



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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

MINUTES OF THE VIRTUAL MEETING

AGENDA

- Revision of Syllabus for 2020 B.Sc & M.Sc curriculum.
- Discussion for updating Syllabi

Minutes of the Meeting – Dated on 03rd June (Thursday)2021 at 6.30 PM

- Our Head of the Department welcomed the Board of studies dignitaries
 - Dr.Uma Vangal (Visiting Professor,Kenyon College, Ohio University and also Adjunct Faculty,Asian College of Journalism, Chennai.
 - Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor ,Xavier University) and
 - Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)
- Ms. Nazini, the HOD, shared the ppt of curricula 2020 of UG and PG to the board members for suggestion.
- Dr.Vijay pointed out that the subject “Basics of Photography” should be introduced to students prior to “Elements of Film”.
- The members recommended the title of the paper as Anchoring and News presentation instead of Anchoring and News Casting and approved this new subject.
- Dr.Vijay emphasized to change the nomenclature of the subjects as 3D modelling and Visual Effects, Final project for UG and Capstone Project for PG.
- Dr.Uma suggested to remove comprehensive from the title of the paper “Comprehensive Study paper”.
- BOS members accepted to offer the subject Film Appreciation as theory paper and CBCS elective subject for other department students of this institution.
- Then, the content of the newly proposed subjects of UG was discussed in detail.
- The members accepted for introducing Life skill enhancement courses (as per UGC Jeevan Kaushal) like Soft skills, Communication Skills, Universal Human Values, Leadership & Management skills and Professional Sills.
- Dr.Arul shared his insights on the transformation of everything to Digital Platforms. He appreciated the effort taken by the department for updating syllabus to digital level. He also advised to consider the reference materials for the latest subjects. He suggested to classify the subjects level wise in each semester to avoid the confusion of ordering the subjects.
- Dr.Vijay insisted to include the latest software, for instance, InDesign software in the syllabus to meet the industry standards. He further modified the project topic from social media into social media creatives. He recommended to update the project works to the current trending topics.



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- He also stressed to remove certain topics to avoid repetitions in the subject Documentary Film Making.
- Dr.Uma suggested to change the title as Introduction to Documentary film making. Meanwhile, she recommended the project outline as submission of script, possible visuals, research materials on any topics and PSA.
- BOS members approved the new subjects Documentary Film Making, Digital Journalism and Digital Media Productions with few suggestions
- She also advised to tone down the subject Theatre Arts to meet the requirement at UG level.
- BOS members accepted to offer skill elective in each semester
- Dr.Vijay asserted to reduce the time duration of the project work of the subject Anchoring and News Casting
- Dr.Uma hinted to offer options to project work in the subject Anchoring and News Casting.
- BOS members examined the subject sound design and instructed to focus more on dubbing techniques than RJ Skill.
- Dr. Vijay put forward the idea of creating trailers, memes or trolls as project works to break the convention of creating or editing commercial videos in the subject Video Editing.
- BOS members suggested to update the subject Digital Journalism by including MoJo(Mobile Journalism).
- While sharing the PG syllabus, Dr.Uma insisted to add topics such as war film documentary and citizen journalism in the subject Smartphone and digital Media Productions.
- Then, Dr.Vijay suggested to increase the topics for project because of availability of cell phones among students and also to introduce the app based editing in the subject.
- The members recommended to modify the title of Youtube and Digital Media production into Streaming Media Platforms.
- The members modified the flow of topics and removed certain topics in terms of redundancy in the subject OTT and Digital Media Production.
- BOS members approved the new elective subjects in semester wise - Smartphone and digital media productions, Video Streaming and digital media productions and OTT and digital media productions.
- Ms. Nazini, explained the evaluation pattern for theory and practical subjects. She added that the online exam for theory subjects were conducted through the platform called **AMCAT**. She further explained that the pattern for theory subjects were framed for 50 marks external exam in the format of 20MCQs, 10 FIBs and 2 Descriptive questions with options.
- She also added that the practical classes were also conducted via online and the project works from each unit were collected from the students through online for the internal valuation. The external exams for the practical subjects were conducted in online through ZOOM platform in which viva-voce was conducted with the external examiners and experts from media industries or academics. The external evaluation pattern was based on the viva-voce, written examination and the project submitted by the students.
- The meeting was ended with vote of thanks.



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

Virtual BOS Meeting held on 26 June 2020 through zoom App.

EXTERNAL MEMBERS

<u>S.No</u>	<u>Name</u>	<u>Designation & Organization / Institution</u>	<u>Signature</u>
1	Dr.Uma Vangal	Visiting Professor,Kenyon College,OhioUniversity and also Adjunct facult, Asian College of Journalism ,Chennai	
2	Dr. V. Vijay Kumar	Media Consultant & Academician - Assistant Professor, Xavier University, Bhubaneswar.	
3	Dr.S. Arul Selvam	Associate Professor, dept of Electronic Media and Mass Communcation,Pondicherry University	

INTERNAL MEMBERS







<u>S.No</u>	<u>Name</u>	<u>Designation</u>	<u>Signature</u>
1	Ms.Nazini	HOD	
2	Mr.R.Pugalendhi	Asst. Professor	
3	Mr.A.R.Vimal Raj	Asst. Professor	



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4	Mr.N.Raja	Asst. Professor	
5	Ms.Samandha Smit	Asst. Professor	
6	Mr.A.Edward Kenne	Asst. Professor	
7	Mr.E.Sentthil Kumar	Asst. Professor	
8	Ms.K.Jayachandrika	Asst. Professor	
9	Mr.J.Yuvaraj	Asst. Professor	



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SVCA1202	MEDIA CULTURE AND SOCIETY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES:

- The purpose of this course is to make students understand the cultural backgrounds of society in pan with media
- The ability to identify, understand and analyse the media through various theories and concept.

UNIT 1: MEDIA CONTENT

9 Hrs.

Media content: Arrangement of Signs – Syntagm & Paradigm - Discourse analysis – Narrative analysis - Genre analysis – Content analysis - Content regulations & Deregulations

UNIT 2: MEDIA INDUSTRY

9 Hrs.

News construction: Agenda Setting - Gatekeeping – News Bias – Censorship in media - Concentration of ownership & Concentration of ideas - Advertising Revenue

UNIT 3: MEDIA USERS

9 Hrs.

Audience positioning - Audience as cultural producers - Media & Public sphere – Representation – Under representation – Stereotypes

UNIT 4: MEDIA RHETORIC

9 Hrs.

Media Rhetoric – Social construction of reality by media - The Rhetoric of the image – Role of film editing – Visual Coding – constructions of Femininity – Media & Masculinities

UNIT 5: IDEOLOGY & CULTURE

9 Hrs.

Ideology – Hegemony – Denotation – Connotation – Cultural imperialism – cultural difference and identity - Media and Popular culture – sub- culture – cyber culture – Racism & Exclusion

Max. 45 Hours

COURSE OUTCOMES:

- CO1: Understand the media content through various analysis
- CO2: Identify the Media 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

1. Paul Hodkinson, Media, Culture and Society ,An Introduction, Sage Publications Pvt Ltd , 2011
2. Culture, Society and the Media Edited By Tony Bennett, James Curran, Michael Gurevitch, Janet Wollacott ,eBook Imprint Routledge, London (Ebook), 2005
3. Jeff Shires, Media Culture and Society, Blackwell Pub, 2008
4. Tony thwaiters, warwick mules, Lloyd davis, Introducing Cultural and media Studies : A semiotic approach Palgrave Publications Ltd, 2005

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.



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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 **80 Marks**

SVCA1404	MEDIA CULTURE AND SOCIETY	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES:

- The purpose of this course is to make students understand the cultural backgrounds of society in pan with media
- The ability to identify, understand and analyse the media through various theories and concept.

UNIT 1: MEDIA CONTENT 9 Hrs.

Media content: Understanding mass media -Media & Society-Content production- Cultural production- Discourse analysis –Narrative analysis - Genre analysis – Content regulations & Deregulations

UNIT 2: MEDIA INDUSTRY 9 Hrs.

News construction: - Agenda Setting - Gatekeeping – News Bias – Censorship in media –Media ownership Pattern- Media Convergence-Sources of revenue.

UNIT 3: MEDIA USERS 9 Hrs.

Audience positioning -Reception Theory- Audience as cultural producers - Media & Public sphere – Representation – Under representation – Stereotypes-Media Effects

UNIT 4: MEDIA RHETORIC 9 Hrs.

Media Rhetoric –Ethos,Pathos and Logos-The Rhetoric of the image -Social construction of reality by media – Visual Coding –Denotation –Connotation- constructions of Femininity & Masculinity.

UNIT 5: IDEOLOGY & CULTURE 9 Hrs.

Ideology –Dominant Ideologies —Cultural imperialism –Cultural difference and identity -Media and Popular culture – sub- culture –Cyber Culture-Digital Divide

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** Understand the media content through various analysis
- CO2:** Identify the Media 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

5. Paul Hodkinson, **Media, Culture and Society** ,An Introduction, Sage Publications Pvt Ltd , 2016
6. Culture, Society and the Media Edited By Tony Bennett, James Curran, Michael Gurevitch, Janet Wollacott ,eBook Imprint Routledge, London (Ebook), 2005
7. Jeff Shires, Media Culture and Society, Blackwell Pub, 2019
8. Tony thwaiters, warwick mules, Lloyd davis, Introducing Cultural and media Studies : A semiotic approach Palgrave Publications Ltd, 2005

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

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 **80 Marks**



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SVCA2401	ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

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: 2D ANIMATION TOOL

9 Hrs.

Types of animation - Introduction to 2d animation – Creating Storyboards – An overview of 2D Animation Software - 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 2D Software – 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

PROJECT OUTLINE:

Max. 45 Hours

- 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.



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1. Doug Sahlin and bill Sanders ,Flash CS4 all in one for dummies , first edition, Wiley Publishing Inc.,2009.
2. Douglas E. Comer., The Internet Complete Reference, Millennium Edition– Mc Graw hill Companies. Tata McGraw-Hill Education, 1999.

SVCA2405	2D ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	2	6	4	100

3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill – 2009.

COURSE OBJECTIVE:

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

UNIT 1: ANIMATION OVERVIEW

9 Hrs.

Overview of 2D Animation – About animation workstation –Principles of animation – Animation production - Types of animation – Computer animation production tasks.

UNIT 2: 2D ANIMATION GIZMO

9 Hrs.

Creating Storyboards - Introduction to 2d animation software –Animation tools & techniques –Explore the panels - Creating & Editing the symbols – Writing a basic Action Script.

UNIT 3: HANDLING THE FILE AND PUBLISHING

9 Hrs.

Editing Layer Properties - Managing the Timeline - Text mode in 2D Software – Applying a Filter effect on graphics - Optimizing animatedmovies - Publishing the animated movies

UNIT 4: WEB DESIGNING USING DIV Tag

9 Hrs.

Overview of Web Designing – About file transfer protocol &Internet - Basic DIV tags - About the web colours - Mapping web pages – Web Banner Creation.

UNIT 5: ANIMATED VIDEO CONVERSION AND PRESENTATION

9 Hrs.

Adding Sound file to animation Projects - Converting Movie file to FLV – Integrating animation projects with web Documents - Creating Content and publishing.

PROJECT OUTLINE:

Max. 45 Hours

- Vector Icon Creation
- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Website designing (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

1. Doug Sahlin and bill Sanders ,Flash CS4 all in one for dummies , first edition, Wiley Publishing Inc.,2009.
2. Douglas E. Comer., The Internet Complete Reference, Millennium Edition– Mc Graw hill Companies. Tata McGraw-Hill Education, 1999.
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SVCA3503	3D MODELING & SPECIAL EFFECTS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

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

UNIT 1: ABOUT 3 DIMENSIONS

9 Hrs.

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

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

9 Hrs.

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

UNIT 3: MODELING & TEXTURING

9 Hrs.

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

UNIT 4: ANIMATION & LIGHTING

9 Hrs.

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

UNIT 5: GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

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

Max. 45 Hours

PROJECT OUTLINE:

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

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

COURSE OUTCOME:

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

CO2: Understanding of 3D modelling and interface

CO3: Understanding about 3D animation software and interface

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

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

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

TEXT / REFERENCE BOOKS

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

WEBSITES

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



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SVCA3503	3D MODELING & VISUAL EFFECTS	L	T	P	Credits	Total Marks
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COURSE OBJECTIVE:

- To study the basics of 3D animation and basics of special effects
- To understand 3D character and animation model and to create model for animation
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9 Hrs.

