

B.Sc-VISCOM Syllabus 2015

SVC1101	INTRODUCTION TO COMMUNICATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To understand the basics of communication and various concepts related to communication

UNIT 1 FUNDAMENTALS OF COMMUNICATIONS**9 Hrs.**

Evolution of communication – aims of communication –important characteristics of communication- Types of communication - Inter personal - Mass - Organizational, Inter personal related theories - Attribution Theory - Constructivism – Elaboration likelihood Model - Social judgment and penetration theory - Uncertainty reduction theory.

UNIT 2 FORMS OF COMMUNICATION**9 Hrs.**

Non Verbal Communication – Verbal communication – level of communication – technical semantic and pragmatic- linear, transactional analysis of interactive model- 7c's of communication- 10 commandments of communication - Oral Communication - Written Communication – Meta programs-

UNIT 3 COMMUNICATION PROCESS**9 Hrs.**

Elements of Communication Process - , Effective Communication - Factors affecting effective communication - Effective sending skills - Effective receiving skills, Models Of Communication Process – Berlo, Lasswell, Shannon & Weaver model.

UNIT 4 ORGANIZATIONAL COMMUNICATION**9 Hrs.**

Rank's persuasion model- Likert's 4 system model- Cost of poor communication, Flow Of Communication– Upward - Downward - Lateral - Serial - Grapevine, Network Functions - Informal networks - Formal Networks - Types of networks, Understanding message strategy and structure - Pace - Lead - Blend

UNIT 5 MASS COMMUNICATION IN INDIA**9 Hrs.**

Growth Of Print Media - History of print - Role and responsibility, Evolution Of cinema - Pioneers of Indian Cinema - Tamil Cinema, Radio Broadcasting – History - All India Radio - FM Broadcasting, Television - History of Indian television - Educational television

Max. 45 Hours**COURSE OUTCOME:**

- CO1:** To understand the basics of communication
CO2: To apply the communication skills in their effective communication
CO3: To understand the evolution of communication from signs to smart phones
CO4: Remember the concepts related to communication
CO5: To focus on the evolution of Mass Media in India

TEXT / REFERENCE BOOKS

1. Denis McQuail, Mc.Quail's Mass Communication Theory Fifth Edition, Vistaar Publications, 2005.
2. Kaval J.Kumar, Mass Communication in India, Fourth Edition, Jaico Publishing House, 2010
3. John Vivian, The Media of Mass Communication, Ninth Edition, Allyn & Bacon 2008
4. James Watson, Media Communication, Second Edition, Palgrave MacMillan, (2003)
5. Ruth H. Finnegan, Communicating, Routledge, (2002),

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC1102	PSYCHOLOGY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To understand the importance of psychology in visual communication and to apply the science of psychology in everyday communication.

UNIT 1 INTRODUCTION TO PSYCHOLOGY

9 Hrs.

Introduction to Psychology – Definition – Origin of psychology– Major perspectives of modern psychology – Major subfields of Psychology.

UNIT 2 PERCEPTION

9 Hrs.

Sensation and Perception – Sensation – Sensory Thresholds – Sensory Adaptation – Perception – Principles of Perceptual Organization - Constancies and Illusions – Distance perception – Monocular Cues – Binocular Cues – Extrasensory Perception.

UNIT 3 LEARNING

9 Hrs.

Learning – Its meaning and Nature – Factor Affecting Learning – Theories of Learning – Pavlov's Classical Conditioning Theory – Educational Implications – Thorndike's Trial And Error Theory – Educational Implications – Skinner's Operant Conditioning Theory.

UNIT 4 CREATIVITY

9 Hrs.

Concept of Creativity – Nature of Creativity – Creativity Its Factors – Characteristics of Creativity - Dimensions of Creativity – Different Approaches to Understand Creativity – Types of Creativity.

UNIT 5 PERSONALITY DEVELOPMENT

9 Hrs.

Growth and Development – Its Meaning – Nature and Characteristics - Principles and Nature of growth – Stages of Development - Infancy- Childhood – Adulthood – Adolescence – A Period of Storm and Stress. Applications of Psychological Concepts of Visual Communication.

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** To analyse the concepts of basic psychological processes, systems and methods underlying human behaviour.
CO2: Creating the value of collaboration and be able to incorporate personal ideas and goals into outstanding group efforts.
CO3: To Understand the Theories of learning and its Process
CO4: Evaluating the creative skills to enhance the ability to serve as a leader both within and outside the workplace.
CO5: To connect the concepts of personality development with the visual communication
CO6: To understand the importance of personality development

TEXT / REFERENCE BOOKS

- A.B. Bhatnagar et al., Psychology of teaching learning process Surya Publication Meerut 2004.

2. Clifford T Morgan introduction to psychology 7th edition Tata McGraw-Hill Publishing Company Limited, New Delhi 2005.

3. Charles E. Skinner Educational psychology, 4th edition Prentice Hall of India Private Limited, New Delhi 2004.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC4051	VISUAL LITERACY	L	T	P	Credits	Total Marks
		0	0	6	3	100

COURSE OBJECTIVE

- To make students gain knowledge on sketching various forms of art and also perspectives of drawing and shading.

UNIT 1 INTRODUCTION TO VISUAL LITERACY

9 Hrs.

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - About art tools & Equipment.

UNIT 2 SKETCHING

9 Hrs.

Elements of Visual Art - Basic Sketching and Drawing Skills - About Color – Types of medium

UNIT 3 PERCEPTION & COMPOSITION

9 Hrs.

Psychology of human perception - Proportion and Perspective Drawing - Composition - Light and Shadow

UNIT 4 ANATOMY & DRAWING

9 Hrs.

Study of Human Anatomy - Study of head drawing - Portraits and Postures

UNIT 5 SKETCHING STILL LIFE

9 Hrs.

Drawing Still life - Landscape - Interior - Animals

PROJECT OUTLINE

To Train students to develop their drawing skills and practice them the basic components of drawing

- Geometrical Shapes
- Perspectives
- Light and shade
- Humans Anatomy
- Landscape Painting, Postures Drawing, Story Board Colours

Requirements: A3 size Sketch book - Poster Color - Different Size brush - HB Pencils, Color Pencils & 2feet scale

COURSE OUTCOMES:

CO1: To draw basic sketches by implying drawing principles

CO2: To choose the right tool and equipment's while doing an illustration

CO3: To apply the techniques involved in illustration

CO4: To comprehend the techniques involved in human perception and human anatomy

CO5: To understand the importance of light and shade in sketching

CO6: To execute the procedures involved in posture drawing and story board sketching

TEXT / REFERENCE BOOKS

1. Donis A. Dondis ,A Primer of Visual Literacy ,Wildside Press LLC, 2007
2. Rick Williams & Julianne Newton, Visual Communication - Integrating media art & science ,Routledge, 2009.
3. Eugene Felder & Emmett Elwin, Draw manga: complete techniques, Kandour Ltd.,2005

SVC4052	ART & SET DESIGN	L	T	P	Credits	Total Marks
		0	0	6	3	100

COURSE OBJECTIVES

- Students may work in traditional media and/or new materials or a combination of both, but should show an understanding of three-dimensional qualities of volume, form and space appropriate to their chosen specialism.
- Students should create visual and/or other meaning through three-dimensional art by expressing functional and/or decorative responses. In sculpture, the work may be figurative or abstract; students can employ techniques of carving, modeling or construction. There should be some awareness of the roles sculpture has played in various societies.
- In ceramics, Students should study a range of techniques and become familiar with several methods of decoration, understand firing and glazing, and have knowledge of the different uses of ceramics. They should be aware of aesthetic considerations and have some historical or cultural knowledge. Students should demonstrate an expressive and personal response in their work, appropriate to the task.
- Supporting work should include designs, notes on materials and processes, etc. Photographs of source material and other work should be included, as should evidence of visits made in connection with the course of study.

UNIT 1 SCULPTURE 9 Hrs.

Explore form, space, mass, volume, surface and materials. - range of processes, techniques and materials such as carving and modeling, casting or constructing.

UNIT 2 CERAMICS 9 Hrs.

Understanding of the processes involved in making, drying, firing, decorating and glazing. Candidates should also show ability in constructional methods such as slab building and coil and hand making and the application of surface treatments, e.g. slips, oxides and glaze.

UNIT 3 ENVIRONMENTAL/VISUAL DESIGN 9 Hrs.

Understanding through the use of spatial design in an environmental /visual context in either public or private spaces. with role, function, location and audience as well as environmental /Visual issues.

UNIT 4 THEATRE DESIGN/SET DESIGN/CRAFT DESIGN 9 Hrs.

The use of design for performance through areas such as costume, set design and lighting. Candidates should document their work through photographs or digital layouts, as well as a sketchbook, three-dimensional models and scale drawings. - cover a wide range of techniques, skills and materials. - work should indicate a clear design brief. - demonstrate how they can problem-solve by designing and/or creating craft that has a functional and/or decorative role. Case study – Students should do Presentation in PPT & Chart presentation.

UNIT 5 SET DESIGN**9 Hrs.**

How they can problem-solve by designing or creating sets that have a functional or decorative role - work with a range of materials such as wood, metal, plastics and glass - demonstrate how the design process itself results in a variety of possible design solutions. candidates to produce full-scale models. But they should be aware of the possible constraints that might occur during the manufacturing process. Design software and technology should be explored where available, e.g. three-dimensional digital media and laser cutting.

COURSE OUTCOMES:

- CO1:** To understand the importance of three dimensional qualities such as volume, form and space.
CO2: To create three dimensional object by expressing functional and decorative response.
CO3: To apply the techniques involved in carving, modelling and construction in sculpture using clay, plaster & wax
CO4: To apply the techniques involved in ceramics (firing and glazing)
CO5: To understand the importance of aesthetic values in their work
CO6: To demonstrate how the design process itself results in a variety of possible design solutions.

PROJECT OUTLINE

Based on each design students create projects and submit their work based on their own creativity.

TEXT / REFERENCES BOOKS

1. Colin Winslow, The Handbook of Model-making for Set Designers Paperback , Crowood Press, 2008.
2. Tony Davis , Stage Design Paperback , 2001.

SVC4053	WRITING FOR THE MEDIA	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To understand the art of writing for all medium and help students to cope up with the journalistic skills of writing.

UNIT 1 WRITING FOR NEWS & FEATURE STORIES**9 Hrs.**

Understanding what makes News – copy editing symbols – the characteristics of news – writing for interview – types of leads – writing obituaries – editorials – Writing feature stories – Trends in sectional news - Week-end pullouts, Supplements, Backgrounders - Special articles columns /columnists.

Assignment : Writing a news story and giving a suitable headline.

UNIT 2 WRITING FOR RADIO**9 Hrs.**

Characteristic of radio – cue materials -write a script for radio programme. Introduction to various formats of scripts - Writing for radio programmes - Writing radio news, talk, advertisement, and feature - Radio interview - types of radio stations: private radio stations, community radio stations.

Assignment : Write a script for radio programme.

UNIT 3 WRITING FOR WEB**9 Hrs.**

Online journalism – Blogs and Other "Participatory Journalists - Reporters and Social Media - citizen

journalists and using citizen content - Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, content developing using links, texts.

Assignment : Design a layout for web journalism

UNIT 4 WRITING FOR TV NEWS

9 Hrs.

TV news gathering – good points about writing for TV – Basic news scripts in TV – types of stories – ethics for TV channel – Electronic News Gathering - Preproduction – Production: Equipment Check – Production: Setup - Production: Rehearsals – Production- Electronic Field Production (EFP)

Assignment : Video shooting and producing local television news broadcasts

UNIT 5 MAGAZINE PUBLICATION

9 Hrs.

Layout design of the magazine – difference between newspaper and magazine layout – collection of articles – approval of articles – correction – final work of magazine – publishing of the magazine.

Project : Publication of the Magazine

COURSE OUTCOMES:

CO1: Understand and classify what the different categories of news are such as: techniques of reporting, methods of interviewing, appropriate editorial, and touching obituaries.

CO2: Interpret and demonstrate the viability of the current news according to the signs of the times in the Radio.

CO3: Draw connections, organise the sequences, and analyse the sectional news -Week-end pull-outs, Supplements, backgrounders and Special articles columns.

CO4: Create own video on feature stories and post on your own blog.

CO5: Scientifically and ethically justify, argue, defend and critique many of the trend setters in the news-making areas.

CO6: Produce new features, sectional stories, supplements and attractive weekly-columns.

TEXT / REFERENCE BOOKS

1. Sunny Thomas, Writing for the Media, Career Information & Guidance, Vision Books, 1997
2. Usha Raman, Writing for the Media, Oxford University Press, 2010
3. Fred Fedler, John .R.Bender, Reporting for the media, Oxford University press, New York, 2000

SVC1106	NEW MEDIA STUDIES	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To make students aware of the new technologies in media so that students can be abreast with the current scenario.

UNIT 1 INTRODUCTION TO NEW MEDIA

12 Hrs.

Internet & New Media – Why New Media? -Networking, ISP & browsers - Features of Online Communications - Digital media and communication - ICT, digital divide, Information Society & Media Convergence

UNIT 2 UNDERSTANDING NEW MEDIA & TECHNOLOGY

12 Hrs

Culture & New Media - children & New media – Political activism in New Media - Gender identity, religious & ethnic identity in New Media World – New Media & Journalism - Web & video Conferencing through technology - online Learning

UNIT 3 SOCIAL MEDIA

12 Hrs

Socialities & Social Media - Society and community in the age of New Media – Networks and Sociality – social media & sociality - social Media Advertising – integrated Marketing strategy

UNIT 4 E-CONTENT DEVELOPMENT**12 Hrs**

Definition of E-content, - Designing of E-content, -Structures, -E-content Planning, - Production Techniques, - Life Cycle of E-content, -Standard Characteristics - E – Content for industries Effectiveness of E-content, evaluation, SCORM Model, E-Publishing Processes -E-Author, E-Editing.

UNIT 5 MOBILE TECHNOLOGY**12 Hrs**

Mobile media – Evolution of Mobile media - Mapping mobile media – mobile media : politics and Society - Mobile audience : thinking contradictions - Diffusion of Innovation Vs Social shaping of Technology – Mobile Learning

Max. 60 Hours**COURSE OUTCOMES:**

- CO1:** Understand the basic concepts of New Media
- CO2:** Classify the culture and new media world
- CO3:** Identify the concept of age of new media
- CO4:** Learn the process of E content development
- CO5:** Understand the evolution of mobile technology
- CO6:** Identify and analyse the technology and the society

TEXT / REFERENCE BOOKS

1. Eugenia Siapera, Understanding New Media, Sage publications Pvt Ltd , 2012
2. Sonia Livingstone & Leah A Lievrouw, The Handbook of New Media, Sage Publications Pvt Ltd, 2006
3. Martin Rieser, The Mobile Audience: Media Art and Mobile Technologies, Rodopi, B.V., Amsterdam, New York, 2011
4. Robin Manston & Frank Rennie, "E-Learning: The Key Concepts, London & New York: Routledge, 2006.
5. Effective Learning –A Practical Guide for Open & Distance Learners, IGNOU, New Delhi, 2005.
6. Kumar K.L. (1998), "Educational technology" published by Poplai H.S. for New Age International Pvt. Ltd., New Delhi.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 80****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B :** 2 Questions from each unit of internal choice, each carrying 10 marks**60 Marks**

SVC4054	ELEMENTS OF FILM	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- To understand the different genres, process and elements of film and also to know about the pioneers of the film

UNIT 1 FILM HISTORY & MAJOR MOVEMENTS**9 Hrs.**

Early Cinema (1893-1903), Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924), Soviet Montage (1924-1930), The Classical Hollywood Cinema after the coming of sound, Italian neo-realism (1942-1951), The French New wave (1959-1964), Indian (Hindi, Tamil & other languages), Contemporary trends.

UNIT 2 FILM MAKING PROCESS**9 Hrs.**

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

UNIT 3 ELEMENTS OF FILM**9 Hrs.**

Mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene, Cinematographer properties-the photographic image-framing-duration of the image-montage and long take.

UNIT 4 GENRE**9 Hrs.**

Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Cinematic codes, The concept of form in films, principles of film, narrative form, non-narrative films, dividing a feature film into parts and Genres (language, style, grammar, syntax.), Documentary genres.

UNIT 5 GREAT AUTEURS**9 Hrs.**

Study of Great Indian and International filmmakers like D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and others.

Max. 45 Hours**COURSE OUTCOMES:**

- CO1:** Understand the History of Cinema and Major Movement of film.
- CO2:** Classify the Film Making Process and purposes of Shots.
- CO3:** Analyse the Basic Film Elements and Identify the Basic Film Language.
- CO4:** Point out and categorise the Film Genres and Film Style.
- CO5:** Understand the Ideology of Indian and Western Film Makers.
- CO6:** Identify and analyse the Fiction and Non Fiction Films.

