



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

ACADEMIC YEAR 2023 – 2024

STUDENTS CIRCULAR

02/ 06/ 2023

This is to inform you that it is mandatory to select any one elective subjects for the B.Sc Viscom III & V semester of the academic year 2023 – 2024 based on your area of interest. Please refer to the course catalogue or the online portal to view the list of available elective courses. If you are ensuring about which electives align best with your goals, don't hesitate to reach out to your academic advisor. They can provide valuable insights and recommendations. Select anyone elective from the given options.

BSc Viscom SEMESTER – III & V [ODD SEMESTER]

List of Courses offered:

SL. NO	COURSE CODE	ELECTIVE SUBJECT COURSE NAME
1.	SVCB3001	Commercial Photography
2.	SVCB3002	Sound Design
3.	SVCB3003	UI & UX Design
4.	SVCB3004	Digital Video Editing
5.	SVCB3005	Film Making
6.	SVCB3006	2 D Animation and Web design
7.	SVCB3007	Television Production Lab
8.	SVCB3008	Digital Media Production
9.	SVCB3009	3D Animation Production

Dr.N. Nazini

HOD / VISCOM



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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY

9 Hrs.

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

Assignment: Submit 10 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES

9 Hrs.

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

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

UNIT 3 INTRODUCTION TO STILL LIFE & PRODUCT PHOTOGRAPHY

9 Hrs.

Introduction to Still life Photography - Shooting with One Light -Two lights - 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 into Fashion photography - Makeup - Styling - and posing guides for fashion - Fashion at Studio - fashion at location - Models - Model coordinators. Learn from the Masters-Best Portrait photographer- Best Fashion photographer.

Assignment: Submit 20 images on portrait and Fashion photography.

UNIT 5 OTHER GENRES OF PHOTOGRAPHY

9 Hrs.

Introduction -Architectural photography - Industrial photography - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production advantages-Techniques- art of selling and promoting - Estimate and Billing- Applying these techniques in Videography- Advanced Equipment's.

Assignment: Expose 100 images in other categories.

Max. 45 Hrs.



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PROJECT OUTLINE

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

COURSE OUTCOME

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

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVES

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

UNIT 1 INTRODUCTION OF DAW

9 Hrs.

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

UNIT 2 AUDIO EQUALIZER

9 Hrs.

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

UNIT 3 SOUND DESIGNING TECHNIQUES

9 Hrs.

Production and performance studios- Digital audio workstations and software -Pre-production Planning - On-location recording - Foley effects recording- Selection of equipment - Relative functions of voice,



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music, effects and silence -Introduction to Sound Editing - Sound Designing for Animation -Post BGM/RR-Mixing & Balancing

UNIT 4 AUDIO PRODUCTION FOR RADIO & TV.

9 Hrs.

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

UNIT 5 OVERVIEW OF SOUND MIXING

9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

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

Course Outcome

On completion of the course, student will be able to

- CO1** - Sound Recording and Sound Design consists of combining technology and the use of creativity to create sound in media.
- CO2** - It allows the students to procure complete knowledge and experience original recordings, then doing practical exercises individually or in a group.
- CO3** - They get to learn and enjoy all the aspects included in sound design and sound design wherein they can experiment with various sounds to give them rhythm.
- CO4** - The students who have a keen interest in learning and experiencing the different types of sound, also who want to learn about the different technicians used in the field of sound,
- CO5** - There are wide career opportunities after pursuing and completing this course such as Studio Sound Engineer, Audio Engineer, Mixing Engineer, etc. This course has a wide scope in the future as well.
- CO6** - Students can widen their knowledge on dubbing production

TEXT / REFERENCE BOOKS

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



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SVCB3003	UI & UX DESIGN	L	T	P	EL	Credits	Total Marks	
							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 Life Cycle - Specialists, generalists and T-Shaped designers - Good User Experience Is Good Business - Laws of UX

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

UNIT 2 A STRATEGY PLAN

9 Hrs.

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

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

UNIT 3 APPLIED DESIGN FUNDAMENTALS

9 Hrs.

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

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

UNIT 4 EMPHASIS IN UX DESIGN

9 Hrs.

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

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

UNIT 5 USER TESTING

9 Hrs.

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

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



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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.

