- To educate students to create commercially viable feature films
- To enable students to deliver commercial and awareness oriented films

UNIT 1 FILM STRUCTURE

9 Hrs.

Primitive filmic structures & propp's story functions, ending, beginning & turning point, types of scenes, pendulum of suspense, love stories: what keeps lovers apart? Rubber band theory of comedy, emotional truth, music & color, the story knot and the formula of fantasy, emotional engagement of a story

UNIT 2 FILM LANGUAGE

9 Hrs.

Film language as a system of visual communication- types of filmmaker, forms of film expression. Defining the basic tools- fiction & non-fiction film, elements of film grammar

UNIT 3 CAMERA TECHNIQUES

9 Hrs.

Camera angle, the triangle principle, twenty basic rules for camera movement, camera movement, close up, 360 degree camera techniques, composition, continuity, using master shots to cover motions on the screen & editing the camera.

UNIT 4 LIGHTING TECHNIQUES

9 Hrs.

Lighting Equipment-Image manipulation, Strategy of lighting - Hard versus soft- light low key light-High key light, lighting a scene – controlling hard & soft light, lighting faces, lighting on location, Lighting onmatte.

UNIT 5 FILM EDITING & AR,VR

9 Hrs.

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations. Interactive Techniques in Virtual Reality, Augmented and Mixed Reality, Application of VR in Digital Entertainment

Max. 45 Hrs.

PROJECT OUTLINE

- Script Writing
- Continuity
- Montage
- Mise- en- scene
- Short Film making Duration - 10mins

Students have to submit the above mention projects in form of Thesis and DVD.

COURSE OUTCOME

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

- CO1** - To understand the production process in film making
- CO2** - To identify the commercial elements in film making process
- CO3** - To apply the techniques involved in camera handling, lighting and editing
- CO4** - To shoot master shots, mise-en scene and montage
- CO5** - To understand the importance of continuity in film making
- CO6** - To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

1. Daniel Arijon, Grammar of the film language, Silman-james press, 1979.
2. Joshep V. Masiclli , The five C's of Cinematography , Silman-James Press, 1998.
3. Alan B. Craig, Understanding Augmented Reality, Concepts and Applications, Morgan Kaufmann, 2013

 Employability

SVCB3006	2D ANIMATION AND WEB DESIGN	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO ANIMATION PRINCIPLES AND PRODUCTION 9 Hrs.

Intro to Animation –Principles of animation: Squash and stretch, Anticipation, Staging, Straight-ahead action and pose-to-pose, Follow through and overlapping action, Slow in and slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing, Appeal– Animation production - Types of animation.

UNIT 2 2D ANIMATION GIZMO 9 Hrs

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

UNIT 3 HANDLING THE FILE AND PUBLISHING 9 Hrs.

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

UNIT 4 WEB DESIGNING USING DIV Tag 9 Hrs.

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

UNIT 5 ANIMATED VIDEO CONVERSION AND PRESENTATION 9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

- 2d Object Creation
- 2d Object Animation.
- Animated Social Media Banner (Advt.),
- 2dEnvironment Product Ad.
- Website designing (Portfolio)

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

COURSE OUTCOME

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

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

TEXT / REFERENCE BOOKS

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



SKILL DEVELOPMENT

SVCB3007	TELEVISION PRODUCTION LAB	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To encourage students to learn the techniques in filming
- To shoot a documentary / short film.
- To enable students to understand the production process

UNIT 1 COMPOSITION & FRAMING

9 Hrs.

Basic of shot composition - Framing effective shots - Purpose of good composition – 180 degree rule - Shooting basic movements pan & tilt.

Project: Basic Camera angles and Composition / duplicating scene from original scene.

UNIT 2 CAMERA & LIGHTING

9 Hrs.

Identifying camera and its parts/ White balance/ Microphone usage Lights - Type of lights - 3 point lighting - Color temperature - Light intensity -Lighting controls – Lamps – Filters – Snoots – Net – Cutter - Band doors - Lighting indoor and outdoor – Introduction to chroma key production followed by chroma key shoot

Project: Chromo key project

UNIT 3 PRODUCTION PROCESS

9 Hrs.

Different stage of programme production - idea stage - research, scripting, planning - preparation of story board, production board - all paper works - cue sheets, programme execution - set and costume selection, floor plan preparation - rehearsal, recording - Introduction to Ad film production.

Project: Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS

9 Hrs.

Essential of TV studio - Studio production - Principle of ENG, EFP – Multi camera set up – Scripting – How to interview ?

Project: Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT

9 Hrs.

Role of TV producer/director - TV production crew, technical and production - Duties and responsibilities

Projects: Documentary/Short film

Max. 45 Hrs.

COURSE OUTCOME

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

CO1 - Comprehend the meaning of advertising and the role of advertising agencies

CO2 - To interpret audience analysis and buyer behaviour, audience research, advertising strategy and plans.