PROJECT OUTLINE

- Technical Analysis of a Film - A student should choose a film and identify technical aspects and present in the form of seminar.

TEXT / REFERENCE BOOKS

1. Thoraval, Yves, The Cinema of India, Macmillan India (2000)
2. Roberge, Gaston (1985) the Subject of Cinema, Seagull Books Pvt. Limited, 1985.
3. Roberge, Gaston, Films for an ecology of Mind, Firma KLM (1977).
4. Halliwell, J. The Filmgoers Companion 6th Edition, 2011.
5. Arora: Encyclopedia of Indian Cinema, 2014.
6. Baskar, Theodor: Eye of the Serpent, East West Books (Madras) 1996.
7. Monoco, James. How to read a film, Routledge, London, 2001

SVC4055	BASIC PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

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

UNIT 1 DIGITAL IMAGING**9 Hrs.**

What is digital? - what is analog? - Pixel - Overview on Digital imaging – Equipments needed for digital imaging- Transferring digital files- Editing digital images-resizing digital images –storing - a career in digital imaging- digital photographers

Assignment: Expose 100 images with DIGITAL camera.

UNIT 2 CAMERA**9 Hrs.**

Over view on Photography Pinhole Photography – construction of a pinhole camera – Shutter – Aperture – ISO – Depth of field – Major type of camera – making a career in photography – categories of photography – photojournalism – advertising-portrait-nature photography-purpose and control over aperture- aperture – shutter speed – factors that affect D.O.F.

SATHYABAMA**DEPARTMENT OF VISUAL COMMUNICATION**

Assignment: Expose 50 images with DSLR camera in different aperture, shutter speed and iso.

UNIT 3 LENS 9 Hrs.

Principles of lens, refraction, difference between converging & diverging lens, Focal length – Wide angle, Normal, and Long focal length lenses – Focus and depth of field - hyper focal distance – determining the hyper focal distance of a lens.

Assignment: Expose 50 images with different focal length.

UNIT 4 FILM VS DIGITAL 9 Hrs.

History of Photography.-Daguerreotype – Fox Talbot-Modern B/W chemistry – Eastman Kodak., Selecting and using film – sensor – black and white films – monochrome films – infrared films and other special effects films- different formats-35mm-120 mm – 220mm – 4 x 5 film -Film speed – How film responds to light - film grain – sensitivity – structure of film – film vs digital.

Assignment: Expose 50 images with correct exposure.

UNIT 5 EXPOSURE AND IMAGE MAKING TECHNIQUES 9 Hrs.

How an exposure meter works – ambient light meters – flash meter readings - Built in meter – External light meter – Metering techniques – incident light metering – reflective light metering -0 spot metering – gray scale- Framing- Perspective- Texture- Pattern- Composition- and Design.

Assignment: Expose 100 images

PROJECT OUTLINE

PHOTOGRAPHS-70 MARKS VIVA

-30 MARKS

TOPICS 1.Texture 2. Pattern 3. Perspective 4. Busy Road 5. Landscape 6. City At Night 7. Story Board 8.Portrait

Total No of Photographs : 50 Only

Size :8x12 Inches.

Note: Technical Detail Should Be There For All The Photographs.

COURSE OUTCOME:

- CO1:** Understand function of camera and techniques of photography
- CO2:** Demonstrate the working principle and construction of pinhole camera.
- CO3:** Experimenting with light (Refraction) and understanding depth of field and focal length
- CO4:** Distinguish film cameras and single lens reflex camera.
- CO5:** Composing and exposing pictures by applying visual grammar.
- CO6:** Ability to work with lighting techniques and framing

TEXT / REFERENCE BOOKS

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

SVC4056	THEATRE ARTS	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- Students play production - on stage play or street play or children theatre full length play production to the audience

UNIT 1 ACTING FOR STAGE AND FILM 9 Hrs.

Stanislavsky's Method acting theory – Exercises for Body, Voice and Mind- Martial Arts-Rhythm and Movement – How to adapt stage to camera – type of shots and angles – character study from society

UNIT 2 DIRECTION AND SCRIPT ANALYSIS 9 Hrs.

Basics of Storytelling - Script reading - Character and Play analysis - Using Dramatic Texts – Actor Director

Relationship - Script Blocking - Rehearsal to performance – Time and Space

UNIT 3 LIGHTS AND SOUND DESIGN 9 Hrs.

Fundamental of colors – Type of Dimmers – Type of Lights – Rhythm – live and recorded Music – work and communication with light designer Music director

UNIT 4 SET DESIGN AND STAGE PROPERTIES 9 Hrs.

Aesthetics - Different type of Stage – Multi projection design – stage continuity –work with set designer

UNIT-V COSTUMES AND MAKE UP 9 Hrs.

Tradition to Modern Costume and Makeup – Spasile Make up -Dress and Make up Rehearsal – work with Costumer and Make up designer

PROJECT OUTLINE

The paper aims at a practical and formal introduction for the performing artist to the identified performance stage, after basic training in the area of interest.

- Acting theory based on Method Acting Theory- Script reading, Character and Play analysis- Dress Rehearsal – Costume and Makeup / Light and Set - Designing the play production - Rehearsal to performance Study of animal behaviour and its exact imitation – Mime concept – Traditional and Modern Mime –Designing choreography for performance, emotional expressions.

COURSE OBJECTIVE:

- CO1: Understand and identify the importance of concept creation
- CO2: Develop a strong understanding about storytelling
- CO3: Critically evaluate the theatre styles in radio drama
- CO4: Learn more about theatre from production perspective
- CO5: Apply and execute the theatre production skills by enacting a stage-play
- CO6: To explore student's creativity through this expressive medium

TEXT / REFERENCE BOOKS

- Constantin Stanislavski ,An Actor Prepares A&C Black, 2013
- Constantin Stanislavski ,Building a character, A&C Black, 2013.
- John dolman & Richard k. Knaub ,The art of play production ,Harper & Row, 1973
- Pauline kroner ,Elements of Performance : A Guide for Performers in Dance, Theatre and Opera, Routledge, 2013

SVC1201	PRINTING AND PUBLICATIONS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To know the various printing techniques involved from origin to the latest technologies and to know the art of layout & proofreading,

UNIT 1 HISTORY OF PRINTING PRESS 9 Hrs.

History of printing- Type form - principles of printing (Relief, intaglio, lithography, screen printing, xerography) - Press development (Platen Press, Flatbed Cylinder Press, rotary Press), Different units of a printing press.

UNIT 2 PRINTING PROCESS 9 Hrs.

Different printing processes - Different stages of a printing process, letterpress, offset printing – process, inking unit, Structure and organization of a printing press, Flexography (2 roller & 3 roller system) - Gravure printing process, Screen printing - methods of preparing photo stencils, xerography, laser printing

UNIT 3 COLOUR THEORIES 9 Hrs.

Color Theories – Additive color theory, subtractive color theory, importance of color in printing.

UNIT 4 DESIGNING & PROOF READING**9 Hrs.**

Design - elements of design - Principles of design - Different stages of a design, Typography - Principles of good typography – layout - purposes and advantages of a layout - copy preparation - disadvantages of a bad copy - copy mark up, copy fitting, proof reading, different types of proofs, qualifications of a good proof reader.

UNIT 5 PAPER & INK**9 Hrs.**

Ink - Components of ink - Different types of ink - Paper - different types of paper.

Max. 45 Hours**PROJECT OUTLINE**

Students have to undergo internship for 20 hours in any one of offset & digital printing house. They should submit internship report and have to do presentation on their works.

COURSE OUTCOME:

- CO1:** To understand the principles of printing press
- CO2:** learns the different types of printing process
- CO3:** Identify the concept of color theory
- CO4:** To know the principles of design
- CO5:** Understand the types of ink and paper
- CO6:** To know the importance of proof reading in the printing process.

TEXT / REFERENCE BOOKS

1. Michael Adams, David D.Faux, Llyod J. Rieber Delmar, Printing Technology (Xerox copy) Thomson, 2001
2. Narendra Nath Sarkar, Art and Print Production, Oxford University Press, 2008

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 80****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B :** 2 Questions from each unit of internal choice, each carrying 10 marks**60 Marks**

SVC 1202	VISUAL ANALYSIS TOOL*	L	T	P	Credits	Total Marks
		2	0	4	4	100

COURSE OBJECTIVE

- To study and analyze media text portrayed in print & electronic media.

UNIT 1 SEMIOLOGICAL ANALYSIS**9 Hrs.**

The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic – Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium

UNIT 2 PSYCHOANALYTIC CRITICISM**9 Hrs.**

Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, super ego – symbols – defense mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the

UNIT 3 MARXIST ANALYSIS**9 Hrs.**

Materialism – The base and the super structure – false consciousness and ideology – class conflict – alienation – the consumer society – Bourgeois heroes – Hegemony

UNIT 4 GENDER ANALYSIS**9 Hrs.**

Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis.

UNIT 5 SOCIOLOGICAL ANALYSIS**9 Hrs.**

Cultural studies, methodologies, context of viewing, context of production, pictorial conventions, photographic conventions, social conventions, Analyzing film & television, social semiotics analysis of tele-film, six levels of analysis, structuring tele- film editorial rhythm.

Max. 45 Hours**TEXT / REFERENCE BOOKS**

1. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.
2. Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 1976.
3. Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.

COURSE OUTCOME:

- CO1:** To understand the basic concepts and tools
CO2: learns to apply the analysis tool to interpret the text
CO3: Identify and choose the right tool to analyse the text
CO4: To know the limitation of each tool and its application
CO5: Understand the hidden meaning behind every text
CO6: To know the importance of cultural studies.

PROJECT OUTLINE**50 Marks**

- Students have to submit the Thesis of Media Text using visual Analysis tool.
- Media Text - Articles, Film Text, Television Text, Multimedia Text, Radio & Photography text

Note: (Distribution of Marks for Project (50%) & Theory (50 %)) To secure a pass, a student should score a minimum of 25 Marks in Project and Theory separately.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 80****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B :** 2 Questions from each unit of internal choice, each carrying 10 marks**60 Marks**

SVC1203	AUDIO PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To make students analyse and learn the various tools involved in audio production.

UNIT 1 SOUND AND VIBRATION**9 Hrs.**

What is Sound – Db – Fundamental of Acoustic - Threshold of hearing – frequency response - Frequency

range of various musical instruments - Echo, Reverberation, Delay, and Decay.

UNIT 2 MICROPHONES AND LOUDSPEAKERS 9 Hrs.

Microphone _ types of microphones _ Microphone directional characteristics. Phantom power supplies _ Microphone placements for various music instruments Cordless Microphones _ Contact microphone _ Speakers woofer tweeter.

UNIT 3 Sound Recording Techniques 9 Hrs.

Fundamental recording techniques _ Optical Magnetic and Digital recording – Mono recording _ stereo sonic recording _ X-Y Recording _ M-S Recording _ Equalizer Compressor Limiter.

UNIT 4 Recording formats & accessories 9 Hrs.

Audio Sample Rate _ SMPTE Time code _ Audio Mix down _ Audio File formats dvd Blu-Ray Disc (BD) Cables and Connectors – Balanced Unbalanced cables _ Modern Recording studio console

UNIT 5 Recording & Reproduction systems 9 Hrs.

Usage of Pilot track _ Dubbing and Efx, Rerecording Final Mixing, 5.1dts Digital surround Alignments _ 6.1 DTS _ SDDS _ Auro 3d Sound System.

Max. 45 Hours

COURSE OUTCOME:

- CO1:** To understand fundamental of Acoustics and Threshold of Hearing
- CO2:** To acquire basic understanding of Microphone and Loud Speakers
- CO3:** To educate the students in the basics of Misplacement of Music Instruments.
- CO4:** To get familiarize with the Advanced Sound Recording Techniques.
- CO5:** To gain knowledge on the importance of Audio Sampling and Cable & Connectors.
- CO6:** To impart an understanding about the Recording and Reproduction 3d Auro Surround System

TEXT / REFERENCE BOOKS

1. John M. Woram, The Recording Studio Hand Book, 1989
2. Bartlett And Bartlett , Practical Recording Techniques, 5th Edition, Focal press, 2009
3. Vasuki Belavadi, Video Production, Oxford University Press, 2008
4. Mike Collins, Choosing And Using Audio And Music Software ,first edition, Focal Press, 2004
5. Tomlinson holman , Surround sound up and running, Second edition, focal press, 2008

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC4057	BASICS OF ADVERTISING	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- To help students know the various steps that is involved in making an advertisement.

UNIT 1 INTRODUCTION TO ADVERTISING**9 Hrs.**

The foundations of advertising – advertiser – agency partnership – the advertising environment

UNIT 2 ADVERTISING STRATEGY**9 Hrs.**

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

UNIT 3 CREATIVE STRATEGY**9 Hrs.**

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

UNIT 4 MEDIA STRATEGY & PLANNING**9 Hrs.**

Media objectives – strategy and planning – print media – electronic media – direct marketing and out of home advertising

UNIT 5 SALES PROMOTION**9 Hrs.**

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

PROJECT OUTLINE

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

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

COURSE OUTCOME:

- C01:** To understand function of advertisement and production techniques
- C02:** To demonstrate the advertisement principle
- C03:** To experimenting Commercial advertisements
- C04:** To understanding depth of Print Media advertisements
- C05:** To distinguish film advertisement and TV advertisement
- C06:** To understand Various Designs of advertisement

TEXT /REFERENCE BOOKS

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

SVC4058	COMPUTER GRAPHICS DESIGN	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- To make students understand the basics of design and help them to create various designs with the help of a computer system.

UNIT 1 INTRODUCTION TO MULTIMEDIA 9 Hrs.

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

UNIT 2 COMPUTER GRAPHICS 9 Hrs.

About Graphic Design - Introduction Computer Graphic - Elements of Design – Graphic design process - Typography - Colors

UNIT 3 ADOBE ILLUSTRATOR 9 Hrs.

Adobe Illustrator Introduction - Working with Vector Objects –Transformation, Pathfinder - Illustration and Painting – Filters & Effects, Exporting a Document.

UNIT 4 IMAGE EDITING 9 Hrs.

Adobe Photoshop Introduction - Adobe Lightroom Introduction Working with Images and Manipulation - About Layer – Color Correction & Retouching - Filter effects - File Formats

UNIT 5 COMMERCIAL DESIGNING 9 Hrs.

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

PROJECT OUTLINE

- Logo Design
- Brochure Design
- Stationary Design
- Magazine Design & Poster Design

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

COURSE OUTCOMES:

- CO1:** Understand the nuances of the script stages and its features.
CO2: Analyse the adapted stories and its execution in the script.
CO3: Create own stories in script format with plot pattern.
CO4: Developing the characters and its relationships in the story structure.
CO5: Design the structure and plot pattern of story flow.
CO6: Create a own short story script and structure it using software

TEXT / REFERENCE BOOKS

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

SVC4059	SCRIPT WRITING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To give platter of various writing styles will help students to write for fiction, non-fiction and Television programmes.

UNIT 1 WRITING FOR FICTION**9 Hrs.**

Fiction: Story idea, synopsis, plot and story, sub plot, plot patterns, Major character and minor character development. Conventional narrative structure, dramatic values, dialogue writing, writing for comedy- Advertisement films.

Assignment: Script for PSA (10-45 sec)

UNIT 2 WRITING FOR NON – FICTION**9 Hrs.**

Non Fiction: non-narrative elements, different genres of Non Fiction- factual film, documentary films, News reel films, publicity films, and educational films.

Assignment: Script for Commercial Ad film (10-20-30 secs)

UNIT 3 ADAPTATION**9 Hrs.**

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

Assignment: Project Proposal for Reality shows/ Interview

UNIT 4 WRITING FOR TELEVISION**9 Hrs.**

Writing for television: Writing for TV serials, writing for Telefilms Preparing for interview, discussions, vox pox, reviews, game shows, musical shows, dance shows, developmental programmes, writing for compere and announcement.

Assignment: Script for documentary film

UNIT 5 PROCESS OF STORY DEVELOPMENT**9 Hrs.**

Script writing stages - format and presentation of the scripts - story board- introduction to TRUBY software - structuring the story with software.

