

Department of Communication Media (UG)

SYLLABUS AND REGULATIONS

Under

OUTCOME-BASED

EDUCATION2020

(Effective for the Batch of Students Admitted from 2020-2021)



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd Cycle)

Gandhi Nagar, Vellore-632 006

B.Sc. Visual Communication

OUTCOME BASED EDUCATION - 2020 (Effective for the Batch of Students Admitted from 2020-2021)

A) INSTITUTION LEVEL

Vision:

The vision of the college is the education of young women especially the poorest to become empowered and efficient leaders of integrity for the society.

Mission:

To impart higher education to the economically weak, socially backward and needy students of Vellore and neighbouring districts.

B) NAME OF THE PROGRAMME: B.Sc. Visual Communication

Vision:

To enhance the logical reasoning, analytical thinking and problem-solving skills of the students and prepare them to be lifelong learners who will be socially responsible to navigate the complexities of a rapidly changing society.

C) ELIGIBILITY CRITERIA OF THE PROGRAMME

A candidate who has qualified in Higher Secondary Examination conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereto is eligible for seeking admission to the B.Sc. Visual Communication Course.

Course Duration: The duration of the course is three academic years consisting of 6 semesters.

Structure of the Course B.Sc. Visual Communication:

Sem	Part	Subject Code	Title of Subject	Instruc- tional Hours/ Week	Exam Hours		Cre dits	Marks
					Th	Pr		
I	I	ULTAA20	Tamil Paper – I	6	3	-	3	40+60
	II	UENGA20	English Paper – I	6	3	-	3	40+60
	III	UCVCA20	Introduction to Visual Communication	5	3	-	4	40+60
	III	UCVCB20	Practical I – Drawing and Design	4	-	3	4	40+60
	III	UAHCA20	Allied – I: Human Communication	6	3	-	5	40+60
	IV		Skill-Based Elective - I	2	2	-	2	40+60
	IV		Value Education	1	-	-	-	-
			Total				21	600
II	I	ULTAB20	Tamil Paper – II	6	3	-	3	40+60
	II	UENGB20	English Paper – II	6	3	-	3	40+60
	III	UCVCC20	Basic Photography	5	3	-	4	40+60
	III	UCVCD20	Practical II – Professional Photography	4	-	3	4	40+60
	III	UABAA20	Allied– II: Basics in Advertising	6	3	-	5	40+60
	IV		Skill-Based Elective - II	2	2	-	2	40+60
	IV		Value Education	1	2	-	2	40+60
			Total				23	700

Sem	Part	Subject Code	Title of Subject	Instruc-tional Hours/ Week	Exam Hours		Cre dits	Marks
					Th	Pr		
III	I	ULTAC20	Tamil Paper – III	6	3	-	3	40+60
	II	UENGC20	English Paper – III	6	3	-	3	40+60
	III	UCVCE20	Television Production	5	3	-	4	40+60
	III	UCVCF20	Practical III - Computer Graphics	5	-	3	4	40+60
	III	UASWA20	Allied -Script writing	6	3	-	5	40+60
	IV	USCMA320	Skill-Based Elective - Art of story board	2	2	-	2	40+60
			Total				21	600
IV	I	ULTAD20	Tamil Paper – IV	6	3	-	3	40+60
	II	UENGD20	English Paper – IV	6	3	-	3	40+60
	III	UCVCG20	Media, Culture and Society	6	3	-	3	40+60
	III	UCVCH20	Practical IV- Post Production Editing	4	-	3	3	40+60
	III	UAJLA20	Allied-IV: Journalism	6	3	-	5	40+60
	IV	UNEVS20	Environmental Studies	2	2	-	2	40+60
	IV	USCMB420	Skill-Based Elective - Introduction to Art Direction	2	2	-	2	40+60
			Total				22	700
V	III	UCVCI20	Media Research	5	3	-	4	40+60
	III	UCVCJ20	Film Appreciation	5	3	-	4	40+60
	III	UCVCK20	Digital Public Relations	5	3	-	3	40+60
	III	UCVCL20	Practical V –2D Animation	6	-	3	4	40+60
	III	UCVCM20	Practical VI - Internship	-	-	3	3	40+60
	III	UCVCN20	Project -1 Documentary Production	3	-	3	5	40+60
	IV	USCMC520	Skill-Based Elective - E-Content - Production	2	2	-	2	40+60
	IV	UGCMA520	Non-Major Elective – I	3	2	-	2	40+60
			Total				27	800

Sem	Part	Subject Code	Title of Subject	Instructional Hours/ Week	Exam Hours		Credits	Marks
VI	III	UCVCO20	Media Laws & Ethics	5	3	-	4	40+60
	III	UCVCP20	Introduction to ICT and New Media	5	3	-	4	40+60
	III	UCVCQ20	Practical VII: Web Designing	5	-	3	5	40+60
		UEVCA20	Elective II A: E-Content Development	5	3	-	3	40+60
		UEVCB20	Elective II B: Media Management					
	III	UCVCR20	Project – 2 - Short Film Production	4	-	3	5	40+60
	IV	USCMD620	Skill-Based Elective Digital Publishing	2	2	-	2	40+60
	IV	UGCMA620	Non-Major Elective - II	3	2	-	2	40+60
		-	Value Education	1	-	-	-	-
Total							25	700
	V	Extension Activities					1	
Grand Total							140	4100

SKILLED PAPERS

I Years – I Sem. - Basic Drawing (other Departments)

II Sem. Basic Drawing (other Departments)

II years – III Sem. - Art of story board (for Vis Com students)

IV Sem.–Introduction to Art Direction (for Vis Com students)

III years – V Sem. – E-content Production (for Vis Com students)

VI Sem. – Digital Publishing (for Vis.Com Students)

NON-MAJOR ELECTIVE (offered to other Departments)

III years – V and VI Semester– Advertisement

Alternative paper -Democracy and Media

PROGRAMME, B.Sc. VISUAL COMMUNICATION (2020-2021)

PROGRAMME OUTCOMES (PO)

PO1: Attain knowledge and understand the principles and concepts in the respective discipline.

PO2: Acquire and apply analytical, critical and creative thinking, and problem-solving skills

PO3: Effectively communicate general and discipline-specific information, ideas and opinions.

PO4: Appreciate biodiversity and enhance eco-consciousness for sustainable development of the society.

PO5: Emulate positive social values and exercise leadership qualities and team work.

PO6: Pursue higher knowledge, qualify professionally, enhance entrepreneurial skills and contribute towards the needs of the society.

PROGRAM SPECIFIC OUTCOME (PSO)

1. To Acquire Fundamental knowledge of Visual communication and the related study area.
2. To become competent enough to undertake the professional job as per the demands and requirements of the media and Entertainment Industry.
3. To become a socially responsible citizen with a global vision.
4. To get equipped with ICT competencies including Digital literacy.
5. To become ethically committed media professionals and entrepreneur by adhering to human values, Indian, and the Global culture.
6. To make women professionals in media and attain professional portfolios to become entrepreneurs to increase employability.

PSO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
PSO1	3	3	3	2	3	3
PSO2	3	3	3	2	3	3
PSO3	3	3	3	3	3	3
PSO4	3	3	3	2	3	3
PSO5	3	3	3	3	3	3
PSO6	3	3	3	3	3	3

(STRONGLY CORRELATED - 3, MODERATELY CORRELATED - 2, WEAKLY CORRELATED -1)

SEMESTER - I
UCVCA20 - INTRODUCTION TO VISUAL COMMUNICATION

Year: I Sem: I	Course Code: UCVCA20	Title of the Course: Introduction to Visual Communication	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To give an overview about the field of Visual communication and Visual language and to enable them to understand the various fields of work in this area

Course Outcomes (CO)

The Learners will be able to

CO1: Indicating the Basic Concepts of Communication.

CO2: Analyzing the concepts of Visual cues and Visual Theories.

CO3: Acquiring an in-depth knowledge in Visual Analysis and Visual Stereotypes

CO4: Identifying the Essential aspects of Visual Language.

CO5: Exploring the insights of Visuals in Media.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	M	H	H	M
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Basics of Visual Communication

(18 hours)

- 1.1. Definition: communication. (K1, K2)
- 1.2. Need for and Importance of Communication. (K1, K2)
- 1.3. Introduction to Visual Communication: Sensing, Selecting and Perceiving (K1,K2,K3, K4)
- 1.4. Visual Cues: Color, Form, Depth. (K1, K2, K3, K4)
- 1.5. Eight Depth Factors. (K1, K2, K3, K4)
- 1.6. Movements. (K3, k4)

Unit II: Visual Theories and Persuasion

(18 hours)

- 2.1. Sensory Theories of Visual Communication: Gestalt. (K3, k4)
- 2.2. Sensory Theories of Visual Communication: Constructivism. (K1, K2, K3, K4)
- 2.3. Perceptual Theories of Visual Communication: Semiotics –Charles sanders Peirce, (K1, K2, K3, K4)
- 2.4. Cognitive Theory, (K1, K2, K3, K4)
- 2.5. Visual Persuasion in Advertising, (K1, K2, K3, K4)
- 2.6. Visual Recurring. (K3, k4)

Unit III: Visual Stereotypes and Analysis

(18 hours)

- 3.1. Visual Stereotypes: Reinforcing Stereotypes with Images.(K1, K2, K3, K4)
- 3.2. Visual Analysis: Composition.(K1, K2, K3, K4)
- 3.3. Semiotic Signs and Codes (K3, K4)
- 3.4. Cognitive Elements(K1, K2, K3, K4)
- 3.5. Purpose of the Work, (K3, K4)
- 3.6. Image Aesthetics (K3, K4)

Unit IV: Visual Language

(18 hours)

- 4.1. Principles of Visual & other Sensory Perceptions. (K1, K2, K3, K4)
- 4.2. Color Psychology & theory (some aspects) (K1, K2, K3, K4)
- 4.3. Color symbolism, Visual Thinking (K3, K4)
- 4.4. Principles of Design (K1, K2, K3, K4)
- 4.5. Elements of Design(K1, K2, K3, K4)
- 4.6.Process of developing creative ideas, Visual Culture(K3, K4)

Unit V: Visuals in Media

(18 hours)

- 5.1. Definition: Media. (K1, K2)
- 5.2. Types of Media – Traditional Media & folk Media (K1, K2, K3, K4)
- 5.3. Print Media, Electronic Media and New Media.(K1, K2, K3, K4)
- 5.4. Visual language.(K3, K4)
- 5.5.Visual pleasure. (K3, K4)
- 5.6. Concept of gaze. (K3, K4)

Books for Study and Reference:

1. Seeing is Believing: An introduction to visual communication, 4th edition, – Arthur Asa Berger, McGraw Publication, 2012
2. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011.
3. KevalJ.Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
4. Joseph R. Dominick – The Dynamics of Mass Communication: Media in the Digital Age, 10th Edition - Tata McGraw Hill, 2010.
5. Stanley J. Baran – Introduction to Mass Communication: Media Literacy and Culture, 5th Edition - Tata McGraw Hill, 2010.
6. Uma Joshi, Rameshwari Pandya, AnuradhaMathu – Folk Media and Harmony, Swastik Publications, 2010.
7. Jonathan Baldwin, Lucienne Roberts – Visual Communication - AVA Publishing SA, 2006.
8. John Morgan, Peter Welton,1992 - See what I Mean?: An Introduction to Visual Communication

SEMESTER I

UCVEB20 - PRACTICAL - I - DRAWING AND DESIGN

Year: I Sem: I	Course Code: UCVEB20	Title of the Course: Drawing and Design	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100
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Objective:

- To develop basic drawing and modeling skills in students and to enable them to expand their visual expression skills.

Course Outcomes(CO)

The Learners will be able to

CO1: Classifying the Basic Drawing Skills

CO2: Acquiring Knowledge about Geometrical Shapes, Alphabets and Numbers and create Still life.

