



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

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DEPARTMENT OF VISUAL COMMUNICATION

01st July 2021

STUDENT CIRCULAR (2019 Batch)

REF:SIST/UG-VISCOM/ELECTIVE/ODD/2021-22

This is to inform that, the students to give their choice of one elective course for the V semester of the academic year 2021-2022 based on your area of interest. The courses are listed below:

- | | | |
|---|-----------------|--------------------------------|
| 1 | SVCA3501 | Television Production Lab |
| 2 | SVCA3502 | Commercial Photography |
| 3 | SVCA3503 | 3D Modelling & Special Effects |
| 4 | SVCA3504 | Digital Video Editing |
| 5 | SVCA3505 | Film Making |
| 6 | SVCA3506 | Audio Production Lab |

Confirm the elective practical courses on or before 02nd July 2021. Further changes of courses will not be entertained.

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



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

COURSE OBJECTIVE:

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

UNIT 1 COMPOSITION & FRAMING

9 Hrs.

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

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

UNIT 2 CAMERA & LIGHTING

9 Hrs.

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

Project: Chromo key project

UNIT 3 PRODUCTION PROCESS

9 Hrs.

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

Project: Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS

9 Hrs.

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

Project: Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT

9 Hrs.

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

Projects: Documentary/Short film

Max. 45 Hours

COURSE OUTCOME

- CO1:** Comprehend the meaning of advertng and the role of advertising agencies
- CO2:** To interpret audience analysis and buyer behaviour, audience research, advertising strategy and plans.
- CO3:** Applying creative ideas for a product or service ads with various advertising techniques.
- CO4:** Evaluating advertising objectives, strategy and planning
- CO5:** Creating an effective advertisement to persuade audience to buy the product or changing audience behaviour.
- CO6:** To Create own Documentary & Short Films

TEXT / REFERENCE BOOKS

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

COURSE OBJECTIVE:

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

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES

9 Hrs.

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

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

UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on Photography

UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on portrait and Fashion photography.

UNIT 5 ARCHITECTURAL PHOTOGRAPHY

9 Hrs.

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

Assignment: Expose 100 images on other categories.

Max. 45 Hours

PROJECT OUTLINE

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

COURSE OUTCOME:

CO1: Understand different types of commercial photography

CO2: Compare different types of capturing software's and image editing software's

CO3: To experiment still life photography and lighting set up

CO4: Distinguish people photography, portrait lighting and fashion photography

CO5: Composing architectural, industrial and Nature photography

CO6: To experiment different advertising process and commercial photography



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TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE:

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

UNIT 1: ABOUT 3 DIMENSIONS

9 Hrs.

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

UNIT 2: 3 D TOOL (AUTO DESK MAYA 2014)

9 Hrs.

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

UNIT 3: MODELING & TEXTURING

9 Hrs.

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

UNIT 4: ANIMATION & LIGHTING

9 Hrs.

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

UNIT 5: GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

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

Max. 45 Hours

PROJECT OUTLINE:

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

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

COURSE OUTCOME:

CO1: Understanding about basics of 3D animation and Special Effects

CO2: Understanding of 3D modelling and interface

CO3: Understanding about 3D animation software and interface

CO4: Ability to create basic 3D animation through computer system.

CO5: Ability to interpret 3D model and 3D animation

CO6: Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

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

WEBSITES

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



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SVCA3504	DIGITAL VIDEO EDITING	L	T	P	Credits	Total Marks
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COURSE OBJECTIVE:

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

UNIT 1: INTRODUCTION TO VIDEO EDITING

9 Hrs.

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

Assignment: Short Film Review – Technical Details

UNIT 2: ANALOG TO DIGITAL CONVERSION

9 Hrs.

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

Assignment: Fine Cut & Different Types of Video Out put

UNIT 3: METHODS OF EDITING

9 Hrs.

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

Assignment: Multilayer Video Production (Picture in Picture)

UNIT 4: ROUGH CUT TO FINAL CUT

9 Hrs.

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

Assignment: Chroma Key video project

UNIT 5: SPECIAL EFFECTS & PRINT TO TAPE

9 Hrs.

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

Assignment: Promo Video

Software: Final Cut Pro

PROJECT OUTLINE

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

COURSE OUTCOME:

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



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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



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SVCA3505	FILM MAKING	L	T	P	Credits	Total Marks
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COURSE OBJECTIVE

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

UNIT 1 FILM STRUCTURE

9 Hrs.

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

UNIT 2 FILM LANGUAGE

9 Hrs.

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

UNIT 3 CAMERA TECHNIQUES

9 Hrs.

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

UNIT 4 LIGHTING TECHNIQUES

9 Hrs.

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

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.