Assignment: Script for Short film

COURSE OUTCOMES:

- CO1:** Understand the nuances of the script stages and its features.
- CO2:** Create own stories in script format for non fictional
- CO3:** Analyse the adapted stories and its execution in the script.
- CO4:** Developing the script for Television media
- CO5:** Design the structure and plot pattern of story flow.
- CO6:** Create a own short story script and structure it using software

PROJECT OUTLINE

- Script for PSA, (Synopsis/Script/Storyboard)
- Commercial Ad Film, (Synopsis/Script/Storyboard)
- Reality Show / Interview (Project Proposal)
- Documentary (Script)
- Short film (Synopsis, Master-Scene script)

TEXT / REFERENCE BOOKS

- Lewis Herman, Practical Manual of Screenplay Writing, New American Library, 1974.
- Lajos Egri, The Art of Dramatic Writing by Wildside Press LLC, 2007.

3. Anthony Friedmann. Writing for Visual Media, Taylor & Francis, 2014.
4. Jean Rouveral, Writing for soaps, Writer's Digest Books, 1984
5. Barry Hump., Making Documentary Films and Reality shows, Henry Holt and Company, 1997.

SVC1204	MEDIA MANAGEMENT	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To know the art of managing different areas in the field of media.

UNIT 1 MANAGEMENT STRUCTURE & ITS FUNCTIONS 12 Hrs.

Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment

UNIT 2 MANAGING PERSONNEL 12 Hrs.

Personnel management- the Hiring process- interviewing- performance reviews- Promotion- Termination- Legal issues in personnel management- Equal employment opportunities guidelines- sexual harassment- other labor laws.

UNIT 3 MEDIA CONVERGENCE 12 Hrs.

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of media industry

UNIT 4 NEWS AND NEWS MANAGEMENT 12 Hrs.

The importance of news- Localism – News as programming – Organization of News Department – staffing the news department- Budgeting and the news department- Erosion of the news audience- ratings and sweeps- news ethics.

UNIT 5 MARKETING MANAGEMENT 12 Hrs.

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

Max. 60 Hours**COURSE OUTCOME:**

- CO1:** The basic knowledge of the theories, structures and nature of media will empower the learner.
- CO2:** The course will bring out the latent skills in the learner in the levels of management, functions and management roles.
- CO3:** The learner will be able to draw connections between levels of management skills, classical, and modern approaches to management.
- CO4:** The process of media management will enable the student to analyse properly and examine the societal and organisational environment.
- CO5:** The student will be able to evaluate the current methods and its usefulness in the media management.
- CO6:** The student will be empowered to produce new and original theories of media management for modern era.

TEXT / REFERENCE BOOKS

- Block et al. Managing in the Media. Focal Press 2001.
- Alan B. Albarran, Sylvia, A handbook of Media management and Economics, L. Erlbaum Associates, 2006.
- Andrej vizjak and Max Josef Ringlstetter, Media management, Springer Science & Business Media, 2003.
- William James Willis and Diane B. Willis, New Directions in Media Management, Allyn and Bacon, 1993.
- Alan B. Albarran, Management of Electronic Media, Cengage Learning, 01-Jan-2012
- Barry G. Sherman, Telecommunications and Management- the Broadcast and Cable Industries, McGrawHill 1987.
- Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

SATHYABAMA

DEPARTMENT OF VISUAL COMMUNICATION

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC1205	TELEVISION PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To learn about the television indoor & out door production theoretically so that students will learn to incorporate them practically.

UNIT 1 INTRODUCTION TO TELEVISION PRODUCTION 9 Hrs.

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

UNIT 2 VIDEO AND BROADCAST TECHNOLOGY 9 Hrs.

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

UNIT 3 TECHNIQUES OF TELEVISION CAMERA 9 Hrs.

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

UNIT 4 SCRIPTING & EDITING 9 Hrs.

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

UNIT 5 STUDIO PRODUCTION AND CONTROL 9 Hrs.

Sound control & recording for studio & field operations, Studio Production – set design and composition, different types of studio production – Indoor and outdoor, Production management, Production team, wardrobe, makeup, sets and properties, floor management.

Max. 45 Hours

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

- Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2000).
- Robert B. Musburger & Gorham Kindem, Introduction to Media Production: The Path to Digital Media Production, Third edition, Focal Press, 2005.
- Jeremy Orlebar, Digital Television Production: A Handbook -. Arnold, 2002
- Mirzoeff. F. An Introduction to visual culture, Routledge, London. 1999.
- Vasuki Belavadi, Video Production, published by Oxford university press, 2008

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

SVC1206	PUBLIC RELATIONS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To know the art of public relations in various sectors and also to handle the image and crisis of any given organization.

UNIT 1 INTRODUCTION TO PUBLIC RELATIONS 9 Hrs.

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – history of PR, growth of PR in India, - Public relations - propaganda and public opinion - PR as a Management.

UNIT 2 PUBLIC RELATIONS TOOLS 9 Hrs.

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations - Press Conference - Press release exhibition and other PR tools – Communication with the public – internal and external, employer, employee relations - Community Relations.

UNIT 3 PR CAMPAIGN PLANNING 9 Hrs.

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

UNIT 4 PR MANAGEMENT & CASE STUDIES 9 Hrs.

Images audit – role of corporate communication – PR tools and techniques – Traits of a good PRO – PR for services – shareholders – ethics – presentation skills & techniques.

UNIT 5 PR RESEARCH TECHNIQUES AND CODE OF ETHICS 9 Hrs.

Crisis communication – crisis management – image management – emerging trends in PR – event management – PR agencies and structure

Max. 45 Hours

PROJECT OUTLINE

Students are requested to do live PR Campaign

COURSE OUTCOME:

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

TEXT / REFERENCES BOOKS:

- J.L Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi. 2006
- Alison theaker, The Public Relations, 2nd Edition, Routledge, USA, 2004
- Jane Johnston, Clara Zawawi, Public Relations: Theory and Practice ,Allen & Unwin, 2009

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC4060	ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- To help students create various projects using the web design soft wares.

UNIT 1 INTRODUCTION TO ANIMATION 9 Hrs.

Introduction of Animation – About computer animations – Principles of animation – Animation production - Animation tools & techniques – Computer animation production tasks.

UNIT 2 FLASH TOOL 9 Hrs.

Types of animation - Introduction to 2d animation – Creating Storyboards – An overview of Adobe Flash - Explore the panels - Creating & Editing the symbols – Writing a basic Action Script

UNIT 3 MANAGING THE FILE AND PUBLISHING 9 Hrs.

Editing Layer Properties - Text mode in flash – Managing the Timeline - Applying a Filter effect on graphics - Optimizing Flash Movies - Publishing Flash Movies

UNIT 4 WEB DESIGNING USING HTML 9 Hrs.

Introduction to interactive multimedia – About Internet - Basic HTML scripting - About the web colors - Developing interactive web pages – Web Banner Creation.

UNIT 5 FLASH VIDEO CONVERSION AND PRESENTATION 9 Hrs.

Adding Sound file to Flash Projects - Converting Movie file to FLV – Integrating Flash movies with HTML Documents - Creating Content and Presentation in Flash

Max. 45 Hours

PROJECT OUTLINE

- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Web designing (Front Page)
- Portfolio

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

COURSE OUTCOME:

- 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 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

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

SVC4061	RADIO PRODUCTION	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- To teach students how to create radio programs and also to teach the art of recording & mixing.

UNIT 1 BASIC SOUND RECORDING 9 Hrs.

Basic Sound recording techniques – Microphone techniques - Frequency Ranges – studio layout – digital audio workstation – audio editing principles – news values – news reporting functions.

UNIT 2 TYPES OF INTERVIEW 9 Hrs.

News policy and practice – objectivity – legality – news values – Community radio system - the news reporting function – the newsroom operation – types of interviews – preparation before the interview – Types of radio interviews – location interviews.

UNIT 3 PRODUCING RADIO PROGRAMME 9 Hrs.

Radio Advertising – News reading and presentation – stages producing a radio programme – technical control - music programming for radio – making commercials Radio Programme

UNIT 4 RECORDING & MIXING 9 Hrs.

Outside broadcaster (Remote) – publicity – radio Programme research - music recording - FM studio layout - recording & mixing technique - production points – documentary and feature Programmes - role of the radio producer.

UNIT 5 RADIO ADVERTISEMENT 9 Hrs.

Cinema advertising for Radio – Product Radio Advertisement – Radio drama - AM Stations in India – PSA Script for radio production – radio transmission and receiving satellite radio.

Max. 45 Hours

COURSE OUTCOME:

- C01:** To Explore Basics of Sound Recording Techniques
- C02:** To analyse basic of Types of Radio Programme.
- C03:** To educate the students in the basics of digital audio Workstation.
- C04:** To understand the operation of modern recording Console.
- C05:** To gain knowledge on the importance of Produce Radio programme.
- C06:** To impart an understanding about the Recording and Reproduction system.

PROJECT OUTLINE

All the above mentioned has to be submitted with paper works and the projects made by the students shall be submitted in CD / DVD.

TEXT BOOKS / REFERENCE:

- Robert McLeish , Radio production, 5th Edition, Elsevier, 2005
- John M. woram , The recording studio hand book, Sagamore Pub. Co., 1976
- Mike collins , Choosing and using audio and music software , Focal Press, 2004
- Bartlett and Bartlett , Practical recording techniques , 5th Edition, Focal Press, 2008

SVC4062	ADVANCED PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	8	4	100

COURSE OBJECTIVE

- To experiment more with lighting techniques in photography and to know the importance of colour in the images.

UNIT 1 COLOUR 9 Hrs.

Additive colours – Subtractive colours – Colour balance – colour corrections – hue and saturation- contrasting colours –psychological significance of colours-Types of colour film – Characteristic of colour films –sensitivity to colour - colour temperature – Colour themes

UNIT 2 LIGHTS 9 Hrs.

Direction of lights – Diffused light-bounced diffused light – diffused bounce diffused light – point light- creative lights – difference between point light and diffused light– Available Light – Artificial Lights – Portable flash light – using a portable flash extensively -using portable flash for portraiture

UNIT 3 LIGHTINGS 9 Hrs.

Key Light or Main light – Fill light – degrees of lighting -Simple portraiture lightings - using one light source- using two lights-using multiple lights – synchronization – flash sync speed- slave lights-international portrait photographers

UNIT 4 TECHNIQUES ON IMAGE MAKING 9 Hrs.

Advanced techniques of Framing – Perspective –forced perspective-perspective correction- Texture – Pattern – Composition–Graphic Design in photography–Emphasis–Balance-the symmetrical world–asymmetry

UNIT 5 DIGITAL IMAGING 9 Hrs.

Digital imaging – Latest trends in digital imaging-Overview on Digital imaging – Equipment needed for digital imaging - Editing digital images-resizing digital images –print usage-online usage- a career in digital imaging-digital photographers.

PROJECT OUTLINE

Photographs - 70 Marks
Viva - 30 Marks

TOPICS: One Color, Two Color, Three Color, Degrees Of Lighting – DayLight, Degrees Of Lighting – Studio Light, Nature Of Lights, Digital Imaging, Conceptual Images, Portraits

Total No of Photographs: 50 Only

Size: 8x12 Inches.

Note: Technical Detail Should Be There For All The Photographs.

COURSE OUTCOME:

- CO1:** Understand psychological significance of colour and sensitivity of color.
- CO2:** To experiment with lighting techniques in photography
- CO3:** Applying degrees of lighting, flash sync speed and slave light techniques
- CO4:** Composing images using advance techniques in framing
- CO5:** Capturing latest trends in digital imaging and printing
- CO6:** To understand digital imaging and editing with the software's.

TEXT / REFERENCE BOOKS

- John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazle, 1998
- Julian Calder, John Garrett ,35mm Photographers Handbook, Pan Macmillan, 1990
- Richard Neuman, How to take great Photographs at Night, Collins &Brown, 2003
- Terry Hope , Photo-Journalism, Rotovision SA, 2002.

SVC1302	MEDIA ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To teach students the ethics and principles involved in media and also encourage them to follow ethics in the field of communication.

UNIT 1 DEFINE ETHICS & MORAL DEVELOPMENT 9 Hrs.

Defining ethics – Why Media Ethics? - Media communication Ethics-various branches of ethics – Ethical Dilemmas - Ethical communication – Ethical values and attitudes – Principles of media ethics.

UNIT 2 ETHICS & SOCIETY 9 Hrs.

Ethics and Society – Functions of ethical system – system of ethics – Obscenity and Blasphemy in Indian context - social responsibility – Press council of India - Codes of Conduct – Social Networking .

UNIT 3 MEDIA & ETHICAL CHALLENGES 9 Hrs.

Truth and objectivity in journalism and moral obligation – Concentration on Media Ownership – Advertising and Social issues – ASCI codes - Obscenity and Indecency - Media and Antisocial behavior - Case Study.

UNIT 4 MEDIA PRACTITIONERS & SOCIAL JUSTICE 9 Hrs.

Media Practitioners and Social Justices – censorship and media – Libertarian concept, Egalitarian concept and social responsibility.- Ethical Decision making- Privacy law in India – privacy and public interest.

UNIT 5 CYBER ETHICS & HUMAN RIGHTS 9 Hrs.

Media ethics & Human rights – human rights violations - Right to Information – concept of stereotypes – Media content - cyber ethics – cyber law in India

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** Understanding the definition of Ethics and its branches, values and principles.
CO2: Understanding the relationship between ethics and Society.
CO3: Analyzing the Ethical Challenges in Media.
CO4: Understanding laws and ethics in Broadcasting
CO5: Understanding the laws in cyber space.
CO6: To understand the cybercrime against the society

TEXT / REFERENCE BOOKS

1. Arun Bhatia, Media and Communication Ethics,, Akansha Publishing House, New Delhi.2005
2. Louis Alvin Day, Ethics in Media communication, 4th edition, Thomson Wadsworth Publication, 2003.
3. Paranjy Guha Thakurta Media Ethics Oxford Univeristy Press, 2010.
4. Jan R. Hakemulder, Fay A. C. de Jonge, P. P. Singh, Media ,Ethics & Laws, Anmol Publications PVT. LTD., New delhi, 2006
5. Stephen s.A.Ward, Ethics and the Media : an introduction,Cambridge university press,2011

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC1303	ART & AESTHETICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To acquire knowledge of the principles of art and aesthetics and to appreciate the forms of art in the west and in India.

UNIT 1 INTRODUCTION TO ART 9 Hrs.

Art - General principles of art - Sociology of art - Functions of art and artist - Indian art - Rasa - Bhava

UNIT 2 HISTORY OF ARTS & ARTIST 9 Hrs.

History of Artists: Raja Ravi Varma, Leonardo da Vinci, Rembrandt, Michelangelo, Pablo Picasso, Classification of Indian art from various Indian Geographical areas: Elephanta caves, Ajanta paintings, Ellora Cave temples, Chithannavasal, South Indian Temples, Chola Temples

UNIT 3 WESTERN AND EASTERN APPROACH 9 Hrs.

Aesthetic, Western and Eastern approach to art and aesthetics - Aesthetic categories: beauty, tragic, comic, sublime. Tamil aesthetics: agam, puram, thinaï.

UNIT 4 EUROPEAN ART 9 Hrs.

European Art: Pre-historic art, Greek, Roman, Medieval, Early Medieval art, Byzantine, Romanesque, Gothic, Renaissance, Mannerist, Baroque, Neo-classicism, Romanticism, Realism, Impressionism, Post-impressionism, Symbolism, Fauvism, Cubism, Expressionism and abstract trends.

UNIT 5 ART IN DIGITAL ERA 9 Hrs.

Manifestos of modern art movements, Social responsibility of the artist - Contemporary aesthetics – Art in the digital era - Art in Cinema.

Max. 45 Hours

COURSE OBJECTIVE:

- CO1:** Understand the different art forms that spread across the country
CO2: Remember the metaphysical of Indian art forms
CO3: Understand the varied forms and its distinct features
CO4: Apply the aesthetic sense in their own creative media works
CO5: Students will conceive basic concepts of art movements
CO6: An overview of Contemporary art will be given.

TEXT / REFERENCE BOOKS

1. Arnold Hanser, Social History of Art, Routledge and Kegan Paul, London, 1982.
2. Ernst Fischer, The necessity of Art, Penguin Books, U.K. 1963
3. Yuri Borev, Aesthetics, Progress Publications, Moscow, 1985.
4. Compilation, Aestheticians, publications Division, Government of India, 1990.
5. Robert Stecker, Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy), Rowman & Littlefield Publishers, 2010.
6. Nihranjan Ray, An Approach to Indian art, Publishing Bureau Punjab University, 1974.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

60 Marks

SVC4063	TELEVISION PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To encourage students to learn the techniques in filming and also asked to shoot a documentary/short film.

UNIT 1 COMPOSITION & FRAMING**9 Hrs.**

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

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

UNIT 2 CAMERA & LIGHTING**9 Hrs.**

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

Project : Chromo key project

UNIT 3 PRODUCTION PROCESS**9 Hrs.**

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

Project : Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS**9 Hrs.**

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

Project : Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT**9 Hrs.**

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

Projects : Documentary/Short film

COURSE OUTCOME

- 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 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. Yues 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

SVC4064	COMMERCIAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

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.

