SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited with 'A' grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

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SCHOOL OF SCIENCE AND HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
BOARD OF STUDIES

Minutes of Board of Studies Meeting held on 22nd April 2019
Venue: TVP Lab, Department of Visual Communication,
              Sathyabama University, Chennai- 119
Time: 11:00 AM - 3:00 PM

The BOS meeting has been convened today, **22nd April 2019**, to frame the new curriculum and syllabi for the School of Science and Humanities to be implemented from the Academic year 2019-20.

AGENDA
- Revision of Syllabus for 2019 B.Sc & M.Sc curriculum.
- Discussion for approval of syllabus.

Minutes of the Meeting – Dated on 22nd April 2019
- The Head of the Department commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul, HOD, Department of Visual Communication, Loyola College and Mr. Pradeep Milroy Peter, Senior – Vice President, Programming Head, Vijay TV.
- A new syllabus for Under Graduation and Post-Graduation was prepared and placed before the panel of Board of Studies members for their approval.
- The suggestions received from the External members earlier were also discussed before the board for modifications.
- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Mr. Suresh Paul suggested to add some more topics in the subject Introduction to Communication.
- He further recommended extending Language paper for Semester II from 2019 regulations to concentrate on language courses.
- Mr. Pradeep Milroy Peter stressed to change the Psychology subject title to Socio-Psychology.
- He insisted to introduce a new subject for Film Appreciation in the V Semester.
- Mr. Pradeep Milroy also suggested to update unit 1 of Script Writing Subject.
- Ms. N. Nazini, Head of the Department requested suggestions from the Board Members for the recommendations towards Environmental Science paper introduced in Semester IV as per UGC Guidelines.
- Mr.Suresh Paul suggested to remove Printing publication and introducing the Film Studies subject for the B.Sc Programmes to the future batches.

- Mr.Suresh Paul insisted to modify unit 4 and unit 5 of Media Ethics and to include the topics related to cyber-crimes and data preservation.
- Board of Studies members suggested to update audio production subject on par with the recent trends
- In regard to M.Sc Curriculum, Board members advocated the eligibility for M.Sc Viscom besides B.Sc Viscom students; non-media related course students must undergo a 'Bridge Course-Course' for a period of Six months handled by the same department other than curriculum after the class hours.
- Mr.Suresh Paul recommended to remove the Theatrical forms subject and add those concepts in training of Theatre arts practical subject. He also stressed to update the units.
- Mr. Pradeep Milroy Peter suggested to introduce 'Digital Photography' in the first semester as an elective subject and 'Introduction to Sound Design' in the third semester.
- Mr.Suresh Paul suggested to introduce the nomenclature as 'Digital Media Management' in Semester II in M.Sc Curriculum instead of Media Management and Economic Concepts.
- External members insisted to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry.
- Mr. Raja N, Assistant Professor, Department of Visual communication hinted the suggestions of Ms Shreesha Reddy, alumnus of 2005-2008 batch and the former reporter of India Today Television to introduce subjects that are related to film studies and writing for media.
- Ms.Samandha Smith, Assistant Professor, Department of Visual communication, highlighted the recommendation of our student, Ms Srividhya, 2017-2020 batch, to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry

- The Board members finally reviewed the changes that have been implemented as per the discussions held.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.

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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
BOARD OF STUDIES MEMBERS

EXTERNAL MEMBERS

S. No	Name	Designation & Organization/ Institution	Signature
1.	Mr. E. Suresh Paul, M.A.(Pol.Sci.),M.Phil.,M.A.(Commn.)	HOD, Department of Visual Communication, School of Media Studies, Loyolla College, Chennai	HEAD Dept. of Visual Communication Loyola College (Autonomous) Chennai-600 034
2	Mr.Pradeep Milroy Peter	Sr.Vice President – Programming Head of Progamming Star Vijay Television Pvt. Ltd.	

INTERNAL MEMBERS

S.No	Name	Designation	Signature
1	Mrs.N.Nazini	HOD	
2.	Mr.R.Pugalendhi	Asst. Professor	
3.	Mr.A.R.Vimal Raj	Asst. Professor	
4	Mr.N.Raja	Asst. Professor	
5	Ms.M.Samandha smith	Asst. Professor	
6	Mr.A.Edward kennedy	Asst. Professor	
7	Mr.E.Senthil Kumaran	Asst. Professor	

PROGRAMME: M.Sc., VISUAL COMMUNICATION
CURRICULUM

S E M E S T E R - 1

Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA5101	Communication Models & Theories	3	0	0	3	50	50	1
2	Theory	SCVA5102	World Cinema	3	1	0	4	50	50	2
3	Lab	SVCA6101	Contemporary Advertising	0	0	4	2	50	50	3
4	Lab	SVCA6102	Writing for Mass Media	1	0	2	2	50	50	4
5	Lab	SVCA6103	Visual Design	0	0	4	2	50	50	5
6	Elective Lab (Optional)	SVCA7101	Television Production I	0	2	6	4	50	50	6
7		SVCA7102	Multimedia & Web Design	0	2	6	4	50	50	7
8		SVCA7103	Professional Photography	0	2	6	4	50	50	8
Total Credits for 1st Semester = 17										
Total Marks for 1st Semester = 600										