CO3: Applying the Perspective Techniques in outdoor sketching using appropriate Lights and Shades

CO4: Practicing Colors Using Watercolor and Poster colors

CO5: Implementing the Techniques to create Animals Birds and Human Forms

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	M	H	M	H
CO3	H	H	M	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises: Each exercise: 6 hours

1. Basic geometrical shapes
2. Alphabets, Numbers and 3D Lettering
3. Still life
4. Overlaying (Geometrical Shapes, Irregular shapes)
5. Patterns and structure
6. Perspectives
7. Light and shades
8. Birds and Animal
9. Human form
10. Outdoor sketching
11. Human portrait with Light.
12. Water color Landscape.

Cognitive level: (K1, K2, K3, K4, K5)

The drawing record should contain exercise completed by each student on every practical class. All exercises must be in pencil, charcoal and different medium – water color, poster color.

The Internal Evaluation (40 Marks) is based on the exercises.

The Semester Examination (60 marks) is based on the practical examination (45 marks), Record (10 marks) and Viva Voce (5 marks)

SEMESTER - I

UAHCA20 - ALLIED - I HUMAN COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	UAHCA20	Human communication	Theory	Allied	6	5	100

Objective:

- To enable students, understand the basic concepts of Human communication and the evolution of communication skills.

Course Outcomes(CO)

The Learners will be able to

CO1: Restating the Basic Concepts of Communication.

CO2: Acquiring Knowledge about the Barriers of Communication.

CO3: Describing the Various types of Verbal and Non Verbal Communication.

CO3: Acquiring in depth knowledge in Inter personal and Intra Personal communication.

CO4: Applying the Communication Skills in Public Speaking.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to Communication and Language (18 hours)

- 1.1. Human Communication what and why. (K1, K2)
- 1.2. Define Communication (K1, K2, K3)
- 1.3. Functions of Communication. (K1, K2)
- 1.4. Types - Western Models of communication: Aristotle Model of Communication, Lasswell Model, Shannon and Weaver Model of Communication. Eastern Models of Communication: Sadharanikaran Model. (K1, K2, K3)
- 1.5. Language: Power and nature of language. (K1, K2, K3)
- 1.6. Gender and culture of language. (K2, K3, K4)

Unit II: Verbal and Non-Verbal Communication (18 hours)

- 2.1. Introduction to verbal communication (K1, K2, K3)
- 2.2. Functions of verbal and non-verbal communication. (K1, K2, K3)
- 2.3. Functions of non-verbal communication (K1, K2, K3)
- 2.4. Types of verbal communication (K1, K2, K3)
- 2.5. Types of non-verbal communication - Chronemics, Proxemics, Oculistics, Olfactics, Haptics, Kinesics, Chromatics, Silence (K1, K2, K3)
- 2.6. Characteristics of nonverbal communication (K1, K2, K3)

Unit III: Interpersonal and Intra Personal Communication (18 hours)

- 3.1. Characteristics of Intrapersonal Communication. (K1, K2, K3)
- 3.2. Characteristics of Interpersonal Communication (K1, K2, K3)
- 3.3. Relational development and maintenance (K1, K2, K3)
- 3.4. Models of self-disclosure. (K1, K2, K3)
- 3.5. Group Communication and its characteristics, Types and Goals. (K1, K2, K3, K4)
- 3.6. Patterns of interaction - problem solving in groups. (K1, K2, K3, K4)

Unit IV: Listening and Speaking (18 hours)

- 4.1. Listening - Misconceptions about listening. (K1, K2, K3)
- 4.2. Challenges of effective listening. (K1, K2, K3)
- 4.3. Types of informative speaking. (K1, K2, K3)
- 4.4. Informative VS persuasive speaking. (K1, K2, K3)
- 4.5. Techniques of informative speaking. (K1, K2, K3)
- 4.6. Building credibility as a speaker. (K1, K2, K3)

Unit V: Public Communication (18 hours)

- 5.1. Public communication. (K1, K2, K3)
- 5.2. Effective public communication. (K1, K2, K3)
- 5.3. Purpose of Public communication (K1, K2, K3)
- 5.4. Speech structure. (K1, K2, K3)
- 5.5. Analyzing and Public speaking. (K1, K2, K3)
- 5.6. Rhetoric, persuasion and propaganda. (K1, K2, K3)

Books for Study and Reference

1. David Holmes - Communication Theory: Media Technology and Society - Sage Publication, 2005
2. BerkoD.Wolvin, R. Wolvin - Communicating, 9th Edition - Houghton Mifflin Company, 2004
3. Armand Mattelart, MichaleMatterlart-Karl Erik Rosengren - Communication: An Introduction-Sage Publication, 2002
4. KevalJ.Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
5. Joseph A. DeVito-Human Communication: The Basic Course-2013 .

SEMESTER - II
UCVCC20 - BASIC PHOTOGRAPHY

Year: I Sem: II	Course Code: UCVCC20	Title of the Course: Photography	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To inculcate in students an in-depth knowledge on the theoretical aspects of photography including concepts and techniques used in photography

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the key elements of photography and its evolution.

CO2: Analyzing the compositional techniques and exposure controls.

CO3: Acquiring an in-depth knowledge about the characteristics of light, color and various lighting setup.

CO4: Categorizing about types of camera, lens and digital image processing.

CO5: Apply and practice the photography techniques in a practical way.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	H	M	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction (15 hours)

- 1.1. History of Photography. (K1, K2, K3)
- 1.2. Analog Photography. (K1, K2, K3)
- 1.3. Digital Photography. (K1, K2, K3)
- 1.4. Parts and function of a Digital Camera Works – The Sensor – Angle of View – Shutter Speed
- 1.5. Aperture – Focal Length – Depth of Field. (K1, K2, K3, K4)
- 1.6. Camera Features. (K1, K2, K3) , Camera Modes. (K1, K2, K3)

Unit II: Camera Composition (15 hours)

- 2.1. Composition – Rules – Subject – Focal Point – Centre of Interest – Rule of Thirds. (K1, K2, K3)
- 2.2. Perspective and choosing the Viewpoint. (K1, K2, K3)
- 2.3. Viewfinder and View Screen. (K1, K2, K3)
- 2.4. Exposure Controls. (K1, K2, K3)
- 2.5. Texture – Pattern – Shapes and Forms – Emphasis – Filters. (K1, K2, K3)
- 2.6. Basic Shots – High and Low Angle. (K1, K2, K3)

Unit III: Color and Lighting (15 hours)

- 3.1. Characteristics of Light and color. (K1, K2, K3)
- 3.2. Quality of light, guidelines for lighting (K1, K2, K3)
- 3.3. Color Temperature, Lighting Control and lighting equipment – Diffused Light – Bounced Light – Reflection Light – Refraction Light (K1, K2, K3)
- 3.4. Natural Light – Artificial Light – Flash Light – Portraiture Light (K1, K2, K3)
- 3.5. Three Point Lighting (K1, K2, K3)
- 3.6. Four Point Lighting (K1, K2, K3)

Unit IV: Digital Imaging (15 hours)

- 4.1. Lens and special lens Types. (K1, K2, K3)
- 4.2. Camera Types – Zoom Types. (K1, K2, K3)
- 4.3. Image Resolution – Types of Resolution. (K1, K2, K3)
- 4.4. Image File Format – Raster and Vector Formats, Properties of common image file format. (K1, K2, K3, K4)
- 4.5. Image Adjustment Tools. (K1, K2, K3)
- 4.6. Editing Digital image – Manipulating an Image. (K1, K2, K3)

Unit V: Photography techniques (15 hours)

- 5.1. Darkroom Techniques (K1, K2, K3)
- 5.2. Film Processing. (K1, K2, K3)
- 5.3. Developing and Printing. (K1, K2, K3)
- 5.4. Printer Resolution and its types. (K1, K2, K3)
- 5.5. Types of Photography: Nature – Architecture – Landscape – Wildlife – Sports – Fashion. (K1, K2, K3, K4)
- 5.6. Photo Journalism. (K1, K2, K3)

Books for Study and Reference:

1. Michael Langford, Efthimia Bilissi – Langford's Advanced Photography: The Guide for aspiring Photography, 7th edition, Focal Press, 2008.
2. Michael Langford, Philip Andrews – Langford's Starting Photography: The Guide to great Images with Digital or film, 5th Edition, Focal Press, 2007.
3. Arnaud Frich – Panoramic Photography: From Composition and Exposure to Final Exhibition, Focal Press, 2007.
4. Rick Sammon – Complete Guide to Digital Photography, W.W. Norton, 2004
5. Fred S. Parrish – Photojournalism: An Introduction, Wardsworth Thomson Learning, 2002.
6. Ralph E. Jacobson, Sidney F. Ray, Geoffrey G. Attridge, Norman R. Axford – The Manual of Photography: Photographic and Digital Imaging, 9th Edition, Focal Press, 2000.

SEMESTER - II

UCVCD20 - PRACTICAL – III – PROFESSIONAL PHOTOGRAPHY

Year: I Sem: III	Course Code: UCVCD20	Title of the Course: Professional Photography	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100
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Objective:

- To enable students to try first-hand, the basic techniques of photography and to develop the skills for a good photographer

Course Outcomes (CO)

The Learners will be able to

CO1: Discussing the various parts and functions of the camera.

CO2: Acquiring knowledge in lighting and exposure techniques

CO3: Applying composition skills.

CO4: Utilizing the various filters and lenses.

CO5: Creating various genres of photography.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	H	H	M	H
CO3	H	H	M	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Photography record / Album should include all the necessary details (colour, shutter speed, lens type etc..)

Final practical examination will test students' knowledge on photography (either viva or written exam or practical work on fundamentals of photography) the following exercises should be covered.

EXERCISES: 1 – 3 (20 hours), 3 – 6 (20 hours), 6 – 9 (20 hours)

(Include the basic Elements and principles in photographic Composition)

1. Basic shots (Long, Mid, Close-up, low angle, high angle)
2. Portraiture
3. Reflection, play of light, shadow
4. Motion and freezing movement
5. Landscape (scenic, people, birds / animals, monuments)
6. Silhouette
7. Indoor Photography with three point lighting
8. Industrial, Sports/action
9. Advertising photography
10. Picture story assignment

Cognitive level: K1,K2,K3,K4,K5

The Internal Examination (40 Marks) is based on the exercises and Album preparation.

The Semester Examination (60 Marks) is based on the Practical Examination (45 Marks) and the Record (10 Marks) and Viva Voce (5 Marks)

SEMESTER – II

UABAA20 - ALLIED – II: BASICS IN ADVERTISING

Year: I Sem: II	Course Code: UABAA20	Title of the Course: Basics in Advertising	Course Type: Theory	Course Category: Allied	H/W 6	Credits 5	Marks 100
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Objective:

- To provide a basic understanding about the field of Advertising and to develop skills in creating media advertisement.

Course Outcomes (CO)

The Learners will be able to

CO1: Discussing the basic concepts of advertising and its history.

CO2: Acquiring basic knowledge about advertising media.

CO3: Analyzing the process of layout designing for an advertisement.

CO4: Evaluate the impact of advertisement on society.

