



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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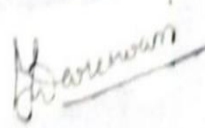


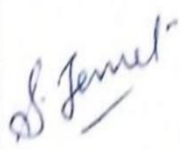
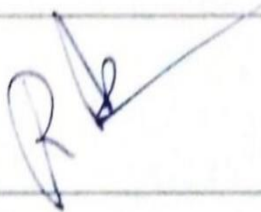



SCHOOL OF SCIENCE AND HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
BOARD OF STUDIES

AGENDA :

- Planned to setup a community radio in the upcoming academic year (2017 – 2018)
- Discussed to organize more workshops and seminar for the students
- Suggested plans to make staffs enroll for online NPTEL Courses
- Discussed to implement Public Relation campaign
- Planned to purchase lab equipments
- Discussed to arrange field trips to execute photography skills

Minutes of the meeting – Dated on 18th April, 2017

- The meeting was started with welcome address by the HOD
- The HOD discussed with the external board members about starting a community radio and the members gave the valuable suggestions in establishing radio set up
- Film maker **Mr. Vishnuvardhan** suggested to ensure the availability of latest equipment in photography lab, edit suit, and Audiography lab
- **Prof. Henry Mary Victor** Insisted to arrange more field trips to enhance the photography skills of the students and execute them in EIDOS ‘ 17 Photography Exhibition
- He further stressed to organize more workshops and seminars related to the subjects
- **Mr. Vishnuvardhan** suggested to arrange PR campaign for the subject Public Relation
- **Dr. Sundareshwari**, Dean of Science and Humanities insisted the staffs of visual communication to enroll their name in NPTEL online courses to update their knowledge
- M.Sc Visual communication syllabus is framed and discussed that is to be incorporated for upcoming years.
- **Prof. Henry Mary Victor** recommended to introduce subjects like Media Economics, Mass Media Audiences and Elements of cinematography instead of Human Rights & media scape and Film Theory & Criticism.
- 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.

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

PROGRAMME : M.Sc. VISUAL COMMUNICATION CURRICULUM

SEMESTER 1

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC5001	Communication Models & Theories	3	0	0	3	1
2		World Cinema*	3	1	0	4	2
	SVC5002						
PRACTICAL							
1	SVC6501	Writing for Mass Media	1	0	2	2	3
2	SVC6502	Visual Design	0	0	4	2	4
3		Contemporary Advertising	0	0	4	2	5
	SVC6503						
4	SVCE6507	Television Production I	0	0	10	5	6
5	SVCE6508	Multimedia & Web Design	0	0	10	5	7
6	SVCE 6509	Professional Photography	0	0	10	5	8
			Total Credits 18				

SEMESTER 2

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC5003	Advanced Journalism	3	1	0	4	9
2		Mass Media Audiences	3	1	0	4	10
	SVC5004						
3	SVC 5005	Development Communication	3	0	0	3	11
4	SVC 5006	Media Economics	3	0	0	3	12
PRACTICAL							
1	SVC6506	Elements of Cinematography	0	0	4	2	13
2	SVC6504	Media text Analysis	0	0	4	2	14
3		Video Editing	0	0	4	2	15
	SVC6505						
4	SVCE6510	Television Production II	0	0	10	5	16
5	SVCE6511	Digital Compositing	0	0	10	5	17
6	SVCE6512	Advertising Photography	0	0	10	5	18

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

SEMESTER 3

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
THEORY							
1	SVC5009	Communication Research Methodology	3	1	0	4	19
2	SVC5007	Media & Communication Technology	3	1	0	4	20
3	SVC5008	Media, Law and Ethics	3	0	0	3	21
PRACTICAL							
		Film Genre & Film Makers					
		0					
1	SVC6507		2				
2			2				
			2				22
	SVC6516	Research Project	0	0	10	5	23
3	SVCE6513	Television Production III	0	0	10	5	24
4	SVCE6514	3 D Graphics & Animation	0	0	10	5	25
5	SVCE6515	Radio Production	0	0	10	5	26
Total Credits							23

SEMESTER 4

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
1	SVC6517	Comprehensive Paper	0	0	8	4	27
2	SVC6518	Internship	0	0	10	5	28
3	SV58PROJ	Project Viva Voce	0	0	30	15	29
Total Credits							24

Total Credits for the programme 90

LIST OF ELECTIVES:

SI.No.	COURSECODE	COURSE TITLE	L	T	P	C	PAGENO.	SEMESTER
1	SVCE6507	Television Production	0	0	10	5	6	1
2	SVCE6508	Multimedia & Web design	0	0	10	5	7	1
3	SVCE6509	Professional Photography	0	0	10	5	8	1
4	SVCE6510	Television Production II	0	0	10	5	16	2
5	SVCE6511	Digital Compositing	0	0	10	5	17	2
6	SVCE6512	Advertising Photography	0	0	10	5	18	2
7	SVCE6513	Television Production III	0	0	10	5	23	3
8	SVCE6514	3D Graphics & Animation	0	0	10	5	24	3

9 Radio Production 0 0 10 5 25 3

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

SVC5001	COMMUNICATION MODELS & THEORIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE

- To study and know the various theories and models involved in communication so that students have better understanding about the concepts.

