

M.Sc Viscom 2017 Syllabus

SVC6501	WRITING FOR MASS MEDIA	L	T	P	Credits	Total Marks
		1	0	2	2	100

COURSE OBJECTIVE

- To help students write for different medium so that they know to incorporate the various principles of pertaining to each medium.

UNIT 1 NEWS WRITING**9 Hrs.**

News Writing Mechanics – slugs – split page – punctuation – good grammar – writing for features, obituary, interview - colour writing – writing reviews – style rules

UNIT 2 BROADCAST WRITING**9 Hrs.**

Broadcast writing : TV & Radio –Selection of news - types of News leads – Conversational style – broadcast style Vs Print writing style – TV scripts - use of Quotes – Attributes – RDR writing- keys to good writing - radio scripts : actualities, story length, lead-Ins, teases- pad copy – back timing in Radio

UNIT 3 COPY WRITING**9 Hrs.**

What is copy writing? - writing advertising copy – radio spots –Audio – video Ads – Bill Boards – 3Cs of Effective copy – creative brief – Slogans & taglines – copy writer skills

UNIT 4 PR COPY**9 Hrs.**

Writing for PR copy - Print News Release – broadcast news release – writing for organizational media – writing for Promotional media - Media Advisories - Media kits – Articles – speeches

UNIT 5 ONLINE NEWS WRITING**9 Hrs.**

News writing & editing - headlines - website design – hyperlinks – handling & developing a story – economics of web publishing – online advertising – ethical & legal issues in online

PROJECT OUTLINE:**100 Marks**

- Article writing
- Editorial
- News Story
- Feature
- Broadcast News Writing
- Special News Story coverage
- Radio News & Radio Programme Script
- Web Publishing & online Advertising
- Big Copy, Copy only, Comic Ads
- Press Release (Event, Movie, Audio launch)
- Organizational & Promotion Writing

Note: Student should submit all the above mentioned TOPICS in thesis format.

COURSE OUTCOME:

- CO1** - Understanding of Broadcast News Writing, Special News Story coverage
- CO2** - Interpret and demonstrate the viability of the current news according to the signs of the times in the Radio.
- CO3** - Appreciative knowledge on writing - Article Editorial, News Story, Feature and analyse the sectional news
- CO4** - Ability to create Radio News & Radio Programme Script, Web Publishing & online Advertising, Big Copy, Copy Only, Comic Ads.
- CO5** - Scientifically and ethically justify, argue, defend and critique many of the trend setters in the news-making areas.
- CO6** - Ability to create: Press Release (Event, Movie, Audio launch), Organizational & Promotion Writing.

TEXT / REFERENCE BOOKS

1. Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, Mediawriting: Print, Broadcast, and Public Relations, 2nd edition, Taylor & Francis, 2011
2. Sunil Saxena, Breaking News: The Craft and Technology of Online Journalism, Tata McGraw-Hill Education, 2004
3. Ted white, Broadcast news: Writing, Reporting, and Producing, 4th Edition, Elsevier, UK, 2005
4. Ronald D. Smith, Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media, Routledge, 2012
5. Steve Slaunwhite, The Everything Guide To Writing Copy: From Ads and Press Release to On-Air & online Promos , Everything Books, 2007

SVC6502	VISUAL DESIGN	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To help students design by learning various geometric shapes, design rules, colors and composition.

UNIT 1 DEFINE DESIGN 9 Hrs.

Defining design. The process of designing. Structure of Visual field. Figure – Ground relationship. Figure organization. Attraction and attention value. Types of grouping.

UNIT 2 GEOMETRIC SHAPES 9 Hrs.

Points and lines. Types of line. Contours. Shape. Geometric and rectilinear. Curvilinear and Biomorph shapes. Abstract shapes. Non - representational. Positive and negative shapes. Texture. Tactile and visual texture. Pattern.

UNIT 3 COLOUR & COMPOSITION 9 Hrs.

Space. Shallow and deep size. Types of perspective. Open and closed compositions. Spatial confusion. Motion and movement. Internal and external movement. Value. Patterns of value. Characteristics of colour.

UNIT 4 DESIGN RULES 9 Hrs.

Rules of design. Unity and harmony. Thematic unity. Gestalt and visual unity. Balance. Formal and informal balance. Symmetrical and asymmetrical. Balance by shape, texture, position and eye direction radial balance.

UNIT 5 ILLUSTRATIONS & CARICATURE 9 Hrs.

Human scale. Proportion. Contrast. Isolation. Placement. Absence of focal point/ rhythm and motion. Principles of visual aesthetics. Principles of illustration. Illustration techniques. Cartooning, Caricature, satirical cartooning, underground cartoon and cartoons or other nations.

PROJECT OUTLINE: 100 Marks

- Icon Design & User Interface design
- Story Board (Manual & System)
- Illustration (Manual & System)
- Cartoon, Caricature (Manual & System)
- Human (Male & Female Full Figure)
- Typography

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

COURSE OUTCOME:

CO1. To understand the importance of design rules that includes visual unity and balance.

CO2. To create three dimensional object, curvilinear and biomorphic shapes

CO3. To comprehend psychology of colour & characteristic of colour

CO4. To apply the techniques involved in illustration and caricature

CO5. To understand the importance of aesthetic values in their work

CO6. To draw human anatomy, still life, portrait, and landscape and story board

TEXT / REFERENCE BOOKS

- Richard Zakia, perception and imaging, focal press. Oxford.1997.
- Alan pipes, foundation of art and design, Laurence king publishing, London. 2003.

3. Robert gillam scott, design fundamentals, McGraw – hill book company, London 1951

SVC6503	CONTEMPORARY ADVERTISING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To make students analyze and interpret the various forms of advertising and also learn the art of advertising of various products.

UNIT 1 ADVERTISING FUNDAMENTALS**9 Hrs.**

Introduction to Advertising - Evolution of Advertising - Structure of an Advertising Agency - Fundamentals of Advertising - Various Advertising Media – ATL - BTL Advertising - Campaign Planning.- Case studies

UNIT 2 COMMUNICATION**9 Hrs.**

Creative Thinking & Reasoning - Introduction to Copy Writing - Copy Writing - Writing for different Advertising Media - Copy editing - Proof Reading

UNIT 3 BUSINESS OF MEDIA**9 Hrs.**

Marketing and Branding Strategies - Overview of what is Product life cycle - Product Positioning - 5P S of marketing - Introduction to brand positioning and management -Developing Brand/ Corporate identity - Legal implications of Advertising Case studies - Corporate Identity - project & internship

UNIT 4 MEDIA PRODUCTION – PART 1**9 Hrs.**

Print and Production - Evolution of printing Technology - Stages Processes and Techniques of printing for various media and applications

UNIT 5 MEDIA PRODUCTION - PART 2**9 Hrs.**

Photography - Making of a TVC & Film language I - Preparing a creative brief -Developing Concept & Film language II - Script Writing – Direction -Basics of Videography - Types of Camera - video formats - Camera angles - editing .

PROJECT OUTLINE:**100 Marks**

- Product alone
- Product in set up
- Product ingredients
- Bill Boards, Transit Advertising
- Danglers, flyers, pamphlets
- Online, mobile ads
- Advertorial
- TVC
- Radio

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

COURSE OUTCOMES:

- CO1.** Recognize fundamentals of advertising communication and marketing.
- CO2.** Develop creative keys through applying significant advertising ideologies.
- CO3.** Discuss key strategy methods and to Understand the components of a brand
- CO4.** Analyze the ways that communication through advertising influences and persuades consumers;
- CO5.** Understand the print and production technology for various media and applications
- CO6.** Create advertisement for a product and its execution in different media.

TEXT / REFERENCE BOOKS

1. Michael Newman , Creative Leaps , John wiley & sons (Asia) Pte Ltd, 2003.

2. Giles Calver, What is Packaging Design?, RotoVision SA, 2004.
3. William Wells, John Burnett, Sandra Moriarty Advertising, Principles and Practice, 6th edition, Pearson Prentice Hall, UK, 2006.

SVCE6507	TELEVISION PRODUCTION – I	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To expose students to various techniques in television production so that they learn and apply it in their field.

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

Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences – plain english – familiar words – easy listening – make it interesting – contraction – rhythm

UNIT 2 NEWSWRITING**9 Hrs.**

The news angle – Multi angled stories – hard news formula – intro – Placing key words – feature openers – developing story – sign posting – line – last words – accuracy

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

Screen craft, - screen grammar – screen craft analysis – basic production – initial research – draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list

UNIT 4 TV SCRIPT WRITING**9 Hrs.**

Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script layout – balancing words with pictures – using the library – field work

UNIT 5 WRITING FOR FILM**9 Hrs.**

What to write – how to write – what you know so far – zen and the high art of getting the thing done – script development – what is the story about – find your plot & character – true stories and events – how are script developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

PROJECT OUTLINE:**100 Marks****Paper Works : Script Development**

- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

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

COURSE OUTCOME:

CO1. To Understand Television writing techniques

CO2. To write effectively for television audience

CO3. To write for news bulletins and news story

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

CO5. Identify different formats of scripts and treatment.

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

TEXT / REFERENCE BOOKS

1. Andrew Boyd, Broadcast Journalism : Techniques of Radio & TV News, 5th edition, Elsevier focal press, USA 2007
2. Michael Rabiger, Directing the documentary, fourth edition, Elsevier, focal press, USA, 2007

3. Viki king, How to write a movie in 21 days ,1st edition, Quill, harper Collins Publishers, 2001
4. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3rd edition, Focal press ,2006
5. Dwight V. Swain & Joye R. Swain ,Film scriptwriting,2nd edition, focal press,1998.

SVCE6508	MULTIMEDIA AND WEB DESIGN	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To learn art of graphic design in web and tools using designing softwares

UNIT 1 INTRODUCTION**9 Hrs.**

Multimedia - Soundcard, scanner, digital camera, multimedia files formats for text, audio, picture, video. WWW, Browser, URL, IP address, TCP/ IP basics. Principles of design and composition - Web pages, Hyperlinks, Web server, Planning a website-How to plan a website- importance of good web content, Structuring & site navigation, browser compatibility issues, domains and hosting. Web tools - FrontPage, Photoshop, Macromedia flash, Dream weaver (Brief study), Web programming platforms, .NET, Java, Dynamic and static websites. Trends in website design - Server side programming/ Client side programming, Desirable site elements, Developing a look, Testing the design, Knowing your audience.

UNIT 2 HTML/FRONTPAGE**9 Hrs.**

Introduction - WEB publishing, HTML tag concept, URL, hyperlinks tags, Image basics, Presentation and layout, Text alignment, Tables, Table within table.

UNIT 3 DESIGNING USING HTML/FRONT PAGE**9 Hrs.**

Lists – Ordered lists, Unordered lists, Types of order list and unordered list, Nested Lists. Frames – Frame set. Frame targeting. Horizontal splitting, Vertical splitting, HTML form - Input fields, Submit /reset button, Methods post/get. Style sheet - Setting background, Setting text color, Font, Border, Margin, Padding, List, List-item marker.

UNIT 4 DREAMWEAVER**9 Hrs.**

Getting Started- Introducing Dreamweaver, Learning the interface, defining a local site, creating a website. Adding content to a site - Adding content, Controlling document, structure, Making lists, Adding horizontal rules, Adding special characters. Formatting with cascading style sheets- Formatting text, Introducing cascading style sheets, Creating styles, Exporting CSS rule definitions, Creating class styles, Attaching external style sheets, Creating advanced styles, Creating a new external style sheet, Displaying styles, Understanding cascading order and inheritance of styles, Creating internal styles with the property inspector

UNIT 5 WORKING WITH DREAMWEAVER**9 Hrs.**

Working with Graphics-Using graphics on web pages, Placing graphics on the page, Modifying image properties, Editing images, Doing roundtrip editing with fireworks, Customizing the Insert bar, Adding Flash content, Adding Flash video. Navigating your site -Understanding site navigation, Linking to files in your site, Linking to sites..

PROJECT OUTLINE:**100 Marks**

- Create database, using forms in HTML/XML
 - Creation of Websites
 - Create links and designing of webpage using dream weaver
- Students should submit the project along with Output File & Source file in CD / DVD.

COURSE OUTCOME**CO-1** Understanding about basics of HTML**CO-2** Understanding about Web Designing software and interface**CO-3** Ability to create various designs with the help of a computer system.**CO-4** Ability to create basic Forms and web page through computer system.**CO-5** Ability to interpret web animation and Links**CO-6** Ability to create Designing of webpage**TEXT / REFERENCE BOOKS**

- Thomas A.Powell, The Complete Reference HTML Second Edition, 3rd edition, USA, 2001
- Joseph .W. Lowery, DreamWeaver Bible, John Wiley & Sons, 2006.
- Thomas Powell, The Complete Reference HTML Second Edition, Mcgraw-hill, 2010

WEBSITES www.w3schools.com

- www.htmlcodetutorial.com

2. www.echoecho.com

SVCE6509	PROFESSIONAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To motivate students to learn about the various functions of a camera and to incorporate them in various types of photography

UNIT 1 INTRODUCTION TO FUNCTIONS OF PHOTOGRAPHY 9 Hrs.