CO5: Creating an advertisement for print, radio and television.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to Advertising (18 hours)

- 1.1 Advertising – definition. (K1, K2)
- 1.2 History of advertising, Ads in India. (K2, K3)
- 1.3 Benefits of advertising. (K2, K4)
- 1.4 Role of advertising. (K2, K3)
- 1.5 Types of ads, Market segmentation. (K2, K3)
- 1.6 Functions of advertising.(K2, K4)

Unit II: Advertising Concepts (18 hours)

- 2.1. Advertising agency (K1, K2)
- 2.2. Structure of Ad agency. (K2, K3)
- 2.3. Marketing Mix, Product Life Cycle, USP, Brand Image.(K2, K3)
- 2.4. Types of Advertising Media. (K2, K3,)
- 2.5. Media Planning.(K2, K3, K4)
- 2.6. Advertising codes of ASCI. (K2, K3, K4)

Unit III: The Process of Designing an Ad (18 hours)

- 3.1. Process of Visualization. (K2, K3)
- 3.2. Copywriting and its techniques.(K2, K3)
- 3.3. Photography, Illustration. (K2, K3, K4)
- 3.4. Image Manipulation.(K2, K3)
- 3.5. Types of headline. (K2, K3)
- 3.6. Layout design – Grid, thumb nail, roughs and compressive layout, final output. (K1,K2, K3,K4)

Unit IV: Advertising and Society (18 hours)

- 4.1. Social, psychological and economic effects of advertising on Society.(K1, K2, K3)
- 4.2. Current issues. (K2, K3)
- 4.3. Commercialism in advertising. (K2, K3)
- 4.4. Advertising and children, Advertising and women. (K1, K2, K3)
- 4.5. Ethics in Advertising. (K1, K2, K3)
- 4.6. Role of Advertising in Social Media.(K1, K2, K3, K4)

Unit V: Practical (18 hours)

Practical assignments in advertising, Preparation of print, Preparation of Radio Ad, Preparing ads for specific target Group. (K1, K2, K3, K4)

Books for Study and Reference:

1. S.N. Murthy, U Bhojana - Advertising an IMC Perspective - Excel Books, 2007
2. S. A. Chunawalla - Advertising, Sales and Promotion Management - Himalaya Publishing House, 2006
3. Frank Jefkins, Daniel Yadin – Advertising, 4th Edition - Pearson Education, 2006.
4. J.V. Vilanilam, A.K.Varghese - Advertising Basics: A Resource Guide for Beginners - Response Books, 2004

5. Sandage, Fryburger, Rotzoll - Advertising Theory and Practice, 11th Edition - AITBS Publishers, 2004
6. R.C.Bhatia - Marketing Communication and Advertising - Galgotia Publishers, 2003
7. John Philip Jones - International Advertising: Realities and Myths - Sage Publications, 2000
8. John Philip Jones - How Advertising Works - Sage Publications, 1998
9. Mahendra Mohan - Advertising Management: Concepts and Cases - Tata McGraw Hill, 1989
10. Robert Cluley - Essentials of Advertising, Kogan Page Publishers, February, 2017
11. Courtland L.Bovee - Advertising Excellence, Mc Graw Hill, 1995

SKILLED BASED ELECTIVE
BASIC DRAWING (I Years students of other Department)

Year: I Sem: II	Course code: USCMA120/ USCMA220	Title of the Course: Basic drawing	Course Type: Practical	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objective:

- To develop basic drawing and modeling skills in students and to enable them to expand their visual expression skills.

Course Outcomes (CO)

The Learners will be able to

CO1: Classifying the Basic Drawing Skills.

CO2: Acquiring Knowledge about Geometrical Shapes, alphabets and Numbers to create Still life.

CO3: Identifying the concept of angles of Lighting and Shading.

CO4: Applying the Perspective Techniques in outdoor sketching using appropriate Lights and Shades.

CO5: Practicing the Design and patterns in the form of Zen tangle Art.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Basic Drawing

(2 hours)

Basic structure of objects, drawing straight lines, the foundation of perspective, angles of lights and eye view. (K1, K2, K3)

Unit II: Light and Shades

(2 hours)

Lights and dimension –still life –lines and curves of different thickness-creative patterns –effects of lights –and differences-landscape. (K1, K2, K3, K4)

Unit III: Perspective

(2 hours)

Principles of Design-Balance-Emphasis, Proportion, Variety and Unity (K1, K2, K3, K4)

Unit IV: Exercises:

(6 hours)

1. Alphabets and numbers
2. Overlaying (Geometrical Shapes, Irregular shapes)
3. Patterns and structure in day-to-day life
4. Perspectives

Cognitive level: K1, K2, K3, K4, K5

The drawing record should contain exercise completed by each student on every practical class. All exercises must be in pencil and different medium – water color, poster color.

The Internal Evaluation (40 Marks) is based on the exercises.

The Semester Examination (60 marks) is based on the practical examination (45 marks), Record (10 marks) and Viva Voce (5 marks)

SEMESTER III
UCVCE20 - TELEVISION PRODUCTION

Year: II Sem: III	Course Code: UCVCE20	Title of the Course: Television Production	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objective:

- To introduce to the students, the field of television media and to train them to produce any type of television programmes

Course Outcomes (CO)

The Learners will be able to

CO1: Describing the phases and development of television production.

CO2: Acquire an in-depth knowledge about preproduction stages of television production.

CO3: Explaining the camera operation techniques and implementation.

CO4: Analyze the lighting techniques and production management.

CO5: Acquire a profound knowledge in post-production techniques.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to Television medium (15 hours)

- 1.1. Introduction to Television production (K1, K2)
- 1.2. Origin of television in the World – The Coming of Indian Television (K1, K2, K3)
- 1.3. Phases and development of television (K1, K2, K3)
- 1.4. Generating ideas (K1, K2, K3)
- 1.5. Clustering and Brain storming (K2, K3)
- 1.6. The Production team members and their Responsibility (K2, K3, K4)

Unit II: Pre Production Activities (15 hours)

- 2.1. Creative Script writing (K1, K2)
- 2.2. Screen play Writing (K1, K2, K3)
- 2.3. Talent, Casting, Makeup: Performer Techniques - Acting Techniques (K1, K2, K3)
- 2.4. Audition – Casting - Make up (K2, K3)
- 2.5. Indoor set - outdoors set (K2, K3)
- 2.6. Budget preparation. (K2, K3)

Unit III: Production Elements (15 hours)

- 3.1. Basic Camera function and elements (K1, K2)
- 3.2. Parts of the Camera – Camera operations – techniques (K1, K2, K3)
- 3.3. Types of Cameras (K3, K4)
- 3.4. Framing a shot (K2, K3)
- 3.5. Angle and Movements (K2, K3, K4)
- 3.6. Single Camera set up and multiple camera set up. (K2, K3, K4)

Unit IV: Production (15 hours)

- 4.1. Lighting - Lighting Instruments (K1, K2)
- 4.2. Lighting Techniques (K3, K4)
- 4.3. Production Standard NTSC, PAL, SECAM etc., (K2, K3, K4)
- 4.4. Various kinds of Mike and their Usage – Sound Pickup Pattern (K2, K3, K4)
- 4.5. The role of the Director - Art Direction (K2, K3, K4)
- 4.6. Scenery Properties and set Dressing - Floor Management - Production Management. (K2, K3, K4)

Unit V: Post Production (15 hours)

- 5.1. Editing Functions (K2, K3, K4)
- 5.2. Aesthetic Principles of Continuity editing, complexity editing (K2, K3, K4)
- 5.3. Voice over (or) Narration (K3, K4)
- 5.4. Music – Dubbing (K2, K3, K4)
- 5.5. Video Editing: Linear Editing - Nonlinear Editing (K1, K2, K3, K4)
- 5.6. Types of Editing Modes (Assemble, Insert, Online Modes) (K1, K2, K3, K4)

Exercises: Presentation of Talk shows, Cultural Programs, News Desk etc,

Books for Study and Reference:

1. KevalJ.Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
2. Lan Hutchby – Media Talk Conversation Analysis and the Study of Broadcasting - Tata McGraw Hill, 2010.
3. Matt Briggs - Television Audiences and Everyday Life, Tata McGraw Hill, 2010.
4. David Miles, Robert Runstein - Modern Recording Techniques, 6th Edition – Focal Press, 2005.
5. Carl, Philip, Firtiz, Louis - Modern Radio Production, 6th Edition – Thomson Wardsworth, 2004.
6. Zettl Herbert – Television Production Handbook -Wardsworth Thompson Learning, 2000.
7. Zettl Herbert – Video Basics 3 – Wardsworth, 2001

SEMESTER – III

UCVCF20 - PRACTICAL III -COMPUTER GRAPHICS

Year: II Sem: III	Course Code: UCVCF20	Title of the Course: Computer Graphics	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100
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Objective:

- To equip the students to design basic layout designs in print media using Adobe Photoshop software.

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the Tools and Techniques of Adobe Photoshop.

CO2: Applying the knowledge of the tool in designing logos, visiting cards and letter head.

CO3: Creating print advertisements like brochures, pamphlet, banners and magazine with the usage of proper techniques.

CO4: Applying the techniques effectively to create personalizes greeting cards and Cd covers

CO5: Compiling and implementing all the techniques learnt, to create image manipulation.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises in Photoshop- Exercise: 1 - 4 (30 hours), Exercise: 5 – 8 (30 hours)

1. Logo design and Letterhead
2. Visiting Cards
3. Brochures / pamphlet
4. Magazine Cover page
5. Package Designing / CD covers
6. Greeting Card
7. Banner
8. Image manipulation

Cognitive level: K1,K2, K3,K4,K5

The Internal Evaluation (40 marks) is based on the exercises.

The Semester Examination (60 marks) is based on the Practical Examination (45 marks), Record (10 marks) and Viva Voce (5 marks)

SEMESTER - III

UASWA20 - ALLIED III: SCRIPT WRITING

Year: II Sem: III	Course Code: UASWA20	Title of the Course: Script Writing	Course Type: Theory	Course Category: Allied	H/W 6	Credits 5	Marks 100
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Objective:

- To make students understand the guidelines and techniques of script writing and to give them practice in writing scripts for various media

Course Outcomes (CO)

The Learners will be able to

CO1: Describing the basic concepts of script preparation and its models.

CO2: Analyze the dramatic structure and forms of script writing.

CO3: Learning the various forms of writing for visual mediums.

CO4: Draw the basic writing elements of radio production.

CO5: Apply and evaluate the writing skills.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High – H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High – H)

Course Syllabus:

Unit I: Introduction to script & script preparation (18 hours)

- 1.1. Definition of scripts (K1, K2)
- 1.2. Script formats, Basics of script writing (K2, K3, K4)
- 1.3. The four models of writing (K1, K2, K3)
- 1.4. Script preparation–selecting and contracting with writers (K2, K3, K4)
- 1.5. Adapting the seven methods (K2, K3, K4)
- 1.6. Script review (K3, K4)

Unit II: Script development (18 hours)

- 2.1. The stages of script development (K1, K2)
- 2.2. Three act structures for film and television (K2, K3)
- 2.3. Writing a script with and without dialogue (K2, K3, K4)
- 2.4. Dramatic structures and forms (K2, K3, K4)
- 2.5. Role of the script writer (K3, K4)
- 2.6. Screenplay- Story board – Shot, Scene and Sequence. (K3, K4)

Unit III: Television & Radio Formats (18hours)

- 3.1. Television formats and genres (K1, K2, K3)
- 3.2. Script formats for corporate videos (K1, K2, K3)
- 3.3. Writing for interactive communication (writing for websites) (K2, K3, K4)
- 3.4. The golden Rule of writing for Radio (K2, K3, K4)
- 3.5. Radio formats (K2, K3, K4)
- 3.6. Genres(K3, K4)

Unit IV: Radio Programming (18 hours)

- 4.1. Radio jingle (K1, K2, K3)
- 4.2. Drama for radio (K1, K2, K3)
- 4.3. Commercial advertisement for radio (K1, K2, K3)
- 4.4. PSA (Radio) (K1, K2, K3)
- 4.5. Creating word pictures (K3, K4)
- 4.6. Write a script for an entertainment show (radio).(K1, K2, K3,K4)

Unit V: Writing for Television (18 hours)

- 5.1. Script Writing Software (K1, K2, K3)
- 5.2. Studio Binder, Script for PSA (K1, K2, K3)
- 5.3. Advertisement (K2, K3)
- 5.4. Short story(K3, K4)
- 5.5 Drama and Documentary (K3, K4)
- 5.6. News writing (K3, K4)

Books for Study and Reference:

1. Keval J. Kumar - Mass Communication in India – 4th Revised Edition – Jaico Publication, 2011.
2. Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR, 3rd Edition – Routledge, 2009.
3. Angel Wadia - Film, Television and Radio Production, Elements, Dimensions and Trends - Kanishka Publishers, 2008.
4. Anthony Friedmann – Writing for Visual Media, Second Edition, Sage Publication, 2006
5. Esta DE Fossard John Riber – Writing and Producing for TV and Film, Vol. 2 – Sage Publications, 2005.
6. Pat Cooper Ken Dancy Gel – Writing the Short Film, Third Edition – Focal Press, 2005.
7. Sharda Kaushik – Script to Screen: An Introduction to TV Journalism – Macmillan India Ltd., 2003.

