



ANNAMALAI UNIVERSITY

217. B. Sc. Visual Communication

Programme Structure and Scheme of Examination (under CBCS)
(Applicable to the candidates admitted in Affiliated Colleges
in the academic year 2022 -2023 ONLY)

Course Code	Part	Study Components & Course Title	Hours/ Week	Credit	Maximum Marks		
					CIA	ESE	Total
SEMESTER – I							
22UTAML11	I	Language Course - I : Tamil - I	5	3	25	75	100
22UENGL12	II	English Course - I : Communicative English I	5	3	25	75	100
22UVSCC13	III	Core Course - I: Introduction to Visual Communication	5	4	25	75	100
22UVSCC14		Core Course – II: Basic Drawing - Practical	4	4	25	75	100
22UVSCA01		Allied - I : Paper – 1: Media Culture and Society	5	4	25	75	100
22UVSCP01		Allied Practical – I: 2D Designing – Practical	4	4	40	60	100
22UENV18	IV	Environmental Studies	2	2	25	75	100
Total			30	24			700
SEMESTER – II							
22UTAML21	I	Language Course - II : Tamil-II	5	3	25	75	100
22UENGL22	II	English Course - II : Communicative English II	5	3	25	75	100
22UVSCC23	III	Core Course – III: Advertising Basics	5	3	25	75	100
22UVSCP24		Core Practical – I: Advertising Techniques – Practical	3	4	40	60	100
22UVSCP02		Allied – I : Paper -2: Graphic Design– Practical	3	3	25	75	100
22UVSCE26		Internal Elective – I	3	3	25	75	100
22UVALE27	IV	Value Education	2	1	25	75	100
22USOFS28		Soft Skill	2	1	25	75	100
22UNMSD01		Effective English	2	2	25	75	100
Total			30	23			900
SEMESTER – III							
22UTAML31	I	Language Course – III : Tamil-III	5	3	25	75	100
22UENGL32	I	English Course – III: English Through Literature-I	5	3	25	75	100
22UVSCC33	III	Core Course – IV: Writing for Media	5	4	25	75	100
22UVSCA03		Allied - II : Paper -1: Media laws and Ethics	5	4	25	75	100
22UVSCP03		Allied Practical – II: Script writing - Practical	3	2	40	60	100
22UVSCE36		Internal Elective – II:	3	3	25	75	100
22UVSCN37	IV	Non-Major Elective – I: Basics of Photography	2	2	25	75	100
22UVSCS38		Skill Based Subject – I: Journalism	2	2	25	75	100
Total			30	23			800

SEMESTER – IV							
22UTAML41	I	Language Course - IV: Tamil-IV	5	3	25	75	100
22UENGL42	I	English Course – IV : English Through Literature-II	5	3	25	75	100
22UVSCC43	III	Core Course – V: Photography	5	3	25	75	100
22UVSCP44		Core Practical – II : Photography – Practical	6	4	40	60	100
22UVSCP04		Allied – II : Paper – 2: Audio Production – Practical	3	3	40	60	100
22UVSCN46	IV	Non-Major Elective – II: Mobile Journalism	2	2	25	75	100
22UVSCS47		Skill Based Subject – II: Media Presentation skills	2	2	25	75	100
22UNMSD02		MS Office Essentials	2	2	25	75	100
		Total	30	22			800
SEMESTER – V							
22UVSCC51	III	Core Course – VI: Film Studies	5	4	25	75	100
22UVSCC52		Core Course – VII: Mass Communication Theories	5	4	25	75	100
22UVSCC53		Core Course – VIII: Television Production – Practical	6	4	25	75	100
22UVSCP55		Core Practical – III: Documentary Production – Practical	6	4	40	60	100
22UVSCE56		Internal Elective – III:	4	3	25	75	100
22UVSCS58	IV	Skill Based Subject – III: New Media	2	2	25	75	100
22UGENS57		Gender Studies	2	1	25	75	100
		Total	30	22			700
SEMESTER – VI							
22UVSCC61	III	Core Course – IX: Multimedia application in media industry	5	4	25	75	100
22UVSCC62		Core Course – X: E-content Writing	5	4	25	75	100
22UVSCC63		Core Course – XI: Visual Analysis Tools	3	4	25	75	100
22UVSCC64		Core Course – XII: Animation	5	4	25	75	100
22UVSCP65		Core Practical – IV: Short Film Production– Practical	6	4	40	60	100
22UVSCE66		Internal Elective – IV:	4	3	25	75	100
22UVSCS68	IV	Skill Based Subject – IV: Public Relation	2	2	25	75	100
22UEXTA67	V	Extension Activities	-	1	100	-	100
22UNMSD03	IV	Naandi/Unnati/IBM Skillsbuild			25	75	100
		Total	30	26			900
		Grand Total	180	140			4800

Allied Courses offered by the Department of Visual Communication

22UVSCA01	Theory	Media Culture and Society
22UVSCP01	Practical	2D Designing – Practical
22UVSCP02	Practical	Graphic Design – Practical
22UVSCA03	Theory	Media laws and Ethics
22UVSCP03	Practical	Script writing - Practical
22UVSCP04	Practical	Audio Production – Practical

Internal Elective Courses

22UVSCE26-1	Internal Elective – I	Graphic Design
22UVSCE26-2		Printing Process
22UVSCE26-3		Communication Skills
22UVSCE36-1	Internal Elective – II	Web Designing
22UVSCE36-2		Advertising Photography
22UVSCE36-3		Campaign
22UVSCE56-1	Internal Elective – III	Indian Art and Aesthetics
22UVSCE56-2		Pre-production Process
22UVSCE56-3		News Reporting
22UVSCE66-1	Internal Elective - IV	Event Management
22UVSCE66-2		Distribution & Exhibition
22UVSCE66-3		Editing & Ethics

Non-Major Elective Courses (NME)

(Department of Visual Communication offers the following NME to other Departments)

22UVSCN37	Basics of Photography
22UVSCN46	Mobile Journalism

Credit Distribution

Part	Study Components	Papers	Credits	Total Credits	Marks	Total Marks
Part I	Languages	4	3	12	100	400
Part II	Communicative English & English	4	3	12	100	400
Part III	Core Courses	10	4	40	100	1000
	Core Practical	6	4	24	100	600
	Allied Courses	3	4	12	100	300
	Allied Practical	3	2-4	10	100	300
	Internal Electives	4	3	12	100	400
Part IV	Environmental Studies	1	2	2	100	100
	Value Education	1	1	1	100	100
	Soft Skill	1	1	1	100	100
	Gender Studies	1	1	1	100	100
	Non Major Electives	2	2	4	100	200
	Skill Based Courses	4	2	8	100	400
Part V	Extension Activities	1	1	1	100	100
		45		140		4500