S E M E S T E R - 2

Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA5201	Media Culture and Entertainment	3	1	0	4	50	50	9
2	Theory	SVCA5202	Development Communication	3	0	0	3	50	50	10
3	Theory	SVCA5203	Digital Media Management	3	0	0	3	50	50	11
4	Lab	SVCA6201	Elements of Cinematography	0	0	4	2	50	50	12
5	Lab	SVCA6202	Media Text Analysis	0	0	4	2	50	50	13
6	Lab	SVCA6203	Video Editing	0	0	4	2	50	50	14
7	Elective Lab (Optional)	SVCA7201	Television Production II	0	2	6	4	50	50	15
8		SVCA7202	Digital Compositing	0	2	6	4	50	50	16
9		SVCA7203	Advertising Photography	0	2	6	4	50	50	17
Total Credits for 2nd Semester = 20										
Total Marks for 2nd Semester = 700										

L - Lecture Hours T - Tutorial Hours P - Practical Hours C - Credits
CAE – Continuous Assessment Examination
ESE – End Semester Examination

SI. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA5301	Communication Research Methodology	3	0	0	3	50	50	18
2	Theory	SVCA5302	Media & Communication Technology	3	0	0	3	50	50	19
3	Theory	SVCA5303	Media, Law & Ethics	3	0	0	3	50	50	20
4	Lab	SVCA6301	Film Genre & Film Makers	0	2	2	2	50	50	21
5	Lab	S58PROJ1	Research Project	0	0	10	3	50	50	22
6	Lab	SVCA6302	Introduction to Sound Design	0	2	2	2	50	50	22
7	Elective Lab (Optional)	SVCA7301	Television Production III	0	2	6	4	50	50	23
8		SVCA7302	3D Graphics & Animation	0	2	6	4	50	50	24
9		SVCA7303	Digital Photography	0	2	6	4	50	50	25

S E M E S T E R - 3

Total Credits for 3rd Semester = 20

Total Marks for 3rd Semester = 600

S E M E S T E R – 4

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
							CAE	ESE	
1	SVCA6401	Comprehensive Paper	0	0	6	3	50	50	26
2	S58AINT	Internship	0	0	12	6	50	50	26
3	S58APROJ2	Project Viva Voce	0	0	20	10	50	50	26

Total Credits for 4th Semester = 19

Total Marks for 4th Semester = 300

L - Lecture Hours T - Tutorial Hours P - Practical Hours C - Credits
CAE – Continuous Assessment Examination
ESE – End Semester Examination

LIST OF ELECTIVES

DEPARTMENT ELECTIVES									
Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
							CAE	ESE	
1	SVCA7101	Television Production I	0	2	6	4	50	50	6
2	SVCA7102	Multimedia & Web Design	0	2	6	4	50	50	7
3	SVCA7103	Professional Photography	0	2	6	4	50	50	8
4	SVCA7201	Television Production II	0	2	6	4	50	50	15
5	SVCA7202	Digital Compositing	0	2	6	4	50	50	16
6	SVCA7203	Advertising Photography	0	2	6	4	50	50	17
7	SVCA7301	Television Production III	0	2	6	4	50	50	23
8	SVCA7302	3D Graphics & Animation	0	2	6	4	50	50	24
9	SVCA7303	Digital Photography	0	2	6	4	50	50	25

DEPARTMENT ELECTIVES FOR 1ST SEMESTER									
Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
							CAE	ESE	
1	SVCA7101	Television Production I	0	2	6	4	50	50	6
2	SVCA7102	Multimedia & Web Design	0	2	6	4	50	50	7
3	SVCA7103	Professional Photography	0	2	6	4	50	50	8

DEPARTMENT ELECTIVES FOR 2ND SEMESTER									
Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
							CAE	ESE	
1	SVCA7201	Television Production II	0	2	6	4	50	50	15
2	SVCA7202	Digital Compositing	0	2	6	4	50	50	16
3	SVCA7203	Advertising Photography	0	2	6	4	50	50	17

DEPARTMENT ELECTIVES FOR 3RD SEMESTER									
Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
							CAE	ESE	
1	SVCA7301	Television Production III	0	2	6	4	50	50	23
2	SVCA7302	3D Graphics & Animation	0	2	6	4	50	50	24
3	SVCA7303	Digital Photography	0	2	6	4	50	50	25

PROGRAMME CURRICULUM GROUPING BASED ON COURSE COMPONENTS – 2019 REGULATION

COURSE COMPONENTS	CURRICULUM CONTENT (% of total number of credits of the programme)	Total Number of Subjects		Total number of credits
Programme Core	45	*Theory - 7*	*Lab - 12*	**45**
Programme Electives	12	3		**12**
Comprehensive Paper	3	1		**3**
Internship	6	1		**6**
Project	10	1		**10**
Total	**75**	**25**		**75**

SVCA5101	COMMUNICATION MODELS & THEORIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- Understanding the process of Communication
- To make students analyse and interpret various theories and models of communication
- To focus on a fair understanding about the synergic relationship between media and society
- To develop students to create their own understanding on media functioning

UNIT 1 TYPES OF COMMUNICATION   **9 Hrs**.