The equipments – camera, lenses, light meters, filters, flashes, and accessories. Digital Photography – Digital Camera Functions and techniques, computer aided application and creativity

UNIT 2 EXPOSURE TECHNIQUES 9 Hrs.

Understanding exposure and lighting techniques – indoor and outdoors.

UNIT 3 PHOTOJOURNALISM 9 Hrs.

Press photography & photojournalism - Shooting editorial, -news, photo feature and photo essays for press and media

UNIT 4 STILL LIFE PHOTOGRAPHY 9 Hrs.

Still Life / Table top– a detailed study - Artistic lighting for still life and product photography. Shooting transparent, highly reflective and high contrast products for promotional and advertising purposes.

UNIT 5 MACRO PHOTOGRAPHY 9 Hrs.

Macro Photography – outdoor and indoor subjects - extension tubes - flash extension cables, Ring flashes. - Night photography - Remote capture – Light painting – long exposures - Car trails.

COURSE OUTCOMES:

- CO1. To develop skills to handle professional Camera's and Lighting Equipment's
 CO2. Ability to expose and light properly for indoors and outdoors
 CO3. Ability to shoot and handle photo journalistic assignment
 CO4. To develop the technical skills to shoot macro photography
 CO5. To create Artistic setup and Backdrops for still life photography
 CO6. To explore in-depth photography techniques and handling.

PROJECT OUTLINE:**100 Marks**

Photographs

-70Marks

Viva -30Marks

TOPICS

1. Photojournalism
2. Still Life / Table top
3. Product photography
4. Macro Photography
5. Night photography
6. Landscape Photography
7. HDR images.

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

1. Paul Harcourt davis, close up and macro photography, Davidand Charles, devon, UK 1998.
2. Mitchell Bearley, john hedgeese's new introductory photography course, reed consumer books Ltd, London, 1998.
3. Michael Langford, Basic photography, Focal press, London, 1986.
4. Michael Langford, Advanced photography, focal press, London 1986.

SVC5003	ADVANCED JOURNALISM	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To make students understand the different fields of journalism so that they gain knowledge on the various forms of journalism.

UNIT 1 DEFINE NEWS 12 Hrs.

What is News? News Values. The Five W's & H Rule. Lead - Types of Leads. Structure of News. Reporting in different Media.

UNIT 2 HISTORY OF INDIAN PRESS 12 Hrs.

A short history of Indian Journalism. The making of a Newspaper, The Magazine Sector. Freedom of the Press: the Right to Publish & Right to Privacy. Censorship & Control in Press, Press Codes & Ethics. Media Organization – Press Council of India, ABC, RNI, INS & News Agencies. First & Second Press Commission. Press Ownership & Monopolies

UNIT 3 GROWTH OF RADIO & TV 12 Hrs.

Early years of Indian Radio & Television Broadcasting. Television Genres – Television News, News Bulletin, Current Affairs, Spoofs on News. Television and Corporate Responsibility. Special Reporting – Investigative, Business, Science, Sports etc. Civic Journalism. Tabloid Journalism.

UNIT 4 ONLINE JOURNALISM 12 Hrs.

Online Journalism- An Introduction. The core journalistic process- News Values, the agents of news, Original & Existing News, Sources of News. Reporting on the Net. Ethical considerations. Characteristics of Internet Newspapers. Weblog Journalism. Multi-perspective Journalism.

UNIT 5 GLOBAL JOURNALISM 12 Hrs.

Global Journalism. Global News Flow. Problems of Global Journalism – Reporting, Regulation, Global Journalism Freedom.

Max. 60 Hours

COURSE OUTCOMES:

- CO1. To understand the basic concepts of news writing
- CO2. Learn the development of Journalism in India
- CO3. Identify the concepts of broadcast journalism
- CO4. Gain Knowledge on online journalism
- CO5. Understand the concept of global journalism
- CO6. To identify the ethical issues in journalism

TEXT / REFERENCE BOOKS

- Akhil Bahuguna,, World Journalism Today , ABD Publishers, 2004
- Aditya Sengupta, Electronic Journalism – Principles & Practices Authors Press, 2006
- Mike Ward , Journalism Online, Focal Press (Elsevier), 2007
- Chris Frost, Reporting for Journalists, Routledge, 2002
- Keval J. Kumar , Mass Communication in India (4th Edition), Jaico Publishers, 2010

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

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

50 Marks

SVC6504	MEDIA TEXT ANALYSIS	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To help students learn and analyze the various content in media so that they are aware of the content produced in media.

UNIT 1 MEDIA CONTENT 9 Hrs.

Media Content - Media text as arrangements of signs – Narrative, genre - discourse analysis –Text, intertextuality & context - institutions & ways of seeing discourse analysis – sources - technologies of the gallery & museum

UNIT 2 MARXISM & IDEOLOGY 9 Hrs.

Media as Manipulators: Marxism & Ideology – culture industry as mass deception – ideological meanings – arguments and criticisms – communication flows & consumer resistance, Media & public sphere - nation as imagined community - digital dilution of nation

UNIT 3 PSYCHOANALYSIS 9 Hrs.

Psychoanalysis: visual culture, visual pleasure & visual disruption – subjectivity, sexuality & conscious Audience studies : audience, fans, users , ethnographies of visual objects

UNIT 4 COMPOSITIONAL INTERPRETATION 9 Hrs.

Critical study of visual methodology –production –image – compositional interpretation: technology & image production – media ,gender & sexuality : construction of femininity , patriarchal romance & domesticity – empowering – media & masculinities.

UNIT 5 SEMIOLOGY 9 Hrs.

From quality to quantity: content analysis : introduction - four steps to content analysis – semiological study – selecting images for study - sign making meaning processes – social semiotics

PROJECT OUTLINE 100 Marks

COURSE OUTCOME

- CO1. To distinguish the complex relationship between media content and distribution through analysis mode.
- CO2. To relate the latent meaning in media text, and be able to identify appropriate ideology to analyse media texts.
- CO3. Understand mass media as a system of generating and transmitting information through a medium and how audiences are affected consciously and unconsciously under psychoanalysis.
- CO4. Analyse the media content from analyst point of view. And start critically approaching content produced and distributed by media.
- CO5. To recognize the quality and quantity of content examined it through semiotics mode and content analysis approach.
- CO6. Comprehend the foundations, process, and practices of analysing any given content from media and demonstrate proficiency in writing report on one or more media content.

TOPICS

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

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

TEXT / REFERENCE BOOKS

- Gillian Rose, Visual methodologies: an introduction to researching with visual materials, 3rd edition, sage publications, 2012.
- Paul Hodkinson, Media ,Culture & society ,sage publication, 2012

SVC6505	VIDEO EDITING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To have a hands-on experience on the editing softwares, so that they are technically sound.

UNIT 1 INTRODUCTION 9 Hrs.

History - Grammar - 180 degree rule - Editing theories - Aesthetics and Principles of editing - the role of Editor - Linear and Non Linear Editing - types of editing - Continuity - Screen edit - Action Sequence - Cross Cutting - Parallel Cutting - Rhythmic Cut - Concept edit - Action edit - Cut in & cut away.

UNIT 2 DIGITAL TECHNOLOGY 9 Hrs.

Analog and Digital Video - Generation Loss - Fire wire DV System - Interlaced and Progressive Scanning - Broadcast standards - S video - Component & Composite video - tape formats - Sampling and Compression - 8 bit and 10 bit Uncompressed - Digital Audio.

UNIT 3 POST PRODUCTION MANAGEMENT 9 Hrs.

Industry and Post Production work flow - Post Production Process - Film Certification - Production Personnel and Responsibilities - Visual Grammar - Transmission Standards - Film Vs Video - Outdoor broadcast Van - Clap Board - Cue Sheet - Cut List.

UNIT 4 EDITING PROCESS 9 Hrs.

Creating new project - Sequence - Bin - Capturing - importing - clip - Montage - Organizing Video Footage - Working with Multi Layers - Insert & over write - rough cut to fine cut - Jump cut edit - audio and video tools - trim mode - working with audio - Adjusting Audio Levels - working with titles.

UNIT 5 VISUAL EFFECTS & EXPORT FORMATS 9 Hrs.

Special effects - Mattes - Masks - Alpha Channel - Transition Types - Effects of Video filters - Picture in Picture Video Production - Chroma Keying - color correction - Lighting Effects - Motion Blur - Keyframing Image - Audio Mix - Audio levels - EDL export and import - Export to different formats

PROJECT OUTLINE : 100 Marks

- Science & Fiction Video 50 Marks
- Social awareness Video 40 Marks
- Record 10 Marks

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

COURSE OUTCOME

- CO1. Remember video editing basics
- CO2. Understand process of video editing styles
- CO3. Explore various tools for video editing by practicing
- CO4. Apply video editing techniques to enhance the visuals
- CO5. Construct the Audio and Video in synch
- CO6. Implement video editing ethics in the projects

TEXT / REFERENCE BOOKS

- Charles Roberts, Editing with Final cut pro, Focal press, 2004
- Daniel Arizon, Grammar of the Film Language, Silman - James Press, 1991
- Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
- Ken Dancyger, The Technique of Film & Video Editing, Focal Press, 3rd Edition, 2002
- Steve Wright, Digital Compositing for Film and Video, 2nd edition, 2006.

SVCE6510	TELEVISION PRODUCTION II	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To conduct indoor shoots with various techniques involved in film making.

UNIT 1 TOPIC/THEMES **9 Hrs.**
 Topic/theme based programme

UNIT 2 CURRENT AFFAIRS **9 Hrs.**
 Current affairs type programme

UNIT 3 MAGAZINE PROGRAMMES **9 Hrs.**
 Magazine Programme (current film release)

UNIT 4 DRAMA **9 Hrs.**
 Drama Practical (simple drama exercise) and Quiz programme.

UNIT 5 LIVE SHOWS **9 Hrs.**
 Mime type programme and Studio Live (a live studio exercise)

PROJECT OUTLINE **100 Marks**

COURSE OUTCOME:

- CO1.** To Understand Indoor production techniques
- CO2.** To create chroma key projects
- CO3.** To apply the techniques involved in news and current affairs production
- CO4.** To comprehend the techniques involved in magazine programs
- CO5.** To understand the multi camera set up and its importance in indoor production
- CO6.** To execute the procedures involved in live camera set up

INDOOR PROJECTS

- Chromo Key
- News & Current Affairs
- Events-Curtain Raiser
- Multi camera Production

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

TEXT / REFERENCE BOOKS

- Zettle Herbert, Television Production Handbook, Wordsworth Publishing Co., California, 1984.
- Gerald Millerson, Television Production, Focal Press, UK, 1998.
- Andy Stamp, The television Programme, Sheffield Media Association, Sheffield, 1987.
- David Self, Television Drama: An Introduction, Macmillan, Basingstoke, 1984
- Kathy Chaters, The Television Researcher's Guide, BBC Television Training, London, 1992.
- William Charles, Screenwriting for Narrative Film and Television, Hastings House, 1980

SVCE6511	DIGITAL COMPOSITING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To teach the various forms of compositing through hands-on experience so that students learn the techniques , colour correction on compositing

UNIT 1 BASICS OF COLORS, FORMATS, TRANSITIONS

9 Hrs.

Resolution, color separation, packing it, file formats, video and film, image quality, component separation, sampling, compression, film scanners, channels, mattes, filters, geometric transformations or transforms, digital fusion interface, compositing with alpha channel, luma keying, chroma keying, experimenting with filters, animating a setting, animating and masking a dissolve, flip transform, pan transform and credit scroll and main titles.

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING

9 Hrs.

4:2:2 YUV sampling correction, screen correction, aura and screen correction, effect and screen correction, shake and screen correction, cleaning up film, digital compositing plug-ins, z big, rig removal with an effect mask, rotoscoping and time shifting a clean plate.

UNIT 3 VISUAL EFFECTS

9 Hrs.

Visual Effects, Description, Types, Particles , Analysis, Size, Sand Effects, Smoke Effects, Fire Effects , Cloud Effects , Snow Effects , Fluid Effects, Colouring ,designing Clouds Background , Designing Fog Effects , Explosion Effects, Fire Effects with flames, Space Effects and designs- Designing Thick Smoke

UNIT 4 DESIGNING EFFECTS

9 Hrs.

Designing Paint Effects, Colouring paints, Designing Trees and green effects , Designing Weather and seasons ,Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects , Liquid Effects and Reflection design

UNIT 5 COMPOSITING

9 Hrs.

Animation: 2D transformation, 3D transformation; Match Move, Motion Tracking; Keyframe Animation, Warps, Morphs; Articulated Rotos, Interpolation; Scene Salvage; Wire Removal, Rig Removal, Hair Removal, Light Leaks Stereo compositing; CGI Compositing: Depth Compositing, Premultiply and unpremultiply, Multipass CGI Compositing, HDR Images, 3D compositing; Blending: Blending operations(image blending operations), Adobe Photoshop blending modes; Slot gags.