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY**9 Hrs.**

Introduction - Why Commercial photography? - What is Commercial photography? - How to start Commercial photography - Commercial photography studio - Different types of Commercial photography - How to Get specialization.

Assignment: Expose 100 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES**9 Hrs.**

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

Assignment: Expose 100 images on Still life with and without artificial lights.

UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY**9 Hrs.**

Introduction to Still life Photography - Product photography - Lighting for products - cutout shot - product in small setup - product with big set up - product in location - product in use.

Assignment: Expose 100 images on Photography

UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY**9 Hrs.**

Introduction to people photography - Simple Portrait lighting - Portrait at location - Converting Portrait in to Fashion photography - Makeup - Styling - and posing for fashion - Fashion at Studio - fashion at location - Models - Model coordinators.

Assignment: Expose 100 images on portrait and Fashion photography.

UNIT 5 ARCHITECTURAL PHOTOGRAPHY**9 Hrs.**

Introduction - Architectural photography - Industrial photography - Landscape - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production art of selling and promoting - billing

Assignment: Expose 100 images on other categories.

PROJECT OUTLINE

- Table top – Product alone, Product in setting, product in location,
- Fashion, Industrial still life,
- Portrait, wildlife, Nature, Architecture Photography.

COURSE OUTCOME:

- 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

- Rick Souders, The Art & Attitude of Commercial Photography, Watson-Guptill, 2002.
- 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

SVC4065	3D MODELING & SPECIAL EFFECTS	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To make students work with 3D tools so that they are competent enough to make 3D models.

UNIT 1 ABOUT 3 DIMENSIONS 9 Hrs.

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

UNIT 2 3D TOOL (AUTO DESK MAYA 2014) 9 Hrs.

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

UNIT 3 MODELING & TEXTURING 9 Hrs.

View Port Mode - Creating Basic Modeling - 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 Maya 2014

PROJECT OUTLINE

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

- Story Board for Story min (1Min)
- Gaming Design
- Logo Ad
- Modeling
- Product Ad.

COURSE OUTCOME:

- CO1:** Understanding about basics of 3D animation and Special Effects
CO2: Understanding of 3D modelling and interface
CO3: Understanding about 3D animation software and interface
CO4: Ability to create basic 3D animation through computer system.
CO5: Ability to interpret 3D model and 3D animation
CO6: Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

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

WEBSITES

1. <http://www.lynda.com/>, <http://www.thegnomonworkshop.com/>.

SATHYABAMA

2. www.3dlinks.com,
3. www.total3d.com

DEPARTMENT OF VISUAL COMMUNICATION

SVC4066	VIDEO EDITING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To make students technically sound in the field of editing so that they are capable to edit footages.

UNIT 1 INTRODUCTION TO 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 – Online & Offline

Assignment : Short Film Review – Technical Details

UNIT 2 ANALOG TO DIGITAL CONVERSION 9 Hrs.

Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced & Progressive – Broadcast standards – component & Composite video – tape formats – codec – MPEG – Video file formats

Assignment : Different Types of Video Render (AVI, QT, VOB & Graphics File)

UNIT 3 METHODS OF EDITING 9 Hrs.

Film editing using NLE – Online & Offline clips – Time code – Capturing – 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 & Avid

COURSE OUTCOME:

- 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

PROJECT OUTLINE

- PSA & Commercial Advertisement – Model Exam
- Documentary & Short film – End Semester

TEXT / REFERENCE BOOKS

- Edward Dmytryk, On Film Editing, Focal Press, First Print, 2007

2. Gerald Millerson, Video Production Handbook, Focal Press, 3rd Edition, 2006
3. Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
4. Karel Reisz and Gavin Millar, The Technique of Film Editing, Focal Press, 2nd Edition, 2010

SVC4067	FILM MAKING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- Students are encouraged to make short film, montage, continuity shots by learning lighting, editing and elements of film grammar.

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, 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

UNIT 5 FILM EDITING**9 Hrs.**

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations.

PROJECT OUTLINE

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

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

COURSE OUTCOME:

- 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

- Daniel Arijon, Grammar of the film language, Silman-james press, 1979.
- Joshep V. Masicli, The five C's of Cinematography, Silman-James Press, 1998.

SVC4068	AUDIOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- Students are encouraged to mixing, dubbing, and also to arrange tracks. They are allowed to work on audio softwares so that they are technically sound.

UNIT 1 MICROPHONE TECHNIQUES 9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Cordless Microphone & Corded Microphone - Digital Sound Recording Practice

UNIT 2 AUDIO MIXER OVERVIEW 9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 MUSICAL RECORDING 9 Hrs.

Pre –Scouring- Pallavi I- Stanza II – Stanza III-Rhythms Arrangement- Voice Mixing for song

UNIT 4 LIVE SOUND RECORDING 9 Hrs.

Live Sound Recording- Playback/Song Shooting (Video Song Practice with sync)

UNIT 5 POST-PRODUCTION 9 Hrs.

Voice Dubbing- Voice Sync (Pre-Mix)- Effects Recording- BGM Adding-Recording -Final Mixing Mono – Stereo Mix

COURSE OUTCOME:

- CO1:** To make the students acquire basic Microphone Handling Techniques
CO2: To Analyse basic Types of rhythm
CO3: To understand the techniques of live sound recording
CO4: To get familiarize with the video song shooting techniques.
CO5: To gain knowledge on the importance of BGM
CO6: To learn various about the Surround Sound Mixing Auro 3d.

PROJECT OUTLINE

- Audio Mixing for Radio Production-Cinema Ad -Radio Ad – Commercial Product Ad.
- Audiography for Television Production – Single Camera Recording - Multi Camera Recording
- Dubbing for 2 Minutes shortfilm.
- Song Mixing practice

TEXT / REFERENCE BOOKS

- Robert McLeish , Radio production, 5th Edition, Elsevier, 2005
- John M .woram , The recording studio hand book, Sagamore Pub. Co., 1976
- Mike collins , Choosing and using audio and music software , Focal Press, 2004

S27INT	INTERNSHIP	L	T	P	Credits	Total Marks
		0	0	10	5	100

For a period of two months(300 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.
- Viva through the presentation and subject knowledge.

SVC4069	STUDY PAPER	L	T	P	Credits	Total Marks
		0	0	6	3	100

The objective of the study paper is to provide an opportunity to students to engage in a concentrated study of a topic relevant to their future career. The study is entirely library-based. Topic to be chosen in consultation with the faculty guide assigned. While students may browse the internet, making excessive or unacknowledged use of downloaded materials will not be accepted. The paper will be externally evaluated for adherence to research conventions, originality and relevance.

S27PROJ	PROJECT	L	T	P	Credits	Total Marks
		0	0	20	10	100

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluate portfolio.

While the Project intends to demonstrate student's professional competence in applying the theory learnt the three-year course, the Comprehensives intends to review the intellectual comprehension and interiorisation of the theory with particular reference to the area of specialization and suitability for the industry. A Panel of External experts and faculty will assess the student's ability to synergetically utilize the repertoire of knowledge of Visual Communication in professional media context.

B.Sc VISCOM Syllabus 2019

SVCA1101	INTRODUCTION TO COMMUNICATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To understand the basics of communication and various concepts
- To acquire the skills to effectively use and interpret messages and enhance the importance of Communication

UNIT 1: UNDERSTANDING COMMUNICATION**9 Hrs.**

Nature and Process of Human Communication; Importance of Communication; Basic Models of Communication: Aristotle; Berlo's SMCR; Shannon & Weaver; Harold. D. Lasswell; Osgood & Wilbur Schramm.

UNIT 2: TYPES OF COMMUNICATION**9 Hrs.**

Types of Communication: Intrapersonal; Interpersonal; Group; Public; Organization; Verbal; Non Verbal: Signs – Kinesics – Proxemics – Haptic – Paralanguage - Orientation.

UNIT 3: COMMUNICATION PROCESS**9 Hrs.**

Elements of Communication Process; Use of Language in Communication; Need for Effective Communication; Effective sending skills: Receiving skills - Factors affecting effective communication.

UNIT 4: FORMS OF COMMUNICATION**9 Hrs.**

Levels of communication: Syntagmatic and Pragmatic; Message – Meaning - Connotation – Myth - Denotation; Transactional analysis of interactive model: Complimentary - Crossed Transactions.

UNIT 5: INDIAN MEDIA**9 Hrs.**

Folk Media; Evolution Of cinema - Pioneers of Indian Cinema; Growth Of Print Media; Radio Broadcasting; History of Indian television; Online Media; Media Globalization; ICT for Social Empowerment.

Max. 45 Hours**COURSE OUTCOME:**

- CO1:** To understand the basics of communication
CO2: To apply the communication skills in their effective communication
CO3: To understand the evolution of communication from signs to smart phones
CO4: Remember the concepts related to communication
CO5: To focus on the evolution of Mass Media in India
CO6: To introduce ICT for Social Empowerment.

TEXT / REFERENCE BOOKS:

1. Steve Duck, David T. McMahan, the Basics of Communication, Second Edition, Sage Publishing House, 2012
2. Keval J.Kumar, Mass Communication in India, Fourth Edition, Jaico Publishing House, 2010
3. John Vivian, the Media of Mass Communication, Ninth Edition, Allyn & Bacon 2008
4. James Watson, Media Communication, Second Edition: Palgrave MacMillan, (2003)

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Part A: 10 question of 2 marks each – No choice

Part B: 2 questions from each unit of internal choice, each carrying 16 marks

Exam Duration: 3 Hrs.

20 marks

80 marks

SVCA2104	VISUAL LITERACY	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVE:

- To understand the importance of basic sketching and colour theories
- To learn psychology of human perception and study human anatomy, still life, Light and shadow

UNIT 1: INTRODUCTION TO VISUAL LITERACY**9 Hrs.**

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - About art tools & Equipment.

UNIT 2: SKETCHING**9 Hrs.**

Elements of Visual Art - Basic Sketching and Drawing Skills - About Color – Types of medium

UNIT 3: PERCEPTION & COMPOSITION**9 Hrs.**

Psychology of human perception - Proportion and Perspective Drawing - Composition - Light and Shadow

UNIT 4: ANATOMY & DRAWING**9 Hrs.**

Study of Human Anatomy - Study of head drawing - Portraits and Postures

UNIT 5: SKETCHING STILL LIFE**9 Hrs.**

Drawing Still life - Landscape - Interior – Animals

Max. 45 Hours

PROJECT OUTLINE

To Train students to develop their drawing skills and practice them the basic components of drawing

- Geometrical Shapes
- Perspectives
- Light and shade
- Humans Anatomy
- Landscape Painting , Postures Drawing, Story Board Colours

Requirements: A3 size Sketch book - Poster Colour - Different Size brush - HB Pencils, Colour Pencils & 2 Feet Scale

COURSE OUTCOMES:

- CO1:** To draw basic sketches by implying drawing principles
CO2: To choose the right tool and equipment's while doing an illustration
CO3: To apply the techniques involved in illustration
CO4: To comprehend the techniques involved in human perception and human anatomy
CO5: To understand the importance of light and shade in sketching
CO6: To execute the procedures involved in posture drawing and story board sketching

TEXT / REFERENCE BOOKS

1. Donis A. Dondis ,A Primer of Visual Literacy ,Wildside Press LLC, 2007
2. Rick Williams & Julianne Newton, Visual Communication - Integrating media art & science ,Routledge, 2009.
3. Eugene Felder & Emmett Elwin, Draw manga: complete techniques, Kandour Ltd.,2005

SVCA2105	ART & SET DESIGN	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- To understand three-dimensional qualities of volume, form and space
- To study a range of techniques and become familiar with several methods of decoration, understand firing and glazing, and have knowledge of the different uses of ceramics and understand the importance of set design, costume design and lighting.

UNIT 1: SCULPTURE**9 Hrs.**

Explore form, space, mass, volume, surface and materials.- range of processes, techniques and materials such as carving and modeling, casting or constructing.

UNIT 2: CERAMICS**9 Hrs.**

Understanding of the processes involved in making, drying, firing, decorating and glazing. Candidates should also show ability in constructional methods such as slab building and coil and hand making and the application of surface treatments, e.g. slips, oxides and glaze.

UNIT 3: ENVIRONMENTAL/VISUAL DESIGN**9 Hrs.**

Understanding through the use of spatial design in an environmental /visual context in either public or private spaces. with role, function, location and audience as well as environmental /Visual issues.

UNIT 4: THEATRE DESIGN/SET DESIGN/ CRAFT DESIGN**9 Hrs.**

The use of design for performance through areas such as costume, set design and lighting. Candidates should document their work through photographs or digital layouts, as well as a sketchbook, three-dimensional models and scale drawings. - cover a wide range of techniques, skills and materials. - work should indicate a clear design brief. - demonstrate how they can problem-solve by designing and/or creating craft that has a functional and/or decorative role. Case study – Students should do Presentation in PPT& Chart presentation.

UNIT 5: SET DESIGN**9 Hrs.**

How they can problem-solve by designing or creating sets that have a functional or decorative role - work with a range of materials such as wood, metal, plastics and glass - demonstrate how the design process itself results in a variety of possible design solutions. candidates to produce full-scale models. But they should be aware of the possible constraints that might occur during the manufacturing process. Design software and technology should be explored where available, e.g. three-dimensional digital media and laser cutting.

Max. 45 Hours**PROJECT OUTLINE:**

Based on each design students create projects and submit their work based on their own creativity.

COURSE OUTCOMES:

- CO1:** To understand the importance of three dimensional qualities such as volume, form and space.
CO2: To create three dimensional object by expressing functional and decorative response.
CO3: To apply the techniques involved in carving, modelling and construction in sculpture using clay, plaster & wax
CO4: To apply the techniques involved in ceramics (firing and glazing)
CO5: To understand the importance of aesthetic values in their work
CO6: To demonstrate how the design process itself results in a variety of possible design solutions.

TEXT / REFERENCES BOOKS:

1. Colin Winslow, The Handbook of Model-making for Set Designers Paperback , Crowood Press, 2008.
2. Tony Davis , Stage Design Paperback , 2001.

SVCA2106	WRITING FOR MEDIA	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- To get introduced to the special technique of writing for media.
- To understand the nuances of writing for all media and thus help students cope with the modern journalistic skills.

UNIT 1: WRITING FOR NEWS & FEATURE STORIES

9 Hrs.

Understanding what makes News – copy editing symbols – the characteristics of news – writing for interview –types of leads – writing obituaries – editorials – Writing feature stories –Special articles columns /columnists.

Assignment: Writing a news story and giving a suitable headline.

UNIT 2: WRITING FOR RADIO

9 Hrs.

Characteristic of radio – cue materials - Writing radio news – Radio advertisement - Radio interview – Actualities – Sound bites – teaser

Assignment: Write a short script on radio programme/ radio news.

UNIT 3: WRITING FOR SOCIAL MEDIA

9 Hrs.

Online journalism– Blogs - Reporters and Social Media ethics - citizen journalists and using citizen content - Content Planning & Writing – Visual and Social Sharing tactics – Twitter in Newsrooms

Assignment: Create an own blog& write a feature story and publish it along with a photo on your blog and twitter.

UNIT 4: WRITING FOR TV NEWS

9 Hrs.

TV news gathering–Basic news scripts in TV – types of stories - Electronic News Gathering - Preproduction – Production - Post Production- Electronic Field Production (EFP) – News casting – Audio & Video in Multi- Platform Environment.

Assignment: Shoot any feature stories video and post on your web blog.

UNIT 5: MAGAZINE PUBLICATION

9 Hrs.

Layout design of the magazine – difference between newspaper and magazine layout – collection of articles – approval of articles – correction – final work of magazine – publishing of the magazine.

Max. 45 Hours

Project: Publication of the Magazine

COURSE OUTCOMES:

- CO1:** Understand and classify what the different categories of news are such as: techniques of reporting, methods of interviewing, appropriate editorial, and touching obituaries.
- CO2:** Interpret and demonstrate the viability of the current news according to the signs of the times in the Radio.
- CO3:** Draw connections, organise the sequences, and analyse the sectional news -Week-end pull-outs, Supplements, backgrounders and Special articles columns.
- CO4:** Create own video on feature stories and post on your own blog.
- CO5:** Scientifically and ethically justify, argue, defend and critique many of the trend setters in the news-making areas.
- CO6:** Produce new features, sectional stories, supplements and attractive weekly-columns.