SEMESTER - I PART - III	22UVSCC-13: INTRODUCTION TO VISUAL COMMUNICATION	CREDIT: 4 HOURS: 5
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COURSE OBJECTIVES

- 1) To understand the functions and nature of the various types of communication.
- 2) To give a basic understanding with regard to various communication models.
- 3) To orient the students on the emergence of new media and the evolving trends in digital media.
- 4) To understand knowledge about the perceptions, illusion and colour theory.
- 5) To collect the knowledge of importance in speech styles and presentation

UNIT-I: (12 Hour)

Communication: Definition – Elements, need and functions of communication, History of human Communication-Four stages, Various forms of communication – Verbal and Non Verbal Communication, Communication Process, Models of Communication – Lasswell, Shannon and Weaver, Wilbur Schramm, Osgood Model, Newcomb Model, Dance Helical Model

UNIT-II: (12 Hour)

Barriers of communication - Physical, Psychological, Mechanical, Language, Semiotic and Cultural Barriers. Interpretations of Communication and its types - Simultaneous – Whispered- consecutive - liaison.

UNIT -III: (12 Hour)

Visual and sensory perceptions: Definition, Principles. The sensual theory- Gestalt and Constructivism - perceptual theories- semiotics (Sausure And Pierce)- cognitive, Color psychology and color theory, Definition: Optical/Visual illusions.

UNIT -IV: (12 Hour)

Introduction to Visual Media - Types of Media and its functions. Public Relations: Definition, goals and functions, Publicity – Campaign – Propaganda.

UNIT –V: (12 Hour)

Media Literacy, Strategies for effective communication, Public Communication, planning a speech, speech styles and presentation skills.

COURSE OUTCOMES

- 1) Understand the importance, Process and models of Communication in all aspects of social life.
- 2) Acquire the significant knowledge about, developing skill in perceiving and interpretation.
- 3) Acquire an in-depth knowledge about the perceptions, illusion and colour theory.
- 4) Understanding about the types of media, public relation and campaign.
- 5) Knowing the importance of media literacy, speech styles and presentation.

Text Books

- 1) Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
- 2) Principles of communication – Vijaya somasundaram - 2005
- 3) Paul Martin Lester (2000) Visual communication: Images with Messages, Thomson Learning.
- 4) Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982
- 5) “Mass Communication Principles and Concepts” – Seema hassan; 2010 & 2012.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	L	S	S	L
CO3	S	S	S	S	S
CO4	S	L	M	S	S
CO5	S	S	M	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER -I PART - III	22UVSCC14: BASIC DRAWING- PRACTICAL	CREDIT: 4 HOURS: 4/W
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COURSE OBJECTIVES

- 1) To introduce students to the basics of Drawing.
- 2) To teach the knowledge of elements of Drawing.
- 3) To Teach important of the Drawing and Deign.
- 4) To develop the knowledge and skills of Creativity, Drawing and Design.
- 5) To improve the contemporary field needs and design solution.

Exercise

(Each exercise have 5 hours)

- 1) Basic geometrical shapes (any 5)
- 2) Light and shade (any 2)
- 3) Composition(any 2)
- 4) Perspectives (any 2)
- 5) Light and shade - geometrical shapes and still life (any 2)
- 6) Patterns and structure in day to day life.
- 7) Inserts and Tree & fruits vegetables
- 8) Birds & Animals (any 5)
- 9) Human Forms
- 10) Human portrait and full figure (any 2)
- 11) Landscapes – any 5
- 12) Free Hand drawing (any 2)

Requirement:

Student need to maintain two drawing records (class work and home work). Submission need to be made at the end semester. They must contain exercises done according to the content of the practical course.

COURSE OUTCOMES

- 1) Understanding the effective uses of various medium to drawings.
- 2) Understand the basics of drawing like lines, shapes and shading styles.
- 3) Understanding the study of different perspectives.
- 4) Understanding the human anatomy, flowers, fruits and etc.
- 5) Draw various concepts like model, landscape, still life, etc.

Text Books

- 1) Anatomy perspective and composition.Stan Smith,Mc Donalld USA 1984
- 2) Visual elements of Art and Design Palmer, Frederic, Congman, London-1989

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	S	S	L	S
CO3	L	S	S	L	S
CO4	L	L	S	M	M
CO5	S	S	S	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER - I PART - III	22UVSCA01: MEDIA CULTURE AND SOCIETY	CREDIT: 4 HOURS: 5
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COURSE OBJECTIVES

- 1) To understand the basic concepts of media and communication.
- 2) To gain knowledge about the media influence.
- 3) To have complete knowledge about theories in media.
- 4) To know the media performance and content from a gender perspective.
- 5) To get an awareness about the culture transformation.

UNIT-I (12 Hour)

Introduction to media, Types of media – Traditional media - Folk, types of folk media & its relevance to culture, Print media - Role played in society, Electronic media - Impact on culture and society, New media - Changing trends in culture and society.

UNIT-II (12 Hour)

Media influence - Social, Political, Environment and Cultural – Marxist theory, Media audiences – Active and Passive audience, Effects of Media – Children and gender violence - behavior on individual- gender issues.

UNIT-III (12 Hour)

Theories of media effects - uses and gratification theory. Agenda setting, cultivation theory, public opinion - media opinion - media gatekeepers. Media rhetoric image.

UNIT-IV (12 Hour)

Media and Society: mass media and Indian family, media world vs. native Culture, Contemporary importance of media in modern Society: social learning and behavior: Media dependency - Pluralistic media and Indian Society

UNIT-V (12 Hour)

Media and social process: popular culture, sub culture, web culture, convergence and changing media landscape, media shapes culture vs. Culture shapes media.

COURSE OUTCOMES

- 1) Students understand the types of media and its functions, Role and the power of mass communication in the society.
- 2) Learn about the gender violence, media audience segmentation and audience effects theories.
- 3) Learn about approaches to media and theories of mass communication.
- 4) Understand the social responsibility of media and the relationship of media and society.
- 5) Student will learn about the role of media in the culture transformation of the society.

Text Books

- 1) Mass Communication in India, Keval J Kumar, Jaico, 1999.

- 2) Communication Models by Mc Quail, Dennis and Steven Windhal, New York, Longman, 1981.
- 3) Culture, Society and Media by Michael Curevitch et al., (Ed) Routledge, 1998.
- 4) Understanding media and culture – Free PDF – Saylor foundation - www.saylor.org/books.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	S	S	L	S
CO3	L	S	S	L	S
CO4	L	L	S	M	M
CO5	S	S	S	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER -I PART - III	22UVSCP01: 2D DESIGNING – PRACTICAL	CREDIT: 4 HOURS: 4/W
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COURSE OBJECTIVES

- 1) To introduce students to the basics of line draws and alphabet writing.
- 2) To teach the knowledge of elements of Drawing.
- 3) To teach important of the Drawing and Deign for Newspaper.
- 4) To develop the knowledge and skills of Creativity, Drawing and logo Design.
- 5) To improve the print field needs and design solution.

Exercise**(Each exercise have 4 hours)**

- 1) Thin and thick lines different views straight and slanting (any 2)
- 2) Lettering (Alphabets and Numbers) English (any 3 Font Style)
- 3) Tamil Logo styles(Tamil newspaper Headlines, Tamil book titles – any 3)
- 4) English Logo styles (English newspaper Headlines English book titles –any 3)
- 5) Daily Sheet Calendar (any 2)
- 6) Traffic Symbols – (any 5)
- 7) Patterns—of different kinds
- 8) Card Board Cartoons (any 2)
- 9) create new advertisement A4 size black and white any product (any 2)
- 10) create new advertisement A4 size colour any product (any 2)

COURSE OUTCOMES

- 1) Understand the basics of drawing like lines, shapes and shading styles.
- 2) Create a font and its style in vanishing point.
- 3) Draw various types of headline for Newspaper or Books.
- 4) Draw various logos for different agencies like commercial, Govt., Advertising agencies and Newspaper.
- 5) Do abstract and to design a print advertisement for any branded products.

Text Books

- 1) White space is not your enemy – 2nd edition – Kim Golombisky.
- 2) Art and Print production – N.N. Sarkar.
- 3) Jean Haines, “World of Watercolor”, Search Press 1 edition, 2015.
- 4) Gordon MacKenzie , “The Complete Watercolorist’s”, North Light Books, 2010.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	S	S	L	S
CO3	L	S	S	L	S
CO4	L	L	S	M	M
CO5	S	S	S	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER: I PART: IV	22UENVS 18: ENVIRONMENTAL STUDIES	CREDIT: 2 HOURS: 2/W
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COURSE OBJECTIVES

- 1) To gain knowledge about the importance of environmental sciences and natural resources.
- 2) To learn the concept, structure and function of ecosystem and the importance of biodiversity.
- 3) To understand and gain knowledge about environmental pollution and management.
- 4) To impart knowledge about social issues and human population.
- 5) To acquire the skills for identifying and solving pollution problem.

UNIT - I:INTRODUCTION TO ENVIRONMENTAL SCIENCES: NATURAL RESOURCES:

Environmental Sciences – Relevance – Significance – Public awareness – Forest resources – Water resources – Mineral resources – Food resources – conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer -PesticideProblems-casestudies.

UNIT - II:ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION:

Ecosystem – concept – structure and function producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem.

Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity-conservation of biodiversity-In situ & Ex situ.

UNIT - III:ENVIRONMENTAL POLLUTION AND MANAGEMENT

Environmental Pollution – Causes – Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution-pollution case studies.

UNIT - IV:SOCIAL ISSUES-HUMAN POPULATION

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental Protection Act. 1986 - Air, Water, Wildlife and forest conservation Act – Population growth and Explosion – Human rights and Value Education – Environmental Health- HIV/AIDS – Role of IT in Environment and Human Health – Women and child welfare – Public awareness – Case studies.

UNIT-V:FIELDWORK

Visittoalocalarea/localpollutedsite/localsimpleecosystem-Reportsubmission

COURSE OUTCOMES

After completion of this course, students will be able to gain knowledge in

- 1) The scope and importance of environmental science and natural resources.
- 2) The structure and functions of Ecosystem and biodiversity and its conservation.
- 3) The problem of environmental pollution and its management.
- 4) The social issues and human population.
- 5) They will identify and solve the pollution problem.

Text Books

- 1) Agarwal, K.C. (2008). *Environmental Biology*, Nidi Publ. Ltd. Bikaner.
- 2) Bharucha Erach, (2004). *Textbook for Environmental Studies*, UGC.
- 3) Odum, E.P., Odum, H.T. & Andrews, J. (1971). *Fundamentals of Ecology*. Philadelphia: Saunders.
- 4) Brusseau, M.L., Pepper, I.L., and Gerba, C. (2019). *Environmental and Pollution Science*. Academic Press, USA.
- 5) Primack R.B. (2014). *Essentials of Conservation Biology*, Oxford University Press, USA.
- 6) Raven, P.H, Hassenzahl, D.M., Hager M.C, Gift N.Y, and Berg L.R. (2015). *Environment*, (9th Ed.), Wiley Publishing, USA.
- 7) Rosencranz, A., Divan, S., and Noble M.L. 2002. *Environmental Law and Policy in India: Cases, Material & Statutes*. Oxford University Press.
- 8) Schmidt, D., Shahar, D.C. 2018. *Environmental Ethics: What Really Matters, What Really Works 3rd Edition*, Oxford University Press, USA.
- 9) Sengupta, R. (Ed.) 2013. *Ecological Limits and Economic Development*. Oxford University Press, New Delhi, India.
- 10) Singh, J.S., Singh, S.P. and Gupta, S.R. 2017. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
- 11) Stuetz R.M., and Stephenson T. (Eds.) (2009). *Principles of Water and Wastewater Treatment Processes (Water and Wastewater Process Technologies)*. IWA Publishing, London, UK.
- 12) Sodhi, N.S., Gibson, L. and Raven, P.H. (Eds). (2013). *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
- 13) Thapar, V. (1998). *Land of the Tiger: A Natural History of the Indian Subcontinent*. University of California Press, USA.
- 14) Warren, C.E. (1971). *Biology and Water Pollution Control*. WB Saunders.
- 15) Wilson, E.O. (2006). *The Creation: An Appeal to Save Life on Earth*. W.W. Norton & Company, New York, USA.
- 16) World Commission on Environment and Development. (1987). *Our Common Future*. Oxford University Press, USA.

Supplementary Readings

- 1) Kumarasamy,K.,A. Alagappa Moses and M.Vasanthi, (2004). *Environmental Studies*, Bharathidsan University Pub,1, Trichy.
- 2) Rajamannar, (2004). *Environemntal Studies*, EVR College Pub, Trichy.
- 3) Kalavathy,S. (ED.) (2004). *Environmental Studies*, Bishop Heber College Pub., Trichy.

OUTCOME MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	2	3	3	2	3
CO4	3	3	3	3	3
CO5	3	3	2	3	3

SEMESTER -II PART - III	22UVSCC-23 ADVERTISING BASICS	CREDIT: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To give the elements, functions and fundamentals of Advertising
- 2) To give them the basic knowledge required about Advertising.
- 3) To teach the knowledge of Branding and Target audience.
- 4) To help them to create Advertisements ethically&Ad Agencies.
- 5) To give them the required inputs to analyze and evaluate the Ad content.

UNIT-I**(12 Hours)**

Advertising – Definition need and scope of advertising. Role of advertising, Functions of advertising, Elements of advertising, Types of advertising, Merits and demerits of advertising, AIDA.

UNIT-II**(12 Hours)**

Organizational Structure of advertising department, Print Advertisement: Headline and its types, Layout and its types, Point of purchase - Ad copy and its types - appeals and its types – ad impact, Audience and its types, marketing mix.

UNIT-III**(12 Hours)**

Branding - brand building – brand positioning - brand personality - advertising strategy - Target Audience – Media Choice/planning - launch, Campaign – Product – Services. Importance of music in advertisements.

UNIT-IV**(12 Hours)**

Advertising agency: structure - functions – types – departments - role – nature, Radio advertisement – style – slogan – Jingle, Television advertisement – Spot – Scroll - sponsor, New media advertisement – flash - banners – scroll.

UNIT-V**(12 Hours)**

Advertising and Society - Ethical issues in advertising – Code of advertising standards, Morals of advertising, benefits of advertising, changing scenario in advertising, Social advertisement, PSA.

COURSE OUTCOMES

- 1) Understand the needs, scopes, roles, process, elements and functions of advertising.
- 2) Gain knowledge about the organizational structure, layout, headline and its types.
- 3) Have complete knowledge about the Branding and Target audience.
- 4) Know the advertising agency relationship.
- 5) Understand about the moral and benefits of advertising with our culture and society.

Text Books

- 1) Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991) Advertising Procedure
- 2) Advertising For Dummies (For Dummies (Business & Personal Finance)) by Gary Dahl (Paperback - Jan 3, 2007) Foundations of Advertising
- 3) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) by Helen Katz
- 4) Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun15, 2002)
- 5) "Mass Communication Principles and Concepts" – Seema hassan; 2010 & 2012.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	S	L	S	M	S
CO5	S	S	M	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER -II PART - III	22UVSCP24: ADVERTISING TECHNIQUES - PRACTICAL	CREDIT: 4 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To make students understand the basics and uses of layouts drawings.
- 2) To teach the knowledge to Designing Software.
- 3) To help students use these drawing concepts in designing.
- 4) To develop the knowledge and skills of Creativity, Drawing and Design.
- 5) To improve the contemporary field needs and design solution.

Exercise

(Each exercise have 4 hours)

- 1) Designing Different Layouts of Advertisements: (Using Indian ink)
 - a. BALANCE IN LAYOUT:
 - i. The Scale of justice
 - ii. Principle of Steelyard
 - b. WEIGHT IN LAYOUT:
 - i. Vertical Centre
 - ii. Principle of Fulcrum
 - iii. Symmetrical outline
 - iv. Optical Centre
 - c. Wheels and Palettes - 10Rows
 - i. Black and White Gray wheel or Palettes
 - ii. Color Wheels or Palettes for Primary and Secondary colors
- 2) Designing multicolor advertisement for promoting the image of any consumer Product to be published in Newspapers and journal.
- 3) Designing Poster Advertisement for the promotion of Tourism Development of National Heritage/Wildlife Sanctuaries/Monuments of India - Any one poster.
- 4) Designing Banner Advertisement for a New Movie Release.
- 5) Designing a Consumer Product using cartoons: Soap Cover, Biscuit Cover, Medicine, Toys, and Food Items – Anyone.
- 6) Designing a Photo Gallery of a Favorite Film Star or Sports and Games Personality.

(Exercises 2 to 6 are to be designed by Adobe Photoshop Software in 12"x 8" sizes)

COURSE OUTCOMES

- 1) Understanding the basic types and uses of layouts drawings
- 2) Understanding of the Designing software and feel more confident
- 3) Understanding the Colour combination and theories
- 4) Understanding the Dimension and point of view of the Consumers
- 5) Understanding the hand free designing.

Text Books

- 1) Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991) Advertising Procedure.
- 2) Fundamentals of advertising – Theory & Practical by S.A. Chanuwalla & K.C. Seetha, Himalaya publishing house.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -II PART - III	22UVSCP02: GRAPHIC DESIGN – PRACTICAL	CREDIT: 3 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To study the various kind of Theme for logo.
- 2) To teach the Print Media (Newspaper, Magazine, Brochure and outdoor banners) Styles and Importance.
- 3) To teach the knowledge of Color Theories and its importance.
- 4) To acquire knowledge of package designing.
- 5) To study the concept of recent technology in designing.

Exercise

- 1) Design a 'logo' for an
 - a. Advertising Agency
 - b. Commercial Organization
 - c. Non-profit organization
 - d. Government agency
 - e. Service Industry
- 2) Design a 'Visiting Card' for the same FIVE organizations mentioned above using the logo created in the previous exercise.
- 3) Design a 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise
- 4) Design the any magazine cover page
- 5) Design a Package for any product
- 6) Design a poster for multicolour Advertisement
- 7) Design portrait in digital painting mode
- 8) Design poster for a Movie
- 9) Design a flyers
- 10) Design a dangler for any product.
- 11) Design a Brochure for any product.
- 12) Design a certificate for various events.

Requirement

- Editing and Manipulation of Image/Pictures using Adobe Photoshop (Latest Version).
- For Vector based design using Adobe Illustrator (Latest Version).

COURSE OUTCOMES

- 1) Ability to apply the knowledge of the elements and principles of design to solve real world design issues and concepts.
- 2) Understanding of symbols and illustration context of the product and branding.
- 3) Ability to design creative printing collaterals like Brochure, Magazine, Invitation, greeting card, Online Banners, etc.
- 4) Understand the concept of converting a Black and white image to Color image.
- 5) Understanding and Ability to design the package for product.

Text Books

- 1) Fundamentals of advertising with digital advertising – Theory & Practical by S.A. Chanuwalla & K.C. Seetha, Himalaya publishing house.
- 2) Graphic Design – A practical Guide, Illustrated Edition by Valerie Colston.
- 3) Drawing Graphic Design by Timothy Samara.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -II PART - III	22UVSCE26-1: GRAPHIC DESIGN	CREDIT: 3 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To give the elements, functions and Principles of design
- 2) To give them the basic knowledge required about thinking and presentation
- 3) To teach the knowledge of typography and its uses
- 4) To help them to create Advertisements using composition
- 5) To give them the required inputs of responsibilities.

UNIT-I

(9Hours)

Graphic design: Nature - Characteristics - Fundamentals of design - Principles & Elements. - Importance of Graphics, Creativity Technology, Production of illustration, Editing illustration.

UNIT-II

(9Hours)

Idea: lateral and linear thinking. The process of developing ideas-verbal, visual combination and thematic, visual thinking, Materials tools (Precision, Instruments), Design execution and presentation.

UNIT-III

(9Hours)

Typography: Fonts & Font Setting, Measurement & Composition, Creative uses fonts, Layout –Mondrian, Circus, Multi panel, Silhouette, Big type, Alphabet inspired - copy writing.

UNIT-IV

(9Hours)

Layout and Design: Format of Newspaper and Magazine, Newspaper - White space, Uses of border, Illustrations & Photos, Body type, Advertisement and pages, Sectional Front page, Harmony in News paper make up, Magazine - Breaks of the book, Alignment, Special pages, Controlling direction, Content Page, types of layout.

UNIT-V

(9Hours)

Composition: Fundamentals–Interpretation-Spatial Organization-Light-Expression-Montage - Content- Analysis, User interface – creative aspects, Responsibilities of Graphic Designer, Qualifications of Graphic Designer

COURSE OUTCOMES

- 1) Understanding the elements of design, principles of design and Aesthetics of design.
- 2) Understand the process of developing ideas in combination, thematic, thinking and Presentation.
- 3) Understanding the different types of fonts and effective use of Typography.
- 4) Understand the dynamics of composition and color and the technical issues surrounding print and web distribution.
- 5) Understanding the Responsibilities and Qualifications of Graphic Designer

Text Books

- 1) Russell N. Baird, The graphics of communication Holt, Rinechart and Winston, NEW YORK,1987
- 2) Edmund C.Arnold, Modern News paper designs Harper & Row publishers, NEW YORK, 1969.
- 3) Click J.W, Russell and N.Baird, Magazine Editing and production , Dubuque Iowa, WM.Brown co,1983
- 4) Advertising and sales promotion
- 5) Ogilvy on advertising – PDF
- 6) Advertising basic by Vilainilam.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -II PART - III	22UVSCE26-2: PRINTING PROCESS	CREDIT: 3 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To give the basic of printing process and its types.
- 2) To give them the basic knowledge required about structure of Press.
- 3) To teach the knowledge of Publication, Layout design.
- 4) To study the knowledge of Nature and Elements in News paper design.
- 5) To give them the technological development in printing.

UNIT-I

(13Hours)

Principles of Printing. (Relief, Planography etc.,) Typesetting methods: Hot Metal, Photo Composition and Digital. Plate Making Process. Types of Printing Processes – Letter Press, Offset, Gravure, Flexography and Silk Screen. Color Printing Process – Color Separation, Color Correction and Color Reproduction. Current trends and future developments in Printing Processes(Laser Printers, Scanners, Ink-jet Printers, Image Setters, Direct-to-Plate Printing, etc.,)

UNIT-II

(5Hours)

Printing Managements, Printing Press Organization and Structure. Economics of Printing – Different Types of Paper, Ink, Plates, Miscellaneous , Print Order Estimation, Managing Wastage.

UNIT-III

(9Hours)

Elements of Publication Design, Page-Makeup & Layout. Types of Layout-Book, Magazines, Brochures, Catalogues, etc. Typography-typeface Design, Copy, Fitting, Communication through Typography. Special Designs (Information Graphics, Charts, Tables, Boxes, etc.)

UNIT-IV

(9Hours)

Newspaper Publication. Nature and Elements of News Paper Design. Space Management, Front Page, etc.

UNIT-V

(9Hours)

New Technological Development in Printing Process. Digital Pre-Press. Direct to Plate Technologies. Recent Trends of Printing Processes. An over view of Printing and Publishing Industry in India. An overview of Electronic Publishing.

COURSE OUTCOMES

- 1) To Understanding the Printing process styles.
- 2) To Understand the Printing press management and structure.
- 3) To Understanding the different types of layout in Publications.
- 4) To Understand the dynamics of Publication design.
- 5) To Understanding the recent development in Electronic Publishing.

Text Books

- 1) Amdams J.M. (1996) Printing Technology 4th Edition. Thomson Learning.
- 2) Dennis E (1997). Lithographic Technology in Transition Amdams JM.
- 3) Ramano F (1997). Delmar's Dictionary of Digital Printing and Publishing.
- 4) Ruggles P (1996) Printing Estimating. Digital and Traditional Costing Methods for Graphic Imaging . 4th Edition. Thomson Learning.
- 5) Hoff S (1996). Screen Printing. Amdams, J.M. Thomson Learning.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	S	S	M	L
CO5	S	S	S	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER -II PART - III	22UVSCE26-3: COMMUNICATION SKILLS	CREDIT: 3 HOURS: 3/W
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COURSE OBJECTIVE

- 1) To study the knowledge of Non verbal communications.
- 2) To give them the idea of Presentation tools and skills.
- 3) To help students enhance their communication skills and use non- verbal communication effectively.
- 4) To teach them how to Manage the Time and Stress.
- 5) To acquire the knowledge of facing the Interviews.

UNIT-I**(9 Hours)**

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

UNIT II**(9 Hours)**

Presentation Skills Elements of an effective presentation - Structure of presentation -Presentation tools - Voice Modulation - Audience analysis - Body Language – VideoSamples.

UNIT III**(9 Hours)**

Time Management Time Management - Articulateness - Assertiveness - Psychometrics- Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT IV**(9 Hours)**

Group Discussion Why is GD part of selection process?- Structure of GD - Moderatorledand other GDs - Strategies in GD - Team work - Body Language - Mock GD – VideoSamples.

UNIT V**(9 Hours)**

Interview Skills Kinds of Interviews - Required Key Skills - Corporate culture – Mock Interview - Video Samples.

Besides, students will be taught on the following communication skills:

- Group Discussion
- Public Speaking
- Role Play
- Street Theatre

COURSE OUTCOMES

- 1) To understand the needs, types, roles of non verbal Communication
- 2) Gain knowledge about the Presentation skills
- 3) Have complete knowledge about the communication skills
- 4) To understand the Time and Stress Management.
- 5) To understand and benefits of facing the Interviews

Text Books

- 1) Ronald B. Adler Vieorge Rومان (2009). Understanding Human Communication, Oxford Press.
- 2) Anshumansharma (2010). Principles of communication, Random Publication.
- 3) Dr.S.Agarwal (2010). Verbal & Non-Verbal Reasoning. S.Chand Publication.

OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5
CO1	L	S	L	L	M
CO2	L	L	S	L	L
CO3	S	L	S	L	M
CO4	S	L	M	M	M
CO5	S	M	S	M	S
*S-Strong; M-Medium; L-Low					

SEMESTER -III Part – III	22UVSCC33- WRITING FOR MEDIA	Credit:4 Hours:5/W
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Course Objective

1. Intro to Elements of Writing, Characteristics of media writing
2. To understand the scripting for Print Media.
3. Demonstrate the form of writing for various programmes on TV and radio. Learning and applying correct script form.
4. To develop the skill for their own writing for New Media.
5. Knowledge of the opportunities particular to film.

UNIT-I:**(12 Hour)**

Intro to Writing for media - Media Writing – Essentials of good writing skills – Four Characteristics of media writing – Social Media Writing – Importance of writing skills – types of Writing styles (Expository, Persuasive, Descriptive, Narrative)

Unit II:**(12 Hour)**

Print Media - Characteristics of print media, Types of Print media – Newspaper, Journal, Magazine – Writing for News, Features, Articles, Fictions – Importance of Headlines - Types of headlines.

Unit III:**(12 Hour)**

Radio & Television - Characteristics of Radio and Television – Concept development - Writing for News Bulletin, Commercial, Documentary, Talk shows, Reality shows, Interview & Debate.

Unit IV:**(12 Hour)**

New Media - Characteristics of New Media - Digital Media writing – New media Story Telling – Writing for blog, Online forum, Wiki & Social Networking Sites (SNS). Difference between Newspaper and News Portal.

Unit V:**(12 Hour)**

Cinema - Features of cinema – One-line story, Synopsis, Treatment – Visualization - Types of Scripts (Speculation Script, Shooting Script) Importance of Script - Screenplay – Storyboard – Budgeting.

Course Outcomes

- CO1: Learning the essentials of good writing skills and writing styles.
- CO2: Analyzing the conventional writing techniques in print media.
- CO3: Understanding the knowledge on writing for various programmes on TV and radio. Learning and applying correct script form.
- CO4: To know how to creatively engage for New Media in various stages of original scriptwriting.
- CO5: Understanding the features of cinema, types of scripts and screenplay with well-developed plot, characters and setting.

Reference:

1. Shrivastava, K.M. "Radio and TV Journalism, - New Delhi, Sterling Publishers – 1989.
2. Media Writing A Practical Introduction 2nd Edition by Craig Batty and Sandra Cain 2016.
3. Miller 2008 "Digital Story telling" Focal Press (Elsevier)
4. Film Directing Fundamentals. Oxford: Focal Press. Mamer, Bruce. 2000.
5. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication. Nelmes, Jill. 1996.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	L	M
CO2	S	L	M	M	L
CO3	L	S	L	M	L
CO4	S	S	S	S	M
CO5	S	S	M	S	L

*S-Strong; M-Medium; L-Low

SEMESTER -III Part – III	22UVSCA03: MEDIA LAWS AND ETHICS	Credit:4 Hours:5/W
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Course Objective:

1. To understand the basic knowledge of the Indian constitution.
2. To gain various laws related to media in India.
3. To throw light on press commission and committees.
4. To educate the students on the ethics and codes to be possessed by media professionals.
5. To provide knowledge on media ethics and ethical problems in India.

Unit I (12 Hours)

Constitution of India:IPC -fundamental rights-freedom of speech and expression and their limits - Provisions of declaring emergency, their effects on media - Reporting legislature - Parliamentary privileges and media

Unit II (12 Hours)

Press laws: History of press laws in India: Press and books registration act - Official secrets act- Contempt of Courts Act -Working Journalists and other newspapers employees Act- Cinematograph Act - Copyright act - Prasar Bharti Act- Right to Information Act

Unit III (12 Hours)

Commission and Committees: Press commissions I and Press commissions II - Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee - Mac Bride Commission.

Unit IV (12 Hours)

Media Organisations and Codes: Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP), Central Board of Film Certification (CBFC), Film Division; All India Radio (AIR), Doordarshan, Press Council of India (PCI) & Guidelines for the Press, Codes suggested for the press by PCI.

Unit V (12 Hours)

Media Ethics: Definition & Concept of media ethics; Media credibility; Role of Press & Media Councils; Press Ombudsman; Accountability & Independence of Media; Journalism & Journalistic Ethics, Code of Ethics in Advertising & Films; Ethical problems - Privacy, Bias, Communal writing, Yellow Journalism; Social media ethical issues.

Course Outcomes:

- CO1: Understand the fundamentals of the freedom and IPC.
 CO2: Gain knowledge about the history of Indian Press and various Acts.
 CO3: Have a clear knowledge about press commission and committees.
 CO4: Know the codes and ethics related to various media organization.
 CO5: Understand the concepts of media ethics and ethical problems.

Reference:

1. Basu, DD, Law of the press in India, Prentice Hall of India, 2003
2. Neelamalar, M, Media law and ethics, Prentice Hall of India, 2009
3. Mass communication in India – Keval J Kumar.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -III Part – III	22UVSCP03: SCRIPT WRITING - PRACTICAL	Credit:2 Hours:3/W
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Course Objectives

1. To understand the knowledge of print media writing
2. To acquire knowledge of script writing for Radio Program
3. To acquire knowledge of script writing for Radio Advertisement
4. To teach how to writing script for Television programs and Advertisement.
5. To provide a complete knowledge of write Script for Short film and Documentary films

Exercise

(Each exercise have 5 hours)

1. Writing for Print Media
2. Writing Script for Radio program
3. Writing Script for Radio Ad
4. Writing Script for TV Program
5. Script for PSA, (Synopsis/Script/Storyboard)
6. Commercial Ad Film, (Synopsis/Script/Storyboard)
7. Documentary (Script)
8. Short film (Synopsis, Master-Scene script)

Course Outcomes

CO1: The student should have a clear knowledge about how to write for print media.

CO2: Gaining knowledge about writing script for Radio program

CO3: Gaining knowledge about writing script for Radio Advertisement.

CO4: Gaining knowledge about writing script for Television programs and Advertisement.

CO5: Providing exposure to write Script for Advertisement, Short film and Documentary films.

Reference:

1. Shrivastava, K.M. "Radio and TV Journalism, - New Delhi, Sterling Publishers – 1989.
2. Media Writing A Practical Introduction 2nd Edition by Craig Batty and Sandra Cain 2016.
3. Miller 2008 "Digital Story telling" Focal Press (Elsevier)
4. Film Directing Fundamentals. Oxford: Focal Press. Mamer, Bruce. 2000.
5. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication. Nelmes, Jill. 1996.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	L	M
CO2	S	L	M	M	L
CO3	L	S	L	M	L
CO4	S	S	S	S	M
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -III Part – III	22UVSCE36-1: WEB DESIGNING	Credit:3 Hours:3/W
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Course Objective

1. To understand the basics of web designing and its tools.
2. To practice the HTML coding for creating websites
3. To learn the internet applications and its cross platform features.
4. To understand the linkages and frames in between the webpage
5. To learn the knowledge of creating website

UNIT I

(9 hours)

Introduction to Internet & Web Technologies, What is Website?, How it will work?, understand fundamental concepts, advantages, understand the basics of knowledge.

UNIT II

(9 hours)

Introduction to HTML5, What's Different in HTML5?, <!DOCTYPE> in HTML5, Designing a Webpage, Design Considerations and Planning, , Basic Tags and Document Structure, HTML Tags, Metadata , Saving an HTML Page, Body Tags.

UNIT III

(9 hours)

Page Formatting, Adding a New Paragraph, Adding a Line Brea, Inserting Blank Space, Text Items and Objects, Headings, Comments, Block Quotes, Creating Lists, Numbered (Ordered) Lists, Bulleted (Unordered) Lists, Nested Lists, Definition Lists

UNIT IV

(9 hours)

Links, Images, Dives, Sections, Image Links, Tables, Iframes, Audio Tags, Video Tags, Para tags.

UNIT V

(9 hours)

Forms, Form Elements, Input Types, Buttons, Canvas, SVG, B.E.M Model

A Web page Designing Exercise

Course Outcomes

- CO1.Students was introduced to Create local HTML pages in different formats.
- CO2.Students learns the art of creating web page.
- CO3.Students acquires knowledge of creating websites.
- CO4: Understanding the linkages and frames in between the webpage
- CO5.Students was exposed to Create web page.

Reference

- Web Design Fundamentals, Daniel Gray, Dream tech Press, New Delhi, 2000
- Web Design with HTML, CSS, JavaScript and jQuery set by Jon Duckett
- C.Xavier, “World Wide Web Design with HTML”, Tata McGraw Hill
- w3schools.com
- html.com

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	S	M
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -III Part – III	22UVSCE36-2: ADVERTISING PHOTOGRAPHY	Credit:3 Hours:3/W
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Course Objective

1. To introduce students to the basics of advertising photography.
2. To inculcate the knowledge of Fashion & Modelling Photography.
3. To acquaint them with important still photography.
4. To develop the knowledge of Nature and Wildlife Photography.
5. To learn about the social advertising photography.

UNIT I

(9 hours)

Advertising Photographer's Basics – Components of Advertising Photo Studio – Photography of Commercial Products – Reflective Objects like Jewellery – Textile Photography – Table Top Photography – Photography of Transparent Objects.

UNIT II

(9hours)

Fashion Photography – Glamour Photography – Fashion Modelling: Editorial Modelling – Catalog Modelling – Body Parts Modelling - Fitness Modelling Costume Designs - Cosmetics - Make-up - Background – Properties - Lighting for Effects – Legal Aspects of Modelling Photography.

UNIT III

(9 hours)

Industrial Photography - Nature, Scope and Limitations - Corporate Photography – Panorama of Industries – Machineries – Projects - Worker's Status – Executives - Administrative Activities and Functions - Still Photography in Movie Industries.

UNIT IV

(9 hours)

Nature and Wildlife Photography - Nature and Natural Resources – Natural Calamities – Wildlife in their Habitats – Shooting from Different Types of Hide-outs– Photography of Wildlife Behaviours – Time Lapse Photography.

UNIT V

(9 hours)

Social Advertising Photography: Photo with Social Messages – Propaganda Photography on Family Planning – Child Welfare – Public Health and Hygiene – Social Issues like Caste, Creed, Gender Discrimination, Child Abuse, Child Labour, Human Rights .

Course Outcomes

- CO1: Understanding the essential advertising photography.
- CO2: Gain the knowledge about Fashion & Modelling Photography.
- CO3: To study about the still photography in movie industry.
- CO4: Understanding the exposure of Nature and Wildlife Photography
- CO5: Learn about the Social advertising Photography.

References:

1. Dave Saunders, Professional Advertising Photography – Merehurst Press, London, 1988.
2. Alain Salomen, Advertising Photography – American Photographic Publishing and imprint of Watson Gustily Publication, New York – 1987.
3. Ibarra Ganzalez.S.J.1981. Photo Language – A manual for Facilitators, Sonless / Asia.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	S	M
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -III Part – III	22UVSCE36-3: CAMPAIGN	Credit:3 Hours:3/W
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Course Objective:

1. Campaign begins to work when the general public becomes aware of a product's existence.
2. Campaign then aims to develop customer interest, so that potential customers want to know more about the product.
3. This should be followed by potential customers feeling a need to own the product and finally purchasing.
4. To learn the role played by PR in campaign
5. To practice a Campaign for Awareness

Unit I**(9 hours)**

Defining Campaign & Campaign Planning - Types of campaign - Brand versus Social Campaign

Unit II**(9 hours)**

Media Types and Vehicles in campaign, Campaign Positioning Budget Setting: Factors Determining Budget, Steps Involved, Budget Plan and Execution.

Unit III**(9 hours)**

Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals - Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments)

Unit IV**(9 hours)**

PR and Ad. Campaign - Copy writing for institutional advertisements, PR Campaign and Ad Campaign

UNIT V**(9 hours)**

Campaign for Awareness, Product Campaign (design a campaign)

Course Outcome:

- CO1:** Understand the process of planning a Campaign.
CO2: Gain knowledge about medium used for campaign.
CO3: Have complete knowledge about the Message Strategy.
CO4: Know the role played by PR in campaign.
CO5: Induced to create a campaign.

Reference

1. Advertising Campaign Design: Just the Essentials – Robyn Blakeman, Routledge
2. Advertising Campaign Strategy: A Guide to Marketing Communication Plans: Donald Parente, Kirsten Straus baugh – Hutchinson
3. Strategic advertising campaigns: Don E. Schultz, Dennis G. Martin, Beth E. Barnes, William P. Brown - NTC Business Books, 1988.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	S	M
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -III PART – III	22UVSCN37: BASICS OF PHOTOGRAPHY (NMEC - I)	Credit:2 Hours:2/W
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Course Objective

1. To understand the basic concepts of photography.
2. To gain knowledge about the functions of camera
3. To have complete knowledge on Camera lenses
4. To know the media performance on Photography
5. To get an awareness about the product photography

Unit I**(6 Hours)**

Photography - Basics of Camera –Aperture, Shutter Speed, ISO - Mobile Photography, Accessories and equipment's.

