

SATHYABAMA UNIVERSITY
(Established Under the Section 3 of UGC Act 1956)

BOARD OF STUDIES













MINUTES OF THE MEETING

AGENDA:

- Planned for the purchase of lab equipments like camera, audio devices etc.
- Discussed regarding the industrial visit for students
- Planned to purchase Telephoto lens and wide angle lens for photography.
- Discussed regarding the implementation of Public Relation campaign in forth coming semester

Minutes of the Meeting – Dated on 8th November 2016

- The meeting commenced with the HOD's address. A welcome address was given for the distinguished board of studies members.
- BOS members suggested that to call experts from the Media industry and arrange a seminar session for the students
- Film Maker Mr. Vishnuvardhan insisted to have a digital cameras for television production and different lenses for photography practical exposure
- Prof. Henry Mary Victor insisted that faculties should develop the creative concepts of students and encourage them to create short films and ad films
- Prof. Henry Marie Victor insisted that the syllabi should be application oriented and both the staff and students should have good exposure to practical design used in the media industry
- The need for more infrastructure facilities were suggested by Prof. Henry Marie Victor for expansion of the department
- Mr. Vishnuvardhan insisted that the students should do an internship program during their semester holidays
- BOS members to have alumni interaction with the students to lead them in the needs and principles of Media Industry
- Members suggested to arrange Public Relation campaign program to be included for the concern subject

External Members	Signature	Internal Members	Signature
Henry Maria Victor (Professor & Dean) Media Studies		Dr.Sundereshwari Dean School of Science and Humanities	
Mr.Vishnuvardhan Film director		Ms.N.Nazini M.Sc.,M.Phil., (Ph.D) Head of Department Dept of Visual Communication	
		Dr.S.Janet Mary M.Sc.,M.Phil., Ph.D Asst. Professor, Dept of Visual communication	
		Mr.Pugalendhi M.Sc., D.F.Tech Asst. Professor, Dept of Visual communication	
		Mr. A.R.Vimal Raj M.Sc Asst. Professor, Dept of Visual communication	
		Mr.N.Raja M.Sc., M.phil Asst. Professor, Dept of Visual communication	
		Ms. Samandha Smilth M.A., M.phil Asst. Professor, Dept of Visual communication	
		Ms.Deborah Asst. Professor, Dept of Visual communication	
		Mr. Kennedy M.F.A, Asst. Professor, Dept of Visual communication	
		Mr. Senthil Kumaran M.Sc.,M.phil Asst. Professor, Dept of Visual communication	

**PROGRAMME: B.SC.
VISUAL COMMUNICATION
CURRICULUM
SEMESTER 1**

Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SHS1102	Communicative English	3	0	0	3	1
2	SHS4001	Language – French /	0	0	6	3	2
	SHS4002	Language - Hindi	0	0	6	3	3
3	SVC1101	Introduction to Communication	3	0	0	3	4
4	SVC1102	Psychology	3	0	0	3	5
PRACTICAL							
5	SVC4051	Visual Literacy	0	0	6	3	6
6	SVC4052	Arts & Set Design	0	0	6	3	7
7	SVC4053	Writing for Media	0	2	2	2	9

Total Credits: 20

SEMESTER 2

Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC1103	Introduction to Mass Communication theories	3	1	0	4	10
2	SVC1104	Media Culture & Society	3	0	0	3	11
3	SVC1105	Theatrical Forms	3	0	0	3	12
4	SVC1106	New Media studies	3	1	0	4	13
PRACTICAL							
5	SVC4054	Elements of Film	0	0	8	4	14
6	SVC4055	Basic Photography	0	2	8	4	15
7	SVC4056	Theatre Arts	0	0	8	4	16

Total Credits : 26

L - LECTURE HOURS; T - TUTORIAL HOURS; P - PRACTICAL HOURS; C – CREDITS

SEMESTER 3

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC1201	Printing and Publications	3	0	0	3	17
2	SVC1202	Visual Analysis Tool *	2	0	4	4	18
3	SVC1203	Audio Production Theory	3	0	0	3	19
PRACTICAL							
4	SVC4057	Basics of advertising	0	0	8	4	20
5	SVC4058	Computer graphics design	0	0	8	4	21
6	SVC4059	Script Writing	0	0	4	2	22

Total Credits: 20**SEMESTER 4**

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC1204	Media Management	3	1	0	4	23
2	SVC1205	Television Production Theory	3	0	0	3	24
3	SVC1206	Public Relations	3	0	0	3	25
PRACTICAL							
4	SVC4060	Animation & Web Designing	0	0	8	4	26
5	SVC4061	Radio Production	0	0	8	4	27
6	SVC4062	Advanced Photography	0	0	8	4	28

Total Credits: 22**SEMESTER 5**

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC1301	Introduction to Communication Research	3	0	0	3	29
2	SVC1302	Media Ethics	3	0	0	3	30
3	SVC1303	Art & Aesthetics	3	0	0	3	31
PRACTICAL							
4		Elective Lab	5	0	20	15	