PROJECT OUTLINE:

100 Marks

- compositing techniques for single images, compositing techniques for image sequences
- keying , color correction, match-moving , rotoscoping

Student should submit the project which is given to them along with output file & source file in CD /DVD

Course Outcome

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

TEXT / REFERENCE BOOKS

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

SVCE6512	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To expose students to the field of advertising photography in which they are trained to shoot images for different forms of advertising.

UNIT 1 COPY & ILLUSTRATIONS 9 Hrs.

Advertising – Visualizing – copy and illustrations – use of drawing and photographs

UNIT 2 CONCEPT DEVELOPMENT 9 Hrs.

Conceptual photography – Developing ideas and producing conceptualizing photographs.
Understanding photography as a Fine Art.

UNIT 3 LOCATION 9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY 9 Hrs.

Contemporary Wedding/Event photography – the new trend in shooting weddings in a photojournalistic style

UNIT 5 FASHION PHOTOGRAPHY 9 Hrs.

Fashion photography – studio and location, editorial, advertising, beauty and portrait.

PROJECT OUTLINE: 100 Marks

Photographs- 70 Marks

Viva - 30 Marks

COURSE OUTCOMES:

- CO1. To understand and develop good Advertising and Visualizer work process
- CO2. Ability to create new concepts and ideas for Advertising through photography
- CO3. Ability to shoot in different location and atmospheric situation
- CO4. To develop good skills to handle Wedding, Corporate & Event Photography
- CO5. To develop managing skills to handle the equipment's in outdoor shoots
- CO6. Ability to shoot Studio and location based fashion photography

TOPICS

- Conceptual Photography
- Product photography
- Fashion Photography
- Food photography
- Panoramic - Landscape Photography
- Architecture-HDR images
- Digital manipulated images
- Event photography

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

- Dave Saunders, Professional Advertising Photography, Mercurst Press, London 1988
- Roger Hicks, Practical Photography, Cassell, London 1996
- Julian Calder and John Garrett, The 35mm Photographer's Handbook, Pan books, London 1999
- Julie Adair King, Digital Photography for Dummies, COMDEX, New Delhi 1998

SVC5007	MEDIA & COMMUNICATION TECHNOLOGY	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To help students gain a good exposure on the latest technologies in the field of communication media.

UNIT 1 HYPER MEDIA 12 Hrs.

What is hyper media - New Technologies- Characteristics of New Media -Communication revolution - new media versus old media - Young people & New Media – Cyber culture in New Media - Digital divide: E- Governance Process, Social and legal frameworks - Policy initiatives

UNIT 2 SOCIAL MEDIA 12 Hrs.

Social Media Prologues – consumer oriented media – wikis – Social networking sites (Podcasting, Blogs, Video casting) – Law of Social Media – writing for social media - Social Book Marking & online Content Democracy

UNIT 3 SOCIAL MEDIA MARKETING 12 Hrs.

Introduction to social Media Marketing – Social Networking (Media sharing, Forums, Virtual Worlds) – Measurements – rules of engagement in social media- E-Commerce – Types of E-Commerce - social media campaign – social Media Advertising – integrated Marketing strategy .

UNIT 4 MEDIA CONVERGENCE 12 Hrs.

Why Convergence – Media Convergence - technological convergence – Rise of Mobile Technology – Technology as culture –Convergent experience viewing practices across media Forms. Media structure and governance - Principles and accountability -The regulations of mass media- Diffusion of innovation

UNIT 5 EDUCATORS WITH SOCIAL MEDIA 12 Hrs.

Learning through technology – New directions in teaching technologies – design of instruction with social media – Bookmarking , clipping, mind mapping & Polls - social networking sites and education - Educational games & mobile learning – E- Learning –data base development for online course -cyber bullying.

Max. 60 Hours

Course Outcome

- CO1.** Remember latest technologies
- CO2.** Understand features of Communication Technologies
- CO3.** Analysis online content democracy in social media
- CO4.** Understand media convergence
- CO5.** Apply E-learning anywhere and anytime for educational needs
- CO6.** Utilize these communication technologies in the day to life

TEXT / REFERENCE BOOKS

1. Dan Zarella , Social Media Marketing Book., O ' Reilly Media , Inc , 2010
2. Tim dwyer, Media Convergence, Mc Graw Hill , England ,2010
3. Educating Educators with Social Media – Charkes wankel – Emeral Group Publishing Ltd,UK, 2011.
4. Alex Newson, Derek .C. Houghton, Justin Patten, Blogging & other Social Media, Gower Pubishing Ltd, England, 2009.
5. Dave Evans, Social Media Marketing: The Next generation of Business Engagement, John wiley & sons, 2010

**END SEMESTER EXAM QUESTION PAPER
PATTERN**

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 6 Questions of 5 marks each uniformly distributed - without choice.

30 Marks

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

50 Marks

SVC5008	MEDIA LAW AND ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To encourage students to learn ethics involved in various medium so that students are socially aware.

UNIT 1 FUNDAMENTAL RIGHTS

9 Hrs.

Constitution of India: Fundamental Rights – Freedom of Speech and Expression and their Limits (Media) - Provisions of Declaring Emergency and their Effects on Media– Freedom of Media

UNIT 2 COMMON LAWS OF INDIAN CONSTITUTION 9 Hrs.

Contempt of Courts Act 1971 – Civil and Criminal Law of Defamation – Relevant Provisions of Indian Penal Code with Reference of Sedition, Laws Dealing with Obscenity; Official Secrets Act, 1923, Right to Information Act – Intellectual Property Rights , Including Copyright Act

UNIT 3 MEDIA LAWS 9 Hrs.

Press and Registration of Books Act, 1867 - Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953: case Related to Cinematograph act. - Prasar Bharati Act; Cable Television Networks Act 1995

UNIT 4 CYBER ETHICS 9 Hrs.

Cyber Ethics – Cyber Crime in India – types of Cyber-crime - Intellectual property in cyber space – Information Technology Act – Theory of Privacy in Cyberspace – Free speech and content control in cyber space

UNIT 5 BROADCASTING ETHICS 9 Hrs.

Code of ethics for advertising on AIR , Doordarshan - Advertising Standard Council of India's Code of Ethics - Right to Reply, Communal Writing and Sensational and Yellow Journalism; Freebies, Bias, Coloured Reports; - Ethics of Telecasting and Broadcasting – sting operations

Max. 45 Hours

Course outcomes:

- CO1:** To understand the freedom of media and rights under our constitution.
- CO2:** To recognize the media laws applicable for media content and production
- CO3:** To demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- CO4:** To understand the cyber ethics and the laws under cyber space
- CO5:** To recognise the broadcasting code of ethics and analyse the media content
- CO6:** To Acquaint with the important legal and ethical provisions to guide the journalist's conduct as a professional.

TEXT / REFERENCE BOOKS

1. Patrick Lee Plaisance, Media Ethics – Key Principles for Responsible practice, Sage publication Inc., California, 2009.
2. Richard A. Spinello, Cyber Ethics – Morality and Law in Cyber Space, 2nd Edition, Jones & Barlett Publishers, USA, 2003
3. M. Neelamalar, Media law and ethics, 2nd edition, PHI learning private limited, New Delhi 2010.

**END SEMESTER EXAM QUESTION PAPER
PATTERN**

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 6 Questions of 5 marks each uniformly distributed - without choice.

30 Marks

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

50 Marks

SVC6507	FILM GENRE & FILM MAKERS	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To make students learn about the different categories of film so that they are well versed with the types of genres and film makers,

UNIT 1 CINEMA 9 Hrs.

Cinema as Institution – Hollywood Cinema – Production – Distribution – Exhibition – cinema Audiences – society – Media – globalization

UNIT 2 EVOLUTION OF FILM TECHNOLOGY 9 Hrs.

Film Text - Film Technology – Language of Film – Early cinema – Film Form – Mainstream & Alternative Film Form

UNIT 3 CRITICAL APPROACHES 9 Hrs.

Critical Approaches to film – Authorship – Genre – Stars - role – character – Performance – Representation & meaning – Economic Capital / commodity

UNIT 4 FILM MOVEMENTS 9 Hrs.

Film Movements & National cinema – British Cinema – World cinema & National Film Movements – Alternative cinema & other Film Styles

UNIT 5 SPECTATORSHIP 9 Hrs.

Meaning and Spectatorship - watching a film – early Models – psychoanalytic models of the viewers – ideology - & post modernism – new forms of Spectatorship.

PROJECT OUTLINE:

- Students should do & submit the detailed seminar presentation which is given to them in a thesis format. And along with that softcopy in CD/DVD

COURSE OUTCOME: By the end of this course, students will be able to:

- CO1. To understand the production process in film making
- CO2. To identify the various genre in films
- CO3. To shoot master shots, mise-en scene and montage
- CO4. To gain knowledge about film movements
- CO5. To understand the importance of continuity in film making
- CO6. To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

- Nathan abram, Ian bell, Jan udriš, Studying film, Oxford university Press, USA, 2001
- Jill Neldes, An Introduction to Film Studies, Routledge, 2003

SVCE6513	TELEVISION PRODUCTION -III	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To give hands-on training to students so that they can shoot news, advertisements, short films and documentaries.

UNIT 1 DOCUMENTARY FILMING 9 Hrs.

Documentary Filming and Directing Telefilm.

UNIT 2 POPULAR MUSIC 9 Hrs.

Popular Music practical (Music and art type program).

UNIT 3 MAGAZINE PROGRAMME 9 Hrs.

Magazine type programme on travel / holidays.

UNIT 4 SINGLE CAMERA 9 Hrs.

Single Camera continuity (on site).

UNIT 5 CAPTION EXERCISE**9 Hrs.****Caption Exercise on fashion and city round – up practical.****PROJECT OUTLINE:****100 Marks****OUTDOOR**

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

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

COURSE OUTCOME:

CO1. To Understand outdoor production techniques

CO2. To do research for documentary film

CO3. To apply the techniques involved in musical program

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

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

CO6. To execute the procedures involved in electronic field production

TEXT / REFERENCE BOOKS

1. P. Javis, Shooting on Location, BBC Television Training, Borchamwood, 1986.
2. Linda Seger, The Art of Adaptation: Turning Fact and Fiction into Film, Holt, 1992.
3. Michael Rabiger, Directing the Documentary, Focal Press. Boston 1997.
4. P. Lewis, Aright Royal Do: The Making of an Outside Broadcast, BBC Television Training, Borehamwood, 1991.
5. P. Champness, Camera Mounting for Film and Video on Location, BBC Television Training, Borehamwood 1987.

SVCE6514	3D GRAPHICS & ANIMATION	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To help students create models and animate using softwares.

UNIT 1 PRE-PRODUCTION**9 Hrs.****Pre-production – Storyboarding - Aesthetics of Film-Making****UNIT 2 CHARACTER ANIMATION****9 Hrs.****Character Animation - 3D Character Development - Rigging & Character Set-up****UNIT 3 DIGITAL PAINTING****9 Hrs.****Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning****UNIT 4 LIGHTING & RENDERING****9 Hrs.****Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion****UNIT 5 DIGITAL DESIGN****9 Hrs.**

Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects - Composition

PROJECT OUTLINE:**100 Marks**

OUTDOOR

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

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

Course Outcome

CO-1 Understanding about basics of 3D animation and Special Effects

CO-2 Understanding of 3D modelling and interface

CO-3 Understanding about 3D animation software and interface

CO-4 Ability to create basic 3D animation through computer system.

CO-5 Ability to interpret 3D model and 3D animation

CO-6 Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

1. Micheal O'Rourke. Principles of 3D Computer Animation: Modeling, Rendering and Animation with 3D Computer Graphics. Norton, 1998.
2. Rogers David, Animation: Master-A Complete Guide (Graphics Series), Charles River Media, Rockland, USA, 2006.
3. Tom Bancroft, Creating Characters with Personality: For Film, TV, Animation, Video Games and Graphics Novels, Watson- Guphill Publications, New York, 2006
4. Bill Fleming. 3D Modeling and Surfacing. Academic Press, 1999.
5. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.

SVCE6515	RADIO PRODUCTION	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To train students to produce their own radio programmes so that their skills are developed.

UNIT 1 MICROPHONE TECHNIQUES 9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Shotgun Microphone.

UNIT 2 AUDIO MIXER OVERVIEW 9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 RADIO PROGRAMME - PRODUCTION 9 Hrs.

Elements Of Radio Production - Writing for Radio - Stages of radio production -Pre-Production –Production – Post Production

UNIT 4 RADIO JOCKEY & PRODUCER 9 Hrs.

Nature Job of RJ - Qualities of a radio producer- Radio News Reading Methods –Traditional FM Radio Production

UNIT 5 RADIO PROGRAMMES 9 Hrs.

Voice Over for New Articles - Radio Documentary – Radio Advertising -Voice Sync (Pre-Mix)- Effects Recording- BGM Adding.

PROJECT OUTLINE :

100 Marks

1. Audio Mixing for Radio Production-Cinema Ad -Radio Ad – Commercial Product Ad.
2. Radio Production for 5 MinutesProject

Course outcomes:

CO1: Understand the Basic sound Wave and Different range of Various Musical Instruments.

CO2: Interpret and demonstrate the microphone Handling Techniques.