TEXT / REFERENCE BOOKS:

1. Ted White, Broadcast News writing, Reporting, and Producing, Elsevier Inc., 2005
2. Usha Raman, Writing for the Media, Oxford University Press, 2009
3. Fred Fedler, John .R.Bender, Reporting for the media, Oxford University press, New York, 2000
4. Vincent F. Filak, Convergent Journalism: An Introduction: Writing and Producing Across Media Routledge, 2019.
5. Alecia Swasy, How Journalists Use Twitter: The Changing Landscape of U.S. Newsrooms, Lexington Books, 2016.

SVCA2201	ELEMENTS OF FILM	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1: FILM HISTORY & MAJOR MOVEMENTS**9 Hrs.**

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

UNIT 2: FILM MAKING PROCESS**9 Hrs.**

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

UNIT 3: COMPONENTS OF FILM**9 Hrs.**

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

UNIT 4: FILM GENRES**9 Hrs.**

Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Fiction and Non – Fiction - Documentary genres.

UNIT 5: GREAT AUTEURS**9 Hrs.**

Study of Great Indian and International filmmakers like D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan, Sridhar - K. Balachandar and others.

Max. 45 Hour.**PROJECT OUTLINE:**

Based on Technical level Projects – Student's need to capture Seven Basic Shots, Mise-en-scene / Shot Breakdown, Visual Continuity. Student should submit the Project in Soft Binding Format and in Hard Disc / Pen drive by analysing world classic films during their Viva Voce.

COURSE OUTCOMES:

- CO1:** Understand the History of Cinema and Major Movement of film.
CO2: Classify the Film Making Process and purposes of Shots.
CO3: Analyse the Basic Film Elements and Identify the Basic Film Language.
CO4: Point out and categorise the Film Genres and Film Style.

CO5: Understand the Ideology of Indian and Western Film Makers.

CO6: Identify and analyse the Fiction and Non Fiction Films.

TEXT /PDF REFERENCE BOOKS:

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

SVCA2202	BASIC PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1: DIGITAL IMAGING**9 Hrs.**

What is digital? - what is analog? - Pixel - Overview on Digital imaging – Equipments needed for digital imaging- Transferring digital files- Editing digital images-resizing digital images –storing - a career in digital imaging-digital photographers

Assignment: Expose 100 images with DIGITAL camera.

UNIT 2: CAMERA**9 Hrs.**

Over view on Photography Pinhole Photography – construction of a pinhole camera – Shutter – Aperture - ISO – Depth of field – Major type of camera –making a career in photography – categories of photography – photojournalism – advertising-portrait-nature photography-purpose and control over aperture- aperture – shutter speed – factors that affect D.O.F.

Assignment: Expose 50 images with DSLR camera in different aperture, shutter speed and iso.

UNIT 3: LENS**9 Hrs.**

Principles of lens, refraction, difference between converging & diverging lens, Focal length – Wide angle, Normal, and Long focal length lenses – Focus and depth of field - hyper focal distance – determining the hyper focal distance of a lens.

Assignment: Expose 50 images with different focal length.

UNIT 4: FILM VS DIGITAL**9 Hrs.**

History of Photography.-Daguerreotype – Fox Talbot-Modern B/W chemistry – Eastman Kodak., Selecting and using film – sensor – black and white films – monochrome films – infrared films and other special effects films-different formats-35m-120 mm – 220mm – 4 x 5 film -Film speed – How film responds to light - film grain – sensitivity – structure of film – film vs digital

Assignment: Expose 50 images with correct exposure.

UNIT 5: EXPOSURE AND IMAGE MAKING TECHNIQUES**9 Hrs.**

How an exposure meter works –ambient light meters –flash meter readings - Built in meter – External light meter –Metering techniques –incident light metering – reflective light metering -0 spot metering – gray scale- Framing- Perspective- Texture- Pattern- Composition- and Design.

Assignment: Expose 100 images

PROJECT OUTLINE TOPICS:

1. Texture 2. Pattern 3.Perspective 4.Busy Road 5.Landscape 6.City at Night 7.Story Board 8. Portrait

Total No of Photographs: 50 **Only Size:** 8x12 Inches.

Note: Technical Detail Should Be There For All The Photographs.

COURSE OUTCOME:

- CO1:** Understand function of camera and techniques of photography
- CO2:** Demonstrate the working principle and construction of pinhole camera.
- CO3:** Experimenting with light (Refraction) and understanding depth of field and focal length
- CO4:** Distinguish film cameras and single lens reflex camera.
- CO5:** Composing and exposing pictures by applying visual grammar.
- CO6:** Ability to work with lighting techniques and framing

TEXT / REFERENCE BOOKS:

1. John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazley, 1990
2. Julian Clader, John Garrelt , 35mm Photographers Handbook,Pan Macmillan, 1990
3. Richard New man ,How to take great Photographs at Night, Collins Brown,2003
4. Terry Hope , Photo-Journalism, Rotovision SA, 2001

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5. Steve Bavister , Lighting for Portrait Photography, Rotovision SA, 2001
6. Roger Hicks & Francis Schultz , Darkroom basics and beyond, Patterson, 2000.

**PHOTOGRAPHS - 70 MARKS
MARKS****VIVA - 30**

SVC2203	THEATRE ARTS	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE:

- To develop an understanding on World Theatre
- To enable students perform on stage or street play or children theatre in a full length play and explore an in-depth understanding about Tamil Theatre.

UNIT 1 WORLD THEATRE**9 Hrs.**

Origin of theatre - World theatre - Indian theatre - NatyaSastra – An introduction to the fundamentals- Tholkaapiyam in Meyppaattiyal - Silappathikaaram in Arangetrakaathai - Stanislavsky's Method acting theory – Exercises for Body, Voice and Mind- Martial Arts-Rhythm and Movement –character study from society.

UNIT 2 GENRES OF THEATRE**9 Hrs.**

Traditional theatre -- Folk Theatre Forms – Therukoothu – Puppetry – Proscenium theatre – Modern theatre - Post Modern theatre - Street theatre Forum theatre - Children theatre – Theatre Games - Theatre and Society - Role in Contemporary society – Theatre Therapy.

UNIT 3 STAGE SET-UP**9 Hrs.**

Purpose of Stage setting - Different type of Stage – stage continuity –work with set designer - Tradition to Modern Costume and Makeup– Nature and Role– Makeup Types – Makeup and Costumes relation.

UNIT 4 SCRIPT TO PERFORMANCE**9 Hrs.**

Basics of Storytelling - Script reading – Selection of Play - Character and Play analysis – Mythological and Social - Using Dramatic Texts – Actor Director Relationship - Script Blocking - Rehearsal to performance – Time and Space - Blocking to Performance - performer to Audience

Unit 5 CONTEMPORARY THEATRE SCENARIO IN TAMILNADU**9 Hrs.**

Different Theatre groups – Puraana Naadakam –Boys Company- Special Naadakam- Shapa Naadakam- Dalit theatre- Political theatres,-Feminist theatre -Working styles - Performance spaces – Tamil play writers

Max. 45 Hours**PROJECT OUTLINE**

The paper aims at a practical and formal introduction for the performing artist to the identified performance stage, after basic training in the area of interest.

- Acting theory based on Method Acting Theory- Script reading, Character and Play analysis
- Dress Rehearsal – Costume and Makeup / Light and Set - Designing the play production - Rehearsal to performance
- Study of animal behaviour and its exact imitation
- Mime concept – Traditional and Modern Mime
- Designing choreography for performance, emotional expressions.

COURSE OBJECTIVE:

CO1: Understand and identify the broad range of theatrical forms

CO2: Develop a strong understanding about past and current scenario of theatre.

CO3: Critically evaluate the theatre styles and its role in society

CO4: Learn more about theatre from production perspective

CO5: Apply and execute the theatre production skills by enacting a stage-play

CO6: To explore student's creativity through this expressive medium

TEXT / REFERENCE BOOKS:

1. Oscar gross brockett & Franklin Joseph Hildy ,History of theatre,10th Edition, Pearson, 2008
2. Michael Chekhov, To the Actor: On the Technique of Acting, 2014
3. Constantin Stanislavski ,An Actor Prepares A&C Black, 2013
4. Constantin Stanislavski ,Building a character, A&C Black, 2013.

SVCA1301	AUDIO PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To make students analyse and learn the various tools involved in audio production.
- To understand the Basic sound recording different types, recording.

UNIT 1 SOUND AND VIBRATION

9 Hrs.

What is Sound – Db – Fundamental of Acoustic - Threshold of hearing – frequency response - Frequency range of various musical instruments - Echo, Reverberation, Delay, and Decay

UNIT2 MICROPHONES AND LOUDSPEAKERS

9 Hrs.

Microphone - types of microphones - Microphone directional characteristics. Phantom power supplies - Microphone placements for various music instruments Cordless Microphones - Contact microphone - Speakers woofer tweeter

UNIT 3 SOUND RECORDING TECHNIQUES

9 Hrs.

Fundamental recording techniques - Optical Magnetic and Digital recording – Mono recording - stereo sonic recording - X-Y Recording - M-S Recording - Equalizer Compressor Limiter.

UNIT 4 RECORDING FORMATS & ACCESSORIES

9 Hrs.

Audio Sample Rate - SMPTE Time code - Audio Mix down - Audio File formats DVD Blu-Ray Disc (BD) Cables and Connectors – Balanced Unbalanced cables - Modern Recording studio console

UNIT 5 RECORDING & REPRODUCTION SYSTEMS

9 Hrs.

Usage of Pilot track - Dubbing and EFX, Rerecording Final Mixing, 5.1dts Digital surround Alignments - 6.1 DTS - SDDS - Auro 3d Sound System.

Max. 45 Hours

COURSE OUTCOME:

CO1: To understand fundamental of Acoustics and Threshold of Hearing

CO2: To acquire basic understanding of Microphone and Loud Speakers

CO3: To educate the students in the basics of Misplacement of Music Instruments.

CO4: To get familiarize with the Advanced Sound Recording Techniques.

CO5: To gain knowledge on the importance of Audio Sampling and Cable & Connectors.

CO6: To impart an understanding about the Recording and Reproduction 3d Auro Surround System.

TEXT / REFERENCE BOOKS:

1. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net

2. Bartlett And Bartlett , Practical Recording Techniques, 5th Edition, Focal press, 2009
3. Vasuki Belavadi, Video Production, Oxford University Press, 2008
4. Mike Collins, Choosing And Using Audio And Music Software ,first edition, Focal Press, 2004
5. Tomlinson holman , Surround sound up and running, Second edition, focal press, 2008

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

SVCA1302	INTRODUCTION TO FILM STUDIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES:

- This course is to enable students to understand the language of cinema
- To recognize significant film movements and theories as well as filmmakers who have shaped the course of world cinema, along with a reading of key cinematic texts.

UNIT I INTRODUCTION TO CINEMA**9 Hrs.**

Language of Cinema: Introduction - Basic components in film language - Narrative – mise – en – scene - the auteurs – production – exhibition – cinema & semiotics – Plot in cinema – Realism in Cinema

UNIT II COMPONENTS OF CINEMA**9 Hrs.**

Colour meaning in cinema – Film genre – Editing in cinema – intertextuality – Structure of cinema – Melodrama Indian cinema - Mythological films

UNIT III HISTORY OF CINEMA**9 Hrs**

German Expressionism – Aesthetics of Neo Realism – Parallel cinema in India - French New Wave — Cinema & Modernism – classical Hollywood film makers – Italian cinema – Iranian cinema

UNIT IV ERA OF INDIAN CINEMA**9 Hrs.**

Concept of third Cinema – Film Noir- Feminist Film theories – Types of Nonfiction Films – Early Indian Silent cinema-studio era and Talkies - Realism of Sathyajit ray films – remakes - cult film

UNIT V RECEPTION STUDIES**9 Hrs.**

Reception studies: Indian films & Media – Major trends and turning points in Indian cinema – Bollywood diversity in narrative & form- Regional cinema in India

Max. 45 Hours**COURSE OUTCOMES:**

- CO1:** To understand the language of cinema and film narrative.
CO2: To approach and appreciate cinema in an academic way with the components of cinema
CO3: To recognize the brief history of cinema and key theoretical aspects
CO4: To identify the evolution on era of Indian cinema and studios
CO5: To understand the impact of Indian films with trends and turning points
CO6: To understand the media and its reception studies in Regional Cinema

TEXT / REFERENCE BOOKS

1. Nathan Abram, Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.
4. Bondanella, Peter, Italian Cinema: From Neorealism to the Present. Continuum International Publishing Group. (2001).
5. Monaco, James,The New Wave: Truffaut, Godard, Chabrol, Rohmer, Rivette. UNET 2 Corporation,2004.

SVCA1303	INTRODUCTION TO SOCIAL MEDIA	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction.

UNIT 1 INTRODUCTION TO DIGITAL MEDIA**9 Hrs.**

Internet & New Media – Networking, ISP & browsers - Features of Online Communications - Digital media and communication - ICT, digital divide, Information Society & Media Convergence - Digital security - smart card - information privacy

UNIT 2 UNDERSTANDING DIGITAL MEDIA & TECHNOLOGY**9 Hrs.**

Culture & New Media - children & New media - Gender identity in New Media World – New Media & Journalism - Web & video Conferencing through technology - online Learning - Big Data - capturing data - data storage - data analysis, IOT - Internet connectivity - machine learning

UNIT 3 SOCIAL MEDIA**9 Hrs.**

Socialities & Social Media - Society and community in the age of New Media – Networks and Sociality – mobile media platform - social Media Advertising – integrated Marketing strategy

UNIT 4 E- CONTENT DEVELOPMENT**9 Hrs.**

Definition of E-content, - Designing of E-content – Structures & Planning - Production Techniques - Life Cycle of E-content - Standard Characteristics - E – Content for industries Effectiveness, evaluation - cloud computing - data storage - edge server - SCORM Model, E-Publishing Processes -E-Author, E-Editing.

UNIT 5 MOBILE TECHNOLOGY**9 Hrs.**

Mobile media – Evolution of Mobile media - Mapping mobile media – mobile media: politics and Society - Mobile audience: thinking contradictions - Diffusion of Innovation Vs Social shaping of Technology – Mobile Learning

COURSE OUTCOME:

- CO1:** To remember digital technologies in education
- CO2:** Understand features of digital media and media convergence
- CO3:** Analysis political activism in social media
- CO4:** Understand E-content design and production techniques
- CO5:** Apply mobile learning for studies anywhere and anytime
- CO6:** To utilize these technologies in their projects

TEXT / REFERENCE BOOKS

1. Bruce Drushel & Kathleen M German, 2011, The ethics of emerging media : information, social norms, and new media technology
2. Harvey, Kerric, 2013 Encyclopedia of Social Media and Politics
3. Jon Rognerud, 2010, How To Nail Social Media Marketing
4. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
5. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 80****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 12 marks**80 Marks**

SVCA2301	VISUAL ANALYSIS TOOL	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To study media text portrayed in print & electronic media and use media analysis tool to interpret the media text
- To understand how media text are created and transmitted and study the influence of media among audience.

UNIT 1: SEMIOLOGICAL ANALYSIS**9 Hrs.**

The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic – Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes –semiology of the television medium

UNIT 2: PSYCHOANALYTIC CRITICISM**9 Hrs.**

Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, Super ego – symbols – defence mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media

UNIT 3: MARXIST ANALYSIS**9 Hrs.**

Materialism – The base and the super structure – false consciousness and ideology – class conflict – Alienation – the consumer society – Bourgeois heroes – Hegemony

UNIT 4: GENDER ANALYSIS**9 Hrs.**

Sex, Socialization, Status, Stereotypes, Values, Male gaze, Media and masculinity, beyond heterosexuality

UNIT 5: SOCIOLOGICAL ANALYSIS**9 Hrs.**

Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis, Analysing film & television, social semiotics analysis of tele-film, six levels of analysis.

Max. 45 Hours**PROJECT OUTLINE:**

Students have to submit the Thesis of Media Text using visual Analysis tool techniques and must choose Media Text - Articles, Film Text, Television Text, Multimedia Text, Radio & Photography text.

COURSE OUTCOME:

- CO1:** To understand the basic concepts and tools
CO2: learns to apply the analysis tool to interpret the text
CO3: Identify and choose the right tool to analyse the text
CO4: To know the limitation of each tool and its application
CO5: Understand the hidden meaning behind every text
CO6: To know the importance of visual analysis tool and its importance in media analysis.