Types of communication – interpersonal communication, intrapersonal communication, group communication, mass communication component of mass communication – mass communicator, mass messages, mass media, mass communication, and mass audience.

UNIT 2 ROLE OF COMMUNICATION MODELS   **9 Hrs.**

Communication models – Role of communication models, Basic model, Narrative model, concentric circle model, Mystery of Mass Communication

UNIT 3 TYPES OF COMMUNICATION MODELS   **9 Hrs.**

Shannon and Weaver's model, Wilbur Schramm's Model, Gerbners Model of Communication, Two- Step, Multi-step Flow Methods of Communication, White's GateKeeping model, McNelly's Model of News Flow, Mc-Combs and Shaw's Agenda Setting Model of media effects, Spiral of Silence.

UNIT 4 PROCESS OF COMMUNICATION   **9 Hrs.**

Fundamentals in the process- Stimulation, Encoding, Transmission, Decoding Internalization, Players in the process – Gate Keepers, Regulators, Gate Keeper – Regulator Hybrids.

UNIT 5 THEORY OF COMMUNICATION   **9 Hrs.**

Agenda setting theory, Audience theory, Social Influence theory, Cognitive theories, Cross- Cultural Adaptation theory, Ethics theory, Feminist communication theories, Family communication theories.

Max. 45 Hours

COURSE OUTCOME:

CO1: To have fair understanding about various media and how to negotiate them
CO2: Remember the Concept and the Process of communication
CO3: To develop a critical understanding about Media
CO4: To understand the components of Mass
Communication **CO5:** To focus on different types of
communication models **CO6:** To understand
communication theories.

TEXT / REFERENCE BOOKS

1. Stephen W.Littlejohn & Karen A.Foss, Encyclopedia of Communication Theory, sage publication, New Delhi, 2009.
2. James Watson, Media Communication an Introduction to Theory and Process, second edition, Palgrave publication, India, 2003.
3. John Vivian, the Media of Mass Communication, fifth edition, a Viacom company 1999.

END SEMESTER EXAM QUESTION PAPER
PATTERN

Max. Marks: 80   **Exam Duration: 3 Hrs.**
PART A: 6 questions of 5 marks each uniformly distributed - without choice   **30 Marks**
PART B: 2 Questions from each unit of internal choice, each carrying 10 marks   **70 Marks**

SVCA5102	WORLD CINEMA	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To make students learn the various forms of cinema and to know the technical analysis of the film
- To understand the History of cinema and different genres, process of Films
- To Analyse the basic film techniques and also know about the pioneers of the film

UNIT 1 HISTORY OF CINEMA   **9 Hrs.**

Invention of motion picture –1895-1910 – Lumiere Brother-1985- Silent Era cinemas – Edwin S.Porter's Films – D W Griffith cinematic language 1910-1919- Sound-on Film -1925)

UNIT 2 INDIAN CINEMA   **9 Hrs.**

Introduction to Indian Cinema - Raja Harischandra-1913 D.G. Phalke Films- Sathyajit Ray Films -Pather Panchali- Parallel Cinema -The Apu Triology (1950-59) - South Region Films- Tamil Cinema.

UNIT 3 NARRATIVE FORM CINEMA   **9 Hrs.**

Film Movements- Inter frame narrative film 1908-1909 -Intra narrative film 1909-1911- Birth of Nation - Fiction films-Non Fiction Films.

UNIT 4 THE GREAT FILM MAKERS   **9 Hrs.**

World Film maker -Howard Hawks-Charlie Chaplin -Sergei Eisenstein - Akira krosava- Vittorio De Sica, 1952)-Sir Alfred Joseph Hitchcock-–Stephen Spielberg - James Francis Cameron.

UNIT 5 OVER VIEW OF CINEMA   **9 Hrs.**

World Cinema ; Britain films - European films- wide screen technology films -Soviet Union 1945- Iranian cinemas - japan films - Hollywood Enter the Digital Domain- Cultural Cinemas.

                                                                                                   Max. 45 Hours

PROECT OUTLINE: 50 Marks

Students have to submit the analysis of film with the DVD.

- Film Review From World Cinema
- Film Technical Analysis

                                                                                                   Total Marks: 100

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.