SEMESTER – III

USCMC320 - SKILLED BASED ELECTIVE – III: ART OF STORY BOARD

Year: II Sem: III	Course Code: USCMC320	Title of the Course: Art of Story Board	Course Type: Theory	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100
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Objective:

- This subject will explore the basic concepts of Storyboarding and allow students to create and review storyboards of their own.

Course Outcomes (CO)

At the end of the course, learners will be able to:

CO1: Discussing the planning processes of visual storytelling.

CO2: Sketching the art of story boarding process

CO3: Experimenting the field view shorts and angle

CO4: Explore the basic storyboard techniques.

CO5: Creating the storyboard with the learned technique.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit: I - The Storyboards Beginnings (6 hours)

Introduction to storyboarding - Preproduction process - Basic of Storyboards - screenplay and picturing - shots and storyboard panels - types of camera shots and angles. (K1, K2,K3)

Unit: II - Basic of Storyboard (6 hours)

Types of Story board - Thumbnail story boards - the planning processes of visual storytelling – continuity - pacing - transitions and sequence - cinematic storyboard. (K1, K2,K3)

Unit: III - Shot Angles (6 hours)

Cuts - Posing - Staging and camera move - tilt - pan - COse-up - Extreme COse up - Establishing Shot - Long Shot background, Medium Shot, low angle, high angle - different perspectives. (K2,K3,K4)

Unit: IV- Storyboard Technique (6 hours)

Techniques of storyboard - Types of lay outs - concept and story developing- Script – Foreground - Middle Ground and Background - Developing Drawing Skills, Building the Storyboard. (K1,K2,K3,K4)

Unit: V – Practical (6 hours)

Practical assignment on basic shots – advertisement –Comics – front page for a book – cartoon – Fantasy – poem.(K2,K3,K4)

Reference Books:

1. Wendy Tumminello - “Exploring Storyboarding (Design Exploration Series)”, Delmar Cengage Learning, 1st Edition, 2004
2. John Hart, - “The Art of the Storyboard A Filmmaker’s Introduction”, Focal Press; 2 edition 2013
3. Giuseppe Cristiano -“ Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising” Michael Wiese Productions, 2012

SEMESTER IV
UCVCG20 - MEDIA, CULTURE AND SOCIETY

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	UCVCG20	Media culture and society	Theory	Core	6	4	100

Objective:

- To enable the students to understand the theories of media and the impact of media on society and culture

Course Outcomes (CO)

The Learners will be able to

CO1: Report and Restate the elements of society and its theories.

CO2: Illustrate the characteristics of culture and its models.

CO3: Analyze the various models of media and Categories the ecological perspective of media audience

CO4: Analyze the various models of media.

CO5: Evaluate the social issues of media.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Concepts of society (18 hours)

- 1.1. The definition of society (K1, K2)
- 1.2. Essential elements of society (K1, K2)
- 1.3. Understanding Mass Media (K1, K2, K3)
- 1.4. Theories of society: the mass society theory, functionalism, uses and Gratification theory, social construction theory (K2, K3, K4)
- 1.5. Communication technology determinism (K3, K4)
- 1.6. The information society. (K3, K4)

Unit II: Concept of culture (18 hours)

- 2.1. The definition of culture, characteristics of culture, (K1, K2)
- 2.2 Components of culture, functions of culture. (K1, K2, K3)
- 2.3. Media and popular culture,(K1, K2, K3)
- 2.4. Mass media culture and development (K1, K2, K3)
- 2.5. Development communication, modernization, (K1, K2, K3)
- 2.6. Models of development, dependency/structuralism model.(K1, K2, K3, K4)

Unit III: Media Audience (18 hours)

- 3.1. Reception, (K1, K2)
- 3.2. Audience positioning, (K1, K2,K3)
- 3.3. Subjectivity, Pleasure (K1, K2)
- 3.4. Audience dynamics (K3, K4)
- 3.5. Impact of Media on Society (K1, K2,K3)
- 3.6. Ecological perspectives.(K3, K4)

Unit IV: Media Analysis: (18 hours)

- 4.1. Media Text, (K1, K2)
- 4.2. Media Ideology, (K1, K2, K3)
- 4.3. Media and Realism (class, Gender, Race, Age, Minorities, children),(K1, K2, K3, K4)
- 4.4. Approaches to Media Analysis (K1, K2, K3)
- 4.5. Marxist theory, semiotics, (K1, K2, K3)
- 4.6. Psychoanalytic.(K1, K2 K3, K4)

Unit V: Alternate Media (18 hours)

- 5.1. Alternative approaches to developments, (K1, K2, K3)
- 5.2. Revival of modernization models, (K1, K2, K3)
- 5.3. Peculiarity of Indian Society, Media in Indian society, (K1, K2, K3, K4)
- 5.4. Internet initiatives for rural development,(K1, K2, K3, K4)
- 5.5. Communication for development (K1, K2, K3)
- 5.6. Sensationalism, 4G, VR, gaming, mobile addiction.(K1, K2, K3, K4)

Books for Study and Reference:

1. Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013.
2. Keval J.Kumar - Mass Communication in India, 4rd Edition - Jaico Publication, 2011.
3. Graeme Burton - Media and Society Critical Perspectives, 2nd Edition - Tata McGraw Hill, 2010
4. Paul Hodkinson,Media,Culture and Society:An Introduction,SAGE Publication Ltd,2010.
5. Michael O'Shaughnessy,JaneStadler,Media and Society an Introduction,Oxford University press,2005
6. Amos Owen Thomas - Media, Culture and Politics Across India, Sage Publication, 2005
7. McQuail Denis – Mass Communication Theory, 4th and 5th Edition - Sage Publication, 2000.
8. Silverstone rogers – Why study Media? –sage Publications- 1999
9. Berger, Asa Authur,- Media Analysis Techniques- Sage Publications -1998.

SEMESTER -IV

UCVCH20- - PRACTICAL – IV: POST PRODUCTION EDITING

Year: II Sem: IV	Course Code: UCVCH20	Title of the Course: Post Production Editing	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100
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Objective:

- To teach students the art of editing videos through Adobe Premier CC software and to complete basic exercises in editing.

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the various tools and workspace of adobe premiere pro.

CO2: Using various effects and techniques.

CO3: Applying the titling and adding sound effects

CO4: Creative synchronization of song and scene remix

CO5: Create a short film or documentary using editing techniques.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises: 1 - 3 (30 hours), Exercises 3 – 6

(30 hours)

Students must make a 5 minutes edited version of the following:

1. Song remix and scene remix with masking, blur, color and reverse effects
2. Subtitles for part of a feature film other than English
3. Prepare a movie Trailer and add Titling and End credits
4. Teaser for any programme.
5. Shoot and Edit a short film or documentary (Max 1 minute)
6. Prepare a video presentation with a voice over.

Cognitive level: K1,K2,K3,K4

The Internal evaluation for 40 Marks is based on the exercises.

The Semester Examination (60 Marks) is based on the practical examination (45 marks), Record (10 marks) and Viva Voce (5 marks)

SEMESTER IV
UAJLA20 - ALLIED – IV - JOURNALISM

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	UAJLA20	Journalism	Theory	Allied	6	5	100

Objective:

- To introduce the field of Visual Nature of journalism in various media and to develop journalistic skills in students

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the basic concepts of journalism.

CO2: Analyzing the newspaper organization and its ethical codes.

CO3: Evaluating the role of journalist in the stream of electronic media.

CO4: Classifying the duties and responsibilities of Television journalist.

CO5: Acquiring the Knowledge and process of online journalism.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to Journalism (18 hours)

- 1.1. Evolution of Journalism (K1, K2)
- 1.2. News, Types of news, News values (K1, K2, K3)
- 1.3. Structure of news story (K1, K2, K3)
- 1.4. Journalism ethics (K2, K3)
- 1.5. Functions of news (K3, K4)
- 1.6. Journalism in action (finding, choosing, sourcing, gathering, writing, editing and taking news further) (K1, K2, K3, K4)

Unit II: Print Journalism (18 hours)

- 2.1. History of newspaper, Press council (K1, K2, K3)
- 2.2. Code of ethics of Indian journalist (K1, K2, K3)
- 2.3. News agencies (K1, K2,)
- 2.4. Newspaper organizations (ABC – RNI – INS - India Press council (K2, K3, K4)
- 2.5. Style of writing, journalist as investigator, journalist as entertainer (K3, K4)
- 2.6. Difference between newspaper and news magazine, Types of news magazine (K2, K3, K4)

Unit III: Electronic Journalism-Radio Journalism (18 hours)

- 3.1. News flow in broadcast media (K1, K2, K3)
- 3.2. Basics of Radio News, Sources and contacts (K1, K2, K3)
- 3.3. Wire services, Components of News (K1, K2, K3)
- 3.4. Radio news room setup, Radio News Reporting, (K2, K3, K4)
- 3.5. News writing and presentation, Elements of editing, integrating audio bytes (K2, K3, K4)
- 3.6. Radio talks and discussions, radio interviews. Writing for packages- local, regional, national (Voice over, Sound on Tape) (K2, K3, K4)

Unit IV: Television Journalism (18 hours)

- 4.1. TV News room work process (K1, K2, K3)
- 4.2. Basics of TV News, Structuring TV News (K1, K2, K3)
- 4.3. News gathering and writing (K1, K2, K3)
- 4.4. Integrating sound bites, visualization of News, voice-overs (K1, K2, K3)
- 4.5. TV interviews, Process of Live inputs, News Debates News analysis (K1, K2, K3, K4)
- 4.6. Gate keeping, News anchoring (K1, K2, K3)

Unit V: Online Journalism (18 hours)

- 5.1. Newspapers and News reporting in the digital age (K1, K2, K3)
- 5.2. News flow in online media (K1, K2, K3)
- 5.3. Media differences in news coverage (K1, K2, K3)
- 5.4. Organization of online newspapers, Internet news producing strategies (K1, K2, K3, K4)
- 5.5. Future of internet news (K1, K2, K3)
- 5.6. Citizen journalism. (K1, K2, K3)

Assignments:

Students can produce their own production of tabloids, newspapers. Journals, magazine.

Books for Study and Reference:

1. Lynette Sheridan burns-Understanding Journalism 2ND edition-Sage publications-2013
2. KevalJ.Kumar - Mass Communication in India - Jaico Publications, 2011.
3. Rajesh Pandey-Visual Journalism-adhyayan publishers and distributors-edition 2009
4. Ajay Dash-Journalistic Writing-Sonali publications-2008
5. Paul Chantter, Peter Stewart – Basic Radio Journalism – Focal Press, 2007.
6. Brad Schultz – Broadcast News Producing - Sage Publication, 2007.
7. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007.
8. Dr.G.C.Banik – PR and Media Relation - Jaico Publications, 2005.
9. B.N. Ahuja - Theory and Practice of Journalism - Surjeet Publication, Delhi, 2004

SEMESTER – IV
USCMD420- SKILLED BASED ELECTIVE – IV: INTRODUCTION TO ART
DIRECTION

Year: II Sem: IV	Course Code: USCMD420	Title of the Course: Introduction to Art Direction	Course Type: Theory	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100
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Objective of the Course

1. This course examines the visual history and development of art direction and production design.
2. This course focuses on the Indian and Hollywood Art Department, their responsibilities and relationships both intra-departmentally and with the other crafts and departments.
3. This course focuses on introduction to set design and basics of set construction, design visualization.
4. Students will see how design elements enhance story theme, character, plot, tone, location, period, lighting techniques, cinematography, editing, and visual effects.
5. Students will learn budgeting, stage management and scheduling.
6. Students will design a mini set model.

