



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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School Of Science And Humanities
Department Of Visual Communication
1.1.3.1 - Number Of Courses Having Focus On Employability/
Entrepreneurship/ Skill Development

MSc Viscom
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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.



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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".
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

Employability



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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

Entrepreneurship



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SVCB6102	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

Viva - 30 Marks



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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.

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



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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 , Elsevier focal 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, Focal press ,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 IMAGEEDITING

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.



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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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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.

Max. 45 Hrs.

100 Marks

PROJECT OUTLINE

TOPICS

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

Students should submit the analysis of these TOPICS in the given format



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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.
- 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.

PROECT OUTLINE

Max. 45 Hrs.

100 Marks.

- Advertising Commercial Video/ Lyrical Video/Cover song/ Fiction & Non-Fiction Video
50 Marks
- Transition Video, Video Effect, Colour Correction video
20 Marks
- Green matte video/ Titling /Audio edit
20 Marks
- Record Note
10 Marks

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



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COURSE OUTCOME

On completion of the course, student will be able to

- C01** - Familiarize Students with the fundamentals of video editing
- C02** - Students will gain a comprehensive understanding of different video editing styles and processes
- C03** - Students Experiment with diverse video editing tools through hands-on practice
- C04** - Students can utilize video editing techniques to enhance visual elements, synchronize audio and video.
- C05** - 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.



Entrepreneurship



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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



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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 ANDRODUCTPROMOTION

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

- Creating video streaming Channel.
- Inshortsvideo productions.
- Producing a Video Newscast.
- 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

- BRAD AND DEBRA SCHEPP, 2009, HOW TO MAKE MONEY WITH YouTube, Mc Graw Hill



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2. Michael Miller, 2011, YouTube for Business, Second Edition, Que Publishing.
 3. Sanne de Boer, Jen Neal & Hannah Westlake, 2015. YouTube Vlogging.
-  Skill Development



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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.

PROJECT OUTLINE

100 Marks

- 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)



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3. Steve Wright, "Digital Compositing for Film and Video" Focal Press, (2001)



Entrepreneurship



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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.

PROJECT OUTLINE

100 Marks

- 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.



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- C03** - Understanding about compositing software and interface.
- C04** - Ability to create basic composition through computer system.
- C05** - Ability to interpret digital compositing.
- C06** - 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).

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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

PROJECT 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 new venture 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.



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- C02** - Analyse different business models utilized in media enterprises.
- C03** - Recognize the relationship between content, consumption, and business innovation in the media industry.
- C04** - Gain knowledge about the entrepreneurial journey, including new business start-up processes, business plans, and feasibility plans.
- C05** - Understand the importance of technology immersion in the success of media enterprises.
- C06** - 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]



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S58BRPROJ1	MINOR RESEARCH PROJECT	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

- To increase research publication in the media subjects.

METHODOLOGY

Students are expected to do a mini research project within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the students. Emphasis will be given to producing works that are of specialization by the student. Students conduct in-depth research on various topics and present their findings in seminars, showcasing their scholarly contributions. Students publish their research papers as book chapters, contributing to the academic discourse and sharing their insights with a wider audience.

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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.



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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: David Gibson Year: 2017.

 Employability



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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.

PROJECT OUTLINE

100 Marks

OUTDOOR

- News gathering
- Multi camera setup
- AD Film
- Short Film
- Documentary

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

1. 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.



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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.



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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 Games and Graphics Novels, Watson-Guptill Publications, New York, 2006
4. Bill Fleming. 3D Modeling and Surfacing. Academic Press, 1999.
5. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.

Employability



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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.



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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.



Skill Development