Course Outcome:

CO1. To understand History of Cinema and Development of Cinema.
CO2. To acquire basic understanding of Indian Cinema.
CO3. To Analyse Narrative form of cinema.
CO4. To get familiarize with Fiction and Non Fiction Films.
CO5. To gain knowledge on the importance of approaches of studying Overview of Cinema.
CO6. To impart an understanding about the great film makers in Classical Cinema

TEXT / REFERENCE BOOKS

1. Aristides Gazetas ,An Introduction to World Cinema,2nd Edition, McFarland ,2008.
2. Paula Marantz Cohen ,The Legacy of Victorianism , University Press of Kentucky, 1995
3. David A.cook ,A History of Narrative Film, W W Norton & Company Incorporated, 2004.

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

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

UNIT 1 ADVERTISING FUNDAMENTALS   **9 Hrs.**

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

UNIT 2 COMMUNICATION   **9 Hrs.**

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

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

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

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

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

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

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

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

                                                                    Max. 45 Hours
PROECT OUTLINE: **100 Marks**
- Product alone
- Product in set up
- Product ingredients
- Bill Boards, Transit Advertising
- Danglers, flyers, pamphlets
- Online, mobile ads
- Advertorial
- TVC
- Radio

Students should design according to the concept and submit along with Print out & Source file in CD / DVD.
COURSE OUTCOMES:
 CO1. Recognize fundamentals of advertising communication and marketing.
 CO2. Develop creative keys through applying significant advertising ideologies.
 CO3. Discuss key strategy methods and to Understand the components of a brand
 CO4. Analyze the ways that communication through advertising influences and persuades consumers;
 CO5. Understand the print and production technology for various media and applications
 CO6. Create advertisement for a product and its execution in different media.

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

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

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

UNIT 1 NEWS WRITING　　　　　　　　　　　　　　　　　　　　　　　**9 Hrs.**
　　　　News Writing Mechanics – slugs – split page – punctuation – good grammar – writing for features, obituary, interview - colour writing –
writing reviews - – style rules

UNIT 2 BROADCAST WRITING　　　　　　　　　　　　　　　　　　　　**9 Hrs.**
　　　　Broadcast writing : TV & Radio –Selection of news - types of News leads – Conversational style – broadcast style vs Print writing style – TV scripts - use of Quotes – Attributes – RDR writing- keys to good writing - radio scripts : actualities, story length, lead-Ins, teases- pad copy – back timing in Radio

UNIT 3 COPY WRITING　　　　　　　　　　　　　　　　　　　　　　　**9 Hrs.**
　　　　What is copy writing? - writing advertising copy – radio spots –Audio – video Ads – Bill Boards – 3Cs of Effective copy – creative brief –
Slogans & taglines – copy writer skills

UNIT 4 PR COPY　　　　　　　　　　　　　　　　　　　　　　　　　**9 Hrs.**
　　　　Writing for PR copy - Print News Release – broadcast news release – writing for organizational media – writing for Promotional media - Media Advisories - Media kits – Articles – speeches

UNIT 5 ONLINE NEWS WRITING　　　　　　　　　　　　　　　　　　　**9 Hrs.**
　　　　News writing & editing - headlines - website design – hyperlinks – handling & developing a story – economics of web publishing – online advertising – ethical & legal issues in online　　　　　**Max. Hour 45**
PROECT OUTLINE:　　　　　　　　　　　　　　　　　　　　**Total Marks 100 Marks**
- Article writing
- Editorial
- News Story
- Feature
- Radio News & Radio Programme Script
- Web Publishing & online Advertising
- Organizational & Promotion Writing

Note: Student should submit all the above mentioned TOPICS in

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

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

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

COURSE OBJECTIVE

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

UNIT 1 DEFINE DESIGN   9 Hrs.

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

UNIT 2 GEOMETRIC SHAPES   9 Hrs.

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

UNIT 3 COLOUR & COMPOSITION   9 Hrs.

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

UNIT 4 DESIGN RULES   9 Hrs.

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

UNIT 5 ILLUSTRATIONS & CARICATURE   9 Hrs.