Max. 45 Hours

PROJECT OUTLINE:

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

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

COURSE OUTCOME:

- CO1:** To understand the production process in film making
CO2: To identify the commercial elements in film making process
CO3: To apply the techniques involved in camera handling, lighting and editing
CO4: To shoot master shots, mise-en scene and montage
CO5: To understand the importance of continuity in film making



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C06: To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE

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

UNIT 1 MICROPHONE TECHNIQUES

9 Hrs.

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

UNIT 2 SOUND RECORDING & REPRODUCTION

9 Hrs.

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

UNIT 3 RADIO & VIDEO JOCKEY - VOCAL PRACTICE

9 Hrs.

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

UNIT 4 FORMAT OF PROGRAMS

9 Hrs.

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

UNIT 5 INTRODUCTION TO PODCASTING

9 Hrs.

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

Max. 45 Hours

PROJECT OUTLINE

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

COURSE OUTCOME:

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



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CO6: To learn various about the Surround Sound Mixing Auro 3d.

TEXT / REFERENCE BOOKS

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



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ELECTIVE LIST -BATCH [2019- 2022]

S.No	Reg. No.	Student Name	Elective list
SVCA3501- TELEVISION PRODUCTION LAB			
1	39270054	SUBASH .M	Television Production
2	39270009	DEEPIKA	Television Production
3	39270012	GANDHI	Television Production
4	39270013	GOKUL	Television Production
5	39270025	KEERTHIVASAN	Television Production
6	39270027	KRISHANTH	Television Production
7	39270032	MOHAMED AASHIK	Television Production
8	39270036	NISHANTHI	Television Production
9	39270039	RAKSHAYA	Television Production
10	39270042	RUPESH	Television Production
11	39270046	SANJAY	Television Production
12	39270048	SHAKTHI PRASANNA	Television Production
13	39270049	SHANMUGARAJ	Television Production
14	39270058	THIYAGARAJA	Television Production
SVCA3505- FILM MAKING			
1	39270001	ABDUL AZIZ	FILM MAKING
2	39270002	ABINASH	FILM MAKING
3	39270005	APARNA	FILM MAKING
4	39270006	BARATH	FILM MAKING
5	39270015	HARI HARA SUDHAN	FILM MAKING
6	39270018	INFANTO CHRISHANTH	FILM MAKING
7	39270021	JEEVANANDHAM	FILM MAKING
8	39270022	KADAPPAN	FILM MAKING
9	39270023	KARTHIKEYAN	FILM MAKING



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10	39270026	KREETHI WAS	FILM MAKING
11	39270034	MUGILAN	FILM MAKING
12	39270035	NAGARAJ	FILM MAKING
13	39270037	PAVITHRA	FILM MAKING
14	39270041	RICHARD OSWIN	FILM MAKING
15	39270043	SAISARAN	FILM MAKING
16	39270045	SAKTHI KUMAR	FILM MAKING
17	39270047	SANJAY KUMAAR	FILM MAKING
18	39270050	SHARMILA	FILM MAKING
19	39270052	SHRIMANSUSHOBAN	FILM MAKING
20	39270055	SUDHAKAR	FILM MAKING
21	39270062	YESHWANTH	FILM MAKING
SVCA3504- VIDEO EDITING			
1	39270003	ABISHEK PRIYAN	Video Editing
2	39270004	AJAY	Video Editing
3	39270016	HARI RAGHAVAN	Video Editing
4	39270019	JAI SANJAI	Video Editing
5	39270020	JANARTHANAN	Video Editing
6	39270060	VIJAYASARATHI	Video Editing
7	39270063	SUTAPA DAS	Video Editing
SVCA3502- COMMERCIAL PHOTOGRAPHY			
1	39270008	DEEPAN RAJU	Commercial Photography
2	39270014	GYANESHWAR RAO	Commercial Photography
3	39270030	MANIKANDAN E	Commercial Photography
4	39270051	SHREENIDHI N SUBRAMANIYAN	Commercial Photography
5	39270056	THEJANGULIE MEKRO	Commercial Photography



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SVCA3503– 3D MODELING & SPECIAL EFFECTS

1	39270007	DEEPAK	Multimedia
2	39270010	DEVA BRUNO	Multimedia
3	39270011	DHARUN MANIKANDAN	Multimedia
4	39270017	HARIKRISHNAN	Multimedia
5	39270024	KAVIYA LAKSHMI	Multimedia
6	39270028	MAGESH KANNA	Multimedia
7	39270029	MANIMALA	Multimedia
8	39270031	MANIKANDAN B	Multimedia
9	39270033	MOHAMMED TAMEEM	Multimedia
10	39270038	POOJA PRIYADHARSHINI	Multimedia
11	39270040	RAVI S VARMA	Multimedia
12	39270044	SAIYASWANTH	Multimedia
13	39270053	STEFNOS NEIL NIXON FERNANDO	Multimedia
14	39270057	THIRUKUMARAN	Multimedia
15	39270059	TINA SELEEN	Multimedia



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DEPARTMENT OF VISUAL COMMUNICATION

18th October 2021

STUDENT CIRCULAR (2021 Batch)

REF:SIST/PG-VISCOM/ELECTIVE/ODD/2021-22

This is to inform that, the students to give their choice of one elective course for the I semester of the academic year 2021-2022 based on your area of interest. The courses are listed below:

1	SVCA7105	Television Production
2	SVCA7102	Multimedia & Web Design
3	SVCA7303	Digital Photography
4	SVCA7104	*Smartphone And Digital Media Productions

Confirm the elective practical courses on or before 19th October 2021. Further changes of courses will not be entertained.

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



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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 BROADCASTS

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



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C03. To write for news bulletins and news story

C04. To comprehend the techniques involved in documentary narration and execution

C05. Identify different formats of scripts and treatment.

C06. 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.



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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



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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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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

Photo Journalism

9 Hrs.

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

UNIT II Digital Photography

9 Hrs.

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

UNIT III Digital Technologies

9 Hrs.

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

UNIT IV Functions of Digital Cameras

9 Hrs.

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

UNIT V Features of Digital Photography

9 Hrs.

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:

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



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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



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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



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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



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SVCA7202	DIGITAL COMPOSITING	L	T	P	Credits	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



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- C03.** Understanding about compositing software and interface
- C04.** Ability to create basic composition through computer system.
- C05.** Ability to interpret digital compositing
- C06.** 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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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.



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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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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 streaming and Product Promotion

9 Hrs.

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

UNIT 5: Marketing Strategy

9 Hrs.

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

PROJECT OUTLINE

1. Creating video streaming Channel
2. In short video 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



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C05:Apply technical skills in video streaming

C06: 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



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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



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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, Borehmwood 1987.



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

COURSE OBJECTIVE

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



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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.



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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



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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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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

1. David Austerberry. 2005. The Technology of Video and Audio Streaming, Second Edition, Focal Press



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



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DEPARTMENT OF VISUAL COMMUNICATION

ELECTIVE LIST

MSc Viscom / II Year / Batch 2020 – 2022

1. SVCA7303-DIGITAL PHOTOGRAPHY

1.	40580001	AADHITHYA. R.S
2.	40580002	ABIYA MOSES. D
	40580003	
3.		JOSE BENIAL RAJ. S
4.	40580005	SANJAY KIRAN. R
5.	40580006	SARIGA. E
6.	40580008	VIJAYASREE. N

2. SVCA7301- TELEVISION PRODUCTION

1.	40580004	MADHUMITHA. S
2.	40580007	SUGANIYA SIVARASA. J



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(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

ELECTIVE LIST

MSc Viscom / IYear / Batch 2021 – 2023

1. SVCA7305- OUTDOOR FIELD PRODUCTION

1. 41580004 HARISH. M
2. 41580005 KAVIBHARATHY
3. 41580013 SRIRAM
4. TIRZAH MINI
41580014 JEEVAMANI
5. 41580015 XAVIER PRINCE

2. SVCA7102-3D GRAPHICS AND ANIMATION

1. 41580007 MANJULA
2. 41580010 SANGEETHAA

3. SVCA7203- ADVERTISING PHOTOGRAPHY

1. 41580002 CHERALAATHAN
2. 41580011 SHANMUGA VADIVEL
3. 41580012 SRINIDHI

4. SVCA7305- OTT And Digital Media Productions

1. 41580001
ARUNACHALAESWARAN
2. 41580003 GOKULRAJ
3. 41580006
LAKSHNA
4. PRAVEEN
41580008
5. 41580009 SAJIN SANJAY