CO3: Analyse the basic sound Design for visuals and Professional films.

CO4: Create and recreate the sound effects for different videos.

CO5: Demonstrate the basic analogue audio mixing Console.

CO6: Combine karaoke audio tracks with voice and premixing.

TEXT / REFERENCE BOOKS

1. Robert McLeish, Radio Production, Fifth Edition, CRC Press,2012.
2. Tomlinson Holman, Surround Sound: Up and Running, Second edition, CRC Press,2012.
3. David Milles Huber, Modern Recording Techniques, Sixth edition, focal Press,2005.

S V C 6517	CO M P R E H E N S I V E P A P E R	L	T	P	Credit s	Total M arks
		0	0	8	4	100

To review student's Performance in the course with particular reference to the area of specialization and suitability for the industry.

• Methodology

Panel interview to assess the student's ability to use visual Communication Effectively in the media world and to guide the student in the preparation of portfolio and the pursuance of career choice.

V C 6518	INTERNSHIP	L	T	P	Credit s	Total M arks
		0	0	1 0	5	100

To help student get exposed to actual situation and functioning of media industry and experience reality.

Methodology

The student will be attached to the media industry for a period of three months on an internship basis. The in term will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the in term . A report and a Viva Voce will complete the process of evaluation.

M.Sc Viscom 2019 & 2021 Syllabus

SVCA6101	CONTEMPORARY ADVERTISING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To make students analyse and interpret the various forms of advertising
- To learn the art of advertising of various products.

UNIT 1 ADVERTISING FUNDAMENTALS

9 Hrs.

Introduction to Advertising - Evolution of Advertising - Structure of an Advertising Agency - Fundamentals of Advertising - Various Advertising Media – ATL - BTL Advertising - Campaign Planning.- Case studies

UNIT 2 COMMUNICATION

9 Hrs.

Creative Thinking & Reasoning - Introduction to Copy Writing - Copy Writing - Writing for different Advertising Media - Copy editing - Proof Reading

UNIT 3 BUSINESS OF MEDIA

9 Hrs.

Marketing and Branding Strategies - Overview of what is Product life cycle - Product Positioning - 5P S of marketing - Introduction to brand positioning and management -Developing Brand/ Corporate identity - Legal implications of Advertising Case studies - Corporate Identity - project & internship

UNIT 4 MEDIA PRODUCTION - PART 1

9 Hrs.

Print and Production - Evolution of printing Technology - Stages Processes and Techniques of printing for various media and applications

UNIT 5 MEDIA PRODUCTION - PART 2

9 Hrs.

Photography - Making of a TVC & Film language I - Preparing a creative brief -Developing Concept & Film language II - Script Writing –

Direction - Basics of Videography - Types of Camera - video formats - Camera angles – editing.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

- Product alone
- Product in set up
- Product ingredients
- Bill Boards, Transit Advertising
- Dangers, flyers, pamphlets
- Online, mobile ads
- Advertorial
- TVC
- Radio

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

COURSE OUTCOMES:

CO1. Recognize fundamentals of advertising communication and marketing.

CO2. Develop creative keys through applying significant advertising ideologies.

- CO3.** Discuss key strategy methods and to Understand the components of a brand
CO4. Analyze the ways that communication through advertising influences and persuades consumers;
CO5. Understand the print and production technology for various media and applications
CO6. Create advertisement for a product and its execution in different media.

TEXT / REFERENCE BOOKS

1. Michael Newman , Creative Leaps , John wiley & sons (Asia) Pte Ltd, 2003.
2. Giles Calver, What is Packaging Design?, RotoVision SA, 2004.
3. William Wells, John Burnett, Sandra Moriarty Advertising, Principles and Practice, 6th edition, Pearson Prentice Hall, UK, 2006.

SVCA6102	WRITING FOR MASS MEDIA	L	T	P	Credits	Total Marks
		1	0	2	2	100

COURSE OBJECTIVE

- To get introduced to the special technique of writing for mass media.
- To help students write for different medium so that they know to incorporate the various principles of each medium.
- To understand the nuances of writing for all media and thus help students cope with the modern journalistic skills.

UNIT 1 NEWS WRITING

9 Hrs.

News Writing Mechanics – slugs – split page – punctuation – good grammar – writing for features, obituary, interview - colour writing – writing reviews - – style rules

UNIT 2 BROADCAST WRITING

9 Hrs.

Broadcast writing : TV & Radio –Selection of news - types of News leads – Conversational style – broadcast style vs Print writing style – TV scripts - use of Quotes – Attributes – RDR writing- keys to good writing - radio scripts : actualities, story length, lead-Ins, teases- pad copy – back timing in Radio

UNIT 3 COPY WRITING

9 Hrs.

What is copy writing? - writing advertising copy – radio spots –Audio – video Ads – Bill Boards – 3Cs of Effective copy – creative brief – Slogans & taglines – copy writer skills

UNIT 4 PR COPY

9 Hrs.

Writing for PR copy - Print News Release – broadcast news release – writing for organizational media – writing for Promotional media - Media Advisories - Media kits – Articles – speeches

UNIT 5 ONLINE NEWS WRITING

9 Hrs.

News writing & editing - headlines - website design – hyperlinks – handling & developing a story – economics of web publishing – online advertising – ethical & legal issues in online

Max. Hour 45

PROJECT OUTLINE:

Total Marks 100 Marks

- Article writing
- Editorial
- News Story
- Feature
- Radio News & Radio Programme Script
- Web Publishing & online Advertising
- Organizational & Promotion Writing

Note: Student should submit all the above mentioned TOPICS in thesis format. COURSE OUTCOME:

- CO1** - Understanding of Broadcast News Writing, Special News Story coverage
- CO2** - Interpret and demonstrate the viability of the current news according to the signs of the times in the Radio.
- CO3** - Appreciative knowledge on writing - Article Editorial, News Story, Feature and analyse the sectional news
- CO4** - Ability to create Radio News & Radio Programme Script, Web Publishing & online Advertising, Big Copy, Copy Only, Comic Ads.
- CO5** - Scientifically and ethically justify, argue, defend and critique many of the trend setters in the news-making areas.
- CO6** - Ability to create: Press Release (Event, Movie, Audio launch), Organizational & Promotion Writing.

TEXT / REFERENCE BOOKS

1. Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, Mediawriting: Print, Broadcast, and Public Relations, 2nd edition, Taylor & Francis, 2011
2. Sunil Saxena, Breaking News: The Craft and Technology of Online Journalism, Tata McGraw-Hill Education, 2004
3. Ted white, Broadcast news: Writing, Reporting, and Producing, 4th Edition, Elsevier, UK, 2005
4. Ronald D. Smith, Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media, Routledge, 2012
5. Steve Slaunwhite, The Everything Guide To Writing Copy: From Ads and Press Release to On-Air & online Promos , Everything Books, 2007

SVCA6103	VISUAL DESIGN	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To help students design by learning various geometric shapes.
- To understand design rules, colour & composition and study a range of techniques involved in illustrations & caricature

UNIT 1 DEFINE DESIGN

9 Hrs.

Defining design. The process of designing. Structure of Visual field. Figure – Ground relationship. Figure organization. Attraction and attention value. Types of grouping.

UNIT 2 GEOMETRIC SHAPES

9 Hrs.

Points and lines. Types of line. Contours. Shape. Geometric and rectilinear. Curvilinear and Biomorphic shapes. Abstract shapes. Non - representational. Positive and negative shapes. Texture. Tactile and visual texture. Pattern.

UNIT 3 COLOUR & COMPOSITION

9 Hrs.

Space. Shallow and deep size. Types of perspective. Open and closed compositions. Spatial confusion. Motion and movement. Internal and external movement. Value. Patterns of value. Characteristics of colour.

UNIT 4 DESIGN RULES

9 Hrs.

Rules of design. Unity and harmony. Thematic unity. Gestalt and visual unity. Balance. Formal and informal balance. Symmetrical and asymmetrical. Balance by shape, texture, position and eye direction radial balance.

UNIT 5 ILLUSTRATIONS & CARICATURE

9 Hrs.

Human scale. Proportion. Contrast. Isolation. Placement. Absence of focal point/ rhythm and motion. Principles of visual aesthetics. Principles of illustration. Illustration techniques. Cartooning, Caricature, satirical cartooning, underground cartoon and cartoons or other nations.

Max. Hours. 45

PROJECT OUTLINE:

100 Marks

- Icon Design & User Interface design
- Story Board (Manual & System)
- Illustration (Manual & System)
- Cartoon, Caricature (Manual & System)
- Human (Male & Female Full Figure)
- Typography

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

CO1. To understand the importance of design rules that includes visual unity and balance.

- CO2.** To create three dimensional object, curvilinear and biomorphic shapes
CO3. To comprehend psychology of colour & characteristic of colour
CO4. To apply the techniques involved in illustration and caricature
CO5. To understand the importance of aesthetic values in their work
CO6. To draw human anatomy, still life, portrait, and landscape and story board

TEXT / REFERENCE BOOKS

1. Richard Zakia, perception and imaging , focal press. Oxford.1997.
2. Alan pipes , foundation of art and design ,Laurence king publishing, London. 2003.
3. Robert gillam scott, design fundamentals, McGraw – hill book company, London 195

SVCA7101	TELEVISION PRODUCTION I	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To study about television writing techniques
- To understand the importance of pre – production

UNIT 1 WRITING FOR BROADCAST

9 Hrs.

Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences –

plain English – familiar words – easy listening - make it interesting – contraction - rhythm

UNIT 2 NEWSWRITING

9 Hrs.

The news angle – Multi Angled stories – hard news formula – intro – Placing key words – feature

openers – developing story – sign posting –line – last words - accuracy

UNIT 3 WRITING FOR DOCUMENTARY

9 Hrs.

Screen craft, - screen grammar – screen craft analysis – basic production – initial research - draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list

UNIT 4 TV SCRIPT WRITING

9 Hrs.

Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script

layout – balancing words with pictures – using the library – field work

UNIT 5 WRITING FOR FILM

9 Hrs.

What to write – how to write – what you know so far – Zen and the high art of getting the thing done –

script development – what is the story about – find your plot & character – true stories and events – how are script developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

Max. Hours. 45

PROJECT OUTLINE:

100 Marks

Paper Works: Script Development

- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

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

CO1. To Understand Television writing techniques

- CO2.** To write effectively for television audience
- CO3.** To write for news bulletins and news story
- CO4.** To comprehend the techniques involved in documentary narration and execution
- CO5.** Identify different formats of scripts and treatment.
- CO6.** To do research, write script for Television programme, News content, Documentary and film

TEXT / REFERENCE BOOKS

1. Andrew Boyd , Broadcast journalism : Techniques of Radio & TV News, 5th edition , Elsevier focal press , USA 2007
2. Michael Rabiger ,Directing the documentary , fourth edition , Elsevier , focal press,USA, 2007
3. Viki king, How to write a movie in 21 days ,1st edition, Quill, harper Collins Publishers, 2001
4. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3rd edition, Focal press,2006
5. Dwight V. Swain & Joye R. Swain ,Film scriptwriting,2nd edition, focal press,1998.

SVCA7102	MULTIMEDIA AND WEB DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION

9 Hrs.

Multimedia - Soundcard, scanner, digital camera, multimedia files formats for text, audio, picture, video. WWW, Browser, URL, IP address, TCP/ IP basics. Principles of design and composition - Web pages, Hyperlinks, Web server, Planning a website-How to plan a website- importance of good web content, Structuring & site navigation, browser compatibility issues, domains and hosting. Web tools - FrontPage, Photoshop, Macromedia flash, Dream weaver (Brief study),

UNIT 2 HTML/FRONTPAGE

9 Hrs.

Introduction - WEB publishing, HTML tag concept, URL, hyperlinks tags, Image basics, Presentation and layout, Text alignment, Tables, Table within table.

UNIT 3 DESIGNING USING HTML/FRONT PAGE

9 Hrs.

Lists – Ordered lists, Unordered lists, Types of order list and unordered list, Nested Lists. Frames – Frame set .Frame targeting. Horizontal splitting, Vertical splitting, HTML form - Input fields, Submit /reset button, Methods post/get. Style sheet - Setting background, Setting text color, Font, Border, Margin, Padding, List, List-item marker.

UNIT 4 DREAMWEAVER

9 Hrs.

Getting Started- Introducing Dreamweaver, Learning the interface, defining a local site, creating a website. Adding content to a site - Adding content, Controlling document, Introducing cascading style sheets, Creating styles, Exporting CSS rule definitions, Creating class styles, Attaching external style sheets.

UNIT 5 WORKING WITH DREAMWEAVER

9 Hrs.

Working with Graphics-Using graphics on web pages, Placing graphics on the page, Modifying image properties, Editing images, Doing roundtrip editing with fireworks, Customizing the Insert bar, Adding Flash content, Adding Flash video. Navigating your site -Understanding site navigation, Linking to files in your site, Linking to sites.

Max. Hours. 45

PROJECT OUTLINE:

100 Marks

- Create database, using forms in HTML/XML
- Creation of Websites
- Create links and designing of webpage using dream weaver

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

CO-1 Understanding about basics of HTML

CO-2 Understanding about Web Designing software and interface

CO-3 Ability to create various designs with the help of a computer system.