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO VIDEO EDITING

9 Hrs.

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

Assignment: Short Film Review – Technical Details

UNIT 2 L Cut & J Cut

9 Hrs.

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

Assignment: Different Types of Video Cuts

UNIT 3 METHODS OF EDITING

9 Hrs.



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Film editing using NLE – Online & Offline clips – Time code – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List **Assignment: Multilayer Video Production (Picture in Picture)**

UNIT 4 ROUGH CUT TO FINAL CUT

9 Hrs.

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

Assignment: Chroma Key video project

UNIT 5 SPECIAL EFFECTS & PRINT TO TAPE

9 Hrs.

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

Assignment: Promo Video

Software: Final Cut Pro

PROJECT OUTLINE

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

COURSE OUTCOME

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

- CO1** - To remember video editing basics
- CO2** - Understand process of video editing
- CO3** - Explore various tools for video editing by practicing
- CO4** - Apply video editing techniques to visuals
- CO5** - Construct the story by combination of visual elements
- CO6** - To implement video editing principles in the projects

TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE

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

UNIT 1 FILM STRUCTURE

9 Hrs.

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

UNIT 2 FILM LANGUAGE

9 Hrs.

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

UNIT 3 CAMERA TECHNIQUES

9 Hrs.

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

UNIT 4 LIGHTING TECHNIQUES

9 Hrs.

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

UNIT 5 FILM EDITING & AR,VR

9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

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

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



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COURSE OUTCOME

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

CO1 - To understand the production process in film making

CO2 - To identify the commercial elements in film making process

CO3 - To apply the techniques involved in camera handling, lighting and editing

CO4 - To shoot master shots, mise-en scene and montage

CO5 - To understand the importance of continuity in film making

CO6 - To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO ANIMATION PRINCIPLES AND PRODUCTION 9 Hrs.

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

UNIT 2 2D ANIMATION GIZMO 9 Hrs

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

UNIT 3 HANDLING THE FILE AND PUBLISHING 9 Hrs.

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

UNIT 4 WEB DESIGNING USING DIV Tag 9 Hrs.

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

UNIT 5 ANIMATED VIDEO CONVERSION AND PRESENTATION 9 Hrs.

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

Max. 45 Hrs.



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PROJECT OUTLINE

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

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

COURSE OUTCOME

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

CO1 - Understanding about basics of animation

CO2 - Understanding about 2D animation and Web Designing.

CO3 - Understanding of 2D animation software and interface.

CO4 - Ability to create basic 2D animation through a computer system.

CO5 - Ability to interpret web animation and film animation

CO6 - Ability to create Logo Animation, Animated Web Banner (Advt.), 2D Product Ad, Web designing (Front Page), Portfolio.

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 COMPOSITION & FRAMING

9 Hrs.

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

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

UNIT 2 CAMERA & LIGHTING

9 Hrs.

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

Project: Chromo key project

UNIT 3 PRODUCTION PROCESS

9 Hrs.

Different stage of programme production - idea stage - research, scripting, planning - preparation of



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story board, production board - all paper works - cue sheets, programme execution - set and costume selection, floor plan preparation - rehearsal, recording - Introduction to Ad film production.

Project: Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS

9 Hrs.

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

Project: Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT

9 Hrs.

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

Projects: Documentary/Short film

Max. 45 Hrs.

COURSE OUTCOME

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

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

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

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

CO4 - Evaluating advertising objectives, strategy and planning

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

CO6 - To Create own Documentary & Short Films

TEXT / REFERENCE BOOKS

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



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SVCB3008	DIGITAL MEDIA PRODUCTION	L	T	P	EL	Credits	Total Marks	
							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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- CO4** - Apply skills and techniques using Digital Film Making
CO5 - Apply post-production skills and techniques in Digital Film Making
CO6 - To evaluate and utilize of different online media

TEXT / REFERENCE BOOKS

1. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016.VOD, platforms and OTT: which promotion obligations for European works?,
2. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social MediaManagement, Springer.
3. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in theDigital 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

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

COURSE OBJECTIVE

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

UNIT 1 ABOUT 3 DIMENSION

9 Hrs.

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

UNIT 2 3D TOOL (AUTO DESK MAYA 2014)

9 Hrs.

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

UNIT 3 MODELING & TEXTURING

9 Hrs.

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

UNIT 4 ANIMATION & LIGHTING

9 Hrs.

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

UNIT 5 GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

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



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

COURSE OUTCOME

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

C01 - Understanding about basics of 3D animation and Special Effects

C02 - Understanding of 3D modelling and interface

C03 - Understanding about 3D animation software and interface

C04 - Ability to create basic 3D animation through computer system.

C05 - Ability to interpret 3D model and 3D animation

C06 - Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

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

WEBSITES

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



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

ACADEMIC YEAR 2023 – 2024

BoS conducted on 22nd January –2024

Electives

STUDENTS CIRCULAR

02/ 06/ 2023

This is to inform you that it is mandatory to select any one elective subjects for the M.Sc Viscom III Semester of the academic year 2023 – 2024 based on your area of interest. Please refer to the course catalogue or the online portal to view the list of available elective courses. If you are ensuring about which electives align best with your goals, don't hesitate to reach out to your academic advisor. They can provide valuable insights and recommendations. Select anyone elective from the given options.

SEMESTER – III [ODD SEMESTER]

List of Courses offered:

SL. NO	COURSE CODE	ELECTIVE SUBJECT COURSE NAME	NEW COURSE / REVISED COURSE	FOCUS ON
1.	SVCA7101	Television Production	Revised Course	Employability
2.	SVCB7002	Motion Graphics	New Course	Employability
3.	SVCB7003	Smartphone and Digital Media Productions	New Course	Employability
4.	SVCB7006	Indoor Video Production	New Course	Employability
5.	SVCB7007	Video Streaming and Digital Media Productions	New Course	Employability
6.	SVCB7008	Digital Compositing	New Course	Employability
7.	SVCB7013	Video Field Production	New Course	Employability
8.	SVCB7014	3D Graphics & Visual Effects	New Course	Employability & Skill Development
9.	SVCB7015	OTT and Digital Media Productions	Revised Course	Skill Development

Dr.N. Nazini
HOD / VISCOM



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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

CO1 - To Understand Television writing techniques.

CO2 - To write effectively for television audience.

CO3 - To write for news bulletins and news story.

CO4 - To comprehend the techniques involved in documentary narration and execution.

CO5 - Identify different formats of scripts and treatment.

CO6 - To do research, write script for Television programme, News content, Documentary and film .

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVES

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

UNIT 1 IMAGE EDITING

9 Hrs.

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

UNIT 2 COLOR THEORY

9 Hrs.

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

UNIT 3 DESIGNING

9 Hrs.

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

UNIT 4 INTERFACE OF AFTER EFFECTS

9 Hrs.

Interface of After Effects - Text Animation- Path Text Animation - Text Preset Animation-Layer



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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.

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.

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.

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.



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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

	VIDEO STREAMING AND DIGITAL MEDIA PRODUCTIONS	L	T	P	EL	Credits	Total Marks
SVCB7005		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.



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UNIT 3 MANAGING YOUR LIVE VIDEO STREAMING

9 Hrs.

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

UNIT 4 VIDEO STREAMING AND PRODUCT PROMOTION

9 Hrs.

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

UNIT 5 MARKETING STRATEGY

9 Hrs.

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

PROJECT OUTLINE

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

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - Understand video streaming as an effective medium.