Total Credits: 24

SEMESTER 6

Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
1	S27INT	Internship	0	0	10	5	39
2	SVC4069	Study Paper	0	0	6	3	37
3	S27PROJ	Project Viva Voce	0	0	20	10	37

Total Credits : 18

Total Credits for the Programme: 130

LIST OF ELECTIVES (PRACTICALS)

Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE
No. Note : ONE ELECTIVE IS TO BE CHOSEN FOR FIFTH SEMESTER COMPULSORILY							
1	SVC4063	Television Production Lab	0	0	20	15	32
2	SVC4064	Commercial Photography	0	0	20	15	33
3	SVC4065	3 D Modeling & Special Effects	0	0	20	15	34
4	SVC4066	Video Editing	0	0	20	15	35
5	SVC4067	Film making	0	0	20	15	36
6	SVC4068	Audiography	0	0	20	15	37

Note : (*) Marks have been distributed evenly for Theory and Practical (each carry 50 Marks)

SHS1102	COMMUNICATIVE ENGLISH - I	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- To develop, in learners, the four basic skills of listening, reading, speaking, and writing, through an integrated approach.
- To improve the comprehension and expression of oral and written ideas in English.

UNIT 1**9 Hrs.**

Parts of Speech, Phrasal verbs, hints developing, cloze reading, Paragraph writing, describing objects and visuals, Verbal and non-verbal communication, Barriers of communication, Leadership skills, Introducing one self, describing hobbies, interest.

UNIT 2**9 Hrs.**

Reading comprehension, gap filling exercises, Role play, effective writing, connectives, types of sentences, assertive to interrogative, tenses, idioms and phrases, famous quotes, articles, role play, modal verbs, Subject-verb agreement, Auxiliaries.

UNIT 3**9 Hrs.**

Elements of creative writing, writing for the press and media, business letters, e-mails, blog writing, specifications and descriptive writing, revising and editing documents and reports, white paper writing, journal writing, transcoding.

UNIT 4**9 Hrs.**

Framing questions, writing an advertisement, Paraphrasing, Listening comprehension, conversation practice, debating, paper presentation, group discussion, dialogue building, greeting, thanking, inviting, asking questions, offering help, apologizing.

UNIT 5**9 Hrs.**

Letter of Application, writing a resume, listening for specific information, prefix & Suffix, Introduction to Phonetics, Phonetic Transcription

Max. 45 Hours**COURSE OUTCOMES:**

- CO1:** Demonstrate knowledge of linking words related to both spoken and written discourse, identify collocations, words to express one's point of view both in writing and speaking
- CO2:** Apply the rules for writing by using cohesive devices based on prompts given thereby to write letters and reviews
- CO3:** Demonstrate critical thinking skills by framing questions that generate information related to elements of reasoning
- CO4:** Read topics suggested for to answer inferential and factual information
- CO5:** Evaluate written pieces to self-correct in the topic areas of determiners, verbs, concord, identifying sentence functions and sentence types.

TEXT/ REFERENCE BOOKS

- Bhattacharya, Indrajit. An Approach to Communication Skills, Dhanpat Rai Co. Pvt Ltd; New Delhi.
- Jones, Leo. Cambridge Advanced English: Student's Book New Delhi: Cambridge University Press, 1998
- Mohan, Krishna and Meenakshi Raman. Advanced Communicative English. New Delhi: Tata McGraw Hill Company Ltd., 2010
- Rajendra, Pal and Korhalli. Essentials of Business Communication. J.S. Sultan Chand & Sons, 2007
- Seely, John. The Oxford Guide to Writing and Speaking Oxford: Oxford University Press, 1998

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

SHS4001	LANGUAGE - FRENCH	L	T	P	Credits	Total Marks
		0	0	6	3	100

COURSE OBJECTIVE

- To understand the basics in French and to know to read , write & converse in a basic term

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

The Alphabets-Combination of vowels-Nasal sounds- Accents- apostrophe-- Presentation of self-The adjectives of nationality-Conjugation of verb-etre and avoir and venir-Names of countries.

UNIT 2 GRAMMER**9 Hrs.**

Parts of the body-Conjugation of -er verbs-Present tense of -parler, aller, ranger-Pronouns-Activities for practice - The clothing-for male and female-Contracted articles-activities for practice- Number (1-100),Days of the week and Months of the year-the colours.

UNIT 3 NUMBERS, WEEK, MONTHS**9 Hrs.**

The clothings-for male and female-Contracted articles-activities for practice- Number (1-100),Days of the week and Months of the year-the colours.

UNIT 4 VOCABULARY EXERCISES**9 Hrs.**

The Professions and their nature of work – Interrogations - Various ways of interrogating - Related activities and vocabulary.

UNIT 5 VERBS**9 Hrs.**

Transport –means of transport-Negation-Verb prendre-Related activities and vocabulary.

TEXT / REFERENCE BOOKS

- Abha Mehta, Je parle francais, 6th Edition, Abhaya Publications, 2006
- Rashmi Varma-French made easy, 1st Edition, Goodwill Publishing House
- Nathan-My first Trilingual Dictionary, 1st Edition, W.R.Goyal Publications, 1998.

COURSE OUTCOMES:

- CO1:** To understand the basic grammar involved in framing phrases and sentences.
CO2: To evaluate the daily life usage of the grammar concepts.
CO3: To apply the vocabulary, in performing basic conversation skills.
CO4: To remember the verbs and their usage in different contexts.
CO5: To create situations for the application of the grammar concepts.
CO6: To analyse the context and circumstance of the grammar concepts.

USEFUL WEBSITES

- http://www.french-linguistics.co.uk/phrase_book/en/index.html
- <http://www.osondubooksandtea.com/>
- <http://www.frenchmalaysia.com/basic-french-phrases/useful-phrases-in-french.html>
- <http://www.youtube.com/watch?v=V86Y2OGmb0o&feature=related>
- <http://french.about.com/od/vocabulary/a/food.htm>

EVALUATION PATTERN

- Students will be evaluated in writing the phrase and exercises in French.
- Students will be evaluate in conversing in French
- Students are ask to translate a scene in French movie to English
- Students will be evaluated on group discussion & spoken French.

SATHYABAMA UNIVERSITY

FACULTY OF SCIENCE & HUMANITIES

SHS4002	LANGUAGE -HINDI	L	T	P	Credits	Total Marks
		0	0	6	3	100

COURSE OBJECTIVE

- To understand the basics in Hindi alphabets and read , write & converse in a basic terms

UNIT 1 (ALPHABETS , VOWELS) 9 Hrs.

स्वर अ से अरु तक . व्यंजन क से झ तकए
बारह खड़ी अनुस्वार . अनुनासिक व विसर्ग एसंयुक्ताक्षर

UNIT 2 (WHO, WHERE, HERE, THERE) 9 Hrs.

क्या एकौन एकहों एवहों एयहों । मैं हूँ । तुम हो । पढते हो ।

UNIT 3 (ITS, HER, HIS, MINE) 9 Hrs.

काए केए कीए बडाए बडेए बडी एमेराए तुम्हाराए हमारा एआउँगा एआएगाए आओगे आँगे एकिससे ए किसपर एकिसको ए था एथे एथी एथीँ एआया एआयेए आयीए आयीँ ए खाया ए खायी ए खयीँ आया है एआया था एरहा एरहे एरही

UNIT 4 9 Hrs.

1^o प्रार्थना 2 पर्यटन 3 पालतु पशु 4 महाकवी तिरुवल्लुवर

UNIT 5 GRAMMAR 9 Hrs.

प्रयोग काल Tense कारक विभक्तियों Case Endings का के की .
Possessive Case गिनती – Numbers (1-50)

TEXT / REFERENCE BOOKS

- Hindi Parichaya, Dakshin Bharat Hindi Prachar Sabha
- Central Hindi directorate – Certificate course material, MHRD.

EVALUATION PATTERN

- Exercises for written test
 - Fill In The Blanks With Suitable Word
 - Write The Number Names
 - Write The Hindi Meanings
 - Write The English Meanings
 - Write The Opposites
 - Write The Correct Word
- Students are given a topic for Group Discussion
- An individual topic is given to students where they will have to talk on it for the given time.

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

COURSE OBJECTIVE

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

UNIT 1 FUNDAMENTALS OF COMMUNICATIONS 9 Hrs.

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

UNIT 2 FORMS OF COMMUNICATION 9 Hrs.

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

UNIT 3 COMMUNICATION PROCESS 9 Hrs.

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

UNIT 4 ORGANIZATIONAL COMMUNICATION 9 Hrs.

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

UNIT 5 MASS COMMUNICATION IN INDIA 9 Hrs..

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

Max. 45 Hours**COURSE OUTCOME:**

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

TEXT / REFERENCE BOOKS

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

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO PSYCHOLOGY 9 Hrs.

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

UNIT 2 PERCEPTION 9 Hrs.

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

UNIT 3 LEARNING 9 Hrs.

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

UNIT 4 CREATIVITY 9 Hrs.

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

UNIT 5 PERSONALITY DEVELOPMENT 9 Hrs.

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

Max. 45 Hours**COURSE OUTCOMES:**

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

TEXT / REFERENCE BOOKS

- A.B. Bhatnagar et al., Psychology of teaching learning process Surya Publication Meerut 2004.
- Clifford T Morgan introduction to psychology 7th edition Tata McGraw-Hill Publishing Company Limited, New Delhi 2005.
- Charles.E. Skinner Educational psychology, 4th edition Prentice Hall of India Private Limited, New Delhi 2004.

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO VISUAL LITERACY 9 Hrs.

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

UNIT 2 SKETCHING 9 Hrs.

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

UNIT 3 PERCEPTION & COMPOSITION 9 Hrs.

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

UNIT 4 ANATOMY & DRAWING 9 Hrs.

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

UNIT 5 SKETCHING STILL LIFE 9 Hrs.

Drawing Still life - Landscape - Interior - Animals

PROJECT OUTLINE

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

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

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

COURSE OUTCOMES:

CO1: To draw basic sketches by implying drawing principles

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

CO3: To apply the techniques involved in illustration

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

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

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVES

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

UNIT 1 SCULPTURE 9 Hrs.

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

UNIT 2 CERAMICS 9 Hrs.

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

UNIT 3 ENVIRONMENTAL/VISUAL DESIGN 9 Hrs.

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

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

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

UNIT 5 SET DESIGN 9 Hrs.

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

COURSE OUTCOMES:

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

PROJECT OUTLINE

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

TEXT / REFERENCES BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 WRITING FOR NEWS & FEATURE STORIES 9 Hrs.

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

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

UNIT 2 WRITING FOR RADIO 9 Hrs.

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

Assignment : Write a script for radio programme.

UNIT 3 WRITING FOR WEB 9 Hrs.

Online journalism– Blogs and Other "Participatory Journalists - Reporters and Social Media - citizen journalists and using citizen content - Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, content developing using links, texts.

Assignment : Design a layout for web journalism

UNIT 4 WRITING FOR TV NEWS 9 Hrs.

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

Assignment : Video shooting and producing local television news broadcasts

UNIT 5 MAGAZINE PUBLICATION 9 Hrs.

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

Project : Publication of the Magazine

COURSE OUTCOMES:

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

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

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

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

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

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

TEXT / REFERENCE BOOKS

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

SVC1103	INTRODUCTION TO MASS COMMUNICATION THEORIES	L	T	P	Credits	Total Marks
		3	1	0		

COURSE OBJECTIVE

- To make students learn the theories involved in communication and study effects of media through various theories.

UNIT 1 INTRODUCTION TO MASS COMMUNICATION 9 Hrs.

Mass communication and culture – models of mass communication –, Shanon & Weaver's, Osgood and Schramm model, Gate keeping model, Newcomb's, Gerbner's, McNelly's model of news flow.

UNIT 2 THEORIES OF MEDIA 9 Hrs.

Individual Difference – Selective Exposure – Selective Perception- Personal Influence theories – Two step – Multi Step flow model.

UNIT 3 THEORIES OF PRESS 9 Hrs.

Normative theories – Authoritarian theory, libertarian, Social responsibility theory, Communist Media, Development media theory, Democratic Participant theory, New Perspectives on media and society,

UNIT 4 MEDIA ORGANIZATIONS 9 Hrs.

Media organizations of State and Central governments- Audit Bureau of Circulation – Indian Newspaper Society - Press Council of India -Registrar of Newspapers India, Censor Board of Film Certification, (CBFC).

UNIT 5 MEDIA AND ITS EFFECTS 9 Hrs.

Mass media audiences, Sociological theories Cultivation theory – Agenda Setting – Dependency Theory - Uses and gratification studies, Media globalization.

Max. 45 Hours**COURSE OUTCOME:**

- CO1: To Understand the basic media theories
- CO2: Remember the nature of selectivity in choosing and retaining of media content
- CO3: Apply the theories of press in recognizing media industry
- CO4: To understand the censorship concepts in media industry
- CO5: To focus on social consciousness in using media
- CO6: Demonstrate the hidden agenda of press theories in current news media

TEXT / REFERENCE BOOKS

- James Watson, Media Communication - an Introduction to Theory and Process. 2nd edition Palgrave Macmillan. 2003.
- Keval J Kumar, Mass communication in India. 4th Edition, Jaico Publishing house, 2000.
- Vanita Kohli, The Indian media business, Sage Publications, 2003.

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

SVC1104	MEDIA CULTURE AND SOCIETY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To make students understand the cultural backgrounds of society in pan with media and understand the above through various theories and concept.

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

Sociology : The science of society – some definitions, Emergence of sociology, Origin of society, Elements of Society, likeness of members, reciprocal awareness, Inter dependence of members, society and other association, types of societies

UNIT 2 SOCIALIZATION**9 Hrs.**

Meaning of Socialization – process of Socialization – Factors of the process of Socialization – Theories of Socialization – Cooley’s Theory – Meads Theory- Freud’s Theory – Agencies of Socialization –Elements of Socialization – Socialization of Adults.

UNIT 3 MEDIA DETERMINANTS**9 Hrs.**

Media content : discourse analysis , Narrative & genre analysis – concentration of ownership - concentration of ideas , – content regulations & Deregulations - role of Sponsors –Advertising Revenue – audience positioning - Audience as cultural producers - Media & Public sphere.

UNIT 4 MEDIA RHETORIC**9 Hrs.**

Media Rhetoric – Selection – Social construction of reality by media - Selection , agenda setting , gate keeping in News Construction - The Rhetoric of the image – role of film editing – Visual Coding - Narrative – constructions of Femininity – Media & Masculinities.

UNIT 5 IDEOLOGY & CULTURE**9 Hrs.**

Ideology –Hegemony –Denotation –Connotation –Cultural imperialism - Media and Popular culture – sub-culture – Racism & Exclusion – Representation – Under representation – Stereotypical – New ethnicity & Diaspora.

Max. 45Hours**COURSE OUTCOMES:**

- CO1:** Understand the concept of society
- CO2:** Identify the socialization theories concept with functions of media industry
- CO3:** Analyze the Media impact towards the users and its identification with society
- CO4:** Determine the deconstruction of media text and critical thinking towards it.
- CO5:** Understand the Ideology and representation of Culture in the media.
- CO6:** Identify the media concepts and its function towards the culture and society

TEXT / REFERENCE BOOKS

- Paul Hodkinson, Media, Culture and Society ,An Introduction, Sage Publications Pvt Ltd , 2011
- Berger, Asa Authur Media Analysis technique ,Sage Publications , 1991
- Jeff Shires, Media Culture and Society, Blackwell Pub, 2008

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

SVC1105	THEATRICAL FORMS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To understand History of Theatre, various theatrical forms and actor – director- audience in different type of performance

UNIT 1 HISTORY OF THEATRE 9 Hrs.

Origin of theatre - World theatre - Indian theatre - NatyaSastra – An introduction to the fundamentals- Tholkaapiyam in Meyppaattiyal - Silappathikaaram in Araingetrakaathai

UNIT 2 GENRES OF THEATRE 9 Hrs.

Traditional theatre -- Folk Theatre Forms – Therukoothu – Puppetry – Proscenium theatre – Modern theatre - Post Modern theatre - Street theatre

UNIT 3 THEATRE IN EDUCATION 9 Hrs.

Forum theatre - Children theatre – Theatre Gams - Theatre and Society - Role in Contemporary society – Theatre Therapy

UNIT 4 CONTEMPORARY THEATRE SCENARIO IN TAMILNADU 9 Hrs..

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

UNIT 5 FROM PAGETO STAGE 9 Hrs..

All elements of theatre – Difference between Drama and film – Blocking to Performance - performer to Audience

Max. 45 Hours**COURSE OUTCOMES:**

- CO1: Understand the history of theatre
- CO2: Identify the genres of theatre
- CO3: Analyze the importance of theatre in society
- CO4: Understand the theatre arts of Tamil Nādu
- CO5: Understand the connection of Culture and theatre
- CO6: Identify the difference between drama and movie

TEXT / REFERENCE BOOKS

- Oscar gross brockett & Franklin Joseph Hildy ,History of theatre,10th Edition, Pearson, 2008
- Jonothan Neelands & Tony Goode, Structuring Drama work: a hand book of available forms in theatre, Cambridge University Press,2000
- Sudhanva Deshpande ,Theatre of the streets, Jana Natya Manch, 2007
- Eugenio Barba & Nicola Savarese ,A dictionary of theatre anthropology, Taylor & Francis, 2011
- Ilankovadiikal ,Shilappadikaram: (The Ankle Bracelet), Allen & Unwin, 1965
- Bharathiar, Natiyasasthira .

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO NEW MEDIA 12 Hrs.

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

UNIT 2 UNDERSTANDING NEW MEDIA & TECHNOLOGY 12 Hrs

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

UNIT 3 SOCIAL MEDIA 12 Hrs

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

UNIT 4 E-CONTENT DEVELOPMENT 12 Hrs

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

UNIT 5 MOBILE TECHNOLOGY 12 Hrs

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

Max. 60 Hours**COURSE OUTCOMES:**

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

TEXT / REFERENCE BOOKS

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

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

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

COURSE OBJECTIVE

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

UNIT 1 FILM HISTORY & MAJOR MOVEMENTS 9 Hrs.

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

UNIT 2 FILM MAKING PROCESS 9 Hrs.

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

UNIT 3 ELEMENTS OF FILM 9 Hrs.

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

UNIT 4 GENRE 9 Hrs.

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

UNIT 5 GREAT AUTEURS 9 Hrs.

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

Max. 45 Hours**COURSE OUTCOMES:**

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

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 DIGITAL IMAGING**9 Hrs.**

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

Assignment: Expose 100 images with DIGITAL camera.

UNIT 2 CAMERA**9 Hrs.**

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

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

UNIT 3 LENS**9 Hrs.**

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

Assignment: Expose 50 images with different focal length.

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

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

Assignment: Expose 50 images with correct exposure.

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

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

Assignment: Expose 100 images

PROJECT OUTLINE

PHOTOGRAPHS-70 MARKS
VIVA -30 MARKS

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

Total No of Photographs :

50 Only

Size :

8x12 Inches.

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

COURSE OUTCOME:

CO1: Understand function of camera and techniques of photography

CO2: Demonstrate the working principle and construction of pinhole camera.

CO3: Experimenting with light (Refraction) and understanding depth of field and focal length

CO4: Distinguish film cameras and single lens reflex camera.

CO5: Composing and exposing pictures by applying visual grammar.

CO6: Ability to work with lighting techniques and framing

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 ACTING FOR STAGE AND FILM 9 Hrs.

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

UNIT 2 DIRECTION AND SCRIPT ANALYSIS 9 Hrs.

Basics of Storytelling - Script reading - Character and Play analysis - Using Dramatic Texts – Actor Director Relationship - Script Blocking - Rehearsal to performance – Time and Space

UNIT 3 LIGHTS AND SOUND DESIGN 9 Hrs.

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

UNIT 4 SET DESIGN AND STAGE PROPERTIES 9 Hrs.

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

UNIT-V COSTUMES AND MAKE UP 9 Hrs.

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

PROJECT OUTLINE

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

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

COURSE OBJECTIVE:

CO1: Understand and identify the importance of concept creation

CO2: Develop a strong understanding about storytelling

CO3: Critically evaluate the theatre styles in radio drama

CO4: Learn more about theatre from production perspective

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

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 HISTORY OF PRINTING PRESS 9 Hrs.

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

UNIT 2 PRINTING PROCESS 9 Hrs.

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

UNIT 3 COLOUR THEORIES 9 Hrs.

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

UNIT 4 DESIGNING & PROOF READING 9 Hrs.

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

UNIT 5 PAPER & INK 9 Hrs.

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

Max. 45 Hours**PROJECT OUTLINE**

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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

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

SVC1202	VISUAL ANALYSIS TOOL*	L	T	P	Credits	Total Marks
		2	0	4	4	100

COURSE OBJECTIVE

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

UNIT 1 SEMIOLOGICAL ANALYSIS 9 Hrs.

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

UNIT 2 PSYCHOANALYTIC CRITICISM 9 Hrs.

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

UNIT 3 MARXIST ANALYSIS 9 Hrs.

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

UNIT 4 GENDER ANALYSIS 9 Hrs.

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

UNIT 5 SOCIOLOGICAL ANALYSIS 9 Hrs.

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

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

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

COURSE OUTCOME:

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

PROJECT OUTLINE**50 Marks**

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

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

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

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

COURSE OBJECTIVE

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

UNIT 1 SOUND AND VIBRATION 9 Hrs.

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

UNIT 2 MICROPHONES AND LOUDSPEAKERS 9 Hrs.

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

UNIT 3 Sound Recording Techniques 9 Hrs.

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

UNIT 4 Recording formats & accessories 9 Hrs.

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

UNIT 5 Recording & Reproduction systems 9 Hrs.

Usage of Pilot track_ Dubbing and Efx, Rerecording Final Mixing, 5.1dts Digital surround Alignments _6.1 DTS _ SDDS _ Auro 3d Sound System.

Max. 45 Hours**COURSE OUTCOME:**

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

TEXT / REFERENCE BOOKS

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

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO ADVERTISING 9 Hrs.

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

UNIT 2 ADVERTISING STRATEGY 9 Hrs.

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

UNIT 3 CREATIVE STRATEGY 9 Hrs.

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

UNIT 4 MEDIA STRATEGY & PLANNING 9 Hrs.

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

UNIT 5 SALES PROMOTION 9 Hrs.

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

PROJECT OUTLINE

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

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

COURSE OUTCOME:

CO1: To understand function of advertisement and production techniques

CO2: To demonstrate the advertisement principle

CO3: To experimenting Commercial advertisements

CO4: To understanding depth of Print Media advertisements

CO5: To distinguish film advertisement and TV advertisement

CO6: To understand Various Designs of advertisement

TEXT /REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO MULTIMEDIA 9 Hrs.

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

UNIT 2 COMPUTER GRAPHICS 9 Hrs.

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

UNIT 3 ADOBE ILLUSTRATOR 9 Hrs.

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

UNIT 4 IMAGE EDITING 9 Hrs.

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

UNIT 5 COMMERCIAL DESIGNING 9 Hrs.

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

PROJECT OUTLINE

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

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

COURSE OUTCOMES:

CO1: Understand the nuances of the script stages and its features.

CO2: Analyse the adapted stories and its execution in the script.

CO3: Create own stories in script format with plot pattern.

CO4: Developing the characters and its relationships in the story structure.

CO5: Design the structure and plot pattern of story flow.

CO6: Create a own short story script and structure it using software

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

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

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

Assignment: Script for PSA (10-45 sec)

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

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

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

UNIT 3 ADAPTATION**9 Hrs.**

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

Assignment: Project Proposal for Reality shows/ Interview

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

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

Assignment: Script for documentary film

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

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

Assignment: Script for Short film

COURSE OUTCOMES:

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

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 MANAGEMENT STRUCTURE & ITS FUNCTIONS 12 Hrs.

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

UNIT 2 MANAGING PERSONNEL 12 Hrs.

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

UNIT 3 MEDIA CONVERGENCE 12 Hrs.

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

UNIT 4 NEWS AND NEWS MANAGEMENT 12 Hrs.

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

UNIT 5 MARKETING MANAGEMENT 12 Hrs.

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

Max. 60 Hours**COURSE OUTCOME:**

CO1: The basic knowledge of the theories, structures and nature of media will empower the learner.

CO2: The course will bring out the latent skills in the learner in the levels of management, functions and management roles.

CO3: The learner will be able to draw connections between levels of management skills, classical, and modern approaches to management.

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

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

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

TEXT / REFERENCE BOOKS

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

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO TELEVISION PRODUCTION 9 Hrs.

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

UNIT 2 VIDEO AND BROADCAST TECHNOLOGY 9 Hrs.

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

UNIT 3 TECHNIQUES OF TELEVISION CAMERA 9 Hrs.

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

UNIT 4 SCRIPTING & EDITING 9 Hrs.

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

UNIT 5 STUDIO PRODUCTION AND CONTROL 9 Hrs.

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

Max. 45 Hours**COURSE OUTCOME:**

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

TEXT / REFERENCE BOOKS

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

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO PUBLIC RELATIONS 9 Hrs.

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

UNIT 2 PUBLIC RELATIONS TOOLS 9 Hrs.

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

UNIT 3 PR CAMPAIGN PLANNING 9 Hrs.

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

UNIT 4 PR MANAGEMENT & CASE STUDIES 9 Hrs.

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

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

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

Max. 45 Hours**PROJECT OUTLINE**

Students are requested to do live PR Campaign

COURSE OUTCOME:

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

TEXT / REFERENCES BOOKS:

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

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO ANIMATION 9 Hrs.

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

UNIT 2 FLASH TOOL 9 Hrs.

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

UNIT 3 MANAGING THE FILE AND PUBLISHING 9 Hrs.

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

UNIT 4 WEB DESIGNING USING HTML 9 Hrs.

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

UNIT 5 FLASH VIDEO CONVERSION AND PRESENTATION 9 Hrs.

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

Max. 45 Hours**PROJECT OUTLINE**

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

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

COURSE OUTCOME:

- CO1:** Understanding about basics of animation
CO2: Understanding about 2D animation and Web Designing.
CO3: Understanding of 2D animation software and interface.
CO4: Ability to create basic 2D animation through computer system.
CO5: Ability to interpret web animation and film animation
CO6: Ability to create Logo Animation, Animated Web Banner (Advt.), 2D Product Ad, Web designing (Front Page), Portfolio.

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 BASIC SOUND RECORDING**9 Hrs.**

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

UNIT 2 TYPES OF INTERVIEW**9 Hrs.**

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

UNIT 3 PRODUCING RADIO PROGRAMME**9 Hrs.**

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

UNIT 4 RECORDING & MIXING**9 Hrs.**

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

UNIT 5 RADIO ADVERTISEMENT**9 Hrs.**

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

Max. 45 Hours**COURSE OUTCOME:**

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

PROJECT OUTLINE

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

TEXT BOOKS / REFERENCE:

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

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

COURSE OBJECTIVE

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

UNIT 1 COLOUR**9 Hrs.**

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

UNIT 2 LIGHTS**9 Hrs.**

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

UNIT 3 LIGHTINGS**9 Hrs.**

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

UNIT 4 TECHNIQUES ON IMAGE MAKING**9 Hrs.**

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

UNIT 5 DIGITAL IMAGING**9 Hrs.**

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

PROJECT OUTLINE

Photographs - 70 Marks

Viva - 30 Marks

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

Total No of Photographs: 50 Only

Size: 8x12 Inches.

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

COURSE OUTCOME:

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

CO2: To experiment with lighting techniques in photography

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

CO4: Composing images using advance techniques in framing

CO5: Capturing latest trends in digital imaging and printing

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

TEXT / REFERENCE BOOKS

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

SVC1301	INTRODUCTION TO COMMUNICATION RESEARCH	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To make students aware of the various forms of research and teach them how to go about in writing a thesis.

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

Meaning of research – the development of mass media research-Objective - motivation – types of research – significance of research – Research process – Criteria of good research – Problems encountered by researchers in India.

NIT 2 RESEARCH DESIGN**9 Hrs.**

Types of research design – meaning of research design - Exploratory - Descriptive and Experimentation.- Merits and demerits of these methods.- Opinion polls, and audience research and viewership ratings - Protocols of research methods.

UNIT 3 METHOD OF DATA COLLECTION**9 Hrs.**

Data collection methods. - Primary data and secondary data.- Types of secondary data. Observation data. – definition of content analysis- uses of content analysis-descriptive and analytical surveys – advantages and disadvantages of survey research-constructing question – conducting experimental research- advantages and disadvantages of laboratory experiment -experimental design – field experiments.

UNIT 4 SAMPLING**9 Hrs.**

Sampling. Types of sampling. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota, etc. Sampling problems. Sample error. Choosing a sample design.

UNIT 5 EVALUATION & WRITING THESIS REPORT**9 Hrs.**

Preparation and tabulation of collected data. Data analysis. -Meaning of interpretation- significance of report writing- difference steps in writing report- layout of the research report- types of reports.

Max. 45 Hours**COURSE OUTCOME:**

CO1: At the end of this section the student will learn to define and identify the basic elements of research, – types of research – significance of research – research process – criteria of good research – problems encountered by researchers in India.

CO2: The student will learn to use new communication methodology in the research process.

CO3: The student will be taught to learn how to relate and distinguish the difference between good research and shallow research so as to make a scientific research.

CO4: The student will reach a point to select, or support or value the significance of the research process.

CO5: The student will be able to design, assemble, or formulate your own research methodology to discover journalistic assessment and propose creative solutions for the problems in India by this section.

CO6: At the end of the course the learner will be confident to use communication methodologies that are beneficial for the development of the country in the fast-track world.