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, 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, two of Wilbur Schramm's model, Gerbners model of communication, one- step, multi-step flow methods of communication, white's simple Gate keeping 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

- Stephen W. Littlejohn & Karen A. Foss, Encyclopedia of Communication Theory, sage publication, New Delhi, 2009.
- James Watson, Media Communication an Introduction to Theory and Process, second edition, Palgrave publication, India , 2003.
- 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**50 Marks**

SVC5002	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

UNIT 1 HISTORY OF CINEMA 12 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 12 Hrs.

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

UNIT 3 NARRATIVE FORM CINEMA 12 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 12 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 12 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. 60 Hours**PROJECT OUTLINE:****50 Marks**

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

- Film Review From World Cinema
- Film Technical Analysis

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

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

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 50****Exam Duration : 3 Hrs.****PART A** : 5 questions of 4 marks each - without choice.**20 Marks****PART B** : 2 Questions from each unit of internal choice, each carrying 6 marks.**30 Marks**

SVC6501	WRITING FOR MASS MEDIA	L	T	P	Credits	Total Marks
		1	0	2	2	100

COURSE OBJECTIVE

- To help students write for different medium so that they know to incorporate the various principles of pertaining to each medium.

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

PROJECT OUTLINE: 100 Marks

- Article writing
- Editorial
- News Story
- Feature
- Broadcast News Writing
- Special News Story coverage
- Radio News & Radio Programme Script
- Web Publishing & online Advertising
- Big Copy, Copy only , ComicAds
- Press Release (Event , Movie, Audio launch)
- 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

SVC6502	VISUAL DESIGN	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To help students design by learning various geometric shapes , design rules, colors and composition.

UNIT 1 DEFINE DESIGN 9 Hrs.

Defining design. The process of designing. Structure of Visual field. Figure – 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.

PROJECT 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

- Richard Zakia, perception and imaging , focal press. Oxford.1997.
- Alan pipes , foundation of art and design ,Laurence king publishing, London. 2003.
- Robert gillam scott, design fundamentals, McGraw – hill book company, London 1951

SVC6503	CONTEMPORARY ADVERTISING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To make students analyze and interpret the various forms of advertising and also 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 .

PROJECT OUTLINE:**100Marks**

- 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

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

SVCE6507	TELEVISION PRODUCTION – I	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To expose students to various techniques in television production so that they learn and apply it in their field.

UNIT 1 WRITING FOR BROADCAST 9 Hrs.

Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences – plain english – familiar words – easy listening - make it interesting – contraction - rhythm

UNIT 2 NEWSWRITING 9 Hrs.

The news angle – Multiangled 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.

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

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

SVCE6508	MULTIMEDIA AND WEB DESIGN	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To learn art of graphic design in web and tools using designing softwares

UNIT 1 INTRODUCTION**9 Hrs.**

Multimedia - Soundcard, scanner, digital camera, multimedia files formats for text, audio, picture, video. WWW, Browser, URL, IP address, TCP/ IP basics. Principles of design and composition - Web pages, Hyperlinks, Web server, Planning a website-How to plan a website- importance of good web content, Structuring & site navigation, browser compatibility issues, domains and hosting. Web tools - FrontPage, Photoshop, Macromedia flash, Dream weaver (Brief study), Web programming platforms, .NET, Java, Dynamic and static websites. Trends in website design - Server side programming/ Client side programming, Desirable site elements, Developing a look, Testing the design, Knowing your audience.