CO-4 Ability to create basic Forms and web page through computer system.

CO-5 Ability to interpret web animation and Links

CO-6 Ability to create Designing of webpage

TEXT / REFERENCE BOOKS

1. Thomas A.Powell,The Complete Reference HTML Second Edition, 3rd edition,USA,2001
2. Joseph .W. Lowery ,DreamWeaver Bible , John Wiley & Sons, 2006.
3. Thomas Powell,The Complete Reference HTML Second Edition, Mcgraw-hill, 2010

WEBSITES

1. www.w3schools.com
2. www.htmlcodetutorial.com
3. www.echoecho.com

SVCA7103	PROFESSIONAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To motivate students to learn about the various functions of a camera and to incorporate them in various types of photography

UNIT 1 INTRODUCTION TO FUNCTIONS OF PHOTOGRAPHY

9 Hrs.

The equipment's – camera, lenses, light meters, filters, flashes, and accessories. Digital Photography – Digital Camera Functions and techniques, computer aided application and creativity

UNIT 2 EXPOSURE TECHNIQUES

9 Hrs.

Understanding exposure and lighting techniques – indoors and outdoors.

UNIT 3 PHOTOJOURNALISM

9 Hrs.

Press photography & photojournalism - Shooting editorial, -news, photo feature and photo essays for press and media

UNIT 4 STILL LIFE PHOTOGRAPHY

9 Hrs.

Still Life / Table top– a detailed study - Artistic lighting for still life and product photography. Shooting transparent, highly reflective and high contrast products for promotional and advertising purposes.

UNIT 5 MACRO PHOTOGRAPHY

9 Hrs.

Macro Photography – outdoor and indoor subjects - extension tubes - flash extension cables, Ring flashes. - Night photography - Remote capture – Light painting – long exposures - Car trails.

Max. Hours. 45

COURSE OUTCOMES:

CO1. To develop skills to handle professional Camera's and Lighting Equipment's

CO2. Ability to expose and light properly for

indoors and outdoors CO3. Ability to shoot and

handle photo journalistic assignment CO4. To

develop the technical skills to shoot macro

photography

CO5. To create Artistic setup and Backdrops for still

life photography CO6. To explore in-depth

photography techniques and handling.

PROJECT OUTLINE:

100 Marks

Photographs

- 70 Marks

Viva

- 30 Marks

TOPICS

1. Photojournalism
2. Still Life / Table top
3. Product photography
4. Macro Photography
5. Night photography
6. Landscape Photography

7. HDR images.

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

1. Paul Harcourt davis, close up and macro photography, Davidand Charles , devon, Uk 1998.
2. Mitchell Bearley , john hedgeese's new introductory photography course , reed consumer books Ltd, London, 1998.
3. Michael Langford, Basic photography, Focal press, London, 1986.
4. Michael Langford, Advanced photography, focal press , London 1986.

SVCA5201	MEDIA CULTURE AND ENTERTAINMENT	L	T	P	Credits	Total Marks
		3	1	0	4	100

OBJECTIVES

- To understand the basics of Culture
- To apply the techniques in Entertainment Media

UNIT I

9 Hrs.

Culture - Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Tribal Culture in India; Challenges of Indian Culture; Status of Women in India.

UNIT II

9 Hrs.

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

UNIT III

9 Hrs.

Theatre- Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Traditional & Modern Theatres.

UNIT- IV

9 Hrs.

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India Freedom movement, Post-Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional.

UNIT V:

9 Hrs.

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

Max. Hours. 45

Total Marks: 100

COURSE OUTCOMES:

1. To Understand the culture and its status in India
2. To comprehend types of music in Indian film industry.
3. To identify the concept of theatre and drama.
4. To classify the print media industries which redefine the world
5. To understand the broadcasting principles and latest trends in TV & Radio industries
6. To understand the importance of cable television and its distribution

TEXT BOOKS /REFERENCE

1. Michael J. Hupert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK
3. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Part A: 6 questions of 5 marks each - without choice.

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks

SVCA5203	DIGITAL MEDIA MANAGEMENT	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- Understand the new venture of digital media.
- Understand the Strategic Flow of Market and social media marketing strategy

Unit I DIGITAL MEDIA

9 Hrs.

New Media Content - Production and Consumption – Strategic Implication for Media Companies - New Venture Creation in Social Media Platform - Digital Journalism - Role of Social Media in News Provision and Participation - Social Media in the Audiovisual Business

Unit II DIGITAL MARKETING

9 Hrs.

Digital marketing - needs - importance - Difference between Traditional marketing and Digital marketing - Marketing Mix - Marketing v/s Sales - Social Networks as Marketing Tools for Media - Strategic Flow for Market - Internet and Social Media Changing the Movie Business

Unit III MARKETING AND COMMUNICATIONS

9 Hrs.

Social Media marketing - marketing tools - difference between social media marketing and traditional marketing - media relations - Social Media marketing a boon or a Bane - identifying target market - Blog, Portal and Website - Marketing Communication in Social Media

Unit IV SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Social media optimization - origins and implementations - Tips to optimize social media marketing – how to optimize social media marketing strategy - Facebook marketing - Instagram marketing -Twitter marketing - LinkedIn marketing - Google plus marketing - Word Press blog creation - Google Plus marketing

Unit V SOCIAL MEDIA STRATEGY

9 Hrs.

Developing the marketing strategy - Creating multi-channel Social Media Strategy - Online advertising -Email marketing - Content marketing - Search engine marketing – Risk management & assessment - Search analytics - Web analytics - Mobile advertising - Advertising techniques

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** Understand the new Venture Creation in Social Media Platform
- CO2:** Recognize Strategic Flow for Market
- CO3:** Classify the social media marketing and traditional marketing
- CO4:** Create social media marketing strategy
- CO5:** Understand multi-channel Social Media Strategy and Online advertising
- CO6:** Identify the Search engine marketing

TEXT BOOKS /REFERENCE

1. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
2. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Part A: 6 questions of 5 marks each - without choice.

30 Marks

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks.

70 Marks

SVCA6201	ELEMENTS OF CINEMATOGRAPHY	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To understand the essential techniques in filming so that students can create flawless films

UNIT 1 INTRODUCTION TO CINEMATOGRAPHY

9 Hrs.

Types of photography - Introduction to Cinematography – the Concept of photography as painting with light-Attributes of light – Quantity

– Quality Colour quality – Colour Temperature – Colour temperature of various light sources – Direction of light- Different types of shots and their uses .

UNIT 2 LIGHTING TECHNIQUES

9 Hrs.

Primary and Secondary colours – Additive and subtractive synthesis – Complementary colours – colour schemes – Colour wheel - Light sources – Artificial light sources – Nature of daylight– Advantages and disadvantages of hard and soft light - Aims of lighting – Basic Portrait lighting – Lighting ratio – Contrast – Styles of portrait lighting – Low-key lighting – High-key lighting.

UNIT 3 FUNCTIONS OF CAMERA

9 Hrs.

Essential parts of a Video camera – their functions and uses – Camera body – View imaging - Sensors – Pixels – Resolution and Interpolation – pixilation – Compression – Lossless compression – File formats – TIFF – PNG – JPEG – GIF – RAW files - DPI .

UNIT 4 NEW TECHNOLOGY

9 Hrs.

Image storing devices –memory cards – Smart Media – Multimedia card – Memory stick – CD-R – Compact flash – XD card – Memory card reader - Essential features of a digital camera – Advantages and disadvantages of film and digital systems, Purpose of Composition .

UNIT 5 COMPOSITION

9 Hrs.

Photographic exposure – Effect of overexposure – Effect of Under exposure – The importance of correct exposure – The role of filters – Types of filter materials – Glass filters – Gelatin filters – Sandwich filters – Filters for Black & White photography – Filters Introduction to a movie camera. Good and bad composition – Elements of composition - Balance in composition – Vertical composition – Horizontal composition – Golden Rule of 2/3rds-Shots and explanation.

Max. 45 Hours

COURSE OUTCOMES:

- CO1.** To understand about Cinematography basics and composition principles
- CO2.** To understand basic light source and principles of lighting
- CO3.** Ability to learn with basic cinematography cameras and camera operation
- CO4.** To develop the basic understanding of Digital cinematography
- CO5.** Ability to handle Cinematography Equipment's and lighting Equipment's
- CO6.** To explore more on Shots segmentation and Composition Techniques

PROJECT OUTLINE

100 Marks

TOPICS

- Mise-en-scene
- Continuity shots
- Short film
- Documentary

Students should submit Output File & Source file in CD

/ DVD TEXT / REFERENCE BOOKS

1. Joseph V. Mascelli ,The Five C's of Cinematography: Motion Picture Filming Techniques,
2. David Vestal , The Craft of Photography , Harper & Row, 1975
3. D.A. Spencer, Colour Photography in practice, Focal Press, 1975
4. A.S. Kanal. The Cinematography Hand Book Film and Video , Vikshi Institute of Media Studies, 2008
5. Kodak Master Photo guide, Eastman Kodak Series

SVCA6202	MEDIA TEXT ANALYSIS	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To help students learn and analyse the various content in media so that they are aware of the content produced in media.
- To understand how media constructs reality and to choose right tool to analyse content provided in print and electronic medium.

UNIT 1 MEDIA CONTENT

9 Hrs.

Media Content - Media text as arrangements of signs – Narrative, genre - discourse analysis –Text, intertextuality & context - institutions & ways of seeing discourse analysis – sources - technologies of the gallery & museum

UNIT 2 MARXISM & IDEOLOGY

9 Hrs.

Media as Manipulators: Marxism & Ideology – culture industry as mass deception – ideological meanings –arguments and criticisms – communication flows & consumer resistance, Media & public sphere - nation as imagined community - digital dilution of nation

UNIT 3 PSYCHOANALYSIS

9 Hrs.

Psychoanalysis: visual culture, visual pleasure & visual disruption – subjectivity, sexuality & conscious Audience studies : audience, fans, users , ethnographies of visual objects

UNIT 4 COMPOSITIONAL INTERPRETATION

9 Hrs.

Critical study of visual methodology –production –image – compositional interpretation: technology & image production – media ,gender & sexuality : construction of femininity , patriarchal romance & domesticity – empowering – media & masculinities.

UNIT 5 SEMIOLOGY

9 Hrs.

From quality to quantity: content analysis : introduction - four steps to content analysis – semiological study – selecting images for study
- sign making meaning processes – social semiotics

Max. 45 Hours

PROJECT OUTLINE

100 Marks

TOPICS

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

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

COURSE OUTCOME

- CO1.** To distinguish the complex relationship between media content and distribution through analysis mode.
- CO2.** To relate the latent meaning in media text, and be able to identify appropriate ideology to analyse

media texts.

CO3. Understand mass media as a system of generating and transmitting information through a medium and how audiences are affected consciously and unconsciously under psychoanalysis.

CO4. Analyse the media content from analyst point of view. And start critically approaching content produced and distributed by media.

CO5. To recognize the quality and quantity of content examined it through semiotics mode and content analysis approach.

CO6. Comprehend the foundations, process, and practices of analysing any given content from media and demonstrate proficiency in writing report on one or more media content.

TEXT / REFERENCE BOOKS

1. Gillian Rose, Visual methodologies: an introduction to researching with visual materials, 3rd edition, sage publications, 2012.
2. Paul Hodkinson, Media ,Culture & society ,sage publication, 2012

SVCA6203	VIDEO EDITING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

• Hands on experience in Video Editing Software

- Explore and practice of various Chroma Keying, Picture in Picture video editing
- To teach advanced level of Video editing techniques

UNIT 1 INTRODUCTION

9 Hrs.

History - Grammar - 180 degree rule - Editing theories - Aesthetics and Principles of editing - the role of Editor - Linear and Non Linear Editing - types of editing - Continuity - Screen edit - Action Sequence - Cross Cutting - Parallel Cutting - Rhythmic Cut - Concept edit - Action edit.

UNIT 2 DIGITAL TECHNOLOGY

9 Hrs.

Analog and Digital Video - Generation Loss - Fire wire DV System - Interlaced and Progressive Scanning - Broadcast standards - S video - Component & Composite video - tape formats - Sampling and Compression - 8 bit and 10 bit Uncompressed - Digital Audio.

UNIT 3 POST PRODUCTION

9 Hrs.

Industry and Post Production work flow - Post Production Process - Film Certification - Production Personnel and Responsibilities - Visual Grammar - Transmission Standards - Film Vs Video - Clap Board - Cue Sheet - Cut List.

UNIT 4 EDITING PROCESS

9 Hrs.

Creating new project - Sequence - Bin - Capturing - importing - clip - Montage - Organizing Video Footage - Working with Multi Layers - Insert & over write - rough cut to fine cut - Jump - audio and video tools - trim mode - working with audio - Adjusting Audio Levels - Titles.

UNIT 5 VFX & EXPORT FORMATS

9 Hrs.

Special effects - Mattes - Alpha Channel - Transition Types - Video filters - Picture in Picture Video Production - Chroma Keying - color correction - Lighting Effects - Motion Blur - Key framing - Audio Mix - Audio levels - EDL export and import - Export to different formats

Max. 45 Hours.