TEXT / REFERENCE BOOKS

- C R Kothari, Research Methodology, 2nd Edition ,New Age International Publication,2008
- Roger D. Wimmer, Joseph R. Dominick ,Mass Media Research: An Introduction, Thomas Wadsworth ,2006

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

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

COURSE OBJECTIVE

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

UNIT 1 DEFINE ETHICS & MORAL DEVELOPMENT 9 Hrs.

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

UNIT 2 ETHICS & SOCIETY 9 Hrs.

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

UNIT 3 MEDIA & ETHICAL CHALLENGES 9 Hrs.

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

UNIT 4 MEDIA PRACTITIONERS & SOCIAL JUSTICE 9 Hrs.

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

UNIT 5 CYBER ETHICS & HUMAN RIGHTS 9 Hrs.

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

Max. 45 Hours**COURSE OUTCOMES:**

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

TEXT / REFERENCE BOOKS

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

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO ART 9 Hrs.

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

UNIT 2 HISTORY OF ARTS & ARTIST 9 Hrs.

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

UNIT 3 WESTERN AND EASTERN APPROACH 9 Hrs.

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

UNIT 4 EUROPEAN ART 9 Hrs.

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

UNIT 5 ART IN DIGITAL ERA 9 Hrs.

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

Max. 45 Hours

COURSE OBJECTIVE:

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

TEXT / REFERENCE BOOKS

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

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

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

20 Marks

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

60 Marks

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

COURSE OBJECTIVE

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

UNIT 1 COMPOSITION & FRAMING 9 Hrs.

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

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

UNIT 2 CAMERA & LIGHTING 9 Hrs.

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

Project : Chromo key project

UNIT 3 PRODUCTION PROCESS 9 Hrs.

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

Project : Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS 9 Hrs.

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

Project : Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT 9 Hrs.

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

Projects : Documentary/Short film

COURSE OUTCOME

- CO1:** Comprehend the meaning of adverting 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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY 9 Hrs.

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

Assignment: Expose 100 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES 9 Hrs.

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

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

UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY 9 Hrs.

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

Assignment: Expose 100 images on Photography

UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY 9 Hrs.

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

Assignment: Expose 100 images on portrait and Fashion photography.

UNIT 5 ARCHITECTURAL PHOTOGRAPHY 9 Hrs.

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

Assignment: Expose 100 images on other categories.

PROJECT OUTLINE

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

COURSE OUTCOME:

- CO1: Understand different types of commercial photography
 CO2: Compare different types of capturing software's and image editing software's
 CO3: To experiment still life photography and lighting set up
 CO4: Distinguish people photography, portrait lighting and fashion photography
 CO5: Composing architectural, industrial and Nature photography
 CO6: To experiment different advertising process and commercial photography

TEXT / REFERENCE BOOKS

- Rick Souders, The Art & Attitude of Commercial Photography, Watson-Guptill, 2002.
- Robert Hirsch, Light and Lens: Photography in the Digital Age, Elsevier, 2008.
- 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

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 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 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 (1 Min)
- Gaming Design
- Logo Ad
- Modeling
- Product Ad.

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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

WEBSITES

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

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

COURSE OBJECTIVE

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

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

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

Assignment : Short Film Review – Technical Details

UNIT 2 ANALOG TO DIGITAL CONVERSION**9 Hrs.**

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

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

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

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

Assignment : Multilayer Video Production (Picture in Picture)

UNIT 4 ROUGH CUT TO FINAL CUT**9 Hrs.**

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

Assignment : Chroma Key video project

UNIT 5 SPECIAL EFFECTS & PRINT TO TAPE**9 Hrs.**

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

Assignment : Promo Video Software : Final Cut Pro & Avid

COURSE OUTCOME:

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

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 FILM STRUCTURE 9 Hrs.

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

UNIT 2 FILM LANGUAGE 9 Hrs.

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

UNIT 3 CAMERA TECHNIQUES 9 Hrs.

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

UNIT 4 LIGHTING TECHNIQUES 9 Hrs.

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

UNIT 5 FILM EDITING 9 Hrs.

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

PROJECT OUTLINE

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

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

COURSE OUTCOME:

- CO1:** To understand the production process in film making
CO2: To identify the commercial elements in film making process
CO3: To apply the techniques involved in camera handling, lighting and editing
CO4: To shoot master shots, mise-en scene and montage
CO5: To understand the importance of continuity in film making
CO6: To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 MICROPHONE TECHNIQUES 9 Hrs.

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

UNIT 2 AUDIO MIXER OVERVIEW 9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 MUSICAL RECORDING 9 Hrs.

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

UNIT 4 LIVE SOUND RECORDING 9 Hrs.

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

UNIT 5 POST-PRODUCTION 9 Hrs.

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

COURSE OUTCOME:

CO1: To make the students acquire basic Microphone Handling Techniques

CO2: To Analyse basic Types of rhythm

CO3: To understand the techniques of live sound recording

CO4: To get familiarize with the video song shooting techniques.

CO5: To gain knowledge on the importance of BGM

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

PROJECT OUTLINE

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

TEXT / REFERENCE BOOKS

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

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

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

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

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

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

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

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

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

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