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

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

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

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

UNIT 4 DREAMWEAVER**9 Hrs.**

Getting Started- Introducing Dreamweaver, Learning the interface, defining a local site, creating a website. Adding content to a site - Adding content, Controlling document, structure, Making lists, Adding horizontal rules, Adding special characters. Formatting with cascading style sheets- Formatting text, Introducing cascading style sheets, Creating styles, Exporting CSS rule definitions, Creating class styles, Attaching external style sheets, Creating advanced styles, Creating a new external style sheet, Displaying styles, Understanding cascading order and inheritance of styles, Creating internal styles with the property inspector

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

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

PROJECT OUTLINE:**100 Marks**

- Create database, using forms in HTML/XML
- Creation of Websites
- Create links and designing of webpage using dream weaver

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

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

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

WEBSITES www.w3schools.com

- www.htmlcodetutorial.com
- www.echoecho.com

SVCE6509	PROFESSIONAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO FUNCTIONS OF PHOTOGRAPHY 9 Hrs.

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

UNIT 2 EXPOSURE TECHNIQUES 9 Hrs.

Understanding exposure and lighting techniques – indoor and outdoors.

UNIT 3 PHOTOJOURNALISM 9 Hrs.

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

UNIT 4 STILL LIFE PHOTOGRAPHY 9 Hrs.

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

UNIT 5 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.

COURSE OUTCOMES:

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

PROJECT OUTLINE:**100 Marks**

- Photographs -70Marks
 Viva -30Marks

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.

SVC5003	ADVANCED JOURNALISM	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To make students understand the different fields of journalism so that they gain knowledge on the various forms of journalism.

UNIT 1 DEFINE NEWS 12 Hrs.

What is News? News Values. The Five W's & H Rule. Lead - Types of Leads. Structure of News. Reporting in different Media.

UNIT 2 HISTORY OF INDIAN PRESS 12 Hrs.

A short history of Indian Journalism. The making of a Newspaper, The Magazine Sector. Freedom of the Press: the Right to Publish & Right to Privacy. Censorship & Control in Press, Press Codes & Ethics. Media Organization – Press Council of India, ABC, RNI, INS & News Agencies. First & Second Press Commission. Press Ownership & Monopolies

UNIT 3 GROWTH OF RADIO & TV 12 Hrs.

Early years of Indian Radio & Television Broadcasting. Television Genres – Television News, News Bulletin, Current Affairs, Spoofs on News. Television and Corporate Responsibility. Special Reporting – Investigative, Business, Science, Sports etc. Civic Journalism. Tabloid Journalism.

UNIT 4 ONLINE JOURNALISM 12 Hrs.

Online Journalism- An Introduction. The core journalistic process- News Values, the agents of news, Original & Existing News, Sources of News. Reporting on the Net. Ethical considerations. Characteristics of Internet Newspapers. Weblog Journalism. Multi-perspective Journalism.

UNIT 5 GLOBAL JOURNALISM 12 Hrs.

Global Journalism. Global News Flow. Problems of Global Journalism – Reporting, Regulation, Global Journalism Freedom.

Max. 60 Hours

COURSE OUTCOMES:

- CO1. To understand the basic concepts of news writing
 CO2. Learn the development of Journalism in India
 CO3. Identify the concepts of broadcast journalism
 CO4. Gain Knowledge on online journalism
 CO5. Understand the concept of global journalism
 CO6. To identify the ethical issues in journalism

TEXT / REFERENCE BOOKS

- Akhil Bahuguna,, World Journalism Today , ABD Publishers, 2004
- Aditya Sengupta, Electronic Journalism – Principles & Practices Authors Press, 2006
- Mike Ward , Journalism Online, Focal Press (Elsevier), 2007
- Chris Frost, Reporting for Journalists, Routledge, 2002
- Keval J. Kumar , Mass Communication in India (4th Edition), Jaico Publishers, 2010

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.

50 Marks

SVC5004	MASS MEDIA AUDIENCES	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To know the kind of audience and to help students understand the psychology of media audience

UNIT 1 INTRODUCTION TO MASS AUDIENCE**12 Hrs.**

Mass Audience - Centrality of audiences in communication discourse - Rise of media of mass communication- Demands from media industries 'Audience' as an important socio-cultural phenomenon - Development and characteristics of Audiences - 'Receivers' to 'Audiences' - a media continuum - From 'Group' to 'Market' - a social continuum - 'Mass-ness' of audience - 'Audience-hood' in people, places, content and experiences - Audiences as different constructs.

UNIT 2 UNDERSTANDING MASS AUDIENCE**12 Hrs.**

A typology of mass audiences- society- Mass audiences in critical perspectives - Revisiting Structural tradition- Revisiting Behavioral tradition- Revisiting Cultural tradition –Escaping effects? - Reaching Mass Audiences - Audience in a flux- Forces of change: Social, Economic and Technological Factors - Abundance and Fragmentation:

UNIT 3 MEASURING MASS AUDIENCE**12 Hrs.**

Various pressures for measuring audiences - Key concepts for measurement-viewer, reader, listener-The history and economics of audience measurement -The rating systems and business - Indian context of measurement- TAM, INTAM, NRS, IRS etc.- Measurement Tools and Techniques for Television & Radio .