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

Max. Hours. 45

PROECT OUTLINE: 100 Marks

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

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

CO1. To understand the importance of design rules that includes visual unity and balance.
CO2. To create three dimensional object, curvilinear and biomorphic shapes
CO3. To comprehend psychology of colour &
characteristic of colour **CO4.** To apply the techniques
involved in illustration and caricature **CO5.** To
understand the importance of aesthetic values in their
work
CO6. To draw human anatomy, still life, portrait, and landscape and story board

TEXT / REFERENCE BOOKS

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

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

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

UNIT 1 WRITING FOR BROADCAST   **9 Hrs.**
Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences –
plain English – familiar words – easy listening - make it interesting – contraction - rhythm

UNIT 2 NEWSWRITING   **9 Hrs.**
The news angle – Multi Angled stories – hard news formula – intro – Placing key words – feature openers – developing story – sign posting –line – last words - accuracy

UNIT 3 WRITING FOR DOCUMENTARY   **9 Hrs.**
Screen craft, - screen grammar – screen craft analysis – basic production – initial research - draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list

UNIT 4 TV SCRIPT WRITING   **9 Hrs.**
Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script layout – balancing words with pictures – using the library – field work

UNIT 5 WRITING FOR FILM   **9 Hrs.**
What to write – how to write – what you know so far – Zen and the high art of getting the thing done – script development – what is the story about – find your plot & character – true stories and events – how are script developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

Max. Hours. 45

PROECT OUTLINE: **100 Marks**
Paper Works: Script Development
- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

Students should submit the concept of the above TOPICS in script format. COURSE OUTCOME:
CO1. To Understand Television writing techniques
CO2. To write effectively for television audience
CO3. To write for news bulletins and news story
CO4. To comprehend the techniques involved in documentary narration and execution
CO5. Identify different formats of scripts and treatment.
CO6. To do research, write script for Television programme, News content, Documentary and film

TEXT / REFERENCE BOOKS

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

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

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

UNIT 1 INTRODUCTION   **9 Hrs.**

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

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

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

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

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

UNIT 4 DREAMWEAVER   **9 Hrs.**

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

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

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

Max. Hours. 45

PROECT OUTLINE: **100 Marks**
- Create database, using forms in HTML/XML
- Creation of Websites
- Create links and designing of webpage using dream weaver

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

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

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

WEBSITES

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

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO FUNCTIONS OF PHOTOGRAPHY   9 Hrs.

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

UNIT 2 EXPOSURE TECHNIQUES   9 Hrs.

Understanding exposure and lighting techniques – indoors and outdoors.

UNIT 3 PHOTOJOURNALISM   9 Hrs.

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

UNIT 4 STILL LIFE PHOTOGRAPHY   9 Hrs.

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

UNIT 5 MACRO PHOTOGRAPHY   9 Hrs.

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

Max. Hours. 45

COURSE OUTCOMES:

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

PROECT OUTLINE: **100 Marks**
Photographs   - 70 Marks
Viva   - 30 Marks

TOPICS

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

Note: Technical Details Should be there for all the Photographs.
TEXT / REFERENCE BOOKS

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

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

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

UNIT I   **9 Hrs.**

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

UNIT II   **9 Hrs.**

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

UNIT III   **9 Hrs.**

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

UNIT- IV   **9 Hrs.**

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

UNIT V: **9 Hrs.**

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

Max. Hours. 45
Total Marks: 100

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

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

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Part A: 6 questions of 5 marks each - without choice.
Part B: 2 Questions from each unit of internal choice, each carrying 14 marks

SVCA5202	DEVELOPMENT COMMUNICATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE
- To help student understand the role of communication in societal up gradation.
- To create an impact on the social development through communication.

UNIT 1 INTRODUCTION TO DEVELOPMENT COMMUNICATION   **9 Hrs.**

Key concepts in Development -Modernization models of Development Communication -Diffusion of Innovation - Mass media as Magic Multipliers.

UNIT 2 MODELS OF DEVELOPMENT COMMUNICATION   **9 Hrs.**

Dependency / Structuralist models - Alternative approaches to Development -Revival of Modernization models - ICT, the Internet & Mobile Telephony for Development.

UNIT 3 MEDIA IN SOCIETY   **9 Hrs.**

Need for national & International Regulations.- Media, Development & Social Change – Broadcasting as public Service - Role of Media in promoting Literacy & Social change.

UNIT 4 PROCESS OF MEDIA & DEVELOPMENT COMMUNICATION   **9 Hrs.**

SITE- programmes in Agriculture, Health, education, Environment and Cultural Preservation– KHEDA Communications Project. –

Dominant paradigm- The Press & Development- Radio of Rural Forums

UNIT 5 COMMUNICATION FOR SOCIAL CHANGE   **9 Hrs.**

Communication and Cultural change - Communication for Social Change – Role of a Communicator in the process of Social Change- Folk forms, Third theatre and other alternative media for social change.