CO2 - Explain the fundamentals of YouTube Channel Creation.

CO3 - Analyze the Video Streaming technology used in YouTube.

CO4 - Inference of Video Uploading in YouTube.

CO5 - Apply technical skills in video streaming.

CO6 - To evaluate feedbacks from live video streaming.

TEXT BOOKS /REFERENCE

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

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

COURSE OBJECTIVE

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

UNIT 1 INTERFACE ANIMATING

9 Hrs.

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

UNIT 2 KEYING

9 Hrs.

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



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

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.



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UNIT 3 MAGAZINE PROGRAMME

9 Hrs.

Magazine type programme on travel / holidays.

UNIT 4 ELECTRONIC FIELD PRODUCTION

9 Hrs.

Location Scouting/recce for studio and outside location- Camera Orientation- Scripting Format- Static and moving subject: camera blocking

UNIT 5 FINAL MCP PROJECT : PRACTICAL

9 Hrs.

Recording MCP

Max. 45 Hrs.

100 Marks

PROJECT OUTLINE

OUTDOOR

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

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

COURSE OUTCOME:

CO1 - To Understand outdoor production techniques.

CO2 - To do research for documentary film.

CO3 - To apply the techniques involved in musical program.

CO4 - To comprehend the techniques involved in magazine programs like travel and holidays.

CO5 - To understand the single camera set up and its importance in outdoor production.

CO6 - To execute the procedures involved in electronic field production.

TEXT / REFERENCE BOOKS

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

SVCB7008	3D GRAPHICS & VISUAL EFFECTS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

- To study the basics understanding of 3D animation, special effects and animation model's.
- To study how to create model for animation through computer system design tools and software.

UNIT 1 TEXTURE

9 Hrs.

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



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UNIT 2 LIGHTING & RENDERING

9 Hrs.

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

UNIT 3 RIGGING & ANIMATION

9 Hrs.

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

UNIT 4 VFX

9 Hrs.

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

UNIT 5 VFX PORTFOLIO CREATION

9 Hrs.

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

Max. 45 Hrs.

PROJECT OUTLINE

100 Marks

- Character design.
- Realistic / Fantasy.
- Modeling.
- Texturing.
- Rigging.
- Animation.
- Matte Painting.
- Set Design (Modeling /Texturing).

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

COURSE OUTCOME

Understanding about basics of 3D animation and Special Effects

CO1 - Understanding of 3D modelling and interface.

CO2 - Understanding about 3D animation software and interface.

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

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

CO5 - Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad.

TEXT / REFERENCE BOOKS

1. Micheal O'Rourke. Principles of 3D Computer Animation: Modeling, Rendering and Animation with 3D Computer Graphics. Norton, 1998.
2. Rogers David, Animation: Master- A Complete Guide(Graphics Series),Charles River Media, Rockland, USA, 2006.
3. Tom Bancroft, Creating Characters with Personality: For Film, TV, Animation, Video Gamesand Graphics Novels, Watson-Guptill Publications, New York, 2006
4. Bill Fleming. 3D Modeling and Surfacing. Academic Press, 1999.



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5. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.

SVCB7009	OTT AND DIGITAL MEDIA PRODUCTIONS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO OTT

9 Hrs.

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

UNIT 2 DIGITAL TECHNOLOGIES

9 Hrs.

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

UNIT 3 SOCIAL MEDIA MARKETING

9 Hrs.

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

UNIT 4 SOCIAL MEDIA OPTIMIZATION

9 Hrs.

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

UNIT 5 OTT

9 Hrs.

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

PROJECT OUTLINE

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

COURSE OUTCOME

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

TEXT / REFERENCE BOOKS

1. David Austerberry. 2005. The Technology of Video and Audio Streaming, Second Edition, Focal Press.
2. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
3. Joe Follansbee. 2004. Get Streaming! Quick Steps to Delivering Audio and Video Online, Focal Press.
4. Jon Rognerud, 2010, How To Nail Social Media Marketing.