UNIT 4 PSYCHOLOGY & SOCIOLOGY OF MEDIA AUDIENCES**12 Hrs.**

Communication and the social sciences – audience as 'Market' – psychology of Audiences – The 'Mass' Audience – The public and Public Opinion - public Opinion Surveys – Mass Media and politics – Persuasion & Propaganda - Media and Behavior.

UNIT 5 AUDIENCE – HOOD**12 Hrs.**

The concept of active audience - Use and Gratification: Concepts and Issues- cultivation theory – the Resistive audience - Ethnographic perspectives – corporate intrusion –fragmented audience and problem of measurement – resistance through appropriation - Media Usage as Ritual/ Routine, Public and Pvt. - Social Factors: Subculture, Gender, Social Agent - Towards a holistic understanding of audience-hood.

Max. 60 Hours**COURSE OUTCOMES:**

- CO1. Identify the concepts of mass audience
- CO2. Understand the different perspectives on mass audiences
- CO3. Identify the concepts of measuring the mass audience
- CO4. Gain Knowledge on psychological and sociological aspects of audiences
- CO5. Understand the theory of audiences
- CO6. To identify the types of audiences

TEXT / REFERENCE BOOKS

- McQuail Denis ,Audience Analysis, SAGE Publications, 1997.
- McQuail Denis ,Mass Communication Theory, Sage Publication, 2005.
- Raymond A. Kent , Measuring Media Audiences, Routledge, 1994
- Ang Ien ,Desperately Seeking the Audiences-, Routledge, 1991
- Keval J. Kumar,Mass Communication in India, Jaico Publishing House,2000.

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.**50 Marks**

SVC5005	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.

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 MODELSONFDEVELOPMENTCOMMUNICATION 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. Role of Media in promoting Literacy & Social change.

UNIT 4 PROCESSOFMEDIA & DEVELOPMENT COMMUNICATION 9 Hrs.

SITE – KHEDA Communications Project. Power of Media – Traditional Media & Development. The Press & Development. Radio of Rural Forums

UNIT 5 COMMUNICATIONFOR SOCIAL CHANGE 9 Hrs.

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

COURSE OUTCOMES:

- CO1. Explore the key concepts of development communication
- CO2. Understand the different models of development communication
- CO3. Identify the role of media in society
- CO4. Gain Knowledge on different communication projects
- CO5. Learn the process of media in development communication
- CO6. To identify the role of communication in the process of social change

TEXT / REFERENCE BOOKS

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

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.

50 Marks

SVC5006	MEDIA ECONOMICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- To understand the activities and functions of media companies as economic institutions.
- To understand the structure, conduct and performance of media firms and industries; the interplay of economics, policy, and regulation; audience behaviors and preferences.

UNIT 1 INTRODUCTION TO MEDIA ECONOMICS 9 Hrs.

The development of media economics - Early approaches, classical economics; Marxist and marginalist economics market economy macroeconomic approaches.

UNIT 2 THEORIES & MODELS 9 Hrs.

Theories and models: Industrial organizational model. Theory of the firm; Media concentration; Trend studies, financial analysis.

UNIT 3 MEDIA PRODUCTS 9 Hrs.

Media change- technology, globalization, regulation, socio cultural developments .Economic characteristics of media - Ownership structure of media,- Production and distribution costs in media,- Production and circulation of media products,

UNIT 4 BRAND MANAGEMENT 9 Hrs.

Concepts- media products, dual product market place, competition, branding, economics of scale and scope, mergers and acquisitions, labor.

UNIT 5 CONTEMPORARY ISSUES 9 Hrs.

Contemporary issues in media economics. Delineating the market and defining market structure. Measures used to assess competition and concentration. Media economics research. Broader theoretical development.

Max. 45 Hours**COURSE OUTCOMES:**

- CO1.To gain knowledge on media economics
- CO2.To understand the theories and models of media economics
- CO3. Learn the different products of media
- CO4. To develop the basic understanding of brand management
- CO5. Ability to understand the contemporary issues in media economics
- CO6. To explore research concepts on media economics

TEXT / REFERENCE BOOKS

1. Gillian Doyle, Understanding Media Economics SAGE Publications Ltd., 2002.
2. Harold L. Vogel, [Entertainment Industry Economics: A Guide for Financial Analysis Cambridge University Press, 2010.
3. Effulin, [The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World Focal Press, 2009.
4. Colin Hoskins, [Media Economics: Applying Economics to New and Traditional Media SAGE Publications, Inc; 1 edition, 2004.
5. Albarran, A. B. Media economics: Understanding markets, industries and concepts (2nd ed.). Ames: Iowa State University Press, 2002.
6. Bagdikian, B. H The media monopoly (6th ed.). Boston: Beacon, 2000.