PROJECT OUTLINE :

100 Marks

- | | |
|-------------------------------|----------|
| • Fiction & Non-Fiction Video | 50 Marks |
| • Social awareness Video | 20 Marks |
| • Commercial Advertising | 20 Marks |
| • Record Note | 10 Marks |

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

COURSE OUTCOME

- CO1. Remember video editing basics
- CO2. Understand process of video editing styles
- CO3. Explore various tools for video editing by practicing

CO4. Apply video editing techniques to enhance the visuals

CO5. Construct the Audio and Video in synch

CO6. Implement video editing ethics 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

SVCA7201	TELEVISION PRODUCTION II	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To educate students to create commercially viable indoor programs
- To understand the basic techniques involved in Indoor production

UNIT 1 TOPIC / THEMES

9 Hrs.

Topic/theme based programme

UNIT 2 CURRENT AFFAIRS

9 Hrs.

Current affairs type programme

UNIT 3 MAGAZINE PROGRAMMES

9 Hrs.

Magazine Programme (current film release)

UNIT 4 DRAMA

9 Hrs.

Drama Practical (simple drama exercise) and Quiz programme.

UNIT 5 LIVE SHOWS

9 Hrs.

Mime type programme and Studio Live (a live studio exercise)

Max. 45 Hours

PROJECT OUTLINE

100 Marks

INDOOR PROJECTS

- Chromo Key
- News & Current Affairs
- Events - Curtain Raiser
- Multi camera Production

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

COURSE OUTCOME:

- CO1.** To Understand Indoor production techniques
- CO2.** To create chroma key projects
- CO3.** To apply the techniques involved in news and current affairs production
- CO4.** To comprehend the techniques involved in magazine programs
- CO5.** To understand the multi camera set up and its importance in indoor production
- CO6.** To execute the procedures involved in live camera set up

TEXT / REFERENCE BOOKS

1. Zettle Herbert, Television Production Handbook, Wordsworth Publishing Co., California, 1984.
2. Gerald Millerson, Television Production, Focal Press, UK, 1998.
3. Andy Stamp, The television Programme, Sheffield Media Association, Sheffield, 1987.
4. David Self, Television Drama: An Introduction, Macmillan, Basing stroke, 1984

5. Kathy Chaters, *The Television Researcher's Guide*, BBC Television Training, London, 1992.
6. William Charles, *Screenwriting for Narrative Film and Television*, Hastings House, 1980

SVCA7202	DIGITAL COMPOSITING	L	T	P	Credit s	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

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

UNIT 1 BASICS OF COLORS, FORMATS, TRANSITIONS

9 Hrs.

Resolution, color separation, packing it, file formats, video and film, image quality, component separation, sampling, compression, film scanners, channels, mattes, filters, geometric transformations or transforms, digital fusion interface, compositing with alpha channel, luma keying, chroma keying, experimenting with filters, animating a setting, animating and masking a dissolve, flip transform, pan transform and credit scroll and main titles.

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING

9 Hrs.

4:2:2 YUV sampling correction, screen correction, aura and screen correction, effect and screen correction, shake and screen correction, cleaning up film, digital compositing plug-ins, z big, rig removal with an effect mask, rotoscoping and time shifting a clean plate.

UNIT 3 VISUAL EFFECTS

9 Hrs.

Visual Effects, Description, Types, Particles , Analysis, Size, Sand Effects, Smoke Effects, Fire Effects , Cloud Effects , Snow Effects , Fluid Effects, Colouring ,designing Clouds Background , Designing Fog Effects , Explosion Effects, Fire Effects with flames, Space Effects and designs- Designing Thick Smoke

UNIT 4 DESIGNING EFFECTS

9 Hrs.

Designing Paint Effects, Colouring paints, Designing Trees and green effects , Designing Weather and seasons ,Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects , Liquid Effects and Reflection design

UNIT 5 COMPOSITING

9 Hrs.

Animation: 2D transformation, 3D transformation; Match Move, Motion Tracking; Keyframe Animation, Warps, Morphs; Articulated Rotos, Interpolation; Scene Salvage; Wire Removal, Rig Removal, Hair Removal, Light Leaks Stereo compositing; CGI Compositing: Depth Compositing, Premultiply and unpremultiply, Multipass CGI Compositing, HDR Images, 3D compositing; Blending: Blending operations(image blending operations), Adobe Photoshop blending modes; Slot gags.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

- compositing techniques for single images
- compositing techniques for image sequences
- keying , color correction
- match-moving , rotoscoping

Student should submit the project which is given to them along with output file & source file in CD /DVD

Course Outcome

- CO1.** Understanding about basics of Compositing
- CO2.** Understanding of composition and interface

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

TEXT / REFERENCE BOOKS

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

SVCA7203	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To expose students to the field of advertising photography in which they are trained to shoot images for different forms of advertising.

UNIT 1 COPY & ILLUSTRATIONS

9 Hrs.

Advertising – Visualizing – copy and illustrations – use of drawing and photographs

UNIT 2 CONCEPT DEVELOPMENT

9 Hrs.

Conceptual photography – Developing ideas and producing conceptualizing photographs. Understanding photography as a Fine Art.

UNIT 3 LOCATION

9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY

9 Hrs.

Contemporary Wedding/Event photography – the new trend in shooting weddings in a photojournalistic style

UNIT 5 FASHION PHOTOGRAPHY

9 Hrs.

Fashion photography – studio and location, editorial, advertising, beauty and portrait.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

Photographs - 70 Marks
Viva - 30 Marks

COURSE OUTCOMES:

CO1. To understand and develop good Advertising and Visualizer work process
CO2. Ability to create new concepts and ideas for Advertising through photography
CO3. Ability to shoot in different location and atmospheric situation
CO4. To develop good skills to handle Wedding, Corporate & Event Photography
CO5. To develop managing skills to handle the equipment's in outdoor shoots
CO6. Ability to shoot Studio and location based fashion photography

TOPICS

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

6. Architecture - HDR images
7. Digital manipulated images
8. Event photography

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

1. Dave sounders, Professional Advertising Photography, Merchurst Press, london1988
2. Roger Hicks, Practical Photography, Cassell, London 1996
3. Julian calder and john Garrett, The 35mm Photographer's Handbook, Pan books, London 1999
4. Julie Adair King, Digital Photography for Dummies, COMDEX, New delhi 1998

SVCA5301	COMMUNICATION RESEARCH METHODOLOGY	L	T	P	Credit s	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To encourage students to learn and understand the importance of research
- To focus on students to create their own thesis and To develop interpreting data through Statistical techniques

UNIT 1 MEDIA RESEARCH

9 Hrs.

Development Of Mass Media Research Around The World – Phases Of Media Research- Communication Research In India – Evolution Of New Media And The Audience

UNIT 2 RESEARCH PROCEDURE

9 Hrs.

Research Procedure: Steps In Doing Research – Media Research Problems- Review Of Media Studies- Sources Of Secondary Data – Hypothesis- Types Of Hypothesis- Sampling Procedure- Probability And Non- Probability Sampling Techniques- Sampling Error

UNIT 3 PRIMARY DATA

9 Hrs.

Primary data: Types Of Data – Nominal, Ordinal, Interval, and Ratio – Data Collection methods and Tools: Types Of Questions – Construction Of a Questionnaire, Interview Schedule and Techniques – Focus Group – Observation Techniques, Scales- Attitude Scales Procedure And Application Of Thurstone, Likert, Semantic

UNIT 4 RESEARCH DESIGN

9 Hrs.

Experimental And Non- Experimental Research Methods- Qualitative And Quantitative Studies- Descriptive And Analytical Research- Cross Sectional And Longitudinal Research Design- Factorial Design, Content Analysis- Case Study Approach

a

UNIT 5 DATA ANALYSIS

9 Hrs.

Data analysis: Data Classification, Coding And Tabulation- Graphic Representation Of Data- Thesis Writing Method – Use Of SPSS- The Writing Format And Style – Ethics In Conducting Research

Max.

45 Hours

Course Outcome

- CO1:** To learn different types of research techniques
CO2: To analyze the quantitative and qualitative data and give validate result
CO3: To do a research study with valid data
CO4: To learn statistical testing with SPSS software.
CO5: To have an understanding about different types of sampling.

TEXT / REFERENCE BOOKS

1. Stempell and Westley , Research methods in mass communication', prentice hall, 1981

2. Communication theories: origin, methods and uses' by severin and tankard, hastings house, publishers, 1979
3. Roger Wimmer & Joseph Dominick , Mass media research – an introduction (3rd edn,) wadsworth publications, 1991
4. Arthur Asa Berger, Media and Communication Research and Methods, 3rd Edition, Sage Publication, 2013.

***END SEMESTER EXAM QUESTION PAPER
PATTERN***

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

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

70 Marks

SVCA5302	MEDIA & COMMUNICATION TECHNOLOGY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To Assist students by facilitating different methods of learning
- To Send and receive educational information through communication Technologies and teach latest technologies of media

UNIT 1 HYPER MEDIA

9 Hrs.

What is hyper media – Web 2.0 - Characteristics of New Media -Communication revolution - new media versus old media - Young people & New Media – Cyber culture – Cyber Space - Digital divide: E- Governance Process, Social and legal frameworks - Policy initiatives

UNIT 2 SOCIAL MEDIA

9 Hrs.

Networking Communities – Broadcast Communities - consumer oriented media – wikis – Social networking sites (Podcasting, Blogs, Video casting) – Law of Social Media – writing for social media - Social Book Marking & online Content Democracy

UNIT 3 SOCIAL MEDIA MARKETING

9 Hrs.

Introduction to social Media Marketing – Social Networking (Media sharing, Forums, Virtual Worlds) – Measurements – rules of engagement in social media- E-Commerce – Types of E-Commerce - social media campaign – social Media Advertising – integrated Marketing strategy .

UNIT 4 MEDIA CONVERGENCE

9 Hrs.

Why Convergence – Media Convergence - technological convergence – Rise of Mobile Technology – Technology as culture – Convergent experience viewing practices across media Forms. Media structure and governance - Principles and accountability -The regulations of mass media- Diffusion of innovation

UNIT 5 EDUCATORS WITH SOCIAL MEDIA

9 Hrs.

Learning through technology – New directions in teaching technologies – design of instruction with social media – Bookmarking , clipping, mind mapping & Polls - social networking sites and education - Educational games & mobile learning – E- Learning 2.0 –data base development for online course -cyber bullying.

Max. 45 Hours

Course Outcome

- CO1.** Remember latest technologies
- CO2.** Understand features of Communication Technologies
- CO3.** Analysis online content democracy in social media
- CO4.** Understand media convergence
- CO5.** Apply E-learning anywhere and anytime for educational needs
- CO6.** Utilize these communication technologies in the day to life

TEXT / REFERENCE BOOKS

1. Artur Lugmayr & Cinzia Dal Zotto, 2016, Media Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects, Springer

2. David Holmes, 2005, Communication Theory Media, Technology & Society, Sage Publications
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. Reggie Kwan & Robert Fox & F. T. Chan & Philip Tsang, 2008, Enhancing Learning Through Technology: Research on Emerging Technologies and Pedagogies, World Scientific Publishing Co. Pte. Ltd.
6. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

***END SEMESTER EXAM QUESTION PAPER
PATTERN***

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 Questions of 5 marks each uniformly distributed - without choice.

30 Marks

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

70 Marks

SVCA5303	MEDIA LAW AND ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To encourage students to learn ethics involved in various medium so that students are socially aware
- To know the laws of our Indian constitution and its rights towards citizen.

UNIT 1 FUNDAMENTAL RIGHTS

9 Hrs.

Constitution of India: Fundamental Rights – Freedom of Speech and Expression and their Limits (Media) - Provisions of Declaring Emergency and their Effects on Media– Freedom of Media

UNIT 2 COMMON LAWS OF INDIAN CONSTITUTION

9 Hrs.

Contempt of Courts Act 1971 – Civil and Criminal Law of Defamation – Relevant Provisions of Indian Penal Code with Reference of Sedition, Laws Dealing with Obscenity; Official Secrets Act, 1923, Right to Information Act – Intellectual Property Rights , Including Copyright Act

UNIT 3 MEDIA LAWS

9 Hrs.

Press and Registration of Books Act, 1867 - Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953: case Related to Cinematograph act. - Prasar Bharati Act; Cable Television Networks Act 1995

UNIT 4 CYBER ETHICS

9 Hrs.

Cyber Ethics – Cyber Crime in India – types of Cyber-crime - Intellectual property in cyber space – Information Technology Act – Theory of Privacy in Cyberspace – Free speech and content control in cyber space

UNIT 5 BROADCASTING ETHICS

9 Hrs.

Code of ethics for advertising on AIR, Doordarshan - Advertising Standard Council of India's Code of Ethics - Right to Reply, Communal Writing and Sensational and Yellow Journalism; Freebies, Bias, Coloured Reports; - Ethics of Telecasting and Broadcasting – sting operations

Max. 45 Hours

Course outcomes:

- CO1:** To understand the freedom of media and rights under our constitution.
- CO2:** To recognize the media laws applicable for media content and production
- CO3:** To demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- CO4:** To understand the cyber ethics and the laws under cyber space
- CO5:** To recognise the broadcasting code of ethics and analyse the media content
- CO6:** To Acquaint with the important legal and ethical provisions to guide the journalist's conduct as a professional.