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the basic concepts of art direction.

CO2: Analyzing the various works of the prominent art directors.

CO3: Acquiring in-depth knowledge about the creation of set models.

CO4: Compiling the technical aspects of set direction.

CO5: Acquiring the stage management skills.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to art Direction

History and Development of Art Direction – Role of Art director – Responsibilities – Colour Basics – Colour – colour psychology –Basics of design - Exploring Form, Space, Mass, Volume – Thematic elements (K1, K2,K3,K4)

Unit II: Roles of an Art Director

Prominent Indian Art Directors’ work in movies – Hollywood Art Directors – Works in movies – Qualities of an Art Director - Scenic Building Blocks – Types of flats and materials – blueprint of the construction of set – Perspectives – constructional methods – slab building (K1,K2,K3,K4)

Unit III: Properties

Model Creation types of set models in a TV program – Set decoration – Types of properties used in Set Decoration. Historical Techniques: Painted glass, mattes, foreground miniatures, forced perspective.(K1, K2,K3,K4)

Unit IV: Set Design

Location Scouting, Interiors and Exteriors. How to photograph the location for Set designing. Taking measurements. Other details of importance – Camera angles and movements - Design for performance through areas such as lighting, set design and costume, design visualization.(K1, K2, K3,K4)

Unit V: Budget

Types of layout – Concept and idea for story creation - symbols used – foreground –middle ground and background - Budgeting for set design – Stage Management – Role and Responsibilities – Scheduling for programmes.(K1, K2,K3,K4)

Reference Books –

1. Michael Rizzo -“The Art Direction Handbook for Film” Second Edition
2. Nicholas Proferes - “Film Directing Fundamentals”, Focal Press, 3rd Edition, 2008.
3. Fionnuala Halligan - “Filmcraft: Production Design”, Focal Press 2012.
4. Colin Winslow - “The Handbook of Model Making for Set Designers Paperback”, Crowood Press, 2008.
5. Tony Davis –“Stage Design”,Rotovision, September,2001.

SEMESTER V
UCVCI20 - MEDIA RESEARCH

Year: III Sem: V	Course Code: UCVCI20	Title of the Course: Media Research	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To orient students on the need for media research and the techniques and process of research studies

Course Outcomes (CO)

The Learners will be able to

CO1: Restating the Types and Characteristic of Research.

CO2: Analyzing the Research Process.

CO3: Acquiring an in depth Knowledge in Sampling Techniques.

CO4: Discussing the Qualitative and Quantitative Research Methods.

CO5: Acquiring Knowledge in Data Analysis and Presentation.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction (15 hours)

- 1.1. Research: Definition of research-Characteristics of Research (K1,K2,K3)
- 1.2. Research Process- Research Problem –Research Design (K1,K2,K3)
- 1.3. Types of Research –Anthropological Research, Historical Research (K1,K2,K3,K4)
- 1.4. Experimental Research (K1, K2, K3)
- 1.5. Content Analysis and other types- Hypothesis (K1, K2,K3)
- 1.6. Types of Hypothesis. (K1, K2,K3)

Unit II: Research Process (15 hours)

- 2.1. Objective of the Research – Review of literature.(K1,K2,K3)
- 2.2. Research Design - Data collection.(K1,K2,K3,K4)
- 2.3. Survey methodology -Techniques and Analysis.(K1,K2,K3,K4)
- 2.4. Questionnaire, Audience Survey.(K1, K2,K3)
- 2.5. NRS-IRS,TAM-TRP, Election Related survey.(K1,K2,K3,K4)
- 2.6. Opinion poll, Exit poll.(K2, K3,K4)

Unit III: Research tools (15 hours)

- 3.1. Sampling Definition.(K1, K2, K3)
- 3.2. Sampling Terminology.(K2, K3)
- 3.3. Principles of Sampling.(K1, K2, K3)
- 3.4. Aims in Selecting a Sample.(K1, K2, K3)
- 3.5. Types of Sampling: Probability Sampling.(K1, K2, K3, K4)
- 3.6. Non-Probability Sampling.(K1, K2, K3, K4)

Unit IV: Media Research methods (15 hours)

- 4.1 Quantitative Research: Descriptive Research.(K1, K2, K3)
- 4.2 Co-Relation Research. - Participant observation.(K1, K2, K3, K4)
- 4.3. Interviews and Depth interview – focus group.(K2, K3)
- 4.4. Qualitative Research methods: Qualitative content Studies - case study- cross cultural Research-Action Research.(K1, K2, K3)
- 4.5. Ethno Methodological Research- Triangulation Method.(K1, K2, K3, K4)
- 4.6. Marketing Media Research.(K1, K2, K3)

Unit V: Data Analysis (15 hours)

- 5.1. Data Analysis - Interpretation of Results.(K1, K2, K3)
- 5.2. Statistical analysis – Mean and standard deviation. (K1, K2, K3)
- 5.3. Chi square Test-T-test. (K1, K2, K3)
- 5.4. Computer Assisted handling and Analysis (SPSS). (K1, K2, K3)
- 5.5. Data Presentation – Charts and graphs. (K1, K2, K3, K4)
- 5.6. Preparing research report. (K1, K2, K3)

Practical Exposure:

Pilot Study Research (Should be done by the students on their desired topic.)

Books for Study and Reference:

1. Wimmer, D Roger and Dominick R Joseph, Mass Media Research: An Introduction, Wadsworth publishing Company, California, 2013
2. Kenneth S. Borden, Bruce B. Abbott - Research Designs and Methods, 6th Edition -Tata McGraw Hill, 2005.
3. R. Panneerselvam - Research Methodology - Prentice Hall, 2004.
4. Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches - Sage Publication, 2000
5. Klaus Krippendorff - Content Analysis: An Introduction to its Methodology, 2nd Edition - Sage Publication, 2000.
6. Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners - Sage Publication, 1996.

SEMESTER V
UCVCJ20 – FILM APPRECIATION

Year: III Sem: V	Course Code: UCVCJ20	Title of the Course: Film Appreciation	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To introduce films as a form of visual communication and develop technical knowledge and critical outlook towards film making

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the concepts of Film as a Mass medium and its Production Stages.

CO2: Acquire an In-depth knowledge in Film Language.

CO3: Analyze about origin of Indian Cinema.

CO4: Exploring the Film making Techniques in World Cinema

CO5: Distinguish the Film genres.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Film as a Medium (15 hours)

1.1. Film History: Early Cinema with special reference to Tamil Nadu and India. (K1, K2, K3)

1.2. Cinema as a mass medium. (K1, K2, K3)

1.3. Persistence of vision, Phi phenomenon. (K1, K2,)

1.4. Film Production Process: Pre Production.(K2, K3, K4)

- 1.5. Production. (K2, K3)
- 1.6. Post Production. (K3,K4)

Unit II: Film Concepts (15 hours)

- 2.1. Film Concepts:Screenplay.(K1, K2, K3)
- 2.2. Mise-en-scene, Mise-en-shot.(K1, K2, K3)
- 2.3. Cinematography,Cinematic codes.(K3 K4)
- 2.4. Film Concepts and Film Grammar-Lighting.(K1, K2, K3)
- 2.5. Make-up, Performance, Sets.(K1, K2, K3)
- 2.6. Editing, Sound, Music and dubbing, Direction.(K1, K2, K3,K4)

Unit III: Indian Classics (15 hours)

- 3.1.Origin of Classical Narrative Cinema.(K1, K2, K3,K4)
- 3.2. Soundless film - Development of classical Indian Cinema.(K3 K4)
- 3.3. Film Movement- popular Indian classic.(K3 K4)
- 3.4. Films:PatherPanchali, ApurSansar.(K3 K4)
- 3.5. 36 ChowrangeeLane.(K3 K4)
- 3.6. Mughal-e-Azam, Pyasaa (discussion of film elements).(K3 K4)

Unit IV: World Classics (15 hours)

- 4.1. History of Global film-Development of Hollywood Cinema.(K1, K2, K3,K4)
- 4.2. World movies – Lumier Brothers and cinematograph.(K1, K2, K3,K4)
- 4.3. Static to Multi-shot, Beginning of Narrative (Trip to Moon, Birth of a Nation).(K3 K4)
- 4.4. Editing – multiple exposure (The Four Troublesome heads).(K3 K4)
- 4.5. Montage (Battleship Potemkin), cross-cutting (The Great train Robbery) and techni-colour (The Wizard of Oz).(K3 K4)
- 4.6.Essays on The Good, bad and the ugly, Rebecca, Schindler’s list, Avatar(discussion of film elements).(K1,K2,K3 K4)

Unit V: Genres (15 hours)

- 5.1.Film genres –Documentary and Fiction (K1,K2,K3 K4)
- 5.2. Historic, drama, horror.(K3 K4)
- 5.3.Science fiction, comedy.(K3 K4)
- 5.4.Romantic, action and animation(K3 K4)
- 5.5. Essays on classics: Citizen Kane, The Tramp, Psycho.(K3 K4)
- 5.6. Rashomon, Bicycle thieves (Discussion of film elements).(K1,K2,K3 K4)

Movies to be watched: Citizen Kane, The Tramp, Psycho, Rashomon, Bicycle thieves, Pather Panchali, Apur Sansar, 36 Chowrangee Lane, Mughal-e-Azam, Pyasaa, The Good, Bad and the Ugly, Schindler’s list, Avatar, Rebecca

Books for Study and Reference:

1. Bywater and Thomas – Film Criticism, 1st Edition – Pearson Education, 2009
2. Bhawana Somaaya - Fragmented Frames, 1st Edition – Pustak Mahal, 2008
3. Bastian Cleve - Film Production Management, 3rd Edition - Focal Press, 2006
4. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004
5. Michael Rabiger -Directing Film Techniques and Aesthetics,3rd Edition-Local Press, 2003
6. Paul Martin Lester - Visual Communication, 3rd Edition - Thomson Wadsworth, 2003
7. Thomas A. Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000
8. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000

SEMESTER V
UCVCK20 - DIGITAL PUBLIC RELATIONS

Year: III Sem: V	Course Code: UCVCK20	Title of the Course: Digital Public Relations	Course Type: Theory	Course Category: Core	H/W 5	Credits 3	Marks 100
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Objective:

- To initiate students to the field of Public Relations by giving them a background, trends and techniques in PR
- the course will teach principles of digital communications management and their application to develop strategy,

Course Outcomes (CO)

The Learners will be able to

CO1: Summarize the Concepts and Scope of Public Relations in different sectors.

CO2: Evaluating the Process of PR and acquiring the profound knowledge in Public relation writing.

CO3: Analyzing the corporate, social and ethical Responsibilities of PR.