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.**50 Marks**

SVC6506	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.

PROJECT OUTLINE 100 Marks**TOPICS**

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

Students should submit Output File & Source file in CD / DVD

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

TEXT / REFERENCE BOOKS

- Joseph V. Mascelli ,The Five C's of Cinematography: Motion Picture Filming Techniques,
- David Vestal , The Craft of Photography , Harper & Row, 1975
- D.A. Spencer, Colour Photography in practice, Focal Press, 1975
- A.S. Kanal. The Cinematography Hand Book Film and Video , Vikshi Institute of Media Studies, 2008
- Kodak Master Photo guide, Eastman Kodak Series
- Raymond Spottiswoode Focal Encyclopedia of Film & Television, Focal Press, 1969.

SVC6504	MEDIA TEXT ANALYSIS	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To help students learn and analyze the various content in media so that they are aware of the content produced in media.

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

PROJECT OUTLINE**100 Marks****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.

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

TEXT / REFERENCE BOOKS

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

SVC6505	VIDEO EDITING	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To have a hands-on experience on the editing softwares, so that they are technically sound.

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 - Cut in & cut away.

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 MANAGEMENT**9 Hrs.**

Industry and Post Production work flow - Post Production Process - Film Certification - Production Personnel and Responsibilities - Visual Grammar - Transmission Standards - Film Vs Video - Outdoor broadcast Van - 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 cut edit - audio and video tools - trim mode - working with audio - Adjusting Audio Levels - working with titles.

UNIT 5 VISUAL EFFECTS & EXPORT FORMATS**9 Hrs.**

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

PROJECT OUTLINE :**100 Marks**

- Science & Fiction Video 50 Marks
- Social awareness Video 40 Marks
- Record 10 Marks

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

- Charles Roberts, Editing with Final cut pro, Focal press, 2004
- Daniel Arijon, Grammar of the Film Language, Silman - James Press, 1991
- Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
- Ken Dancyger, The Technique of Film & Video Editing, Focal Press, 3rd Edition, 2002
- Steve Wright, Digital Compositing for Film and Video, 2nd edition, 2006 .

SVCE6510	TELEVISION PRODUCTION II	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To conduct indoor shoots with various techniques involved in film making.

UNIT 1	TOPIC/THEMES	9 Hrs.
	Topic/theme based programme	
UNIT 2	CURRENT AFFAIRS	9 Hrs.
	Current affairs type programme	
UNIT 3	MAGAZINE PROGRAMMES	9 Hrs.
	Magazine Programme (current film release)	
UNIT 4	DRAMA	9 Hrs.
	Drama Practical (simple drama exercise) and Quiz programme.	
UNIT 5	LIVE SHOWS	9 Hrs.
	Mime type programme and Studio Live (a live studio exercise)	

PROJECT OUTLINE **100 Marks**

COURSE OUTCOME:

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

INDOOR PROJECTS

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

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

TEXT / REFERENCE BOOKS

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

SVCE6511	DIGITAL COMPOSITING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To teach the various forms of compositing through hands-on experience so that students learn the techniques , colour correction on compositing

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

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

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING 9 Hrs.

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

UNIT 3 VISUAL EFFECTS 9 Hrs.

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

UNIT 4 DESIGNING EFFECTS 9 Hrs.

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

UNIT 5 COMPOSITING 9 Hrs.

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

PROJECT OUTLINE: 100 Marks

- compositing techniques for single images, compositing techniques for image sequences
- keying , color correction, match-moving , rotoscoping

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

Course Outcome

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

TEXT / REFERENCE BOOKS

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

SVCE6512	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

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

UNIT 1 COPY & ILLUSTRATIONS 9 Hrs.

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

UNIT 2 CONCEPT DEVELOPMENT 9 Hrs.

Conceptual photography – Developing ideas and producing conceptualizing photographs. Understanding photography as a Fine Art.

UNIT 3 LOCATION 9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY 9 Hrs.

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

UNIT 5 FASHION PHOTOGRAPHY 9 Hrs.

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

PROJECT OUTLINE: 100 Marks

Photographs - 70 Marks
Viva - 30 Marks

COURSE OUTCOMES:

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

TOPICS

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

SVC5009	COMMUNICATION RESEARCH METHODOLOGY	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To encourage students to learn and understand the importance of research so that they can produce their own thesis.

