



# SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with 'A' grade by NAAC

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

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www.sathyabama.ac.in



## Minutes of Board of Studies Meeting held on 23<sup>rd</sup> May 2018

**Venue:** TVP Lab, Department of Visual Communication,  
Sathyabama University, Chennai- 119

**Time:** 11:00 AM - 3:00 PM

The BOS meeting has been convened today, **23<sup>rd</sup> May 2018**, to frame the new curriculum and syllabi for the school of Science and Humanities to be implemented for the upcoming batches.

### AGENDA

- M.Sc & B.Sc syllabus revision
- Suggestions for Industrial Visit and internship programme for students

### Minutes of the Meeting – Dated on 23<sup>rd</sup> May 2018

- Our Head of the department, Ms. Nazini, commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul (HOD,Department of Visual Communication) , Mr. Pradeep Milroy Peter (Senior – Vice President, Vijay TV Programme Head).
- Ms. Nazini gave an overall presentation about the courses offered under the department of visual communication. She further described about the process of syllabus revision by enumerating various steps that were adopted by the University in bringing out a new syllabus.
- HOD discussed with the external board members on UG and PG courses and the suggestions were given on newly added syllabus for Visual Communication.
- Mr.Pradeep Milroy Peter suggested few things for Art and set Design in creative thinking and visual thinking in practical paper.
- Mr. Suresh Paul suggested to change the nomenclature of Mass communication theories to Communication Theories, he suggested to add relevant topics related to audience and invite guest lecture for this subject.
- Mr. Suresh Paul suggested to change the nomenclature of subject New Media Studies as Introduction to social media and requested to change the content to give in depth study on mobile media platform, cloud computing, Big Data, Digital security, IOT, new trends in the technology added in the syllabus for future batches.
- Mr.Suresh Paul and Mr.Pradeep Milroy Peter suggested for the subject Media Culture & Society to add Media industry related topics and case studies for better exposure. They also suggested to reduce the content of syllabus, to remove sociology topics and transform the syllabus from Unit III to Unit V as whole syllabus for the future batches.
- Mr.Suresh Paul has suggested few changes in Visual Analysis Tool IV and V unit and also insisted to change as it is fully practical oriented subject to students.

- Mr.Suresh Paul similarly suggested to remove Advanced Journalism subject for M.Sc Programme for the Syllabus.
- Mr.Pradeep Milroy Peter stressed for compulsorily taking up a part time job or field work for the post graduate students in media industries after class hours.
- Mr. Suresh Paul suggested to remove Mass Media Audiences subject and alter with Media Culture and Entertainment and to remove Media Economics and replace with Media Management and Economic Concepts.
- BOS Members insisted to have Introduction to Sound Design as Subject name for the M.Sc Programmes
- Mr.Vimal Raj, Assistant Professor, Department of Visual Communication, pointed out the suggestion of our alumnus Mr. Praveen Padmanaban, 2004-2007 batch to update the syllabus with the concepts of digital media in the existing syllabus for the future batch students.
- Mr Pugalendhi, Assistant Professor, Department of Visual Communication insisted the suggestion of one of our students, Mr.Prem, 2016 batch to organize more workshops and seminars on related courses for students and organizes conference for Media Departments.
- BOS members suggested to include topics related to the current scenario of the media industry, especially on the production side of the field.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.



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### SCHOOL OF SCIENCE & HUMANITIES

### DEPARTMENT OF VISUAL COMMUNICATION

### BOARD OF STUDIES MEMBERS

#### EXTERNAL MEMBERS

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

#### INTERNAL MEMBERS

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

# PROGRAMME : M.Sc. VISUAL COMMUNICATION CURRICULUM

## SEMESTER 1

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	PAGE No.
<b>THEORY</b>							
1	SVC5001	Communication Models & Theories	3	0	0	3	1
2	SVC6519	World Cinema*	3	1	0	4	2
<b>PRACTICAL</b>							
1	SVC6501	Writing for Mass Media	1	0	2	2	3
2	SVC6502	Visual Design	0	0	4	2	4
3	SVC6503	Contemporary Advertising	0	0	4	2	5
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.
<b>THEORY</b>							
1	SVC5003	Advanced Journalism	3	1	0	4	9
2	SVC5010	Media Culture & Entertainment	3	1	0	4	10
3	SVC 5005	Development Communication	3	0	0	3	11
4	SVC 5011	Media Management and Economic Concepts	3	0	0	3	12
<b>PRACTICAL</b>							
1	SVC6506	Elements of Cinematography	0	0	4	2	13
2	SVC6504	Media text Analysis	0	0	4	2	14
3	SVC6505	Video Editing	0	0	4	2	15
4	SVCE6510	Television Production II	0	0	10	5	16

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5	SVCE6511	Digital Compositing	0	0	10	5	17
6	SVCE6512	Advertising Photography	0	0	10	5	18

**Total Credits: 25****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.
<b>THEORY</b>							
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
<b>PRACTICAL</b>							
		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
<b>Total Credits</b>							<b>23</b>

**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
<b>Total Credits</b>							<b>24</b>

Total Credits for the programme 90

**LIST OF ELECTIVES:**

SI.No.	COURSECODE	COURSE TITLE	L	T	P	C	PAGENO.	SEMESTER
Note : One Elective is to be chosen for each Semester Compulsorily								
1	SVCE6507	Television Production	0	0	10	5	6	1
I	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
	SVCE6515							

9	Radio Production	0	0	10	5	25	3
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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**



SVC6519	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,2<sup>nd</sup> 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, 2<sup>nd</sup> 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, 4<sup>th</sup> 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 Moriarty Advertising, Principles and Practice, 6<sup>th</sup> 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, 5<sup>th</sup> 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 ,1<sup>st</sup> edition, Quill, harper Collins Publishers, 2001
4. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3<sup>rd</sup> edition, Focal press ,2006
5. Dwight V. Swain & Joye R. Swain ,Film scriptwriting,2<sup>nd</sup> 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, 3<sup>rd</sup> 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](http://www.w3schools.com)**

- [www.htmlcodetutorial.com](http://www.htmlcodetutorial.com)
- [www.echoecho.com](http://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 (4<sup>th</sup> 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**

SVC5010	MEDIA CULTURE AND ENTERTAINMENT	L	T	P	Credits	Total Marks
		3	1	0	4	100

**OBJECTIVES**

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

**UNIT I****9 Hrs.**

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

**UNIT II****9 Hrs.**

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

**UNIT III****9 Hrs.**

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

**UNIT- IV****9 Hrs.**

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

**UNIT V:****9 Hrs.**

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

**Max. Hours. 45**  
**Total Marks: 100**

**COURSE OUTCOMES:**

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

**TEXT BOOKS /REFERENCE**

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

**UNIVERSITY EXAM QUESTION PAPER PATTERN**

Max.Marks:100

Exam Duration: 3 hrs

Part A: 6 questions of 5 marks each - without choice.

30 marks

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks

**50 Marks**

SVC5011	MEDIA MANAGEMENT AND ECONOMIC CONCEPTS	L	T	P	Credits	Total Marks
		3	0	0	3	100

## COURSE OBJECTIVES

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

**Unit I Media Economics**

Introduction to media economics – theory and practices meaning – Early approaches – Classical economics – Marxist and marginalization economics – Market Economy – Closed economy , open economy, mixed economy –LPG (Liberalization, Privatization, Globalization)

**Unit II Media Product**

Introduction to Radio, TV, and Film industries media – Theories of production (fundamental and factors) – Social media (Products, Policies and issues)

**Unit III Microeconomics**

Demand ;meaning – Factors influencing demand, elasticity of demand- supply; meaning factors influencing supply; elasticity of supply – Market categories –Perfect & Imperfect – Pricing in perfect market

**Unit IV Brand management**

Management – Meaning- POMC model –Forms of business – Mergers and acquisition – Introduction to Advertisement concepts and service marking – Brand management concepts

**Unit V Macroeconomics**

National income – Calculation -Consumption – investment – Govt Polices – fiscal policy & Monetary policy – regulation –meaning importance- inflation –demonetization - introduction to Asia & global economic policies