Max. 45 Hours

TEXT / REFERENCE BOOKS
1. Encyclopedia of communication theory by Stephen W.Littlejohn & Karen A.Foss, Sage publication, New Delhi, 2009.
2. Mass Communication in India by Keval J. Kumar (4th Edition), Jaico Publishers, 2010
3. Communication for Development in the Third World – Theory and Practice for Empowerment by Srinivas R. Melkot & H. Leslie Steeve, Sage publication, New Delhi, 2001
4. Folk Arts and Social Communication by Durga Das Mukhopadhyay, Publication Division, New Delhi, 1994

END SEMESTER EXAM QUESTION PAPER
PATTERN

Max. Marks : 100   **Exam Duration : 3 Hrs.**
PART A : 6 questions of 5 marks each uniformly distributed - without choice.   **30 Marks**
PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.   **70 Marks**

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

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

Unit I DIGITAL MEDIA   **9 Hrs.**

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

Unit II DIGITAL MARKETING   **9 Hrs.**

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

Unit III MARKETING AND COMMUNICATIONS   **9 Hrs.**

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

Unit IV SOCIAL MEDIA OPTIMIZATION   **9 Hrs.**

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

Unit V SOCIAL MEDIA STRATEGY   **9 Hrs.**

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

Max. 45 Hours

COURSE OUTCOMES:

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

TEXT BOOKS /REFERENCE

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

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Part A: 6 questions of 5 marks each - without choice.	**30 Marks**
Part B: 2 Questions from each unit of internal choice, each carrying 14 marks.	**70 Marks**

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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO CINEMATOGRAPHY   9 Hrs.

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

UNIT 2 LIGHTING TECHNIQUES   9 Hrs.

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

UNIT 3 FUNCTIONS OF CAMERA   9 Hrs.

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

UNIT 4 NEW TECHNOLOGY   9 Hrs.

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

UNIT 5 COMPOSITION   9 Hrs.

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

Max. 45 Hours

COURSE OUTCOMES:

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

PROJECT OUTLINE   **100 Marks**

TOPICS

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

Students should submit Output File & Source file in

CD / DVD TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 MEDIA CONTENT   9 Hrs.

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

UNIT 2 MARXISM & IDEOLOGY   9 Hrs.

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

UNIT 3 PSYCHOANALYSIS   9 Hrs.

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

UNIT 4 COMPOSITIONAL INTERPRETATION   9 Hrs.

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

UNIT 5 SEMIOLOGY   9 Hrs.

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

                                                                    Max. 45 Hours
PROJECT OUTLINE   **100 Marks**

TOPICS

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

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

COURSE OUTCOME

CO1. To distinguish the complex relationship between media content and distribution through analysis mode.
CO2. To relate the latent meaning in media text, and be able to identify appropriate ideology to analyse media texts.
CO3. Understand mass media as a system of generating and transmitting information through a medium and how audiences are affected consciously and unconsciously under psychoanalysis.
CO4. Analyse the media content from analyst point of view. And start critically approaching content produced and distributed by media**.**
CO5. To recognize the quality and quantity of content examined it through semiotics mode and content analysis approach.

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

- Hands on experience in Video Editing Software
- Explore and practice of various Chroma Keying, Picture in Picture video editing
- To teach advanced level of Video editing techniques

UNIT 1 INTRODUCTION **9 Hrs.**

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

UNIT 2 DIGITAL TECHNOLOGY **9 Hrs.**

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

UNIT 3 POST PRODUCTION **9 Hrs.**

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

UNIT 4 EDITING PROCESS **9 Hrs.**

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

UNIT 5 VFX & EXPORT FORMATS **9 Hrs.**

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

Max. 45 Hours.

PROECT OUTLINE : **100 Marks**
- Fiction & Non-Fiction Video   50 Marks
- Social awareness Video   20 Marks
- Commercial Advertising   20 Marks
- Record Note   10 Marks

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

COURSE OUTCOME

CO1. Remember video editing basics

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

TEXT / REFERENCE BOOKS

1. Apple, 2010, Final Cut Pro 7 Professional Formats and Workflows, Apple Help Library
2. Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press
3. Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial
4. JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill
5. POST PRODUCTION HANDBOOK, second edition, 2014

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

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

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

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

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

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

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

Max. 45 Hours

PROECT OUTLINE   **100 Marks**

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

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

COURSE OUTCOME:

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

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

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

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

UNIT 1 BASICS OF COLORS, FORMATS, TRANSITIONS   **9 Hrs.**

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

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING   **9 Hrs.**

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

UNIT 3 VISUAL EFFECTS   **9 Hrs.**

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

UNIT 4 DESIGNING EFFECTS   **9 Hrs.**

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

UNIT 5 COMPOSITING   **9 Hrs.**

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

Max. 45 Hours

PROECT OUTLINE: **100 Marks**
- compositing techniques for single images
- compositing techniques for image sequences
- keying , color correction
- match-moving , rotoscoping

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

Course Outcome

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

TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 COPY & ILLUSTRATIONS   9 Hrs.

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

UNIT 2 CONCEPT DEVELOPMENT   9 Hrs.

Ceptual photography – Developing ideas and producing conceptualizing photographs. Understanding photography as a Fin Art.

UNIT 3 LOCATION   9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY   9 Hrs.

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

UNIT 5 FASHION PHOTOGRAPHY   9 Hrs.