TEXT / REFERENCE BOOKS

1. Patrick Lee Plaisance ,Media Ethics – Key Principles for Responsible practice , Sage publication Inc., California , 2009.
2. Richard A. Spinello,Cyber Ethics – Morality and Law in Cyber Space ,2nd Edition, Jones & Barlett Publishers ,USA, 2003
3. M. Neelamalar, Media law and ethics, 2nd edition, PHI learning private limited ,New Delhi 2010.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 Questions of 5 marks each uniformly distributed - without choice.

30 Marks

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

70 Marks

S58PROJ1	RESEARCH PROJECT	L	T	P	Credit s	Total Marks
		0	0	10	3	100

The students will be expected to apply the inputs in terms of concepts and media research methods to undertake a serious study on media and communication related TOPICS and themes. A mini dissertation has to be submitted.

SVCA6302	INTRODUCTION TO SOUND DESIGN	L	T	P	Credit s	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To make students analyse and learn the various tools involved in audio production.
- To Understand students Basic Sound Design Techniques

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 HANDLING TECHNIQUES

9 Hrs.

Microphone _types of microphones _ Microphone directional characteristics. Phantom power supplies _ Cordless Microphones _ Contact microphone.

UNIT 3 SOUND DESIGN TECHNIQUES

9 Hrs.

Removing Background Noise from Audio-Sound Effects Recording & Re Modifying Techniques- Sound Design for Animation & Film- Sound Design with Various Visuals - Basic Pitch Shift Techniques for short film.

UNIT 4 RE- RECORDING TECHNIQUES

9 Hrs.

Scene Redubbing with Foreign Language Film - RR & BGM Applying for Short films and Documentary-Music Production Voice Mix with Cinema Karaoke Tracks- Basic Equalization Method for Vocal and Instruments.

UNIT 5 SOUND RECORDING & MIX TECHNIQUES

9 Hrs.

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

Max. 45 Hours

PROJECT OUTLINE

Based on Technical level Projects 1. A student have to Design Sounds for Animation/Promo 2. Interview Live Sound Recording without Noise / Scene Redubbing 3. Voice Mix with Cinema Karaoke Tracks Misen Scene/Shot and Breakdown, Visual Continuity. **Those are submitting as Soft Bind Format and Project in Hard Disc / Pen drive during their Viva Voce.**

Course outcomes:

CO1: Understand the Basic sound Wave and Different range of Various Musical Instruments.

CO2: Interpret and demonstrate the microphone

Handling Techniques. **CO3:** Analyse the basic

sound Design for visuals and Professional films. **CO4:**

Create and recreate the sound effects for different videos.

CO5: Demonstrate the basic analogue audio mixing Console.

CO6: Combine karaoke audio tracks with voice and premixing.

TEXT /PDFREFERENCE BOOKS

1. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
2. The Microphone Book Edition-II by John Eargle -2005 PDF Drive.net
3. Sound Systems - Design and Optimization-2007 PDF Drive.net
4. The sound Studio audio techniques for radio, television, film -2003PDF Drive.net.
5. Handbook-for-sound-engineers Glen M Ballou -2008PDF Drive.net.

SVCA7301	TELEVISION PRODUCTION III	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To provide hands-on training to shoot news, advertisements, short films and documentaries.
- To study the limitations and advantages in outdoor production

UNIT 1 DOCUMENTARY

FILMING

9 Hrs.

Documentary Filming and Directing Telefilm.

UNIT 2 POPULAR

MUSIC

9 Hrs.

Popular Music practical (Music and art type program).

UNIT 3 MAGAZINE

PROGRAMME

9 Hrs.

Magazine type programme on travel / holidays.

UNIT 4 SINGLE

CAMERA

9 Hrs.

Single Camera continuity (on site).

UNIT 5 CAPTION

EXERCISE

9 Hrs.

Caption Exercise on fashion and city round – up practical.

Max. 45 Hours

PROJECT OUTLINE:

100

Marks

OUTDOOR

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

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

COURSE OUTCOME:

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

and its importance in outdoor production CO6.
To execute the procedures involved in
electronic field production

TEXT / REFERENCE BOOKS

1. P. Jarvis, Shooting on Location, BBC Television Training, Borchamwood, 1986.
2. Linda Seger, The Art of Adaptation: Turning Fact and Fiction into Film, Holt, 1992.
3. Michael Rabiger, Directing the Documentary, Focal Press. Boston 1997.
4. P. Lewis, Aright Royal Do: The Making of an Outside Broadcast, BBC Television Training, Borehamwood, 1991.
5. P. Champness, Camera Mounting for Film and Video on Location, BBC Television Training, Borehamwood 1987.

SVCA6401	COMPREHENSIVE PAPER	L	T	P	Credits	Total Marks
		0	0	6	3	100

OBJECTIVE:

To review student's Performance in the course with particular reference to the area of specialization and suitability for the industry.

- *Methodology*

Panel interview to assess the student's ability to use visual Communication Effectively in the media world and to guide the student in the preparation of portfolio and the pursuance of career choice.

S58APROJ2	PROJECT VIVA VOCE	L	T	P	Credits	Total Marks
		0	0	20	10	100

OBJECTIVE:

To demonstrate the students competence in a chosen area of specialization to gain placement in the media industry.

- *Methodology*

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the students. Emphasis will be given to producing works that are of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio.

SVCA7105	TELEVISION PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To study about television writing techniques
- To understand the importance of pre – production

UNIT 1 WRITING

FOR

BROADCAST

9 Hrs.

Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences – plain English – familiar words – easy listening – make it interesting – contraction - rhythm

UNIT 2 NEWSWRITING

9 Hrs.

The news angle – Multi Angled stories – hard news formula – intro – Placing key words – feature openers – developing story – sign posting –line – last words - accuracy

UNIT 3 WRITING FOR DOCUMENTARY

9 Hrs.

Screen craft, - screen grammar – screen craft analysis – basic production – initial research - draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list

UNIT 4 TV SCRIPT WRITING

9 Hrs.

Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script layout – balancing words with pictures – using the library – field work

UNIT 5 WRITING FOR FILM

9 Hrs.

What to write – how to write – what you know so far – Zen and the high art of getting the thing done – script development – what is the story about – find your plot & character – true stories and events – how are script developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

Max. Hours. 45

PROECT OUTLINE:

100 Marks

Paper Works: Script Development

- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

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

COURSE OUTCOME:

- CO1. To Understand Television writing techniques
- CO2. To write effectively for television audience
- CO3. To write for news bulletins and news story
- CO4. To comprehend the techniques involved in documentary narration and execution
- CO5. Identify different formats of scripts and treatment.
- CO6. To do research, write script for Television programme, News content, Documentary and film

TEXT / REFERENCE BOOKS

1. Andrew Boyd , Broadcast journalism : Techniques of Radio & TV News, 5th edition , Elsevier focal press , USA 2007
2. Michael Rabiger ,Directing the documentary , fourth edition , Elsevier , focal press,USA, 2007
3. Viki king, How to write a movie in 21 days ,1st edition, Quill, harper Collins Publishers, 2001
4. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3rd edition, Focal press ,2006
5. Dwight V. Swain & Joye R. Swain ,Film scriptwriting,2nd edition, focal press,1998.

SVCA7303	DIGITAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

OBJECTIVE:

- To study different types of digital camera and their uses
- To know Ethics of Digital photography

UNIT I PhotoJournalism9Hrs.

History of photojournalism - Basic Concepts of Photography and photojournalism - Principles and Ethics of photojournalism - Role of photojournalists in a newsroom - Elements of photo news story telling - Spot News Photography - opportunities for young photojournalists

UNITII DigitalPhotography9Hrs.

Digital camera – Digital camera types - Overview of current digital cameras - Understanding how digital cameras works – Digital Capture - Digital Image – Image Sensors – Pixel Aspect Ratio – Shutter speed and Aperture — Exposure—Dynamic Colour Range – Colour Models – Image Compression – File Formats and Size

UNITIII DigitalTechnologies9Hrs.

Digital Image Enhancement - Image size – Resolution – Selection of tools and techniques –mounting techniques – Digital Manipulation: Applying selective effects to images and filters – Different photo Capturing Method – Image Scanner - Flash Card type - Hard Disc type - zip and Internet

UNITIV Functionsof DigitalCameras9Hrs.

Digital camera functions - Mechanics of digital photography: apertures, shutter speeds, focus, and focal lengths - Different types of lenses - Lighting – composition - Digital archive and management of digital photographs – Adjustment of brightness, Contrast, Tonal and Colour Values

UNITV Featuresof DigitalPhotography9Hrs.

Discovering Features of digital photography – Sports - General news - Street Photography - Off-beat Photography - Documentary Photography - Nature – portrait - Art and culture – Environment – industry – Aerial – Candid – Fashion – Food

Max. 45 Hours
Total Marks: 100

Course Outcome

- CO1.** Remember of various types of digital cameras
CO2. Understand the concept of using the different types of filters
CO3. Understand Aperture, exposure and Exposure

- CO4.** Apply advanced digital techniques
CO5. Create space in cloud for storage
CO6. Analysis functions of digital photography

TEXT / REFERENCES BOOKS:

1. Helen Caple, 2013, Photojournalism, MPS Limited, Chennai, India
2. Mark Galer, 2006, digital photography in available light, Focal Press
3. Joseph Ciaglia, 2004, Digital Photography, Que, USA
4. Scott Kelby, 2013, The Digital Photography, Peachpit Press

SVCA7104	SMARTPHONE AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- Understand the principle of Smartphone.
- Create concept, ideas and production by using Smartphone

UNIT 1: Introduction to Smart Phone

9 Hrs.

Introduction to Smart Phone – History of Cellular Systems - Evolution of Cell Phones - Smart Devices and Smart Space - Convergence of Mobile Access - Multimedia on Mobile Devices - Password Protection - Copyright issues

UNIT 2: Smart Phone Productions

9 Hrs.

First-Generation Smart Phone Applications - Second-Generation Smart Phone Applications - Different stages of digital production techniques - Basics of digital video editing – Video-editing applications – Encoding and compressing video

UNIT 3: Wireless Technologies

9 Hrs.

Satellite Communication - Cellular Communication - Wireless Data Communication - Mobile Wireless Communications – 4G and 5G Communication - Multiple Access Concept - Public Media Broadcasting

UNIT 4: Video Podcast

9 Hrs.

Registering and creating own domain - Securing video domain Creating video podcast's website - Uploading video files – Encoding software - Web 2.0 - Web 3.0 - Myspace –Facebook - Flickr – YouTube – Twitter - Vimeo

UNIT 5: Mobile Live Streaming

9 Hrs.

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

PROJECT OUTLINE

1. Creating Educational Ads
2. Promotion through social media

COURSE OUTCOMES:

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

TEXT BOOKS /REFERENCE

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

SVCA5203	OTT PLATFORM AND SOCIAL MEDIA	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- Understand the new venture of digital media.
- Understand the Strategic Flow of Market and social media marketing strategy

Unit I DIGITAL MEDIA

9 Hrs.

Digital Media Content - Production and Consumption – Strategic Implication for Media Companies - New Venture Creation in Social Media Platform - Digital Journalism - Role of Social Media in News Provision and Participation - Social Media in the Audiovisual Business

Unit II OTT TV

9 Hrs.

OTT (Over-the-top) - Direct to consumers from content originators - Internet TV Delivery Platforms - Video Streaming Protocols - Video Streaming Protocols - OTT technologies and strategies for broadcasters - OTT and multiscreen technologies - Video Security - Ad insertion - OTT Changing the Movie Business

Unit III OTT ECOSYSTEMS

9 Hrs.

OTT functions - HTTP adaptive bitrate streaming technology - Video codec - Multicast IPTV - OTT TV system requirements - Content Delivery Networks(CDNs)- CDN technologies - Private CDN - Integrity of video streams - Target audience device.

Unit IV SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Social media optimization - origins and implementations - Tips to optimize social media marketing – how to optimize social media marketing strategy - Facebook marketing - Instagram marketing -Twitter marketing - LinkedIn marketing - Google plus marketing - Word Press blog creation - Google Plus marketing

Unit V SOCIAL MEDIA STRATEGY

9 Hrs.

Developing the marketing strategy - Creating multi-channel Social Media Strategy - Online advertising -Email marketing - Content marketing - Search engine marketing – Risk management & assessment - Search analytics - Web analytics - Mobile advertising - Advertising techniques

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** Understand the new Venture Creation in Social Media Platform
- CO2:** Recognize Strategic Flow for Market
- CO3:** Classify the social media marketing and traditional marketing
- CO4:** Create social media marketing strategy
- CO5:** Understand multi-channel Social Media Strategy and Online advertising
- CO6:** Identify the Search engine marketing

TEXT BOOKS /REFERENCE

1. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
2. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.
3. BKJHK
- 4.