CO4: Examine the different roles of Digital PR

CO5: Preparing and presenting a PR campaign on social issues

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Public Relations: Introduction (15 hours)

- 1.1. Evolution and Definition of Public relations (K1, K2, K3)
- 1.2. History of PR in India Activities of PR.(K1, K2, K3)
- 1.3. Scope of PR,Roles of a PRO, PR in Government.(K1, K2, K3, K4)
- 1.4. PR in service sector.(K1, K2, K3)
- 1.5. Internal and External Publics.(K1, K2, K3)
- 1.6. SWOT analysis of PR.(K1, K2, K3, K4)

Unit II: PR process Writing (15 hours)

- 2.1. The PR process, PR, In-house vs external agency (K1, K2, K3)
- 2.2. PR in crises, Role of a PR Writer, (K1, K2, K3)
- 2.3.Ethical and legal responsibilities of a PR Writer(K1, K2, K3)
- 2.4. Research for the PR Writer,(K2, K3)
- 2.5.Copy writing for the web (K1, K2, K3)
- 2.6.Social media & mobiles, Benefits of PR.(K1, K2, K3)

Unit III: Corporate Social Responsibilities (15 hours)

- 3.1.Public Utilities and PR.(K1, K2, K3)
- 3.2.Social responsibilities of PR.(K1, K2, K3)
- 3.3.Corporate social responsibilities.(K1, K2, K3,K4)
- 3.4.Benefits of CSR, Types of CSR.(K2, K3)
- 3.5. Advantages& disadvantages of CSR.(K2, K3)
- 3.6. PR and emerging Global Markets. (K1, K2, K3, K4)

Unit IV: Digital Public Relation (15 hours)

- 4.1.Definition of DPR, Why Digital PR is important. (K1,K2, K3)
- 4.2. Traditional PR VS Digital PR.(K2, K3)
- 4.3. Types of Digital PR Strategy. (K2, K3)
- 4.4. Types of Digital PR- (SEO and Digital Marketing) Overview of digital marketing,
- 4.5 SEO, Social Media Marketing,.(K2, K3)
- 4.6.Mastering Google (AdWords advertising, analytics & applications), Benefits of Digital PR.(K1, K2, K3, K4)

Unit V: Public Relations Ethics (15 hours)

- 5.1. Concepts of Ethics.(K1,K2,K3)
- 5.2. Public Relations society of India (PRSI).(K1,K2,K3)
- 5.3. The International Public Relations Association (IPRA).(K1,K2,K3)
- 5.4. Public Relations society of America (PRSA).(K1, K2,K3)
- 5.5. Council of Public Relations Firms.(K2,K3)
- 5.6. Charter on Media Transparency. (K1,K2,K3,K4)

Exercise: Campaign Project:

The students are divided into groups according to the strength of the class and they will choose Any one topic of their choice and the campaign is done in the nearby villages or government or Panchayat or private schools or prison giving awareness on the topics apt for that region or On any Current issue of the year.

(Project should be submitted as a video format or as power point presentation with Appendix)

Books for study and Reference:

1. Keith Butterick- Introducing PR (theory and practice)-Sage publications-2012.
2. K.M. Shrinivastava - Public Relations in the Digital Era – Pilgrim’s Publishing, Varanasi, 2007.
3. Dr.G.C.Banik, Public Relation and Media Relations – Jaico Publishing House, 2005.
4. Scott M.Cutlip, Allen H.Centre, Glen M.Broom, Effective Public Relations – Pearson Education, 2003.
5. Dova Newsom, Bob Carrell - Public Relations Writing, Form and Style – Thomas Learning, 2001.

Websites reference:

<http://www.marketingteacher.com/digital-public-relations-dpr/>

<http://www.omtac.com/h/n/OMTAC/digitalmarketingresi//292#A>

<https://www.ricemedia.co.uk/blog/digital-pr-important-everything-need-know/>

<http://www.csrinpractice.com/what-is-csr/>

<https://www.exposureninja.com/wp-content/uploads/2020/04/what-is-digital-pr-campaign-strategy-checklist.pdf>

SEMESTER - V

UCVCL20 - PRACTICAL V - 2D ANIMATION

Year: III Sem: V	Course Code: UCVCL20	Title of the Course: 2D Animation	Course Type: Practical V	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objective:

- To enable students to learn the art of 2-D animation using Adobe Animate CC software

Course Outcomes (CO)

The Learners will be able to

CO1: Locating the Various tools and workspace of Adobe Animate software

CO2: Acquiring the knowledge in basic Animation Techniques.

CO3: Apply and usage of Button in Animated Greeting Cards.

CO4: Prepare an Online Web Advertisement.

CO5: Applying the Concept of Transition in Slideshows.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Exercises: Each exercise carry

(18 hours)

1. Key frame animation
2. Interactive card using buttons
3. Animated cartoon (story /Rhymes)
4. Online or Web Advertisements (horizontal and vertical)
5. Slide show using Transition

Cognitive Level: K1,K2,K3,K4.

The Internal Examination (40 Marks) is based on the Regular performance of exercises.

The Semester Examination (60 Marks) is based on the Practical Examination (45 Marks), Record (10 Marks) and Viva Voce (5 Marks)

SEMESTER –V
UCVCM20 -- PRACTICAL VI: INTERNSHIP

Year: III Sem: V	Course Code: UCVCM20	Title of the Course: Internship	Course Type: Practical VI	Course Category: Core	H/W 2	Credits 4	Marks 100
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Objective:

- To train students in the field of television production with first-hand experience working in a television news organization for a month as an internee. One month training in media will expose the students to actual working conditions of daily on online news media or electronic media (TV and Radio studio). This internship is intended to enable students acquire field experience and journalistic skills of reporting, writing and editing for medium of their choice. Students will be required to maintain a journal recording their daily events in detail and submit a report on their activities at the end of the training.

Course Outcomes (CO)

The Learners will be able to

CO1: Outline the concepts of News production in Television Medium.

CO2: Acquiring an in-depth knowledge in the Respective Media Industry.

CO3: Compiling the Types of Work done in News Production.

CO4: Evaluating the Experience gained in News Production.

CO5: Substantiate the Report with proper documents.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:
Order of details expected in the Internship Report

College Certificate
Certificate from Media Industry
Acknowledgements
Table of Contents
List of Figures
Synopsis

1. Introduction
 - 1.1 About the Media in general
 - 1.2 About the Media Industry
 - 1.3 About the Team
 - 1.4 Areas of Field Experience
 - 1.5 Outstanding Individual Works
2. (Divide the successive Chapters based on Issue/Type of Work/Chronological Events, giving a detailed account of the work done, substantiating it with scripts, photographs, clippings of the telecast, etc.)
3. (Second Last Chapter) About the experiences and lessons learnt from them, categorized according to content.
4. Conclusion

Appendix A (Photographs: Workplace, Team)

Appendix B (Photographs: Reported Issues, Press Meets, etc)

Appendix C (Press Release, Hand-Outs, Notices, News Script samples, etc)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation for 40 marks is based on the journal, proof of work (photographs, clippings, script, press release/handouts, etc collected during the internship), and the preparation of the final report.

The Semester examination (60 Marks) is based on the evaluation of the Internship Report (50 marks) and Viva-Voce (10 marks).

SEMESTER V

UCVCN20 - PROJECT: DOCUMENTARY PRODUCTION

Year: III Sem: V	Course Code: UCVCN20	Title of the Course: Documentary Production	Course Type: Project	Course Category: Core Elective	H/W 3	Credits 5	Marks 100
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Objective:

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing through team work.

Students will specialize in Television production and prepare a group project on any chosen theme. The editing of the project should be done with the editing software that is taught to the students during the course. The master copy of the production in a DVD format must be submitted along with the script and the storyboard.

Course Outcomes (CO)

The Learners will be able to

- CO1: Analyzing the Concepts of Documentary production.
CO2: Implementing the Pre-Production process of Documentary.
CO3: Executing the Production process of Documentary.
CO4: Compile the Post Production Activities according to the Script.
CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Exercise: Documentary - 5 to 7 minutes

1. Proposal Format to be given (5 hours)
2. Script Approval (10 hours)
3. Story Board (15 hours)
4. Documentation (15 hours)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 marks) is based on the Viva-voce and the quality of the production presented for the Examination.

SEMESTER V

USCMD520 – SKILL BASED ELECTIVE: E- CONTENT PRODUCTION

Year: III Sem: V	Course Code: USCMD520	Title of the Course: E- Content Production	Course Type: Practical	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100
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Objective:

To enable students know about the production process and techniques of e-content development, implementing effective e-content material for education field.

All students will specialize in e- content development and prepare an individual project with the help of required software and multimedia accessories. The final copy of the production must be submitted along with the script.

Course Outcomes (CO)

The Learners will be able to:

CO1: Describing the Planning Process of E-content development

CO2: Acquiring the In-depth knowledge about the E-content design

CO3: Selecting the Appropriate Methods to Implement the E-content design

CO4: Applying and testing the E-content course material

CO5: Executing and publishing the E-contents for formal education.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises Each Exercise carry: (10 hours)

1. Students can choose any Program of their choice and Prepare E-Content for a course.
2. Production (video presentation, PowerPoint presentation etc)
3. Web Publishing (Overall presentation for uploading in the website)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 Marks) is based on the process of development of the campaign.

The Semester Evaluation (60 Marks) is based on the (45 Marks) practical examination on conduct of the campaign and submission of the report (10 marks) and Viva voce (5 Marks)

SEMESTER VI
UCVCO20 - MEDIA LAWS AND ETHICS

Year: III Sem: VI	Course Code: UCVCO20	Title of the Course: Media laws and Ethics	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To familiarize students with the framework of laws that apply to the field of electronic as well as print media

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the Concept of Media Laws and Rights

CO2: Reviewing Various Media Acts and its uses.

CO3: Acquire an in depth Knowledge in Media Laws.

CO4: Analyzing the Cyber Laws and Regulations.

CO5: Examine the Media Regulatory Authority Bodies.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Media and Freedom (15 hours)

- 1.1. Concept of media freedom, (K1, K2, K3)
- 1.2. Evolution of Article 19 (a), Rights and Restrictions, (K1, K2, K3)
- 1.3. Theories of the press,(K1,K2, K3)
- 1.4. Rights and Obligations of the media, (K1, K2, K3)
- 1.5. Components of Media Ethics,(K1, K2, K3)
- 1.6. IPC sections 124A,108, 501, 144. (K1,K2,K3,K4)

Unit II: Media Persons and the law (15 hours)

- 2.1. Defamation, Official Secrets Act,(K1,K2,K3)
- 2.2 Intellectual Property Rights, Issues of Privacy, (K1,K2,K3,K4)
- 2.3 Copyright Act, Obscenity,(K1,K2,K3)
- 2.4 Source Confidentiality, (K1,K2,K3)
- 2.5 Parliamentary Privileges Act,(K1,K2,K3)
- 2.6 Right to Information Act (K1,K2,K3,K4)

Unit III: Laws on Media Institutions (15 hours)

- 3.1 Cable regulation Act, (K1,K2,K3)
- 3.2 Indian cinematography Act 1952, (K1,K2,K3)
- 3.3 Film censorship, (K1,K2,K3)
- 3.4 Contempt of Court, (K1,K2,K3)
- 3.5 Press and Registration of Books Act,(K1,K2,K3)
- 3.6 Regulation related to broadcast media (Indian Broadcasting code)(K1,K2,K3,K4)

Unit IV: Cyber Laws (15 hours)

- 4.1. Laws regulating Foreign Direct Investment in media (K2, K3, K4)
- 4.2. IT Act, Cyber laws in India. (K2, K3, K4)
- 4.3. Cyber security concerns. (K2, K3, K4)
- 4.4. Preventive measures. (K3, K4, K5)
- 4.5. Penalties. (K2, K3, K4)
- 4.6. Network service providers' protection. (K2, K3, K4)

Unit V: Regulating Authorities (15 hours)

- 5.1. Ministry of Information and Broadcasting. (K1,K2,K3)
- 5.2. Directorate of Advertising & Visual Publicity. (K2, K3,)
- 5.3. Directorate of Field Publicity. (K2, K3, K4)
- 5.4. Press Council. (K2, K3, 4k)
- 5.5. Central Board of Film Certification. (K3, K4,)
- 5.6. Advertising Standards Council of India, Telecom Authority. (K3, K4,)

Books for Study and Reference:

1. Paranjay Guha Thakurta - Media Ethics, 2nd Edition - Oxford, 2012.
2. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
3. Brij Kishore Sharma - Introduction to the Constitution of India, 6th Edition – PHI -Learning, 2011.
4. Gillian Doyle - Media Ownership - Sage Publications, 2002.
5. Dr. Durga Das Basu - Introduction to the Constitution of India, 19th Edition - Wadhwa Publications, Nagpur, 2001.
6. Cees J Hamelink - The Ethics of Cyber Space - Sage Publications, 2000.
7. Philip Patterson Lee Wilkins – Media ethics issues and cases, 6th Edition, Tata Mc Grawhill-2010
8. Durga Doss Basu, (2000) Press Laws, Central Law Book Agency, Delhi.