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

Max. 45 Hours

PROECT OUTLINE: **100 Marks**

Photographs -   70 Marks
Viva -   30 Marks

COURSE OUTCOMES:

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

TOPICS

1. Conceptual Photography
2. Product photography
3. Fashion Photography
4. Food photography
5. Panoramic - Landscape Photography
6. Architecture - HDR images
7. Digital manipulated images
8. Event photography

Note: Technical Details Should be there for all the Photographs.
TEXT / REFERENCE BOOKS

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

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

COURSE OBJECTIVE

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

UNIT 1 MEDIA RESEARCH   **9 Hrs.**

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

UNIT 2 RESEARCH PROCEDURE   **9 Hrs.**

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

UNIT 3 PRIMARY DATA   **9 Hrs.**

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

UNIT 4 RESEARCH DESIGN   **9 Hrs.**

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

UNIT 5 DATA ANALYSIS   **9 Hrs.**

Data analysis**:** Data Classification, Coding And Tabulation- Graphic Representation Of Data- Thesis Writing Method – Use Of SPSS- The Writing Format And Style – Ethics In Conducting Research   **Max. 45 Hours**

Course Outcome

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

TEXT / REFERENCE BOOKS

1. Stempell and Westley , Research methods in mass communication', prentice hall, 1981
2. Communication theories: origin, methods and uses' by severin and tankard, hastings house, publishers, 1979
3. Roger Wimmer &Joseph Dominick , Mass media research – an introduction (3rd edn,) wadsworth publications,1991
4. Arthur Asa Berger, Media and Communication Research and Methods, 3rd Edition, Sage Publication, 2013.

**END SEMESTER EXAM QUESTION PAPER
PATTERN**

Max. Marks : 100   **Exam Duration : 3 Hrs.**
PART A : 6 questions of 5 marks each uniformly distributed - without choice.   **30 Marks**
PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.   **70 Marks**

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

COURSE OBJECTIVE

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

UNIT 1 HYPER MEDIA   **9 Hrs.**

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

UNIT 2 SOCIAL MEDIA   **9 Hrs.**

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

UNIT 3 SOCIAL MEDIA MARKETING   **9 Hrs.**

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

UNIT 4 MEDIA CONVERGENCE   **9 Hrs.**

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

UNIT 5 EDUCATORS WITH SOCIAL MEDIA   **9 Hrs.**

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

Max. 45 Hours

Course Outcome

CO1. Remember latest technologies

CO2. Understand features of Communication Technologies

CO3. Analysis online content democracy in social media

CO4. Understand media convergence

CO5. Apply E-learning anywhere and anytime for educational needs

CO6. Utilize these communication technologies in the day to life

TEXT / REFERENCE BOOKS

1. Artur Lugmayr & Cinzia Dal Zotto, 2016, Media Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects, Springer
2. David Holmes, 2005, Communication Theory Media, Technology & Society, Sage Publications
3. Jon Rognerud, 2010, How To Nail Social Media Marketing
4. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
5. Reggie Kwan & Robert Fox & F. T. Chan & Philip Tsang, 2008, Enhancing Learning Through Technology: Research on Emerging Technologies and Pedagogies, World Scientific Publishing Co. Pte. Ltd.
6. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

**END SEMESTER EXAM QUESTION PAPER
PATTERN**

Max. Marks : 100   **Exam Duration : 3 Hrs.**
PART A : 6 Questions of 5 marks each uniformly distributed - without choice.   **30 Marks**
PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.   **70 Marks**

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

COURSE OBJECTIVE

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

UNIT 1 FUNDAMENTAL RIGHTS   9 Hrs.

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

UNIT 2 COMMON LAWS OF INDIAN CONSTITUTION   9 Hrs.

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

UNIT 3 MEDIA LAWS   9 Hrs.

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

UNIT 4 CYBER ETHICS   9 Hrs.

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

UNIT 5 BROADCASTING ETHICS   9 Hrs.

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

Max. 45 Hours

Course outcomes:

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

TEXT / REFERENCE BOOKS

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

END SEMESTER EXAM QUESTION PAPER
PATTERN

Max. Marks : 100   **Exam Duration : 3 Hrs.**
PART A : 6 Questions of 5 marks each uniformly distributed - without choice.   **30 Marks**
PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.   **70 Marks**

SVCA6301	FILM GENRE & FILM MAKERS	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To understand media globalization and new film technology
- To educate students to create commercially viable films

UNIT – I   **9 Hrs.**

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

UNIT – 2   **9 Hrs.**

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

UNIT – 3   **9 Hrs.**

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

UNIT – 4   **9 Hrs.**

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

UNIT – 5   **9 Hrs.**

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

Max. 45 Hours
Total Marks: 100

TEXT /REFERENCE BOOKS:
1. Nathan abram,Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003

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

COURSE OUTCOME:

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

PROECT OUTLINE:

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

TEXT / REFERENCE BOOKS
1. Nathan abram,Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003