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max.

Marks:

100

Part A: 6 questions of 5 marks each - Exam Duration: 3 hrs without choice. Marks 30

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks. 30 marks 70 Marks

SVCA6201	ELEMENTS OF CINEMATOGRAPHY	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To understand the essential techniques in filming so that students can create flawless films

UNIT 1 INTRODUCTION TO CINEMATOGRAPHY

9 Hrs.

Types of photography - Introduction to Cinematography – the Concept of photography as painting with light- Attributes of light – Quantity – Quality Colour quality – Colour Temperature – Colour temperature of various light sources – Direction of light- Different types of shots and their uses .

UNIT 2 LIGHTING TECHNIQUES**9 Hrs.**

Primary and Secondary colours – Additive and subtractive synthesis – Complementary colours – colour schemes – Colour wheel - Light sources – Artificial light sources – Nature of daylight– Advantages and disadvantages of hard and soft light - Aims of lighting – Basic Portrait lighting – Lighting ratio – Contrast – Styles of portrait lighting – Low-key lighting – High-key lighting.

UNIT 3 FUNCTIONS OF CAMERA**9 Hrs.**

Essential parts of a Video camera – their functions and uses – Camera body – View imaging - Sensors – Pixels – Resolution and Interpolation – pixilation – Compression – Lossless compression – File formats – TIFF – PNG – JPEG – GIF – RAW files - DPI .

UNIT 4 NEW TECHNOLOGY**9 Hrs.**

Image storing devices –memory cards – Smart Media – Multimedia card – Memory stick – CD-R – Compact flash – XD card – Memory card reader - Essential features of a digital camera – Advantages and disadvantages of film and digital systems, Purpose of Composition .

UNIT 5 COMPOSITION**9 Hrs.**

Photographic exposure – Effect of overexposure – Effect of Under exposure – The importance of correct exposure – The role of filters – Types of filter materials – Glass filters – Gelatin filters – Sandwich filters – Filters for Black & White photography – Filters Introduction to a movie camera. Good and bad composition – Elements of composition - Balance in composition – Vertical composition – Horizontal composition – Golden Rule of 2/3rds-Shots and explanation.

Max. 45 Hours**COURSE OUTCOMES:**

- CO1.** To understand about Cinematography basics and composition principles
- CO2.** To understand basic light source and principles of lighting
- CO3.** Ability to learn with basic cinematography cameras and camera operation
- CO4.** To develop the basic understanding of Digital cinematography
- CO5.** Ability to handle Cinematography Equipment's and lighting Equipment's
- CO6.** To explore more on Shots segmentation and Composition Techniques

PROJECT OUTLINE**100 Marks****TOPICS**

- Mise-en-scene
- Continuity shots
- Short film
- Documentary

Students should submit Output File & Source file in CD / DVD

TEXT / REFERENCE BOOKS

1. Joseph V. Mascelli , The Five C's of Cinematography: Motion Picture Filming Techniques,
2. David Vestal , The Craft of Photography , Harper & Row, 1975
3. D.A. Spencer, Colour Photography in practice, Focal Press, 1975
4. A.S. Kanal. The Cinematography Hand Book Film and Video , Vikshi Institute of Media Studies, 2008
5. Kodak Master Photo guide, Eastman Kodak Series

SVCA7205	INDOOR VIDEO PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To educate students to create commercially viable indoor programs

- To understand the basic techniques involved in Indoor production

UNIT 1 TOPIC / THEMES 9 Hrs.
Topic/theme based programme

UNIT 2 CURRENT AFFAIRS 9 Hrs.
Current affairs type programme

UNIT 3 MAGAZINE PROGRAMMES 9 Hrs.
Magazine Programme (current film release)

UNIT 4 DRAMA 9 Hrs.
Drama Practical (simple drama exercise) and Quiz programme.

UNIT 5 LIVE SHOWS 9 Hrs.
Mime type programme and Studio Live (a live studio exercise)

Max. 45 Hours

PROJECT OUTLINE 100 Marks

INDOOR PROJECTS

- Chromo Key
- News & Current Affairs
- Events - Curtain Raiser
- Multi camera Production

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

COURSE OUTCOME:

- CO1.** To Understand Indoor production techniques
- CO2.** To create chroma key projects
- CO3.** To apply the techniques involved in news and current affairs production
- CO4.** To comprehend the techniques involved in magazine programs
- CO5.** To understand the multi camera set up and its importance in indoor production
- CO6.** To execute the procedures involved in live camera set up

TEXT / REFERENCE BOOKS

1. Zettle Herbert, Television Production Handbook, Wordsworth Publishing Co., California, 1984.
2. Gerald Millerson, Television Production, Focal Press, UK, 1998.
3. Andy Stamp, The television Programme, Sheffield Media Association, Sheffield, 1987.
4. David Self, Television Drama: An Introduction, Macmillan, Basing stroke, 1984
5. Kathy Chaters, The Television Researcher's Guide, BBC Television Training, London, 1992.
6. William Charles, Screenwriting for Narrative Film and Television, Hastings House, 1980

SVCA7204	VIDEO STREAMING AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To acquire knowledge about YouTube
- To develop YouTube Channel using the features of Digital Media

UNIT 1: Digital Technologies**9 Hrs.**

History of Digital Revolution–The Role of Information Technology- Digital Divide–Media Convergence - Cloud Technology–Big Data–Mobile Technology–Smart Phone–Internet of Things– Vlog – Types of Vlogs – Vimeo - Video Streaming

UNIT 2:VIDEO STREAMING**9 Hrs.**

History of YouTube - YouTube: The Early Days - YouTube Today - Creating Digital Videos –Creating Informative Videos - Creating Entertainment Videos–Webcam Videos-Tips for Producing More Effective YouTube Videos –Editing and Enhancing Your Video

UNIT 3: Managing your live video streaming**9 Hrs.**

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

UNIT 4:Video streamingand Product Promotion**9 Hrs.**

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

UNIT 5: Marketing Strategy**9 Hrs.**

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

PROJECT OUTLINE

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

COURSE OUTCOME:

- CO1:Understand video streaming as an effective medium
- CO2:Explain the fundamentals of YouTube Channel Creation
- CO3:Analyze the Video Streaming technology used in YouTube
- CO4:Inference of Video Uploading in YouTube
- CO5:Apply technical skills in video streaming
- CO6: To evaluate feedbacks from live video streaming

TEXT BOOKS /REFERENCE

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

SVCA7305	VIDEO FIELD PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To provide hands-on training to shoot news, advertisements, short films and documentaries.
- To study the limitations and advantages in outdoor production

UNIT 1	DOCUMENTARY FILMING	9 Hrs.
	Documentary Filming and Directing Telefilm.	
UNIT 2	POPULAR MUSIC	9 Hrs.
	Popular Music practical (Music and art type program).	
UNIT 3	MAGAZINE PROGRAMME	9 Hrs.
	Magazine type programme on travel / holidays.	
UNIT 4	SINGLE CAMERA	9 Hrs.
	Single Camera continuity (on site).	
UNIT 5	CAPTION EXERCISE	9 Hrs.
	Caption Exercise on fashion and city round – up practical.	

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

OUTDOOR

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

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

1. P. Jarvis, Shooting on Location, BBC Television Training, Borehamwood, 1986.
2. Linda Seger, The Art of Adaptation: Turning Fact and Fiction into Film, Holt, 1992.
3. Michael Rabiger, Directing the Documentary, Focal Press. Boston 1997.
4. P. Lewis, A Right Royal Do: The Making of an Outside Broadcast, BBC Television Training, Borehamwood, 1991.
5. P. Champness, Camera Mounting for Film and Video on Location, BBC Television Training, Borehamwood 1987.

SVCA7302	3D GRAPHICS & ANIMATION	L	T	P	Credits	Total Marks
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		0	2	6	4	100
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COURSE OBJECTIVE

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

UNIT 1 PRE-PRODUCTION

9 Hrs.

Pre-production – Storyboarding - Aesthetics of Film-Making

UNIT 2 CHARACTER ANIMATION

9 Hrs.

Character Animation - 3D Character Development - Rigging & Character Set-up

UNIT 3 DIGITAL PAINTING

9 Hrs.

Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning

UNIT 4 LIGHTING & RENDERING

9 Hrs.

Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion

UNIT 5 DIGITAL DESIGN

9 Hrs.

Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects – Composition

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

OUTDOOR

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

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

Course Outcome

CO-1 Understanding about basics of 3D animation and Special Effects

CO-2 Understanding of 3D modelling and interface

CO-3 Understanding about 3D animation software and interface

CO-4 Ability to create basic 3D animation through computer system.

CO-5 Ability to interpret 3D model and 3D animation

CO-6 Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

1. Micheal O'Rourke. Principles of 3D Computer Animation: Modeling, Rendering and Animation with 3D Computer Graphics. Norton, 1998.
2. Rogers David, Animation: Master- A Complete Guide(Graphics Series),Charles River Media, Rockland, USA, 2006.
3. Tom Bancroft, Creating Characters with Personality: For Film, TV, Animation, Video Games and Graphics Novels, Watson-Guptill Publications, New York, 2006
4. Bill Fleming. 3D Modeling and Surfacing. Academic Press, 1999.
5. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.

SVCA7203	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To expose students to the field of advertising photography in which they are trained to shoot images for different forms of advertising.

UNIT 1 COPY & ILLUSTRATIONS

9 Hrs.

Advertising – Visualizing – copy and illustrations – use of drawing and photographs

UNIT 2 CONCEPT DEVELOPMENT

9 Hrs.

Conceptual photography – Developing ideas and producing conceptualizing photographs. Understanding photography as a Fine Art.

UNIT 3 LOCATION

9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY

9 Hrs.

Contemporary Wedding/Event photography – the new trend in shooting weddings in a photojournalistic style

UNIT 5 FASHION PHOTOGRAPHY

9 Hrs.

Fashion photography – studio and location, editorial, advertising, beauty and portrait.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

Photographs - 70 Marks
Viva - 30 Marks

COURSE OUTCOMES:

- CO1. To understand and develop good Advertising and Visualizer work process
- CO2. Ability to create new concepts and ideas for Advertising through photography
- CO3. Ability to shoot in different location and atmospheric situation
- CO4. To develop good skills to handle Wedding, Corporate & Event Photography
- CO5. To develop managing skills to handle the equipment's in outdoor shoots
- CO6. Ability to shoot Studio and location based fashion photography

TOPICS

- Conceptual Photography
- Product photography
- Fashion Photography
- Food photography
- Panoramic - Landscape Photography
- Architecture - HDR images
- Digital manipulated images
- Event photography

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

- Dave sounders, Professional Advertising Photography, Merchurst Press, London 1988
- Roger Hicks, Practical Photography, Cassell, London 1996
- Julian calder and John Garrett, The 35mm Photographer's Handbook, Pan books, London 1999

4. Julie Adair King, Digital Photography for Dummies, COMDEX, New delhi 1998

SVCA7304	OTT AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1: INTRODUCTION TO SOCIAL MEDIA

9 Hrs.

Introduction to the social media–History of social media- social media platforms - Content management - Target Media - Target group analysis - social media influencer - AdWords - Digital Marketing Channels - Hypertext LinksInternet Marketing

UNIT 2: DIGITAL TECHNOLOGIES

9 Hrs.

Internet - Web – WWW - Web Browsers - Web Servers – URLs – HTTP – Security -Keyword Research - Business Analysis - Types of Keywords - Keyword ResearchMethodology – KeywordsAnalysis Tools - Competition Analysis - Localized Keywords Research - Live vs. On-Demand

UNIT 3: SOCIAL MEDIA MARKETING

9 Hrs.

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

UNIT 4: SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Basics of Internet and Search Engine - Internet Marketing - Importance of Internet Marketing – SMO - Importance of Search Engines - Understanding the SERP - Using Search Operators - Page RankTechnology – GoogleWeb Masters Tools

UNIT 5: OTT

9 Hrs.

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

PROJECT OUTLINE

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

COURSE OUTCOME:

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

TEXT BOOKS /REFERENCE

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

SVCA6401	STUDY PAPER	L	T	P	Credits	Total Marks
		0	0	6	3	100

OBJECTIVE:

To review student's Performance in the course with particular reference to the area of specialization and suitability for the industry.

- **Methodology**

Panel interview to assess the student's ability to use visual Communication Effectively in the media world and to guide the student in the preparation of portfolio and the pursuance of career choice.

S58AINT	INTERNSHIP	L	T	P	Credits	Total Marks
		0	0	12	6	100

OBJECTIVE:

To help student get exposed to actual situation and functioning of media industry and experience reality.

- **Methodology**

The student will be attached to the media industry for a period of three months on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. A report and a Viva – Voce will complete the process of evaluation.

S58APROJ2	CAPSTONE PROJECT	L	T	P	Credits	Total Marks
		0	0	20	10	100

OBJECTIVE:

To demonstrate the students competence in a chosen area of specialization to gain placement in the media industry.

- **Methodology**

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the students. Emphasis will be given to producing works that are of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio.