



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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

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School Of Science And Humanities
Department Of Visual Communication

1.2.1 - Number of new courses introduced of the total number of courses across all
programs offered during the year

2023-2024

BSc Viscom

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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]



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COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Students develop unique perspectives of the way they see the world through researching about topics
- CO2** - Students gain knowledge of the issues which are not known
- CO3** - Development of diverse skills in a Collaborative Environment
- CO4** - Students learn the entire process of filmmaking and have hands on experience from Research to Shoot
- CO5** - Students evaluate concepts of race, culture, identity and diversity with regards to indigenous education.
- CO6** - 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

- Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
- Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
- Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press
- Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
- Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).



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,



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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.



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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		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



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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

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



Entrepreneurship

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.



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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. Gambrell, 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.



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“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



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Assignment2:

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

PROJECT: NEW VENTURE CREATION

COURSE OUTCOMES

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

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

TEXT / REFERENCE BOOKS

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

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



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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 O'Reilly 2021
2. Jesse James Garrett, "THE ELEMENTS of USER EXPERIENCE", PHI, 2011.
3. Joel Marsh, UX for Beginners, O'Reilly, 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.



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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



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C04 - Apply skills and techniques using Digital Film Making

C05 - Apply post-production skills and techniques in Digital Film Making

C06 - 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

School Of Science And Humanities
Department Of Visual Communication

1.2.1 - Number of new courses introduced of the total number of courses across all programs offered during the year

2023-2024

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

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.



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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.

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

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.



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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

COURSE OUTCOMES

On completion of the course, student will be able to

CO1 - To understand and develop good Advertising and Visualizer work process. **CO2** -

Ability to create new concepts and ideas for Advertising through photography. **CO3** - Ability to shoot in different location and atmospheric situation.

CO4 - To develop good skills to handle Wedding, Corporate & Event Photography.

CO5 - To develop managing skills to handle the equipment's in outdoor shoots.

CO6 - Ability to shoot Studio and location based fashion photography.

TOPICS

1. Conceptual Photography.
2. Product photography.
3. Fashion Photography.
4. Food photography.
5. Panoramic - Landscape Photography.



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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.

Skill Development

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.



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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.

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.

Skill Development

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.



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UNIT 3 WIRELESS TECHNOLOGIES 9 Hrs.

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

UNIT 4 VIDEOPODCAST 9 Hrs.

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

UNIT 5 MOBILE LIVE STREAMING 9 Hrs.

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

PROJECT OUTLINE

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

COURSE OUTCOMES

On completion of the course, student will be able to

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

TEXT BOOKS /REFERENCE

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

 Skill Development

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).



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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

Employability

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 -



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Architecture of distributed stream processing system.

UNIT 2 VIDEO STREAMING 9 Hrs.

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

UNIT 3 MANAGING YOUR LIVE VIDEO STREAMING 9 Hrs.

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

UNIT 4 VIDEO STREAMING AND PRODUCT PROMOTION 9 Hrs.

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

UNIT 5 MARKETING STRATEGY 9 Hrs.

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

PROJECT OUTLINE

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

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - Understand video streaming as an effective medium.

CO2 - Explain the fundamentals of YouTube Channel Creation. **CO3**

- Analyze the Video Streaming technology used in YouTube. **CO4** -

Inference of Video Uploading in YouTube.

CO5 - Apply technical skills in video streaming.

CO6 - To evaluate feedbacks from live video streaming.

TEXT BOOKS /REFERENCE

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

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.

PROECT 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



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COURSE OUTCOME

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

TEXT / REFERENCE BOOKS

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

Employability

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.

UNIT 5 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.



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Max. Hrs. 45

100 Marks

PROJECT OUTLINE

- 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.
- CO2** - Analyse different business models utilized in media enterprises.
- CO3** - Recognize the relationship between content, consumption, and business innovation in the media industry.
- CO4** - Gain knowledge about the entrepreneurial journey, including new business start-up processes, business plans, and feasibility plans.
- CO5** - Understand the importance of technology immersion in the success of media enterprises.
- CO6** - Recognize the significance of media regulations and business ethics in the context of media entrepreneurship.

TEXT / REFERENCE BOOKS

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

Entrepreneurship



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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.

Skill Development

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.



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UNIT 5 SOUND RECORDING & MIX TECHNIQUES

9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

Based on Technical Level Projects 1. A student has to Design Sounds for Animation/Promo 2. Interview Live Sound Recording without Noise / Scene Redubbing 3. Voice Mix with Cinema Karaoke Tracks Misen Scene/Shot and Breakdown, Visual Continuity.

Those submit as Soft Bind Format and Projects in Hard Disc / Pen drive during their Viva Voce.

COURSE OUTCOMES

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

TEXT BOOK REFERENCES

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

Employability

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



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UNIT 2 POPULAR MUSIC 9 Hrs.
Popular Music practical (Music and art type program), Documentary **Filming and Directing Telefilm.**

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

UNIT 4 ELECTRONIC FIELD PRODUCTION 9 Hrs.
Location Scouting/recce for studio and outside location- Camera Orientation- Scripting Format- Static and moving subject: camera blocking

UNIT 5 FINAL MCP PROJECT : PRACTICAL 9 Hrs.
Recording MCP

**Max. 45 Hrs.
100 Marks**

PROJECT OUTLINE OUTDOOR

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

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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

Entrepreneurship

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.



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

UNIT 1 INTRODUCTION TO OTT

9 Hrs.

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

UNIT 2 DIGITAL TECHNOLOGIES

9 Hrs.

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

UNIT 3 SOCIAL MEDIA MARKETING

9 Hrs.

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

UNIT 4 SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Basics of Internet and Search Engine - Internet Marketing - Importance of Internet Marketing – SMO - Importance of Search Engines - Understanding the SERP - Using Search Operators - Page Rank Technology – Google Web Masters Tools.

UNIT 5 OTT

9 Hrs.

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

PROJECT OUTLINE

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

COURSE OUTCOME

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

TEXT / REFERENCE BOOKS

1. David Austerberry. 2005. The Technology of Video and Audio Streaming, Second Edition, Focal Press.
2. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,



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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