



SATHYABAMA UNIVERSITY

(Established under Section 3 of UGC Act, 1956)
(A CHRISTIAN MINORITY INSTITUTION)
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI 600 119
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DEPARTMENT OF VISUAL COMMUNICATION

10th August 2016

STUDENT CIRCULAR (2014 Batch)

REF:SIST/UG-VISCOM/ELECTIVE/ODD/2016-17

This is to inform that, the students to give their choice of one elective course for the V semester of the academic year 2016-2017 based on your area of interest. The courses are listed below:

S.No	Subject code	Subject Name
1	SVC4063	Television Production Lab
2	SVC4064	Commercial Photography
3	SVC4065	3 D Modeling & Special Effects
4	SVC4066	Video Editing
5	SVC4067	Film making
6	SVC4068	Audiography

Confirm the elective practical courses on or before 11th August 2016. Further changes of courses will not be entertained.

Ms. Nazini N
Head of the Department
Department of Visual Communication



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

COURSE OBJECTIVE

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

UNIT 1 COMPOSITION & FRAMING

9 Hrs.

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

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

UNIT 2 CAMERA & LIGHTING

9 Hrs.

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

Project : Chromo key project

UNIT 3 PRODUCTION PROCESS

9 Hrs.

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

Project : Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS

9 Hrs.

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

Project : Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT

9 Hrs.

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

Projects : Documentary/Short film

TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE

- To encourage students to capture different types of photos like fashion, industry, still life, architecture etc. and to acquire the art of lighting, composing in indoor & outdoor.

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES

9 Hrs.

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

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

UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on Photography

UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on portrait and Fashion photography.

UNIT 5 ARCHITECTURAL PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on other categories.

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE

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

UNIT 1 ABOUT 3 DIMENSIONS

9 Hrs.

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

UNIT 2 3D TOOL (AUTO DESK MAYA 2014)

9 Hrs.

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

UNIT 3 MODELING & TEXTURING

9 Hrs.

View Port Mode - Creating Basic Modeling - Materials & UV Mapping - List of Materials & Arraying the objects.

UNIT 4 ANIMATION & LIGHTING

9 Hrs.

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

UNIT 5 GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

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

PROJECT OUTLINE

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

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

TEXT / REFERENCE BOOKS

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

WEBSITES

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



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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO EDITING

9 Hrs.

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

Assignment : Short Film Review – Technical Details

UNIT 2 ANALOG TO DIGITAL CONVERSION

9 Hrs.

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

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

UNIT 3 METHODS OF EDITING

9 Hrs.

Film editing using NLE – Online & Offline clips – Time code – Capturing – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List

Assignment : Multilayer Video Production (Picture in Picture)

UNIT 4 ROUGH CUT TO FINAL CUT

9 Hrs.

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

Assignment : Chroma Key video project

UNIT 5 SPECIAL EFFECTS & PRINT TO TAPE

9 Hrs.

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

Assignment : Promo Video

Software : Final Cut Pro & Avid

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

- Edward Dmytryk, On Film Editing, Focal Press, First Print, 2007
- Gerald Millerson, Video Production Handbook, Focal Press, 3rd Edition, 2006
- Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
- Karel Reisz and Gavin Millar, The Technique of Film Editing, Focal Press, 2nd Edition, 2010



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

COURSE OBJECTIVE

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

UNIT 1 FILM STRUCTURE

9 Hrs.

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

UNIT 2 FILM LANGUAGE

9 Hrs.

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

UNIT 3 CAMERA TECHNIQUES

9 Hrs.

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

UNIT 4 LIGHTING TECHNIQUES

9 Hrs.

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

UNIT 5 FILM EDITING

9 Hrs.

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

PROJECT OUTLINE

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

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

TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE

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

UNIT 1 MICROPHONE TECHNIQUES

9 Hrs.

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

UNIT 2 AUDIO MIXER OVERVIEW

9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 MUSICAL RECORDING

9 Hrs.

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

UNIT 4 LIVE SOUND RECORDING

9 Hrs.

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

UNIT 5 POST-PRODUCTION

9 Hrs.

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

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

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



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ELECTIVE LIST -BATCH [2016 - 2017]

S.N	Reg.N0	Name of the Student	Elective Subject
1	3327001	AJAI .A. L	PHOTOGRAPHY
2	3327002	ARCHANA .H	EDITING
3	3327003	ASHA PRIYADHARSHINI .P	MULTIMEDIA
4	3327004	ASHRITA SARAH RAJKUMAR	PHOTOGRAPHY
5	3327005	KUSHI PARTHIBAN	MULTIMEDIA
6	3327006	DINESH .S	EDITING
7	3327007	ELWIN KOLLANUR KURIYAKOSE	EDITING
8	3327008	GURU PRASAD .S	EDITING
9	3327009	JAGANATHAN .V	PHOTOGRAPHY
10	3327010	JENISH RAJ .A	PHOTOGRAPHY
11	3327011	JOTHI PRASAD .V	PHOTOGRAPHY
12	3327012	KEVIN JOEL DAVID .S	PHOTOGRAPHY
13	3327013	MADAN THAPA	EDITING
14	3327014	MAHALAKSHMI .M .S	MULTIMEDIA
15	3327015	MAMIDI HEMANTH OBAIAH GUPTA	EDITING
16	3327016	MANICKAM .V	PHOTOGRAPHY
17	3327017	MARK THOMAS SHU	PHOTOGRAPHY
18	3327018	MERLIN DANIEL	MULTIMEDIA
19	3327020	MOHAMED THOUFIQ .M .R	EDITING
20	3327021	MONISHA .K	PHOTOGRAPHY
21	3327022	NAVEEN .B	EDITING



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22	3327023	RAJESH .D	PHOTOGRAPHY
23	3327024	SAM IMMANUEL .V	PHOTOGRAPHY
24	3327025	SORNALAKSHMI .M	MULTIMEDIA
25	3327026	JACKSELIN STERLINA ANTHONI SAMY	EDITING
26	3327027	SUBASH .G	EDITING
27	3327028	SUKUMARAN .M	MULTIMEDIA
28	3327029	THOMAS ALVA EDISON	PHOTOGRAPHY
29	3327031	VIKRAMAN .A	MULTIMEDIA
30	3327032	YOGESHWARAN .A	EDITING
31	3327033	MURUKANTHINY S	MULTIMEDIA
32	3327034	SUGANIJA S	MULTIMEDIA
33	3327035	NAGUR BABU .V	EDITING
34	3327036	S.S.V.S.R.K.REDDY	EDITING
35	3327037	L.V.V.SAI BABA RAJU	EDITING
36	3327038	GAURAV KUMAR SHARMA	EDITING