UNIT 1 MEDIA RESEARCH 12 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 12 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 12 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 12 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 12 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. 60 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

- Stempell and Westley , Research methods in mass communication', prentice hall, 1981
- Communication theories: origin, methods and uses' by severin and tankard, hastings house, publishers, 1979
- Roger Wimmer & Joseph Dominick , Mass media research – an introduction (3rd edn,) wadsworth publications, 1991

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.**50 Marks**

SVC5007	MEDIA & COMMUNICATION TECHNOLOGY	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To help students gain a good exposure on the latest technologies in the field of communication media.

UNIT 1 HYPER MEDIA 12 Hrs.

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

UNIT 2 SOCIAL MEDIA 12 Hrs.

Social Media Prologues – 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 12 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 12 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 12 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 –data base development for online course -cyber bullying.

Max. 60 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

- Dan Zarella , Social Media Marketing Book., O ' Reilly Media , Inc , 2010
- Tim dwyer, Media Convergence, Mc Graw Hill , England ,2010
- Educating Educators with Social Media – Charkes wankel – Emeral Group Publishing Ltd,UK, 2011.
- Alex Newson, Derek .C. Houghton, Justin Patten , Blogging & other Social Media , Gower Pubishing Ltd, England,2009.
- Dave Evans, Social Media Marketing: The Next generation of Business Engagement, John wiley & sons, 2010

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.**50 Marks**

SVC5008	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.

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

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

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.**50 Marks**

SVC6507	FILM GENRE & FILM MAKERS	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To make students learn about the different categories of film so that they are well versed with the types of genres and film makers,

UNIT 1 CINEMA 9 Hrs.

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

UNIT 2 EVOLUTION OF FILM TECHNOLOGY 9 Hrs.

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

UNIT 3 CRITICAL APPROACHES 9 Hrs.

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

UNIT 4 FILM MOVEMENTS 9 Hrs.

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

UNIT 5 SPECTATORSHIP 9 Hrs.

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

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.

TEXT / REFERENCE BOOKS

- Nathan abram, Ian bell, Jan udri, Studying film ,Oxford university Press, USA, 2001
- Jill Nelmes, An Introduction to Film Studies, Routledge, 2003

SVCE6513	TELEVISION PRODUCTION -III	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To give hands-on training to students so that they can shoot news, advertisements, short films and documentaries.

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

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

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

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

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

PROJECT OUTLINE: **100 Marks**

OUTDOOR

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

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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

SVCE6514	3D GRAPHICS & ANIMATION	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To help students create models and animate using softwares.

UNIT 1	PRE-PRODUCTION	9 Hrs.
	Pre-production – Storyboarding - Aesthetics of Film-Making	
UNIT 2	CHARACTER ANIMATION	9 Hrs.
	Character Animation - 3D Character Development - Rigging & Character Set-up	
UNIT 3	DIGITAL PAINTING	9 Hrs.
	Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning	
UNIT 4	LIGHTING & RENDERING	9 Hrs.
	Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion	
UNIT 5	DIGITAL DESIGN	9 Hrs.
	Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects - Composition	

PROJECT OUTLINE: **100 Marks**

OUTDOOR

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

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

Course Outcome

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

TEXT / REFERENCE BOOKS

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

SVCE6515	RADIO PRODUCTION	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To train students to produce their own radio programmes so that their skills are developed.

UNIT 1 MICROPHONE TECHNIQUES 9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Shotgun Microphone.

UNIT 2 AUDIO MIXER OVERVIEW 9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 RADIO PROGRAMME - PRODUCTION 9 Hrs.

Elements Of Radio Production - Writing for Radio - Stages of radio production -Pre-Production –Production – Post Production -

UNIT 4 RADIO JOCKEY & PRODUCER 9 Hrs.

Nature Job of RJ - Qualities of a radio producer- Radio News Reading Methods –Traditional FM Radio Production

UNIT 5 RADIO PROGRAMMES 9 Hrs.

Voice Over for New Articles - Radio Documentary – Radio Advertising -Voice Sync (Pre-Mix)- Effects Recording- BGM Adding.

PROJECT OUTLINE : 100 Marks

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

Course outcomes:

CO1: Understand the Basic sound Wave and Different range of Various Musical Instruments.

CO2: Interpret and demonstrate the microphone Handling Techniques.

CO3: Analyse the basic sound Design for visuals and Professional films.

CO4: Create and recreate the sound effects for different videos.

CO5: Demonstrate the basic analogue audio mixing Console.

CO6: Combine karaoke audio tracks with voice and premixing.

TEXT / REFERENCE BOOKS

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

SVC6516	RESEARCH PROJECT	L	T	P	Credits	Total Marks
		0	0	10	5	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.

S V C 6517	C O M P R E H E N S I V E P A P E R	L	T	P	Credit s	Total M arks
		0	0	8	4	100

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.

S V C 6518	INTE RNS HIP	L	T	P	Credit s	Total M arks
		0	0	1 0	5	100

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

– Voice will complete the process of evaluation.

S V 58 P R O J	P R O J E C T V I V A V O C E	L	T	P	Credit s	Total M arks
		0	0	3	0	15

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.

SVCE6507	TELEVISION PRODUCTION – I	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To expose students to various techniques in television production so that they learn and apply it in their field.

UNIT 1 WRITING FOR BROADCAST 9 Hrs.

Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences – plain English – familiar words – easy listening – make it interesting – contraction – rhythm

UNIT 2 NEWSWRITING 9 Hrs.

The news angle – Multiangled stories – hard news formula – intro – Placing key words – feature openers – developing story – sign posting – line – last words – accuracy

UNIT 3 WRITING FOR DOCUMENTARY 9 Hrs.

Screen craft, - screen grammar – screen craft analysis – basic production – initial research - draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list

UNIT 4 TV SCRIPT WRITING 9 Hrs.

Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script layout – balancing words with pictures – using the library – field work

UNIT 5 WRITING FOR FILM 9 Hrs.

What to write – how to write – what you know so far – zen and the high art of getting the thing done – script development – what is the story about – find your plot & character – true stories and events – how are scripts developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

PROJECT OUTLINE: 100 Marks**Paper Works : Script Development**

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

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

COURSE OUTCOME:

CO1. To Understand Television writing techniques

CO2. To write effectively for television audience

CO3. To write for news bulletins and news story

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

CO5. Identify different formats of scripts and treatment.

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

TEXT / REFERENCE BOOKS

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

SVCE6508	MULTIMEDIA AND WEB DESIGN	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To learn art of graphic design in web and tools using designing softwares

UNIT 1 INTRODUCTION**9 Hrs.**

Multimedia - Soundcard, scanner, digital camera, multimedia files formats for text, audio, picture, video. WWW, Browser, URL, IP address, TCP/ IP basics. Principles of design and composition - Web pages, Hyperlinks, Web server, Planning a website-How to plan a website- importance of good web content, Structuring & site navigation, browser compatibility issues, domains and hosting. Web tools - FrontPage, Photoshop, Macromedia flash, Dream weaver (Brief study), Web programming platforms, .NET, Java, Dynamic and static websites. Trends in website design - Server side programming/ Client side programming, Desirable site elements, Developing a look, Testing the design, Knowing your audience.

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

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

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

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

UNIT 4 DREAMWEAVER**9 Hrs.**

Getting Started- Introducing Dreamweaver, Learning the interface, defining a local site, creating a website. Adding content to a site - Adding content, Controlling document, structure, Making lists, Adding horizontal rules, Adding special characters. Formatting with cascading style sheets- Formatting text, Introducing cascading style sheets, Creating styles, Exporting CSS rule definitions, Creating class styles, Attaching external style sheets, Creating advanced styles, Creating a new external style sheet, Displaying styles, Understanding cascading order and inheritance of styles, Creating internal styles with the property inspector

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

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

PROJECT OUTLINE:**100 Marks**

- Create database, using forms in HTML/XML
 - Creation of Websites
 - Create links and designing of webpage using dream weaver
- Students should submit the project along with Output File & Source file in CD / DVD.**

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

4. Thomas A.Powell,The Complete Reference HTML Second Edition, 3rd edition,USA,2001
5. Joseph .W. Lowery ,DreamWeaver Bible , John Wiley & Sons, 2006.
6. Thomas Powell,The Complete Reference HTML Second Edition, Mcgraw-hill, 2010

WEBSITES

3. www.w3schools.com
4. www.htmlcodetutorial.com
5. www.echoecho.com

SVCE6509	PROFESSIONAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO FUNCTIONS OF PHOTOGRAPHY 9 Hrs.

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

UNIT 2 EXPOSURE TECHNIQUES 9 Hrs.

Understanding exposure and lighting techniques – indoor and outdoors.

UNIT 3 PHOTOJOURNALISM 9 Hrs.

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

UNIT 4 STILL LIFE PHOTOGRAPHY 9 Hrs.