**TEXT BOOKS /REFERENCE**

1. Alexander, A., Owers, J. E., Carveth, R., Hollifield, C. A., & Greco, A. N. (Eds.). (2003). *Media economics: Theory and practice*. Routledge.
2. Dwivedi, D. N. (1980). *Managerial economics*. Vikas Publishing House.
3. Kennedy, M. M. J. (2011). *Macroeconomic theory*. PHI Learning Pvt. Ltd..
4. Albarran, A. B. *Media economics: Understanding markets, industries and concepts* (2nd ed.). Ames: Iowa State University Press, 2002.
5. Albarran, A., Mierzejewska, B., & Jung, J. (Eds.). (2006). *Handbook of media management and economics*. Routledge.
6. Friedrichsen, M. (2013). *Handbook of social media management: Value chain and business models in changing media markets*. Springer.

**UNIVERSITY EXAM QUESTION PAPER PATTERN**

Max. Marks: 100

Exam Duration: 3 hrs

Part A: 6 questions of 5 marks each - without choice.

30 marks

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks.

70 marks

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 (4<sup>th</sup> 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**

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, 3<sup>rd</sup> 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.

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

- Conceptual Photography
- Product photography
- Fashion Photography
- Food photography
- Panoramic - Landscape Photography
- Architecture-HDR images
- Digital manipulated images
- Event photography

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

**TEXT / REFERENCE BOOKS**

- Dave Saunders, Professional Advertising Photography, Merchurst Press, London 1988
- Roger Hicks, Practical Photography, Cassell, London 1996
- Julian Calder and John Garrett, The 35mm Photographer's Handbook, Pan books, London 1999
- 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 (3<sup>rd</sup> 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 ,2<sup>nd</sup> 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.

<b>UNIT 1</b>	<b>PRE-PRODUCTION</b>	<b>9 Hrs.</b>
	Pre-production – Storyboarding - Aesthetics of Film-Making	
<b>UNIT 2</b>	<b>CHARACTER ANIMATION</b>	<b>9 Hrs.</b>
	Character Animation - 3D Character Development - Rigging & Character Set-up	
<b>UNIT 3</b>	<b>DIGITAL PAINTING</b>	<b>9 Hrs.</b>
	Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning	
<b>UNIT 4</b>	<b>LIGHTING &amp; RENDERING</b>	<b>9 Hrs.</b>
	Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion	
<b>UNIT 5</b>	<b>DIGITAL DESIGN</b>	<b>9 Hrs.</b>
	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.

<b>SVC6516</b>	<b>RESEARCH PROJECT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>10</b>	<b>5</b>	<b>100</b>

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.

S58 P RO J	P ROJE CT VIVA VOCE	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 m 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, 5<sup>th</sup> 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 ,1<sup>st</sup> edition, Quill, harper Collins Publishers, 2001
10. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3<sup>rd</sup> edition, Focal press ,2006
11. Dwight V. Swain & Joye R. Swain ,Film scriptwriting,2<sup>nd</sup> 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, 3<sup>rd</sup> 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](http://www.w3schools.com)
4. [www.htmlcodetutorial.com](http://www.htmlcodetutorial.com)
5. [www.echoecho.com](http://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.

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

<b>UNIT 1</b>	<b>PRE-PRODUCTION</b>	<b>9 Hrs.</b>
	Pre-production – Storyboarding - Aesthetics of Film-Making	
<b>UNIT 2</b>	<b>CHARACTER ANIMATION</b>	<b>9 Hrs.</b>
	Character Animation - 3D Character Development - Rigging & Character Set-up	
<b>UNIT 3</b>	<b>DIGITAL PAINTING</b>	<b>9 Hrs.</b>
	Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning	
<b>UNIT 4</b>	<b>LIGHTING &amp; RENDERING</b>	<b>9 Hrs.</b>
	Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion	
<b>UNIT 5</b>	<b>DIGITAL DESIGN</b>	<b>9 Hrs.</b>
	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.