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9 Hrs.

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

UNIT 4: ANIMATION & LIGHTING

9 Hrs.

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

UNIT 5: GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

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

Max. 45 Hours

PROJECT OUTLINE:

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

- Story Board
- Corporate Logo Intro
- Title Animation
- Modelling, Texturing, Lighting, Rigging & Animation.
- Environment Design and Walk Through

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. [DariushDerakhshani,Introducing Autodesk Maya 2014: Autodesk Official Press](#), 31 May 2013

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2. www.3dlinks.com
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M.Sc Visual Communication

Note: Title of the courses are only changed

Red Color denoted deletion: Yellow color denotes modification

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

COURSE OBJECTIVE

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

UNIT 1 WRITING FOR 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

PROJECT OUTLINE:

100 Marks

Paper Works: Script Development

- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

Students should submit the concept of the above TOPICS in script format. COURSE OUTCOME:

CO1. To Understand Television writing techniques

CO2. To write effectively for television audience

CO3. To write for news bulletins and news story

CO4. To comprehend the techniques involved in documentary narration and execution

CO5. Identify different formats of scripts and treatment.

CO6. To do research, write script for Television programme, News content, Documentary and film

TEXT / REFERENCE BOOKS

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



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SVCA7105	TELEVISION PRODUCTION	L	T	P	Credits	Total Marks
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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

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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

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Max. Hours. 45

PROJECT OUTLINE:

100 Marks

Paper Works: Script Development

- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

Students should submit the concept of the above TOPICS in script format.

COURSE OUTCOME:

- CO1.** To Understand Television writing techniques
- CO2.** To write effectively for television audience
- 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



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(DEEMED TO BE UNIVERSITY)

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

www.sathyabama.ac.in

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

PROJECT OUTLINE

100 Marks

INDOOR PROJECTS

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

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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



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SVCA7205	INDOOR VIDEO PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

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

UNIT 1 TOPIC / THEMES

Topic/theme based programme

9 Hrs.

UNIT 2 CURRENT AFFAIRS

Current affairs type programme

9 Hrs.

UNIT 3 MAGAZINE PROGRAMMES

Magazine Programme (current film release)

9 Hrs.

UNIT 4 DRAMA

Drama Practical (simple drama exercise) and Quiz programme.

9 Hrs.

UNIT 5 LIVE SHOWS

Mime type programme and Studio Live (a live studio exercise)

9 Hrs.

Max. 45 Hours

PROJECT OUTLINE

100 Marks

INDOOR PROJECTS

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

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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



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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

PROJECT OUTLINE: 100 Marks

OUTDOOR

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

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

COURSE OUTCOME:

CO1. To Understand outdoor production

techniques CO2. To do research for

documentary film

CO3. To apply the techniques involved in musical program

CO4. To comprehend the techniques involved in magazine programs

like travel and holidays CO5. To understand the single camera set up

and its importance in outdoor production CO6. To execute the

procedures involved in electronic field production

TEXT / REFERENCE BOOKS

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, Borehamwood 1987.



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SVCA7305	VIDEO FIELD PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

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

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

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

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

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

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

Max. 45 Hours

PROJECT OUTLINE: **100 Marks**

OUTDOOR

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

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

COURSE OUTCOME:

CO1. To Understand outdoor production techniques

CO2. To do research for documentary film

CO3. To apply the techniques involved in musical program

CO4. To comprehend the techniques involved in magazine programs like travel and holidays

CO5. To understand the single camera set up and its importance in outdoor production

CO6. To execute the procedures involved in electronic field production

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.
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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.

SVCA6401	STUDY 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.



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	PROJECT VIVA VOCE	L	T	P	Credits	Total Marks
S58APROJ2		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.

	CAPSTONE PROJECT	L	T	P	Credits	Total Marks
S58APROJ2		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.