SEMESTER VI

UCVCP20 - INTRODUCTION TO ICT AND NEW MEDIA

Year: III Sem: VI	Course Code: UCVCP20	Title of the Course: Introduction to ICT and New Media	Course Type: Theory	Course Category: Core Elective	H/W 5	Credits 3	Marks 100
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Objective:

- To give students a brief idea of the evolution of the Communication and Information Technology, its effects on Economics and working in the New Media

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the Concept of Internet and its Features.

CO2: Acquiring the Knowledge in Usage of ICT in Print Media.

CO3: Applying the Techniques of ICT in Electronic Media.

CO4: Implementing the ICT tools and techniques in New Media.

CO5: Analyzing the Connectivity issues in New Media.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Unit I: Introduction to ICT (15 Hours)

- 1.1. Evolution of ICT (4 stages). (K1, K2, K3)
- 1.2. From ARPANET to internet. (K2, K3, K4)
- 1.3. New Media as a Mass Medium. (K3, K4, K5)
- 1.4. Structure and features of Internet. (K1, K2, K3)
- 1.5. ISP, TCP/IP. (K2, K3, K4)
- 1.6. E-mail, WWW. (K2, K3, K4)

Unit II: ICT for Print media (15 Hours)

- 2.1. New source of news – blogs, citizen journalism. (K2, K3, K4)
- 2.2. Hyper-local news, the converged or single man journalist. (K2, K3, K4)
- 2.3. Change in News flow (K2, K3, K4)
- 2.4. Online-only Newspapers, e-Newspapers. (K2, K3, K4)
- 2.5. Replica editions. (K3, K4)
- 2.6. Limitations of online newspapers. (K2, K3, K4)

Unit III: ICT for Electronic media (15 Hours)

- 3.1. Scroll News (K1, K2, K3)
- 3.2. Image and video digitization. (K2, K3, K4)
- 3.3. Digitization of radio and television news (K2, K3, K4)
- 3.4. On-the-spot broadcast (K3, K4)
- 3.5. User-generated content. (K1, K2, K3, K4)
- 3.6. Privacy, Copyright issues. (K3, K4)

Unit IV: ICT for New media (15 Hours)

- 4.1. Traditional vs Web journalism. (K2, K3, K4)
- 4.2. Interactivity, Archiving (K1, K2, K3)
- 4.3. News feeds (K2, K3, K4)
- 4.4. Syndicated Content. (K3, K4)
- 4.5. Future: Evernet. (K3, K4)
- 4.6. Internet of things (K2, K3, K4)

Unit V: Browsers & Servers (15 Hours)

- 5.1. ISP and browsers. (K2, K3)
- 5.2. Server, Proxy server. (K2, K3)
- 5.3. Security Socket Layer. (K2, K3)
- 5.4. Firewalls Open Source, 4G. (K2, K3, K4)
- 5.5. Uplink and Downlink. (K2, K3, K4)
- 5.6. Last mile connectivity(K3, K4)

Books for Study and Reference

1. Harley Hahn, The Internet, Tata Mc-Graw-Hill Publishing, 2nd. ed., 2005
2. Joseph R. Dominick, The Dynamics of Mass Communication, Tata McGraw-Hill Publishing House, 10th ed. 2010
3. Seema Hasam, Mass Communication Principles and Concepts, CBS Publishers, 2010

SEMESTER VI
UCVCQ20 – PRACTICAL VII -WEB DESIGNING

Year: III Sem: VI	Course Code: UCVCQ20	Title of the Course: Web Designing	Course Type: Practical VII	Course Category: Core Elective	H/W 5	Credits 4	Marks 100
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Objective:

- To teach students the art of designing basic websites using Adobe Dreamweaver software

Course Outcomes (CO)

The Learners will be able to

CO1: Acquiring the Basic Knowledge about Adobe Dreamweaver.

CO2: Locating the Various Tags used for Creating web pages.

CO3: Designing the Navigation Structure for Web Pages.

CO4: Creating the Webpage and Making Links.

CO5: Adding Various Effects to Web Pages

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Developing a static web site with embedded multimedia elements using Dreamweaver, supported by Flash for graphics and animation, Swish for Flash authoring and Adobe Photoshop for image editing.

Introduction to Web design - Elements of Hypertext – markup language – heading section, body section, other HTML tags, advanced tags, frame tags – up linking the sites.

Kindly Note: Each exercise carries: 15 hours

1. No objects / elements downloaded from the Internet should be used. The static images should be created by the student using appropriate software's.
2. A minimum of Five exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record.
4. All exercises should be accompanied by "paper-page" and "paper-design" in record form along with the original file containing the exercises.
5. The above mentioned are the minimum requirement for external examination.

Order of details expected in the Record

1. Bonafide Certificate
2. Table of Contents
3. Introduction
4. Software Specification
5. Web Content
6. Web Structure
7. Web Page Samples
8. Bibliography

(Cognitive Level : k1, k2, k3, k4)

The Internal Evaluation (40 Marks) is based on the process of development of the web page.

The Semester Evaluation (60 Marks) is based on the (45 Marks) practical examination on development of a small website with a minimum of 5 web pages, Record (10 marks) and Viva voce (5 Marks)

SEMESTER – V
UEVCA20 - ELECTIVE II A: E_CONTENT DEVELOPMENT

Year: III Sem: V	Course Code: UEVCA20	Title of the Course: E- Content Development	Course Type: Theory	Course Category: Skilled Based Elective	H/W 5	Credits 3	Marks 100
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Objective:

To enable students, know about the production process and techniques of e-content development, implementing effective e-content material for education field.

Course Outcomes (CO)

At the end of the course, learners will be able to:

CO1: Explain the basic concepts of E-content

CO2: Analyzing the types and models of E-content

CO3: Acquiring the knowledge and presentation on E-content.

CO4: Evaluating the E-learning platforms and technologies

CO5: Executing and publishing the E-contents for formal education

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: E - Content Production (15 hours)

- 1.1. Introduction –Evolution of E-learning Standards (K1, K2, K3)
- 1.2. Characteristics of e-content development. (K1, K2, K3)
- 1.3. Phases of e –content development: Analysis Phase (K2, K3)
- 1.4. The design phase-the development phase-testing phase (K1, K2, K3)
- 1.5. Implementation phase (K2, K3)
- 1.6. The evaluation phase. (k1, k2, k3)

Unit II: Types and Models of E-content (15 hours)

- 2.1. Models of E-content development, SCORM Model (k1, k2, k3)
- 2.2. e-Publishing processes –e-Author, e-Editing, e-Publishing. (k2, k3, k4)
- 2.3. LMS-Learning Object Design. (k1, k2, k3)
- 2.4. Types of e-content-OER_RLOS-E-Books. (k2, k3, k4)
- 2.5. Web content-video Streamer-Blogging. (k2, k3, k4)
- 2.6. Instructor`s role in the development of e-content. (k1, k2, k3, k4)

Unit III: Guidelines and presentations of E-content (15 hours)

- 3.1. Guideline for E-content development. (k1, k2, k3)
- 3.2. UGC-E-content scheme-UGCINFONET-CEC. (k2, k3)
- 3.3. Content Management Systems – Templates, standard characteristics and, delivery, effectiveness of content. (k1, k2, k3)
- 3.4. Media: Animations, illustrations, slideshows, interactivities, Video, photographs and audio clips. Animation. (k1, k2, k3)
- 3.5. Self-running, non-interactive 2D animations. (k2, k3, k4)
- 3.6. Audio narrative of the onscreen-text. - Audio toggle on/Off-Video Streaming, Assessment and feedback options. (k1, k2, k3, k4)

Unit IV: E-Learning –Technology (15 hours)

- 4.1. e-Learning and e-learners. (k1, k2, k3)
- 4.2. e-courses, e-learning ability. (k1, k2, k3)
- 4.3. Open educational resources – Learning authoring. (k2, k3, k4)
- 4.4. e-learning technologies-: Computer and Internet Enabled Learning. (k3, k4)
- 4.5. IP Learning – Mobile learning – Videoconferencing – VSAT. (k2, k3, k4)
- 4.6. Online learning – Web conferencing – Standalone e-learning – Assisted e-learning – e-Cooperative learning – Blended learning – Info Learning. (k1, k2, k3, k4)

Unit V: Future trends of E-content (15 hours)

- 5.1. Present trends and future. (k2, k3, k4)
- 5.2. e-Content for different types of industries. (k2, k3, k4)
- 5.3. Education, marketing, training, agriculture, etc., (k1, k2, k3, k4)
- 5.4. Economics of e-content business. (k1, k2, k3, k4)
- 5.5. Budget and market Trends.(k3, k4)
- 5.6. Pedagogical issues in E-content development. (k1, k2, k3, k4)

References:

1. Robin Manston and Frank Rennie e-Learning: The Key Concepts, Routledge, London & New York, 2006.
2. Jeong-Baeson and Shirley O'Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007.
3. K.L. Kumar. Educational Technology, New Age International Pvt. Ltd.,

All students will specialize in e- content development and prepare an individual project with the help of required software and multimedia accessories. The final copy of the production must be submitted along with the script.

Exercises - Each Exercise carry: 10 hours

1. Content preparation
2. Production (video presentation, PowerPoint presentation etc)
3. Web Publishing (Overall presentation for uploading in the website)

The Internal Evaluation (40 Marks) is based on the process of development of the campaign.

The Semester Evaluation (60 Marks) is based on the (45 Marks) practical examination on conduct of the campaign and submission of the report (10 marks) and Viva voce (5 Marks)

SEMESTER VI
UEVCB20 - ELECTIVE II B: MEDIA MANAGEMENT

Year: III Sem: VI	Course Code: UEVCB20	Title of the Course: Media Management	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

To offer an understanding of the working of media organizations and the function and ethics of media professionals

Course Outcomes (CO)

The Learners will be able to

CO1: Discussing the Concepts of Management Principles.

CO2: Acquiring the knowledge in Structure of News Media Companies.

CO3: Utilizing the Internet in the Electronic Media Management

CO4: Applying the Ethical Codes effectively in the Media Management.

CO5: Evaluating the Ownership Patterns of Electronic Media Management.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Unit I: Managing Media (15 hours)

- 1.1. Managing Media. (K1, K2, K3)
- 1.2. Concept of Management Principal Levels of Management. (K1, K2, K3)
- 1.3. Agenda setting - Management skills. (K1, K2, K3)
- 1.4. Management functions. (K1, K2)
- 1.5. Management roles – Strategic alliances. (K1, K2, K3)
- 1.6. Implications for management - Radio, TV and Cable. (K1, K2, K3, K4)

Unit II: Operations and Structure of News Media companies (15 hours)

- 2.1. Structure of Media companies. (K1, K2, K3)
- 2.2. Consolidation and Convergence. (K1, K2, K3)
- 2.3. Kinds of Media ownership. (K2, K3, K4)
- 2.4. Combining forces and news roles. (K2, K3)
- 2.5. Financial Management. (K1, K2, K3, K4)
- 2.6. Meeting financial goals – Budgeting - Cross media ownerships. (K2, K3, K4)

Unit III: Electronic Media Management (15 hours)

- 3.1. The internet and Electronic media management. (K1, K2, K3)
- 3.2. Online Management - utilization of the Internet. (K2, K3, K4)
- 3.3. The web department. (K2, K3, K4)
- 3.4. Web formations and management. (K2, K3, K4)
- 3.5. Revenue streams: advertising - e-Commerce. (K2, K3, K4)
- 3.6. ERP- Local Portal, live streaming, e-zines, web TV. (K1, K2, K3, K4)

Unit IV: Ethics of Management (15 hours)

- 4.1. Ethical codes and Ethical Norms of Media management. (K2, K3, K4)
- 4.2. Fairness doctrine. (K3, K4).
- 4.3. Controversies over programming. (K3, K4)
- 4.4. Ethics in news and public affairs. (K2, K3, K4)
- 4.5. Modern approaches to Management media conglomeration affecting media agenda. (K2, K3, K4).
- 4.6. Predatory marketing. (K3, K4).