CO3 - Applying creative ideas for a product or service ads with various advertising techniques.

CO4 - Evaluating advertising objectives, strategy and planning

CO5 - Creating an effective advertisement to persuade the audience to buy the product or changing a audience behaviour.

CO6 - To Create own Documentary & Short Films

TEXT / REFERENCE BOOKS

1. Kris Malkiewicz Film Lighting, Prentice hall Press,1986
2. Joseph V Mascelli , The Five C's of Cinematography, Silman James press, 1998
3. Yves Thoraval ,The Cinemas of India (1896-2000), Macmillan, India, 2000
4. Hooper White , How to Produce Effective TV Commercials,NTC Business Books,1994
5. Vasuki Belavadi, Video Production, Oxford university press,2008.



Employability

SVCB3008	DIGITAL MEDIA PRODUCTION	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To Know current trends in the OTT medium.
- To create and display different types of digital Media outputs
- To develop digital media management skills and marketing skills

UNIT 1 INTRODUCTION TO DIGITAL MEDIA PRODUCTIONS 9 Hrs.

Introduction to Digital media –History of Digital Media - Principles of Digital Media - Digital technologies - Interactive multimedia development for Digital Media - web development for Digital Media –Virtual Reality – Augmented Reality–Digital Media Laws

UNIT 2 DIGITAL MEDIA MANAGEMENT 9 Hrs.

Social and web network analysis - Web technologies for Digital Media –Digital Media management - Communication Technologies –Various communication Tools for Digital media - Search Engine Optimization –Web Analytics - Digital Media marketing

UNIT 3 DIGITAL MEDIA MARKETING 9 Hrs.

Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer - Facebook marketing –YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4 OTT PLATFORM 9 Hrs.

Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies and main players

UNIT 5 VIDEO UPLOAD TO ONLINE MEDIA 9 Hrs.

Publishing Digital Video in Online Platform - YouTube - YouTube Revolution in Popular Culture - Telegenic + YouTube = Cybergenic - YouTube Undeniability and Democracy –Paid video on-demand services - Ad Policy

PROJECT OUTLINE

1. Shorts Video
2. Social Media Marketing
3. Product Promotions
4. Create YouTube Channel and upload video

COURSE OUTCOME

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

- 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. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
2. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
3. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.
4. JOHN RICE, BRIAN McKERNAN. 2002, CREATING DIGITAL CONTENT, McGraw-Hill
5. Jon Rognerud, 2010, How To Nail Social Media Marketing

 Entrepreneurship

SVCB3009	3D ANIMATION PRODUCTION	L	T	P	EL	Credits	Total Marks	
		0	2	6	0	4	CAE	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVE

- To study the basics of 3D animation and basics of special effects
- To understand 3D character and animation model and to create model for animation
- To use design tool and software to create creative animation concepts

UNIT 1 ABOUT 3 DIMENSION

9 Hrs.

Introduction of CGI – Core Concepts of 3dimension – Animation Concepts & Methods – Coordinate Systems – 3D Production Workflow - 3 D Tools

UNIT 2 3D TOOL (AUTO DESK MAYA 2014)

9 Hrs.

An overview of Autodesk Maya Interface – Basic Autodesk Maya Term & Concepts – 3d Modelling Concepts & Techniques - Viewing and navigating 3D Space - Categories of objects – Transforming and Manipulation objects.

UNIT 3 MODELING & TEXTURING

9 Hrs.

View Port Mode - Crafting Basic Modelling - Materials & UV Mapping - List of Materials & Arraying the objects.

UNIT 4 ANIMATION & LIGHTING

9 Hrs.

Hierarchy in Animation - Using track Editor, Curve Editor - Particle System - Space Warps –3d Lighting Concepts – Common Light Parameters - Camera Setup & animating

UNIT 5 GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

Basic Particle Effects - Introduction to 3d Gaming Design - Rendering Setup - Output Format in Autodesk Maya2014

Max. 45 Hrs.

PROJECT OUTLINE

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

- Story Board
- Corporate Logo Intro
- Title Animation
- Modelling, Texturing, Lighting, Rigging & Animation.
- Environment Design and Walk Through

COURSE OUTCOME

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

CO1 - Understanding about basics of 3D animation and Special Effects

CO2 - Understanding of 3D modelling and interface

CO3 - Understanding about 3D animation software and interface

CO4 - Ability to create basic 3D animation through computer system.

CO5 - Ability to interpret 3D model and 3D animation

CO6 - Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

1. Paul Naas, Autodesk Maya Publisher, John Wiley & Sons, 2014.
2. Dariush Derakhshani, Introducing Autodesk Maya 2014: Autodesk Official Press, 31 May 2013

WEBSITES

1. <http://www.lynda.com/>, <http://www.thegnomonworkshop.com/>.
2. www.3dlinks.com
3. www.total3d.com

 Entrepreneurship