TEXT / REFERENCE BOOKS

1. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.
2. Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 2012.
3. Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.
4. Paul Hodkinson, Media, Culture and society – an introduction, SAGE Publication, New Delhi 2011

SVCA2302	BASICS OF ADVERTISING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To help students know the various steps that is involved in making an advertisement.
- To enhance students to create Advertisements and to understand marketing and promotional strategy

UNIT 1: INTRODUCTION TO ADVERTISING**9 Hrs.**

The foundations of advertising – advertiser – agency partnership – the advertising environment

UNIT 2: ADVERTISING STRATEGY**9 Hrs.**

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

UNIT 3: CREATIVE STRATEGY**9 Hrs.**

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

UNIT 4: MEDIA STRATEGY & PLANNING**9 Hrs.**

Media objectives – strategy and planning – print media – electronic media – direct marketing and out of home advertising

UNIT 5: SALES PROMOTION**9 Hrs.**

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

Max. 45 Hours**PROJECT OUTLINE:**

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

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

COURSE OUTCOME:

- CO1: To understand function of advertisement and production techniques
 CO2: To demonstrate the advertisement principle
 CO3: To experimenting Commercial advertisements
 CO4: To understanding depth of Print Media advertisements
 CO5: To distinguish film advertisement and TV advertisement
 CO6: To understand Various Designs of advertisement

TEXT /REFERENCE BOOKS

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

SVCA2303	COMPUTER GRAPHICS DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

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

UNIT 1: INTRODUCTION TO MULTIMEDIA**9 Hrs.**

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

UNIT 2: COMPUTER GRAPHICS**9 Hrs.**

About Graphic Design - Introduction Computer Graphic - Elements of Design – Graphic design process - Typography - Colors

UNIT 3: INTRODUCTION TO VECTOR GRAPHICS**9 Hrs.**

Vector graphics software Introduction - Working with Vector Objects –Transformation, Pathfinder - Illustration and Painting – Filters & Effects, Exporting a Document.

UNIT 4: IMAGE EDITING**9 Hrs.**

Pixel graphics software Introduction - Photo enhancing software - Introduction Working with Images and Manipulation - About Layer – Color Correction & Retouching - Filter effects - File Formats

UNIT 5: COMMERCIAL DESIGNING**9 Hrs.**

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

Max 45 Hours**PROJECT OUTLINE:**

- Corporate Identity
- Infographics
- Certificate Design
- Poster Design

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

COURSE OUTCOME:

- CO1:** Understanding about the basics of design.
CO2: Understanding about Computer Graphic software and interface.
CO3: Understanding about web oriented design
CO4: Ability to create various designs with the help of a computer system.
CO5: Ability to create Logo Design, Brochure Design, Stationary Design, Magazine Design and Poster Design.
CO6: Ability to create graphics for web space

TEXT / REFERENCE BOOKS:

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

SVCA2304	SCRIPT WRITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVES:

- To strengthen the knowledge on concept, model and theories of Script Writing
- To develop content using the features in Script Writing

UNIT 1: INTRODUCTION TO SCRIPT WRITING

9 Hrs.

Introduction of visualization- Framing & Composition – Film formats -Idea generation – Genres- types of screen play – stages of script writing

UNIT 2: ADAPTATION

9 Hrs.

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

UNIT 3: PROCESS OF STORY DEVELOPMENT

9 Hrs.

Fiction: Story idea – synopsis - plot and story - sub plot - plot patterns – elements of story – pitching the script

UNIT 4: CHARACTERIZATION

9 Hrs.

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

UNIT 5: STORY WRITING FORMATS & PRESENTATION

9 Hrs.

Script writing stages - format and presentation of the scripts - story board- introduction to TRUBY software - structuring the story with software – marketing the script

M
ax. 45 Hours

PROJECT OUTLINE:

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

COURSE OUTCOMES:

- CO1:** Understand the nuances of the script stages and its features.
- CO2:** Analyse the adapted stories and its execution in the script.
- CO3:** Create own stories in script format with plot pattern.
- CO4:** Developing the characters and its relationships in the story structure.
- CO5:** Design the structure and plot pattern of story flow.
- CO6:** Create a own short story script and structure it using software

TEXT / REFERENCE BOOKS:

1. Lewis Herman, Practical Manual of Screenplay Writing , New American Library, 1974.
2. Lajos Egri. ,The Art of Dramatic Writing by Wildside Press LLC, 2007.
3. Anthony Friedmann. Writing for Visual Media ,Taylor & Francis, 2014.
- 4., Jean Rouveral ,Writing for soaps, Writer's Digest Books, 1984
5. Barry Hump., Making Documentary Films and Reality shows , Henry Holt and Company, 1997.

SVCA1401	MEDIA MANAGEMENT	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To learn the art of managing different areas in the field of media and equip with the skills of entrepreneurship in media management.
- To become more creative and innovative in News as programming and Organization of News Department.

UNIT 1: MANAGEMENT STRUCTURE & ITS FUNCTIONS**9 Hrs.**

Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment.

UNIT 2: MANAGING PERSONNEL**9 Hrs.**

Personnel management- the Hiring process- interviewing- performance reviews- Promotion- Termination- Legal issues in personnel management- Equal employment opportunities guidelines- sexual harassment- other labour laws.

UNIT 3: MEDIA CONVERGENCE**9 Hrs.**

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of media industry.

UNIT 4: NEWS AND NEWS MANAGEMENT**9 Hrs.**

The importance of news- Localism – News as programming – Organization of News Department – staffing the news department- Budgeting and the news department- Erosion of the news audience- ratings and sweeps- news ethics.

UNIT 5: MARKETING MANAGEMENT**9 Hrs.**

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

TEXT / REFERENCE BOOKS**Max. 45 Hours**

- Block et al. Managing in the Media. Focal Press 2001.
- Alan B. Albarran, Sylvia, A handbook of Media management and Economics, L. Erlbaum Associates, 2006.
- Andrej vizjak and Max Josef Ringlstetter, Media management, Springer Science & Business Media, 2003.
- William James Willis and Diane B. Willis, New Directions in Media Management, Allyn and Bacon, 1993.
- Alan B. Albarran, Management of Electronic Media, Cengage Learning, 01-Jan-2012
- Barry G. Sherman, Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill 1987.
- Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

COURSE OUTCOME:

- CO1:** The basic knowledge of the theories, structures and nature of media will empower the learner.
- CO2:** The course will bring out the latent skills in the learner in the levels of management, functions and management roles.
- CO3:** The learner will be able to draw connections between levels of management skills, classical, and modern approaches to management.

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CO4: The process of media management will enable the student to analyse properly and examine the societal and organisational environment.

CO5: The student will be able to evaluate the current methods and its usefulness in the media management.

CO6: The student will be empowered to produce new and original theories of media management for modern era.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

80 Marks

SVCA1402	TELEVISION PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To learn about the television indoor & out door production theoretically
- To Learn theoretically incorporate them to practical understanding.

UNIT 1: INTRODUCTION TO TELEVISION PRODUCTION

9 Hrs.

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

UNIT 2: VIDEO AND BROADCAST TECHNOLOGY

9 Hrs.

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

UNIT 3: TECHNIQUES OF TELEVISION CAMERA

9 Hrs.

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

UNIT 4: SCRIPTING & EDITING

9 Hrs.

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

UNIT 5: STUDIO PRODUCTION AND CONTROL

9 Hrs.

Sound control & recording for studio & field operations, Studio Production – set design and composition, different types of studio production – Indoor and outdoor, Production management, Production team, wardrobe, makeup, sets and properties, floor management.

Max. 45 Hours

COURSE OUTCOME:

CO1: Understand different stages of television production process and various program formats

CO2: To explain broadcasting formats and transmission technologies

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CO3: To comprehend the techniques involved in television camera, camcorders and visual grammar

CO4: Categorize different formats of scripts, research and treatment.

CO5: To understand various broadcasting formats in television industry.

CO6: Produce good quality single camera and Multi-camera production by applying theoretical inputs.

TEXT / REFERENCE BOOKS

1. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2000).
2. Robert B. Musburger & Gorham Kindem , Introduction to Media Production: The Path to Digital Media Production , Third edition, Focal Press, 2005.
3. Jeremy Orlebar, Digital Television Production: A Handbook -. Arnold, 2002
4. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.1999.
5. Vasuki Belavadi, Video Production, published by Oxford university press ,2008

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam

Duration: 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20

Marks

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

80

Marks

SVCA1403	PUBLIC RELATIONS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction

UNIT 1: INTRODUCTION TO PUBLIC RELATIONS**9 Hrs.**

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – History of PR and growth of PR in India, - Public relations - propaganda and public opinion - PR as a Management.

UNIT 2: PUBLIC RELATIONS TOOLS**9 Hrs.**

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations - Press Conference - Press release exhibition – Communication with the public – internal and external, employer, employee relations - Community Relations.

UNIT 3: PR CAMPAIGN PLANNING**9 Hrs.**

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

UNIT 4: PR MANAGEMENT & CASE STUDIES**9 Hrs.**

Images audit – role of corporate communication – PR tools and techniques – Traits of a good PRO – PR for services - NGO – shareholders – ethics – presentation skills & techniques.

UNIT 5: PR RESEARCH TECHNIQUES AND CODE OF ETHICS**9 Hrs.**

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

PROJECT OUTLINE**Max. 45 Hours**

Students are requested to do live PR Campaign

COURSE OUTCOME:

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

TEXT / REFERENCES BOOKS:

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

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks**

SVCA2401	ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	2	6	4	100

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

9 Hrs.

Introduction of Animation – About computer animations –Principles of animation – Animation production - Animation tools & techniques – Computer animation production tasks.

UNIT 2: 2D ANIMATION TOOL

9 Hrs.

Types of animation - Introduction to 2d animation – Creating Storyboards – An overview of 2D Animation Software - Explore the panels - Creating & Editing the symbols – Writing a basic Action Script

UNIT 3: MANAGING THE FILE AND PUBLISHING

9 Hrs.

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

UNIT 4: WEB DESIGNING USING HTML

9 Hrs.

Introduction to interactive multimedia – About Internet - Basic HTML scripting - About the web colors - Developing interactive web pages – Web Banner Creation.

UNIT 5: FLASH VIDEO CONVERSION AND PRESENTATION

9 Hrs.

Adding Sound file to Flash Projects - Converting Movie file to FLV – Integrating Flash movies with HTML Documents - Creating Content and Presentation in Flash

PROJECT OUTLINE:**Max. 45 Hours**

- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Web designing (Front Page)
- Portfolio

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

COURSE OUTCOME:

C01: Understanding about basics of animation

C02: Understanding about 2D animation and Web Designing.

C03: Understanding of 2D animation software and interface.

C04: Ability to create basic 2D animation through computer system.

C05: Ability to interpret web animation and film animation

C06: 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– Mc Graw hill Companies. Tata McGraw-Hill Education, 1999.
3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill – 2009.

SVCA2402	RADIO PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To teach students how to create radio programs and also to teach the art of recording & mixing.
- To Analyse the Radio Programme and Podcasting

UNIT 1: BASIC SOUND RECORDING

9 Hrs.

Basic Sound recording techniques – Microphone techniques - Frequency Ranges – studio layout – digital audio workstation – audio editing principles –news values – news reporting functions.

UNIT 2: TYPES OF RADIO INTERVIEW

9 Hrs.

News policy and practice – objectivity – legality – news values – Community radio system - the news reporting function – the newsroom operation – types of interviews– preparation before the interview –Types of radio interviews – location interviews.

UNIT 3: PRODUCING RADIO PROGRAMME

9 Hrs.

Tech Control Music programming for radio – making commercials radio programme Radio advertising – news reading and presentation – stages producing a radio programme

UNIT 4: RECORDING & MIXING

9 Hrs.

Outside broadcaster (Remote) – publicity – radio Programme research - music recording - FM studio layout - recording & mixing technique - production points – documentary and feature Programmes - role of the radio Producer.

UNIT 5: RADIO ADVERTISEMENT

9 Hrs.

Cinema advertising for Radio – Product Radio Advertisement– Radio drama - AM Stations in India – PSA Script for radio production – radio transmission and receiving satellite radio.

Max. 45 Hours**COURSE OUTCOME:**

- CO1:** To Explore Basics of Sound Recording Techniques
CO2: To analyse basic of Types of Radio Programme.
CO3: To educate the students in the basics of digital audio Workstation.
CO4: To understand the operation of modern recording Console.
CO5: To gain knowledge on the importance of Produce Radio programme.
CO6: To impart an understanding about the Recording and Reproduction system.

PROJECT OUTLINE:

All the above mentioned has to be submitted with paper works and the projects made by the students shall be submitted in CD / DVD.

TEXT BOOKS / REFERENCE:

1. Robert McLeish , Radio production, 5th Edition, Elsevier, 2005
2. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
3. Mike collins , Choosing and using audio and music software , Focal Press, 2004
4. Bartlett and Bartlett , Practical recording techniques , 5th Edition, Focal Press, 2008

SVCA2403	ADVANCED PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To experiment more with lighting techniques in photography
- To know the importance of colour in the images.

UNIT 1: COLOUR

9 Hrs.

Additive colours – Subtractive colours – Colour balance – colour corrections – hue and saturation- contrasting colours – psychological significance of colours-Types of colour film – Characteristic of colour films –sensitivity to colour - colour temperature – Colour themes.

UNIT 2: LIGHTS

9 Hrs.

Direction of lights – Diffused light-bounced diffused light – diffused bounce diffused light – point light- creative lights – difference between point light and diffused light – Available Light – Artificial Lights – Portable flash light –using a portable flash extensively -using portable flash for portraiture

UNIT 3: LIGHTINGS

9 Hrs.

Key Light or Main light – Fill light – degrees of lighting -Simple portraiture lightings - using one light source- using two lights- using multiple lights – synchronization – flash sync speed- slave lights-international portrait photographers

UNIT 4: TECHNIQUES ON IMAGE MAKING

9 Hrs.

Advanced techniques of Framing – Perspective –forced perspective-perspective correction- Texture – Pattern – Composition – Graphic Design in photography – Emphasis – Balance- the symmetrical world – asymmetry

UNIT 5: DIGITAL IMAGING

9 Hrs.

Digital imaging – Latest trends in digital imaging-Overview on Digital imaging – Equipment needed for digital imaging - Editing digital images-resizing digital images –print usage-online usage- a career in digital imaging-digital photographers.

Max. 45 Hours

PROJECT OUTLINE:

Photographs - 70 Marks
- 30 Marks

Viva

TOPICS

1. One Colour 2. Two Colour 3. Three Colour 4. Degrees Of Lighting – Day Light 5. Degrees Of Lighting – Studio Light 6. Nature Of Lights 7. Digital Imaging 8. Conceptual Images 9. Portraits

Total No of Photographs: 50 Only

Size: 8x12 Inches.

Note: Technical Detail Should Be There For All The Photographs.

COURSE OUTCOME:

CO1: Understand psychological significance of colour and sensitivity of color.

CO2: To experiment with lighting techniques in photography

CO3: Applying degrees of lighting, flash sync speed and slave light techniques

CO4: Composing images using advance techniques in framing

CO5: Capturing latest trends in digital imaging and printing

CO6: To understand digital imaging and editing with the software's.

TEXT / REFERENCE BOOKS

1. John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazle, 1998
2. Julian Calder, John Garrett ,35mm Photographers Handbook, Pan Macmillan, 1990
3. Richard Neuman, How to take great Photographs at Night, Collins & Brown, 2003
4. Terry Hope , Photo-Journalism, Rotovision SA, 2002.

SVCA1502	MEDIA LAW AND ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To teach students the ethics and principles involved in media
- To encourage them to follow ethics in the field of communication.

UNIT 1: DEFINE ETHICS & MORAL DEVELOPMENT

9 Hrs.

Defining ethics – Ethics VS Law - Why Media Ethics? - Various branches of ethics – Ethical Dilemmas - Ethical communication – Ethical values and attitudes – Ethics and society

UNIT 2: MEDIA LAW AND ETHICS

9 Hrs.

Indian constitution - Fundamental Rights & Fundamental Duties. Defamation, Contempt of Court, Sedition, Media related IPC sections - Obscenity and Blasphemy in Indian context - social responsibility – PCI codes

UNIT 3: MEDIA & ETHICAL CHALLENGES

9 Hrs.

Concentration on Media Ownership – Advertising and Social issues – ASCI codes - Directorate of Audio Visual Publicity - Media and Antisocial behaviour - Case Study.