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

UNIT 5 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.

COURSE OUTCOMES:

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

PROJECT OUTLINE:**100 Marks**

Photographs -70 Marks
 Viva -30 Marks

TOPICS

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

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

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

SVCE6510	TELEVISION PRODUCTION II	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To conduct indoor shoots with various techniques involved in film making.

UNIT 1	TOPIC/THEMES	9 Hrs.
	Topic/theme based programme	
UNIT 2	CURRENT AFFAIRS	9 Hrs.
	Current affairs type programme	
UNIT 3	MAGAZINE PROGRAMMES	9 Hrs.
	Magazine Programme (current film release)	
UNIT 4	DRAMA	9 Hrs.
	Drama Practical (simple drama exercise) and Quiz programme.	
UNIT 5	LIVE SHOWS	9 Hrs.
	Mime type programme and Studio Live (a live studio exercise)	

PROJECT OUTLINE **100 Marks**

COURSE OUTCOME:

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

INDOOR PROJECTS

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

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

TEXT / REFERENCE BOOKS

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

SVCE6511	DIGITAL COMPOSITING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To teach the various forms of compositing through hands-on experience so that students learn the techniques , colour correction on compositing

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

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

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING 9 Hrs.

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

UNIT 3 VISUAL EFFECTS 9 Hrs.

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

UNIT 4 DESIGNING EFFECTS 9 Hrs.

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

UNIT 5 COMPOSITING 9 Hrs.

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

PROJECT OUTLINE: 100 Marks

- compositing techniques for single images, compositing techniques for image sequences
- keying , color correction, match-moving , rotoscoping

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

Course Outcome

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

TEXT / REFERENCE BOOKS

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

SVCE6512	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

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

UNIT 1 COPY & ILLUSTRATIONS 9 Hrs.

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

UNIT 2 CONCEPT DEVELOPMENT 9 Hrs.

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.

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

9. Conceptual Photography
10. Product photography
11. Fashion Photography
12. Food photography
13. Panoramic - Landscape Photography
14. Architecture - HDR images
15. Digital manipulated images
16. Event photography

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

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

SVCE6513	TELEVISION PRODUCTION -III	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To give hands-on training to students so that they can shoot news, advertisements, short films and documentaries.

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

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

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

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

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

PROJECT OUTLINE: **100 Marks**

OUTDOOR

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

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

COURSE OUTCOME:

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

TEXT / REFERENCE BOOKS

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

SVCE6514	3D GRAPHICS & ANIMATION	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To help students create models and animate using softwares.

UNIT 1	PRE-PRODUCTION	9 Hrs.
	Pre-production – Storyboarding - Aesthetics of Film-Making	
UNIT 2	CHARACTER ANIMATION	9 Hrs.
	Character Animation - 3D Character Development - Rigging & Character Set-up	
UNIT 3	DIGITAL PAINTING	9 Hrs.
	Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning	
UNIT 4	LIGHTING & RENDERING	9 Hrs.
	Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion	
UNIT 5	DIGITAL DESIGN	9 Hrs.
	Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects - Composition	

PROJECT OUTLINE: **100 Marks**

OUTDOOR

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

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

Course Outcome

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

TEXT / REFERENCE BOOKS

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

SVCE6515	RADIO PRODUCTION	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To train students to produce their own radio programmes so that their skills are developed.

UNIT 1 MICROPHONE TECHNIQUES 9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Shotgun Microphone.

UNIT 2 AUDIO MIXER OVERVIEW 9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 RADIO PROGRAMME - PRODUCTION 9 Hrs.

Elements Of Radio Production - Writing for Radio - Stages of radio production -Pre-Production –Production – Post Production -

UNIT 4 RADIO JOCKEY & PRODUCER 9 Hrs.

Nature Job of RJ - Qualities of a radio producer- Radio News Reading Methods –Traditional FM Radio Production

UNIT 5 RADIO PROGRAMMES 9 Hrs.

Voice Over for New Articles - Radio Documentary – Radio Advertising -Voice Sync (Pre-Mix)- Effects Recording- BGM Adding.

PROJECT OUTLINE : 100 Marks

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

Course outcomes:

CO1: Understand the Basic sound Wave and Different range of Various Musical Instruments.

CO2: Interpret and demonstrate the microphone Handling Techniques.

CO3: Analyse the basic sound Design for visuals and Professional films.

CO4: Create and recreate the sound effects for different videos.

CO5: Demonstrate the basic analogue audio mixing Console.

CO6: Combine karaoke audio tracks with voice and premixing.

TEXT / REFERENCE BOOKS

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