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

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

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

COURSE OBJECTIVE

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

UNIT 1 SOUND AND VIBRATION   **9 Hrs.**

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

UNIT 2 MICROPHONES HANDLING TECHNIQUES   **9 Hrs.**

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

UNIT 3 SOUND DESIGN TECHNIQUES   **9 Hrs.**

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

UNIT 4 RE- RECORDING TECHNIQUES   **9 Hrs.**

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

UNIT 5 SOUND RECORDING & MIX TECHNIQUES   **9 Hrs.**

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

Max. 45 Hours

PROJECT OUTLINE

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

Course outcomes:
CO1: Understand the Basic sound Wave and Different range of Various Musical Instruments.
CO2: Interpret and demonstrate the microphone Handling Techniques. **CO3:** Analyse the basic sound Design for visuals and Professional films. **CO4:** Create and recreate the sound effects for different videos.
CO5: Demonstrate the basic analogue audio mixing Console.
CO6: Combine karaoke audio tracks with voice and premixing.

TEXT /PDFREFERENCE BOOKS

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

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

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

UNIT 1   DOCUMENTARY FILMING   **9 Hrs.**
Documentary Filming and Directing Telefilm.

UNIT 2   POPULAR MUSIC   **9 Hrs.**
Popular Music practical (Music and art type program).

UNIT 3   MAGAZINE PROGRAMME   **9 Hrs.**
Magazine type programme on travel / holidays.

UNIT 4   SINGLE CAMERA   **9 Hrs.**
Single Camera continuity (on site).

UNIT 5   CAPTION EXERCISE   **9 Hrs.**
Caption Exercise on fashion and city round – up practical.

Max. 45 Hours

PROECT OUTLINE: **100 Marks**

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

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

COURSE OUTCOME:

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

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

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

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

UNIT 1 PRE-PRODUCTION   **9 Hrs.**
Pre-production – Storyboarding - Aesthetics of Film-Making

UNIT 2 CHARACTER ANIMATION   **9 Hrs.**
Character Animation - 3D Character Development - Rigging & Character Set-up

UNIT 3 DIGITAL PAINTING   **9 Hrs.**
Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning

UNIT 4 LIGHTING & RENDERING   **9 Hrs.**
Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion

UNIT 5 DIGITAL DESIGN   **9 Hrs.**
Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects – Composition

                                                                      Max. 45 Hours

PROECT OUTLINE: **100 Marks**

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

Students should submit the project along with Output File & Source

file in CD / DVD. **Course Outcome**

CO-1 Understanding about basics of 3D animation and Special Effects
CO-2 Understanding of 3D modelling and interface
CO-3 Understanding about 3D animation software and interface
CO-4 Ability to create basic 3D animation through computer system.
CO-5 Ability to interpret 3D model and 3D animation
CO-6 Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

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

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

OBJECTIVE:

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

UNIT I **Photo Journalism**   **9 Hrs.**
History of photojournalism - Basic Concepts of Photography and photojournalism - Principles and Ethics of photojournalism - Role of photojournalists in a newsroom - Elements of photo news story telling - Spot News Photography - opportunities for young photojournalists

UNIT II **Digital Photography**   **9 Hrs.**
Digital camera – Digital camera types - Overview of current digital cameras - Understanding how digital cameras works – Digital Capture - Digital Image – Image Sensors – Pixel Aspect Ratio – Shutter speed and Aperture — Exposure—Dynamic Colour Range – Colour Models – Image Compression – File Formats and Size

UNIT III **Digital Technologies**   **9 Hrs.**
Digital Image Enhancement - Image size – Resolution – Selection of tools and techniques –mounting techniques – Digital Manipulation: Applying selective effects to images and filters – Different photo Capturing Method – Image Scanner - Flash Card type - Hard Disc type - zip and Internet

UNIT IV **Functions of Digital Cameras**   **9 Hrs.**
Digital camera functions - Mechanics of digital photography: apertures, shutter speeds, focus, and focal lengths - Different types of lenses - Lighting – composition - Digital archive and management of digital photographs – Adjustment of brightness, Contrast, Tonal and Colour Values

UNIT V **Features of Digital Photography**   **9 Hrs.**
Discovering Features of digital photography – Sports - General news - Street Photography - Off-beat Photography - Documentary Photography
- Nature – portrait - Art and culture – Environment – industry – Aerial – Candid – Fashion – Food

Total Marks: 100

Course Outcome

CO1. Remember of various types of digital cameras
CO2. Understand the concept of using the different types of filters
CO3. Understand Aperture, exposure and Exposure
CO4. Apply advanced digital techniques
CO5. Create space in cloud for storage
CO6. Analysis functions of digital photography

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

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

OBJECTIVE:

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

- **Methodology**

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

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

OBJECTIVE:

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

- **Methodology**

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

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

OBJECTIVE:

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

- **Methodology**

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