UNIT 4: BROADCASTING ETHICS

9 Hrs.

Broadcasting ethics – Prasar Bharati Act (1997)- Cable ACT (1995) -TRAI -Cinematograph Act (1952)- Film Censorship- CBFC-Privacy law in India – privacy and public interest – sting operations – depiction of Violence against women and children

UNIT 5: CYBER ETHICS

9 Hrs.

Data protection and Data preservation -Social networking & ethics-Right to Information act – concept of stereotypes –indecent representation of women (Prohibition) - cyber law in India – types of cyber-crimes – cyber-crimes against women

Max. 45 Hours**COURSE OUTCOMES:****CO1:** Understanding the definition of Ethics and its branches, values and principles.**CO2:** Understanding the relationship between ethics and Society.**CO3:** Analyzing the Ethical Challenges in Media.**CO4:** Understanding laws and ethics in Broadcasting**CO5:** Understanding the laws in cyber space.**CO6:** To understand the cybercrime against the society**TEXT / REFERENCE BOOKS:**

1. Arun Bhatia , Media and Communication Ethics,. Akansha Publishing House, New Delhi.2005
2. M.Neelamalar,Media Law and Ethics, PHI learning Pvt LTD,2012
3. Louis Alvin Day, Ethics in Media communication, 4th edition, Thomson Wadsworth Publication, 2003.
4. Paranjy Guha Thakurta Media Ethics Oxford Univeristy Press, 2010.
5. Jan R. Hakemulder, Fay A. C. de Jonge, P. P. Singh, Media ,Ethics & Laws, Anmol Publications PVT. LTD., New delhi, 2006

END SEMESTER EXAM QUESTION PAPER PATTERN**Max Marks: 100****Exam Duration: 3 Hrs.****Part A:** 10 Questions of 2 marks each – No choice**20 marks****Part B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 marks**

SVCA1503	ART & AESTHETICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To acquire knowledge of the principles art and aesthetics and to appreciate the forms art in the west and in India.
- To understand the history of development in the field of Art and Culture

UNIT 1 INTRODUCTION TO ART**9 Hrs.**

Art - General principles of art - Functions of art and artist - Indian art - Rasa – Bhava. History of Artists: Raja Ravi Varma, Leonardo da Vinci, Michelangelo, Pablo Picasso

UNIT 2 HISTORY OF ARTS & ARTIST**9 Hrs.**

Classification of Indian art from various Indian Geographical areas: Elephanta caves, Ajanta paintings, Ellora Cave temples, Chithannavasal, South Indian Temples, Chola Temples

UNIT 3 WESTERN AND EASTERN APPROACH**9 Hrs.**

Aesthetic, Western and Eastern approach to art and aesthetics - Aesthetic categories: beauty, tragic, comic, sublime. Tamil aesthetics: Thina - Agam & Puram

UNIT 4 EUROPEAN ART**9 Hrs.**

European Art: Pre-historic art, Greek, Roman, Medieval, Early Medieval art, Gothic, Renaissance, Neo-classicism, Realism, Impressionism, Symbolism, Cubism and abstract trends.

UNIT 5 ART IN DIGITAL ERA**9 Hrs.**

Manifestos of modern art movements, Social responsibility of the artist - Contemporary aesthetics – Art in the digital era - Art in Cinema.

Max. 45 Hours**COURSE OBJECTIVE:**

- CO1:** Understand the different art forms that spread across the country
CO2: Remember the metaphysical of Indian art forms
CO3: Understand the varied ism's and its distinct features
CO4: Apply the aesthetic sense in their own creative media works
CO5: Students will conceive basic concepts of art movements
CO6: An overview of Contemporary art will be given.

TEXT / REFERENCE BOOKS

- S.K. Saxena, Aesthetics: Approaches, Concepts & problem Gaurav Books, 2010.
- Ernst Fischer, The necessity of Art, penguin Books, U.K. 1963
- Yuri Borev, Aesthetics, Progress Publications, Moscow, 1985.
- Robert Stecker, Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy) , Rowman & Littlefield Publishers, 2010.
- Nihranjan Ray, An Approach to Indian art, Publishing Bureau Punjab University, 1974.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****PART A :** 10 Questions of 2 marks each uniformly distributed – No choice**Exam Duration : 3 Hrs.****20 Marks**

SVCA2501	FILM APPRECIATION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- The idea of the course is to give students insight into both the technical aspects of film production and the creative and artistic application of those techniques.
- The course also examines film criticism, the international film scene, film genre studies, and the concept of media literacy

UNIT 1: FILM: STORY TELLING & MISE-EN-SCENE**9 Hrs.**

Language of cinema– Identify settings, props and costumes, actors- Evaluating Films: Time and space, Narrative, shot - Story Time vs. Plot Time -Conflict and Character -Themes and Symbolism -Metaphor and Allegory - Irony

UNIT 2: FILM: CINEMATOGRAPHY**9 Hrs.**

Film Text - Framing - Film Lighting Techniques - Colour - Saturation and Desaturation - The Camera, Lens and Their Uses - Special Effects

UNIT 3: FILM: SOUND**9 Hrs.**

Critical Approaches to film — Sound Contribute to Movies - The History of Sound in Film - Sound Technology and Equipment - Three Basic Categories of Film Sound - Sound Effects - Music - Sound Production Techniques - Live Recording - Post-Dubbing

UNIT 4: FILM: EDITING**9 Hrs.**

World cinema & National Film Movements –Alternative cinema & other Film Styles – Rearranging the Story into a Plot - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing

UNIT 5: FILM: DIRECTING & WRITING**9 Hrs.**

The Director as Facilitator - Auteur Theory - How Directors Do It - Subject Matter, Working with Actors, Alternatives to Traditional Hollywood Style - Some Pacesetters - Film Criticism- Levels of Meaning, Analysis and Interpretation

Max. 45 Hours**PROJECT OUTLINE:**

- Student project consists of an analysis/observation of an individual film.
- Project analysis of two of the film production “areas of study” which the course focuses on.
(The production-oriented areas of study include: mise-en-scene, cinematography, film audio, editing, writing, and directing.)

COURSE OUTCOMES:

- CO1:** To understand the Primary technological aspects of audio operation and camera operation as related to film production.
CO2: To understand works of film as expressions of individual and human values within a historical and social context;
CO3: To engage in the creative process of interpretive performance and comprehend the physical and intellectual demands required of filmmakers;
CO4: To develop an appreciation for the aesthetic principles that guide or govern the art of film;
CO5: To define the roles of, and describe the artistic contributions of film writers, directors, cinematographers, editors, actors, and set designers;
CO6: To demonstrate an awareness of the field of film criticism and their roles as active viewers of cinema;

TEXT / REFERENCE BOOKS

1. Nathan Abram, Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.

SVCA3501	TELEVISION PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1 COMPOSITION & FRAMING**9 Hrs.**

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

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

UNIT 2 CAMERA & LIGHTING**9 Hrs.**

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

Project: Chromo key project

UNIT 3 PRODUCTION PROCESS**9 Hrs.**

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

Project: Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS**9 Hrs.**

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

Project: Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT**9 Hrs.**

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

Projects: Documentary/Short film

Max. 45 Hours**COURSE OUTCOME**

- CO1:** Comprehend the meaning of advertizing 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 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. Yues 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.

SVCA3502	COMMERCIAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY**9 Hrs.**

Introduction - Why Commercial photography? - What is Commercial photography? - How to start Commercial photography - Commercial photography studio - Different types of Commercial photography - How to Get specialization.
Assignment: Expose 100 images on different types of photography

UNIT 2 NEW TRENDS & TECHNIQUES**9 Hrs.**

New trends and techniques in Digital imaging - Understanding the equipments - Latest lights - lighting - and Cameras - Different brands of camera - Different types of capturing softwares - Different types of image editing softwares.
Assignment: Expose 100 images on Still life with and without artificial lights.

UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY**9 Hrs.**

Introduction to Still life Photography - Product photography - Lighting for products - cutout shot - product in small setup - product with big set up - product in location - product in use.
Assignment: Expose 100 images on Photography

UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY**9 Hrs.**

Introduction to people photography - Simple Portrait lighting - Portrait at location - Converting Portrait in to Fashion photography - Makeup - Styling - and posing for fashion - Fashion at Studio - fashion at location - Models - Model coordinators.
Assignment: Expose 100 images on portrait and Fashion photography.

UNIT 5 ARCHITECTURAL PHOTOGRAPHY**9 Hrs.**

Introduction -Architectural photography - Industrial photography - Landscape - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production art of selling and promoting - billing
Assignment: Expose 100 images on other categories.

Max. 45 Hours**PROJECT OUTLINE**

- Table top – Product alone, Product in setting, product in location,
- Fashion, Industrial still life,
- Portrait, wildlife, Nature, Architecture Photography.

COURSE OUTCOME:

- 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

SATHYABAMA**DEPARTMENT OF VISUAL COMMUNICATION****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

SVCA3503	3D MODELING & SPECIAL EFFECTS	L	T	P	Credits	Total Marks
		0	2	6	4	100

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 DIMENSIONS**9 Hrs.**

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

UNIT 2: 3 D TOOL (AUTO DESK MAYA 2014)**9 Hrs.**

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

UNIT 3: MODELING & TEXTURING**9 Hrs.**

View Port Mode - Creating 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 Hours**PROJECT OUTLINE:**

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

- Story Board
- Logo Intro
- Modelling
- Gaming Environment Design

COURSE OUTCOME:

SATHYABAMA**DEPARTMENT OF VISUAL COMMUNICATION**

- CO1:** Understanding about basics of 3D animation and Special Effects
CO2: Understanding of 3D modelling and interface
CO3: Understanding about 3D animation software and interface
CO4: Ability to create basic 3D animation through computer system.
CO5: Ability to interpret 3D model and 3D animation
CO6: Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

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

WEBSITES

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

SVCA3504	DIGITAL VIDEO EDITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

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

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: ANALOG TO DIGITAL CONVERSION**9 Hrs.**

Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced & Progressive – Broadcast standards – component & Composite video – tape formats – codec – MPEG – Video file formats

Assignment: Fine Cut & Different Types of Video Out put

UNIT 3: METHODS OF EDITING**9 Hrs.**

Film editing using NLE – Online & Offline clips – Time code – Capturing – 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

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

COURSE OUTCOME:

- 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. Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press
3. Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial
4. JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill
5. POST PRODUCTION HANDBOOK, second edition, 2014

SVCA3505	FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To understand the basic techniques involved in film production
- To educate students to create commercially viable feature 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, 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

SATHYABAMA
UNIT 5 FILM EDITING
9 Hrs.

DEPARTMENT OF VISUAL COMMUNICATION

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations.

Max. 45 Hours

PROJECT OUTLINE:

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

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

COURSE OUTCOME:

- 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.

SVCA3506	AUDIO PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- Students are encouraged to mixing, dubbing, and also to arrange tracks.
- Students are practising as RJ & VJ that they are technically sound.

UNIT 1 MICROPHONE TECHNIQUES
9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Cordless Microphone & Corded Microphone - Digital Sound Recording Practice

UNIT 2 SOUND RECORDING & REPRODUCTION
9 Hrs.

Basic Analogue Audio Console overview and Operation - Karaoke - Voice Mixing for song - Live Sound Recording - Playback/Song Shooting (Video Song Practice with sync) - Voice Dubbing - Voice Sync (Pre-Mix) - Effects Recording - BGM Adding - Recording - Final Mixing Stereo Mix.

UNIT 3 RADIO & VIDEO JOCKEY - VOCAL PRACTICE
9 Hrs.

The basics of language fluency - Voice; pitch/tone - Voice Over - Rhythm of speech - Voice Breathing - How to hold an audience's attention - Body Movements - Emotions & facial gestures - Performance skills analysis Voice and body language - Colourful words painting in radio & TV.

UNIT 4 FORMAT OF PROGRAMS

9 Hrs.

Conduction interviews - Understanding event - Radio Journalism - Understanding sound - Genres in Acting Concept - Comedy, Serious & Emotional - Memory & imagination creativity exercises - Preparation for interview - How to handle interviews.

UNIT 5 INTRODUCTION TO PODCASTING

9 Hrs.

Basic Media file formats - Sharing platforms - Distributing audio files via the internet - Real Simple Syndication - Use of Audio as an educational medium - Introduction to Community Radio

Max. 45 Hours

PROJECT OUTLINE

1. Audio Mixing for Radio Live, Radio Programme & Event
2. Audiography for Television Production – Single Camera Recording - Multi Camera Recording
3. Dubbing for 2 Minutes short film & Live Interview with Celebrities
4. Song Mixing practice

COURSE OUTCOME:

- CO1:** To make the students acquire basic Microphone Handling Techniques
CO2: To Analyse basic of Types of Sound Recording
CO3: To understand fundamental concepts of basics of digital audio Workstation.
CO4: To get familiarize with the Advanced Sound Recording Techniques.
CO5: To gain knowledge on the importance of Produce radio programme.
CO6: To learn various about the Surround Sound Mixing Auro 3d.

TEXT / REFERENCE BOOKS

1. Robert McLeish , Radio production, 5t h Edition, Elsevier, 2005
2. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
3. Mike collins , Choosing and using audio and music software , Focal Press, 2004

S27INT	INTERNSHIP	L	T	P	Credits	Total Marks
		0	0	12	6	100

For a period of two months(300 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.
- Viva through the presentation and subject knowledge.

S27PROJ	PROJECT	L	T	P	Credits	Total Marks
		0	0	20	10	100

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluate portfolio.

While the Project intends to demonstrate student's professional competence in applying the theory learnt the three-year course, the Comprehensives intends to review the intellectual comprehension and interiorisation of the theory with particular reference to the area of specialization and suitability for the industry. A Panel of External experts and faculty will assess the student's ability to synergistically utilize the repertoire of knowledge of Visual Communication in professional media context.

SVCA2601	COMPREHENSIVE STUDY PAPER	L	T	P	Credits	Total Marks
		0	0	6	3	100

The objective of the study paper is to provide an opportunity to students to engage in a concentrated study of a topic relevant to their future career. The study is entirely library-based. Topic to be chosen in consultation with the faculty guide assigned. While students may browse the internet, making excessive or unacknowledged use of downloaded materials will not be accepted. The paper will be externally evaluated for adherence to research conventions, originality and relevance.

B.Sc VISCOM Syllabus 2021

S27AS1	SOFT SKILLS	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- The purpose of this course is to make students to understand effective communication skills.
- To acquire essential skills to enhance interpersonal communication

UNIT 1: CONCEPTS OF SOFT SKILLS

6 Hrs.

Definition of Soft Skills-Types of skills- Listening and monitoring soft skills- Soft Skills in workplace-Behavioural Skills-Attitude and Attitude-Lateral Thinking

UNIT 2: COMMUNICATION SKILLS

6 Hrs.

Communication Process- Components of effective communication- Communication Barriers- Non-Verbal Communication- Written Communication Skills- Formal and Informal Letters

UNIT 3: PRESENTATION SKILL**6 Hrs.**

Planning and Preparation-Presentation Design-Delivery of Presentation-Concept of Methods- Informative Presentations-Persuasive Presentations-Leadership and Team Building in presentation

UNIT 4: SELF MANAGEMENT SKILLS**6 Hrs**

SWOT analysis-self Discipline-self-awareness-planning & goal setting- managing self-emotions- Office Management-Importance of self-confidence-Self Esteem

UNIT 5: PROFESSIONAL ETIQUETTES**6 Hrs.**

Importance of professional etiquette-Basic Tips-Introduction and Greeting Etiquettes-Conversation Etiquettes-Handshake Etiquettes- Professional Etiquette in workplace

Project: Submitting CV, Business letter, Personal Letter, SWOT analysis, PPT presentation on any topic

Max. 30 Hours**COURSE OUTCOMES:**

- CO1:** Understand the concept of soft skills and its importance in career.
- CO2:** Identify the significance of writing skill in communication process
- CO3:** Explore the techniques of presentation skill
- CO4:** Ability to analyse oneself
- CO5:** Ability to understand the importance of self-management skills
- CO6:** Gain knowledge about work etiquette

TEXT / REFERENCE BOOKS

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010
2. Peter, Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill. 2012.
3. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie

SVCA1203	BODY LANGUAGE AND COMMUNICATION	L	T	P	Credits	Total Marks
		0	0	0		

COURSE OBJECTIVE

- Learn How to engineer a confident body language.
- The ability to interpret other people body language.
- To use body language online and improve online presence

UNIT 1: INTRODUCTION TO BODY LANGUAGE

9 Hrs.

Defining Body Language, Scope and relevance. Proxemics, Four different Zones of Intimacy. Proxemics: High context and low context cultures, Behavioural Connotations.

UNIT 2: HAPTICS, KINESICS AND FACIAL EXPRESSION

9 Hrs.

Oculesics – the language of eyes, Haptics – The language of Touch, kinesics and facial expressions. Macro and micro facial expressions

UNIT 3: UNDERSTANDING BODY MOVEMENTS

9 Hrs.

Cultural differences in Smiles, Major role of mouth in communication, Head tilts and inclines, Body language and Hand movements. Understanding finger movements, Movements of feet and legs.

UNIT 4: PARALANGUAGE AND CHRONEMICS

9 Hrs.

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts.

