



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with 'A' grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

Phone: 044 - 2450 3150 / 3151 / 3152 / 3154 / 3155 Fax: 044 - 2450 2344
www.sathyabama.ac.in



DEPARTMENT OF VISUAL COMMUNICATION

16th August 2017

STUDENT CIRCULAR (2014 Batch)

REF:SIST/UG-VISCOM/ELECTIVE/ODD/2017-18

This is to inform that, the students to give their choice of one elective course for the V semester of the academic year 2017-2018 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 17th August 2017. 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.



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3. Ivan Hissey, Jerry Glenwright, Roger Pring ,Digital Photography Made Easy , Ilex Press, 2006
- 4 Chris Weston, Nature Photography: Insider Secrets from the World's Top Digital Photography, Focal Press, 2008



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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 [2017 - 2018]

Sl. No.	Reg.No.	Student Name	Elective
1	3527002	AKSHAYABODH RENU	Audiography
2	3527003	ANNISHA NATHAN	Film making
3	3527004	ASHWATH. R	Film making
4	3527005	ASWIN LARA. S	3 D Modeling & Special Effects
5	3527006	AZAD. K	Video Editing
6	3527007	DEEPIKA. K	Video Editing
7	3527008	ELAKIA. K	Commercial Photography
8	3527009	ELSA SAM	3 D Modeling & Special Effects
9	3527010	GAYATRI KUMARI	3 D Modeling & Special Effects
10	3527011	GOKUL. M	Video Editing
11	3527012	HANNAH MELUNSHIA	3 D Modeling & Special Effects
12	3527013	HARI GANESH. V	Commercial Photography
13	3527014	HARI HARAN. I	Audiography
14	3527015	ITHARSHAN. N	Film making
15	3527016	JACK BENNY. M	3 D Modeling & Special Effects
16	3527017	JANANI. R	Video Editing
17	3527018	JAYA KRISHNA. A	Television Production Lab
18	3527019	JAYAKUMAR. G.L	Video Editing
19	3527020	JERIN. J	Television Production Lab
20	3527021	JOTHI PRAGASAN	Film making
21	3527022	KAILASH. K	Video Editing
22	3527023	KARTHICK. T	Audiography
23	3527024	KIRAN DHAMI	Commercial Photography
24	3527025	KISHORE. K.N.V	Film making
25	3527026	KOKILA. C	Television Production Lab
26	3527027	LATHISHYA POOSAI BADI SIVAKUMAR	Commercial Photography
27	3527028	MANIMARAN. D	3 D Modeling & Special Effects
28	3527029	MOHAN SUNDAR. B	Commercial Photography
29	3527030	MONIKA SAI. S	Television Production Lab
30	3527032	MUGUNTHAN. A	Video Editing
31	3527033	NANDHITHA. G	Television Production Lab
32	3527034	NAVEENKUMAR. P	Commercial Photography
33	3527035	NAVEEN SAGAYARAJ. X	Film making



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34	3527036	NAZEEM ASHIK. M	Television Production Lab
35	3527037	NITHIN. G	Video Editing
36	3527038	PRABAHARAN. S	Film making
37	3527039	PRANEESH. P	3 D Modeling & Special Effects
38	3527040	PRAVEEN. J	Film making
39	3527041	PRIYANGA. M	3 D Modeling & Special Effects
40	3527042	RAJARAM. R	Video Editing
41	3527043	RAJESH. R	Video Editing
42	3527044	RAMESH. J.R	Video Editing
43	3527045	RAMYA. S	Video Editing
44	3527046	RANJITH KUMAR. K	Film making
45	3527047	RUKSHANTH RAM. D	Film making
46	3527048	SAKTHI VIVEGA NITHES. M	Film making
47	3527049	SANJAY KUMAR. D.R	Commercial Photography
48	3527050	SARANI. S	Film making
49	3527051	SIVASHANKAR. V	Film making
50	3527052	SOUNDHAR RAJAN. M	Commercial Photography
51	3527053	SURYA. M	3 D Modeling & Special Effects
52	3527054	SWETHA. S	3 D Modeling & Special Effects
53	3527055	VENKATESH. A	3 D Modeling & Special Effects
54	3527056	VIGNESH. D	Video Editing
55	3527058	VIVIAN STENER. A	Audiography
56	3527061	PRASHAST GAUTAM	3 D Modeling & Special Effects
57	3527062	ABISHEK. R	Commercial Photography
58	3527901	SURAJ SINGH NEGI	Video Editing
59	3527951	ARVIND. L.N.	Film making



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DEPARTMENT OF VISUAL COMMUNICATION

STUDENT CIRCULAR (2017 Batch)

REF:SIST/PG-VISCOM/ELECTIVE/ODD/2017-18

7th August 2017

This is to inform you that it is mandatory to select one area of specialization as an elective course for 3 semesters based on your area of interest. You can select any one of the following elective courses for the first semester and the rest of the semesters have the advanced level related to the selected courses.

S.No	Subject code	Subject Name
1	SVCE6507	Television Production I
2	SVCE6508	Multimedia & Web design
3	SVCE6509	Professional Photography
4	SVCE6510	Television Production II
5	SVCE6511	Digital Compositing
6	SVCE6512	Advertising Photography
7	SVCE6513	Television Production III
8	SVCE6514	3D Graphics & Animation
9	SVCE6515	Radio Production

Confirm the elective practical courses on or before 8th August 2017. Further changes of courses will not be entertained.

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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 NEWS WRITING

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 scripts 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



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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.



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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



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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 MACROPHOTOGRAPHY

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 - 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.



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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.



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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.



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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, Basingstoke, 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



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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.



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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)



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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



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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



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

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

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



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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

- Micheal O'Rourke. Principles of 3D Computer Animation: Modeling, Rendering and Animation with 3D Computer



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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.



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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

- Audio Mixing for Radio Production-Cinema Ad -Radio Ad – Commercial Product Ad.
- Radio Production for 5 Minutes Project

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

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



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Elective List Batch (2017-18)

Name	Register No	TELEVISION PRODUCTION	PHOTOGRAPHY
Ajith Kumar.S	37580001	YES	Nil
Deva C	37580002	Nil	YES
Parvatha vardhini	37580003	YES	Nil
Prasanna	37580004	Nil	YES
Sowjhanya	37580006	YES	Nil