Unit V: Patterns of Media Organization and Ownership (15 hours)

- 5.1. Case studies on Ownership of radio and television station. (k2, k3, k4)
- 5.2. Obtaining a Broadcast license. (k2, k3, k4)
- 5.3. Ownership limits. (k3, k4)
- 5.4. Station organization. (K3, k4)
- 5.5. Ownership patterns in cable television. (k3, k4)
- 5.6. Cable TV structure. (k3, k4)

Books for Study and Reference:

1. Dennis F.Herrick - Media Management in the Age of Giants - Surjeet Publications, 2005.
2. James Rdmond, Robert Trager - Media Organization Management – Biztantra, 2004.
3. Simon Cottle - Media Organization and Production - Sage Publications, 2003.
4. Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002.
5. John E. Craft, Frederic A.Leigh, Donald G.Godfroy - Electronic Media – Wadsworth, 2001.

SEMESTER VI

UCVCR20 - SHORT FILM PRODUCTION

Year: III	Course Code: UCVCR20	Title of the Course: Short Film Production	Course Type: Project - 2	Course Category: Core	H/W 4	Credits 5	Marks 100
Sem: VI							

Objective:

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing

Students will specialize in Television/Radio Production and prepare an individual project on Documentary / short film on any chosen theme. The master copy of the production must be submitted along with the script.

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the Concepts of Short film production.

CO2: Implementing the Pre-Production process of Short film.

CO3: Executing the Production process of short film.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:**Exercises:**

1. Produce a short film with a good concept not exceeding 10 minutes with suitable visual transitions and sound effects.

(Cognitive Level: K1, K2, K3, K4)

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 Marks) is based on the Viva-Voce and the quality of the production.

SEMESTER VI
USCMD620 - SKILLED BASED ELECTIVE- VI: DIGITAL PUBLISHING

Year: III Sem: VI	Course Code: USCMD620	Title of the Course: Digital Publishing	Course Type: Theory	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100
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Outcomes Objective:

- To learn the basic principles of printing and methodologies used for printing and print finishing.

Course Outcomes (CO)

The Learners will be able to

CO1: Select the Various Type Faces.

CO2: Acquiring the Knowledge in the process of Printing.

CO3: Analyzing the Substrates used for Printing.

CO4: Acquiring the Knowledge in final Printing Process.

CO5: Implementing the Creative ideas in Printing Process.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I:Typeface (6 hours)

Type and Font, Font family, spacing and design. (K1, K2, K3, K4)

Unit II: Printing principles (6 hours)

Letterpress, Lithography, Gravure, Silk-screen printing, Hot metal printing.(K1, K2, K3, K4)

Unit III: Paper and ink (6 hours)

Substrates - Paper Types, Unusual Substrates, Ink. (K1, K2, K3, K4)

Unit IV: Print Finish (6 hours)

Varnish, Folding, Emboss and Demboss, Binding - Wiro, spiral, comb, Canadian, case binding, Perfect binding.(K1, K2, K3, K4)

Unit V: Application (6 hours)

Eclecticism, Integrating type and image, Environment. (K1, K2, K3, K4)

Books for Study and Reference

1. Gravin Ambrose and Paul harris-The fundamentals of typography-AVA Publishing,2006.
2. Ambros, Harris – Print and Finish, AVA publishing, 2006
3. John Feather- History of British publishing- Routledge, 2005
4. Helmut Kipphan- Handbook of Print media, 1st edition- Springer,2004.
5. J.Michael Adams and penny Ann Dolin- Printing Technology,5th edition- Thomson Delmar Learning,2001.
6. David Bann-The Print Production Handbook-A MacDonald Book,1985.

SEMESTER V & VI - NON MAJOR ELECTIVE - 1
UGCMA620 -DEMOCRACY and MEDIA (III Years students of other Department)

Year: III	Course Code: UGCMA520/	Title of the Course: Democracy and Media	Course Type: Theory	Course Category: Non- Major Elective	H/W 3	Credits 2	Marks 100
Sem: V/VI	UGCMA620						

Objective

- To equip students with tools for critical consumption of Media.
- To analyze the structural deficiencies preventing the media from performing its democratic function.

To understand media as an ideological state apparatus to manufacture consent.

Course Outcomes (CO)

At the end of the course, learners will be able to:

CO1: Restate the concepts of democratic media and its rights.

CO2: Analyzing the capitalized Media and its Business.

CO3: Examine the policy of the Democratic Media

CO4: Discover the emergency of digital news platforms

CO5: To find the relationship between the social media alternative media & democracy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Theory, Concepts, and Definitions (10 hours)

Definition of Democracy and Democratic theory, Media as the fourth estate, Democratic responsibilities of media, Fundamental rights and media's role in protecting them, Media as the voice of the voiceless, Media as the watching dog of the democracy. (K1,K2,K3,K4)

Unit II: Democracy, capitalism & Media (10 hours)

Contemporary structure of media within capitalism; Advertising funding & its implications on media's democratic functions. Big business and government. Media as big business. Use of SLAAP on media houses and self-censorship, Media concentration, Conglomeration, Commercialization& its effects on Democracy. (K1,K2,K3,K4)

Unit III: Democratic Media (10 hours)

Media Reform and democratic media, Media policy and democratic reform, Alternative to commercial media models: case studies of BBC, NPR and Aljazeera. Critical analysis of DD and Raja Sabha TV as possible democratic Media. (K1,K2,K3,K4)

Unit IV: Digital News Platform (10 hours)

Emergency of Digital News Platform and their role in democratic communication. (The wire, Quint, News Laundry, The News Minute, Scroll), Representation of cast and minorities in media. (K1,K2,K3,K4)

Unit V: Social Media, Alternative Media & Democracy (10 hours)

Social Media as the new public sphere, social media and democratic elections in the current era (case studies of 2016 US election & 2019 Indian election), Alternative Media spaces: Exploring community Radio, Dalit camera, Video Volunteers and Alt News, Critical examination of alternative models of media. (K1,K2,K3,K4)

Books for Study and Reference:

1. Curran, J. Media and democracy. Routledge, 2011
2. Chattarji, S., &Ninan, S. (Eds.). (2013). The Hoot reader: media practice in twenty-first century India. New Delhi: Oxford.
3. Ghosh, S., &Thakurta, P.G. (2016). Sue the Messenger: How Legal Harassment by Corporates is Shackling Reportage and Understanding Democracy in India. ParanjyGuhaThakurta.
4. Hardy, J. (2014). Critical political economy of the media: An introduction. Routledge.
5. Herman, E. S., & Chomsky, N. (2010). Manufacturing consent: The political economy of the mass media. Random House.
6. McChesney, R. W. (2016). Rich media, poor democracy: Communication politics in dubious times. New Press.
7. Thomas, P. N. (2010). Political Economy of the Communications in India: The Good, The Bad and the Ugly (1st ed.). New Delhi, India: Sage Publication.

SEMESTER V & VI - NON MAJOR ELECTIVE – 1I

UGCMB620 –ADVERTISING (III Years students of other Department)

Year: III	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: V/VI	UGCMB520/ UGCMB620	Advertising	Theory	Non- Major Elective	3	2	100

Objective:

To provide a basic understanding about the field of Advertising and to develop skills in creating media advertisement

Course Outcomes (CO)

The Learners will be able to

CO1: Describing the basic concepts of advertising and its history.

CO2: Acquiring basic knowledge about advertising Concepts.

CO3: Analyzing the process of layout designing for an advertisement.

CO4: Evaluate the impact of advertisement on society.

CO5: Implementing the advertisement concept for print, radio and television.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to Advertising (9 hours)

Advertising – definition, History of advertising, Types of Advertising – Benefits of Advertising, Benefits of advertising, Role of advertising, Market segmentation (K1, K2,K3,K4)

Unit II: Advertising Concepts (9 hours)

Advertising Pyramid, Marketing Mix, Product Life Cycle, USP, Brand Image, Media Planning (K1, K2,K3,K4)

Unit III: The Process of Designing an Ad (9 hours)

Process of Visualization, Copywriting, Photography, Illustration, Image Manipulation, Layout design – Grid, Mondrian thumb nail, roughs and compressive layout, final output(K1, K2,K3,K4)

Unit IV: Advertising and Society (9 hours)

Social, psycho and economic effects of advertising on Society, Current issues, Commercialism in advertising, Advertising and children, Advertising and women, Ethics in Advertising(K1, K2,K3,K4)

Unit V: Practical (9 hours)

Practical assignments in advertising, Preparation of print and Radio ad, Preparing ads for specific target Group.(K1, K2,K3,K4)

Books for Study and Reference:

1. S.N. Murthy, U Bhojana - Advertising An IMC Perspective - Excel Books, 2007
2. S. A. Chunawalla - Advertising, Sales and Promotion Management - Himalaya Publishing House, 2006
3. Frank Jefkins, Daniel Yadin – Advertising, 4th Edition - Pearson Education, 2006.
4. J.V. Vilanilam, A.K.Varghese - Advertising Basics: A Resource Guide for Beginners - Response Books, 2004
5. Sandage, Fryburger, Rotzoll - Advertising Theory and Practice, 11th Edition - AITBS Publishers, 2004
6. R.C.Bhatia - Marketing Communication and Advertising - Galgotia Publishers, 2003
7. John Philip Jones - International Advertising: Realities and Myths - Sage Publications, 2000.

B.SC. VISUAL COMMUNICATION
PATTERN OF THEORY QUESTION PAPER
(With effect from 2020– 2021)

(i) Continuous Assessment (2 Hours, 50 Marks)

SECTION A -7 x 2 = 14 Marks

Answer **ALL** Questions

1. CLO3 K1
2. CLO3 K2
3. CLO3 K1
4. CLO3 K2
5. CLO4 K1
6. CLO4 K2
7. CLO4 K3

SECTIONB -3 x 7 = 21 Marks

Answer any **THREE** out of five Questions

8. CLO3 K2
9. CLO3 K3
10. CLO3 K4
11. CLO4 K3
12. CLO4 K4

SECTION C - 1 x 15 = 15 Marks

Answer any **ONE** out of two Questions

13. CLO3 K3
14. CLO4 K4

(ii) Semester Examination (3 Hours, 100 Marks)

SECTION A - 10 x 2 = 20 Marks

Answer **ALL** Questions

(Two Questions from each unit)

- 1 Unit I CO1 K1
- 2 Unit I CO1 K2
- 3 Unit II CO2 K1
- 4 Unit II CO2 K2
- 5 Unit III CO3 K1
- 6 Unit III CO3 K2
- 7 Unit IV CO4 K1
- 8 Unit IV CO4 K2
- 9 Unit V CO5 K1
- 10 Unit V CO5 K2

SECTION B - 5 x 7 = 35 Marks

Answer **ALL** Questions (Either or type)

(Two Question from each unit)

- 11. A) Unit I CO1 K2
- 11. B) Unit I CO1 K2
- 12. A) Unit II CO2 K3
- 12. B) Unit II CO2 K3
- 13. A) Unit III CO3 K4
- 13. B) Unit III CO3 K4
- 14. A) Unit IV CO4 K3
- 14. B) Unit IV CO4 K3
- 15. A) Unit V CO5 K4
- 15. B) Unit V CO5 K4

SECTION C - 3 x 15 = 45 Marks

Answer **THREE** out of Five Questions

(At least one question from each unit)

- 16. Unit I CO1 K2
- 17. Unit II CO2 K3
- 18. Unit III CO3 K4
- 19. Unit IV CO4 K2
- 20. Unit V CO5 K3