UNIT 5: DIGITAL BODY LANGUAGE

9 Hrs.

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

Max. 45 Hours**COURSE OUTCOME:**

- CO1:** To understand body language for effective communication
CO2: Able to use positive body language for better communication
CO3: To increase confidence level
CO4: To recognize signs of deceit, stalling and lies in your interlocutors
CO5: To understand importance of social presence and digital foot prints.
CO6: To read and decipher body language, non-verbal messages and deceit signals

TEXT / REFERENCE BOOKS

1. Pease, Allan. Body Language: How to Read Others Thoughts by Their Gestures (1997)
2. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
3. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
4. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (2008)

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**Exam****20 Marks****80 Marks**

S27AS2	Communication Skill	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- To Improve the Listening Skill.
- To enable students to understand the Reading writing techniques
- To Learn about the Effectiveness of social media and non verbal communication
-

UNIT1:Listening&Speaking 9 hrs

Listening: Techniques of Effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening, Speaking : Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

**UNIT 2: Reading and Writing
hrs**

9

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating these Ideas, Information, Interpreting the Text, Writing and different modes of writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing

**UNIT 3: Digital Literacy
hrs**

9

Digital Literacy: Role of Digital Literacy in Professional Life, Trends and Opportunities in Using Digital Technology in Workplace, Internet Basics, Introduction to MS Office Tools

**UNIT 4: Social Media
hrs**

9

Effective use of social media: Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media
6.4 How to Use Google Search Better 6.5 Effective Ways of Using Social Media, Introduction to Digital Marketing

**UNIT 5: Non-Verbal Communication
hrs**

9

Non-Verbal Communication: Meaning of Non-Verbal Communication (NVC), Advantages of Using Non-Verbal Communication, Introduction to Modes of Non-Verbal Communication, Do's and Don'ts in NVC, Learning From Experts, Activities-Based Learning

Max.45 Hours

COURSE OUTCOMES:

- CO1: Understand and Utilize active listening in the communication.
 CO2: Ability to Make them confident speakers, able to communicate well
 CO3: Explore Reading and make use of texts more effectively
 CO4: Interpret and Improve their writing skills
 CO5: Understand the Digital Literacy in their professional life for communication
 CO6: Produce the different techniques in Using social media to communicate effectively

SVCA2305	DOCUMENTARY FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

Unit I Documentary History

9

Hrs

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

Unit II 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 III 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 IV 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 V 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 Hours

PROJECT OUTLINE:

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

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 documentary
- Students will produce a quality and creative documentary film.

TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricai, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press

REFERENCE BOOKS:

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

SVCA2306	ANCHORING AND NEWS PRESENTATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

Course Objectives:

- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices

- Editorialise the art of anchoring/news reading/reporting

Unit 1: Anchoring Skills for Radio and TV

9

Hrs

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language,

Unit 2: Art of Interviewing, Reporting and Anchoring

9

Hrs

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues.- how to handle interviews.

Unit 3: News reading & Voice Over (VO)

9

Hrs

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4: Anchoring and News Presenting styles

9

Hrs

Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict. Anchor styling (Costume, make up etc).Body Movements- Emotions & facial gestures - Dialogue delivery and character study - Performance skills analysis Voice and body language - Colourful words painting in radio - Understanding the concept of the medium.

Unit -5 - Presentation Skill

9

Hrs

Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows

Max: 45 Hours**Project: Based on Assignments: Each Assignments – 1 -2 mins**

1. Anchoring a Recorded Radio Programme and art of sound bite.
2. News Presenter and art of Interview with celebrities or Single camera live show

Student Learning Outcomes:

- Quote the nuances of broadcast media
- interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- Execute the industry patterns for broadcast media
- Illustrate anchoring, news reading, interviewing and other skills
- Understand the unique styles of prominent Radio and TV personalities
- Experiment a comfort level with camera, microphones and recording devices

Text & References:

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.

5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.

6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal

S27AS3	Universal Human Values	L	T	P	Credits	Total Marks
		0	0	2	2	100

Course objective

- Describe meaning, purpose and relevance of Universal human values
- Understand the importance of individual, Social, career and national life
- Learn from lives of great and successful people who followed and practiced human values and achieved self-actualisation

Unit 1 Love & compassion (prem & karuna)

9 Hrs

Basic Attributes for Universal Values Education, Introduction, Love ,Attraction, Romantic attachment or Lust, Kindness ,emphaty, compassion, Family,friend,spouse,humanity, True love, Gautham Buddha, dhyana, tapa, Practicing love and compassion, Individual and group experience , Stimulated situation

Unit 2 Truth (Sathya)

9 Hrs

Introduction to Truth, veracity, honesty and sincerity, purity, accuracy and fairness, fearlessness and integrity, History values from Raja Harishchandra, Dharmaraj Yudhishtara, Mahatma Buddha, Socrates, Mahatma Gandhi,Practicing truth.

Unit 3 Non-Violence (Ahimsa)

9 Hrs

Introduction to non violence, peace and global harmony, bullying to racism, physical harm to individual/s, to wars, apartheid to acts of terrorism, prejudice, ignorance, insecurity, fear and greed, Ahimsa as non-violence and non-killing,

Unit 4 Righteousness & Peace

9 Hrs

Introduction to righteousness,Concept of Dharma, Propriety , ethical guidelines, ethical behavior and moral righteousness, Peace: balance and harmony in individual, Self-control, patience, equanimity and acceptance of others, peace from history, literature including local folklore

Unit 5 Service (Seva) & Renunciation (Sacrifice) Tyag

9 Hrs

Self-directed renunciation, This ethos lead us other ethos of satya (truth), prem (love) and karuna (compassion) that like many cultures, value of service rejects adversarial discourse, Renunciation (Sacrifice) Tyag: Stressing on the importance of the value of MahatmaGandhi, sense of renunciation, Bhoga with tyagabhava and tyag with bhogbhava. the lives of Rama, Krishna, Buddha and Christ illustrate the point

Max.45 Hours

Course outcome:

CO1: Students will become conscious, Practitioners of value

CO2: Students can able to develop integral life skill

CO3: Students can Inculcate and practice them consciously to be an human being

SVCA1404	MEDIA CULTURE AND SOCIETY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES:

- The purpose of this course is to make students understand the cultural backgrounds of society in pan with media
- The ability to identify, understand and analyse the media through various theories and concept.

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UNIT 1: MEDIA CONTENT

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9 Hrs.

Media content: Understanding mass media -Media & Society-Content production- Cultural production- Discourse analysis
-Narrative analysis - Genre analysis – Content regulations & Deregulations

UNIT 2: MEDIA INDUSTRY

9 Hrs.

News construction: - Agenda Setting - Gatekeeping – News Bias – Censorship in media –Media ownership Pattern-Media
Convergence-Sources of revenue.

UNIT 3: MEDIA USERS

9 Hrs.

Audience positioning -Reception Theory- Audience as cultural producers - Media & Public sphere – Representation – Under
representation – Stereotypes-MediaEffects

UNIT 4: MEDIA RHETORIC

9 Hrs.

Media Rhetoric –Ethos,Pathos and Logos-The Rhetoric of the image -Social construction of reality by media – Visual Coding
-Denotation –Connotation- constructions of Femininity & Masculinity.

UNIT 5: IDEOLOGY & CULTURE

9 Hrs.

Ideology –Dominant Ideologies —Cultural imperialism –Cultural difference and identity -Media and Popular culture – sub-
culture –Cyber Culture-Digital Divide

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** Understand the media content through various analysis
- CO2:** Identify the Media theories concept with functions of media industry
- CO3:** Analyze the Media impact towards the users and its identification with society
- CO4:** Determine the deconstruction of media text and critical thinking towards it.
- CO5:** Understand the Ideology and representation of Culture in the media.
- CO6:** Identify the media concepts and its function towards the culture and society

TEXT / REFERENCE BOOKS

7. **Paul Hodkinson, Media, Culture and Society** ,An Introduction, Sage Publications Pvt Ltd , 2016
8. Culture, Society and the Media Edited ByTony Bennett, James Curran, Michael Gurevitch, Janet Wollacott ,eBook Imprint
Routledge, London (Ebook), 2005
9. Jeff Shires, Media Culture and Society, Blackwell Pub, 2019
10. Tony thwaiters, warwick mules, Lloyd davis, Introducing Cultural and media Studies : A semiotic approach Palgrave Publications
Ltd, 2005

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

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

80 Marks

SVCA2404	DIGITAL JOURNALISM	L	T	P	Credits	Total Marks
		0	2	6	4	100

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.

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 captionMax.45 Hours

Project: Creating web version of lab journals including all the articles-hard news, feature news, interviews, reviews, Photo Feature and News stories for mobile

COURSE OUTCOMES:

- 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 smart phones
- CO6:** Produce the different types of articles for online platform

TEXT / REFERENCE BOOKS:

6. Pape, Susan and Featherstone, Sue ,Feature Writing: A Practical Introduction, Sage Publications, New Delhi,2006
7. Mencher, Melvin, News Reporting and Writing, Mc-Graw Hill Book company,2010
8. Ward, Mike, Journalism Online, Oxford, Ward, Taylor and Francis,2013
9. Parrish, Fred S, Photojournalism : An Introduction, Wadsworth Publishers, Belmonte-California,2002
10. Stephen Quinn, MOJO-Mobile Journalism in the Asian Region, 2012
11. Burum, Ivo and Quinn, Stephen, MOJO: The mobile Journalism Handbook, Taylor and Francis,

SVCA2405	2D ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	2	6	4	100

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: ANIMATION OVERVIEW**9 Hrs.**

Overview of 2D Animation – About animation workstation –Principles of animation – Animation production - Types of animation – Computer animation production tasks.

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 animatedmovies - Publishing the animatedmovies

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.

PROJECT OUTLINE:**Max. 45 Hours**

- Vector Icon Creation
- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Website designing (Portfolio)

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

COURSE OUTCOME:

- 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 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– Mc Graw hill Companies. Tata McGraw-Hill Education, 1999.

3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill – 2009.

SVCA2406	SOUND DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

Course Objectives

1. An understanding of how the digital and the analog audio signal relative advantages of each.
2. Ability to handle Nuendo software in DAW creates and manages sound elements
3. The ability to work at a basic level in the Pro Tools environment recording from multiple sources.
4. An understanding of basic principles of Sound Designing and audio dubbing perception.
5. A practical and theoretical understanding of basic audio recording and production techniques.

Unit-I 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 - Over view of Digital Audio Workstation (DAW)

Unit -II 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-III Sound Designing Techniques

9

Hrs.

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

Unit-IV 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-V Audio Mixing Over View

9

Hrs.

Preparing Vocals for the Mix: Vocal Editing -Vocal Tuning and Time Correcting - Introduction to Mixing -Audio Story Telling -Podcasting -Track creation and recording - Audio level adjustment - Destructive and non-destructive recording Media - Clip and region editing - Importing external audio - Insert and Audio Suite effects - Mix-down and export techniques

Max. 45 Hours**Course Outcome**

1. Sound Recording and Sound Design consists of combining technology and the use of creativity to create sound in media.

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2. It gives the students to procure complete knowledge and experience original recordings, then doing practical exercises individually or in a group.
3. 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.
4. 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,
5. 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.

Reference Books:

Audio Post Production for Television and Film, Third Edition_ An introduction to technology and techniques (PDFDrive.com)

Digital audio editing_ correcting and enhancing audio in Pro Tools, Logic Pro, Cubase, and Studio One (PDFDrive.com)

The Art of Digital Audio (PDFDrive.com)

The Microphone Book, Second Edition_ From mono to stereo to surround - a guide to microphone design and application (PDFDrive.com)

The sound studio_ audio techniques for radio, television, film and recording (PDFDrive.com)

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

S27AS4	Leadership and Management skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

Course Objective:

- Students will understand the need for effective internal communication
- Develop the essential skills to influence and motivate others
- To enhance the innovative leadership and design thinking
- To nurture a creative and entrepreneurial mindset

Unit 1 Internal Communication**9 Hrs**

Internal Communication: Meaning and Need – Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

Unit 2 Leadership Skills**9 Hrs**

Understanding Leadership and its Importance, Traits and Models of Leadership: Characteristics of an Effective Leader, Leadership Styles, Perspectives of different Leaders, Basic Leadership Skill- Motivation, Team work, Negotiation, Net working

Unit 3 Management Skills**9 Hrs**

Basic Managerial Skills- Planning for effective Management, How to organize team?, Recruiting and Retaining Talent, Delegation of task, Learn to Coordinate, Conflict Management .Self Management Skills, Understanding Self Concept, Developing Self-Awareness, Self-Examination ,Self-Regulation

Unit 4 Entrepreneurship**9 Hrs**

Entrepreneurial Skills- basics of entrepreneurship, Creating business Plan, Innovative Leadership and Design Thinking- innovative leadership, design Thinking

Unit 5 Innovative Leadership and Design Thinking**9 Hrs**

Innovative leadership – Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global Leader, Design Thinking- Key elements of design thinking, How to transform challenges into opportunities

Max.45 Hours**Course Outcome**

CO1: Students can have the control to informal communication during an online/offline team session

CO2: Students can apply the design thinking approach for leadership

CO3: Students can inculcate ethics and moral values for developing a balanced personality

CO4: Students can able to understand the basics of entrepreneurship and develop business plan

SVCA3507	DIGITAL MEDIA PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To Know current trends in the OTT medium.
- To create and display different types of digital Media outputs

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:

- 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 BOOKS /REFERENCE

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

SVCA3503	3D MODELING & SPECIAL EFFECTS	L	T	P	Credits	Total Marks
		0	2	6	4	100

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 Hours

PROJECT OUTLINE:

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

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

COURSE OUTCOME:

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

CO2: Understanding of 3D modelling and interface

CO3: Understanding about 3D animation software and interface

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

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

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

TEXT / REFERENCE BOOKS

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

WEBSITES

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

S27AS5	Professional Skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

To identify essential components of a good resume while preparing his/her resume.

To identify common errors people make in preparing resume, Interview

To gain knowledge about the important questions generally asked in a job interview.

Unit 1 Resume & Interview Skills

9 Hrs

Introduction of resume and related terms: resume, Curriculum vitae (Cv), Bio data, Resume and bio data, Essential Components of a good resume, Guidelines for resume Preparation, Meaning of interview, types of interview, STAR Approach for Facing an interview, The Interview Procedure, Common errors, interview Questions for Assessing Your Strengths and weaknesses, Simulation, Demonstrate an Ideal Interview.

Unit 2 Group discussion & Career Opportunities

9 Hrs

Importance of group discussion, types of group discussion, Procedure for Group Discussion, Common Errors, Process of Career Exploration, Knowing Yourself – Personal Characteristics, Process of Career Exploration, Sources of Career Information, Preparing for a Career based on Potentials of Students and Availability of Opportunities

Unit 3 Presentation Skill & Trust**9 Hrs**

Presentation: Meaning and Types, Presentation Strategies, Ways to Improve Presentation Skills Over Time, Meaning and Role of Trust in Creating a Collaborative Team, Strategies to Build Trust with Employees, Criteria for Evaluation of Trust and Collaboration in Teams, Agree to Disagree and Disagree to Agree – Spirit of Team Work, Understanding Fear of Being Judged and Strategies to Overcome Fear.

Unit 4 Listening as Team Skill and Brainstorming**9 Hrs**

Listening as a Team Skill, Listening as a Team Member and Team Leader, Uses of Active Listening Strategies to Encourage Sharing of Ideas -The Importance of Active Listening in the Workplace, Strategies for Improving Active Listening Skills to Encourage Sharing of Ideas, Brainstorming as a Technique to Promote Idea Generation, Learning and Showcasing the Principles of Documentation of Team Session Outcomes

Unit 5 Social and cultural Etiquettes**9 Hrs**

Etiquette: Meaning and Need, Aspects of Social and Cultural/Corporate Etiquette in Promoting Team Work - Social Etiquette, Cultural Etiquette, Corporate/Professional Etiquette, Internal Communication: Meaning and Need- Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

Max.45 Hours**COURSE OUTCOMES:**

CO1: Students can identify career opportunities in consideration of their own potential and aspirations.

CO2: Students can work with effective listening skill as team leader and also as good functioning team member.

CO3: Students can able to generate, Share and Minimize new ideas with the concept of brainstorming.

CO4: Students can use social and Cultural etiquettes in an organisation.

SVCA2601	STUDY PAPER	L	T	P	Credits	Total Marks
		0	0	6	3	100

The objective of the study paper is to provide an opportunity to students to engage in a concentrated study of a topic relevant to their future career. The study is entirely library-based. Topic to be chosen in consultation with the faculty guide assigned. While students may browse the internet, making excessive or unacknowledged use of downloaded materials will not be accepted. The paper will be externally evaluated for adherence to research conventions, originally and relevance.