Unit II**(6 Hours)**

Types of Cameras - Analogue and Digital (SLR, TLR, Compact, DSLR, Mobile Camera)

Unit III**(6 Hours)**

Camera Lenses, Functions and Types of Lenses (normal, wide angle, telephoto, Zoom, fisheye)

Unit IV**(6 Hours)**

Branches of Photography - Nature - Architecture- Landscape- Wildlife - Sports - Advertising - Portraits - Travel-Fashion-Industrial- Product - News photography – its scope and functions.

Unit V**(6 Hours)**

Practice on Product Photography, Food Photography, Candid Photography.

Course Outcomes

- CO1.Students gain fundamental knowledge on basic photography.
 CO2.Students gain knowledge on different functions of a DSLR camera.
 CO3.Students learns about the different types of Lenses.
 CO4.Students gain knowledge on aesthetics & different types in photography.
 CO5.Students was persuading to capture product photography.

Reference

1. The Manual of Photography (2000) by Ralph E Jacobson / Geoffrey G Attridge / Sidney F Ray, Focal Press, 9th Edition.
2. Photography, Barbara London and John Uptan. Harper Collins College Publishers, New York.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	L	S
CO2	S	M	M	S	M
CO3	L	L	S	M	L
CO4	M	S	L	M	S
CO5	S	M	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER -III Part – III SKILL BASED	22UVSCS38: JOURNALISM	Credit: 2 Hours:2/W
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Course Objective

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of news writing in journalism.
3. To acquaint them with important aspects of electronic Journalism.
4. To develop the knowledge of journalism in emerging technologies.
5. To enhance practicing journalism.

UNIT I**(6 Hours)**

Journalism - Introduction: Concept, nature, scope, function and types, History of Journalism,

UNIT II**(6 Hours)**

Reporting and Editing: The News, Components of News Writing. News Gathering – Traditional and modern formats of News structure – inverted pyramid vs formless structures, Leads & its types.

UNIT III**(6 Hours)**

Electronic Journalism: Radio and Television Journalism, Role of Internet and E-Mail Journalism, Photo Journalism, Digital Photography, Ethics of Image Editing.

UNIT IV**(6 Hours)**

Online Journalism: Features of online journalism- hypertext, multimedia; online aesthetics – content, design, colors, font, templates, navigation bars, and hyperlinks.

UNIT V**(6 Hours)**

New Trends in Journalism, Role of Journalism in Society, The freelancer Journalist, Development Journalism, Advertising and Journalism, Journalism as a Career.

Course Outcomes

- CO1: Students acquire knowledge regarding the basics of Journalism.
 CO2: Students learn about various news writing techniques.
 CO3: Students gain knowledge electronic journalism.
 CO4: Students acquire knowledge on emerging technologies in Journalism.
 CO5: Students are induced to create a mini media project regarding Journalism.

References:

1. Jagadish Chakravarthy, “Cyber Media Journalism Emerging Technologies”, Author Press, New Delhi.
2. N.C.Pant, Modern Journalism, Kanishka Publishers, New Delhi.
3. Barun Roy, “Beginners Guide to Journalism”, Pusthak Mahal, Delhi.
4. Balakrishnan Aiyer, “Digital Photo Journalism”, Author Press, New Delhi.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	S	M
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –IV Part – III	22UVSCC43: PHOTOGRAPHY	Credit: 3 Hours: 5/W
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Course Objective

1. To apprise the students regarding the basics of photography with parts and functions of camera
2. To understand regarding the types of Cameras, Lenses and Filters.
3. To learn the knowledge of various types of storage device.
4. To demonstrate the theoretical knowledge of lighting techniques.
5. To acquire knowledge of branches of photography and its scopes

UNIT I**(15 Hours)**

Human Eye and Camera. Basics of Camera –Aperture, Shutter Speed – Camera operations– Basic elements of composition & Perspectives– Focal length- Depth of field - Depth of focus.

UNITII**(15 Hours)**

Types of Cameras (Pinhole, Range finder, SLR, TLR, Compact, DSLR, Mirrorless) - types of Lenses (normal - wide angle- telephoto - Zoom - fisheye), types of filters (UV, Haze, Color), types of Converters and types of camera supports.

UNITIII**(15 Hours)**

Digital Data Compression, Charge Coupled Devices (CCD) – Pixels – Resolution – Color Patterns RGB and CYMK – Different Storage Media like Floppy, Zip, CD, Compact Flash Card, Memory Card, Cloud Storage – Scanner, Photo Printer - Different File Formats.

UNITIV**(15 Hours)**

Dark Room process & Equipment's – Digital Process of Photography & Equipment's, Lighting – Indoor and Outdoor – Exposing and Focusing – Types of Lighting – Natural and Artificial Lights – Controlling Lights – Light Controllers and Reflectors – Exposure Meters – Differential Focus – Flashes – Designing with Light.

UNIT V**(15 Hours)**

Branches of Photography - Nature - Architecture- Landscape- Wildlife - Sports - Advertising - Portraits - Travel-Fashion-Industrial- Product - News photography – its scope and functions.

Course Outcomes

CO1: Understanding the essential features of Camera.

CO2: Gain the knowledge about types of Cameras, Lenses and Filters.

CO3: To study about the storage devices and various file formats.

CO4: Understanding the process and equipment's of exposing and lighting techniques.

CO5: Learn about the various branches of photography and its scopes.

Reference:

1. The 35mm Photographer's Handbook – Julian Calder and John Garret. 1990. Marshall Editions Ltd., London.
2. The Complete 35mm Source Book. Michael Buscellle. Michael Beazly Pub., London.
3. Photography, Barbara London and John Uptan. Harper Collins College Publishers, New York.
4. Gorham Kindem, Robert B. Musburger, Introduction to Media Production.
5. The Manual of Photography (2000) by Ralph E Jacobson / Geoffrey G Attridge / Sidney F Ray, Focal Press, 9th Edition.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	L	S
CO2	S	M	M	S	M
CO3	L	L	S	M	L
CO4	M	S	L	M	S
CO5	S	M	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –IV Part – III	22UVSCP44: PHOTOGRAPHY – PRACTICAL	Credit:4 Hours:6/W
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Course Objective

1. To apprise the students regarding the basics of photography with components of camera
2. To demonstrate the knowledge of lighting techniques in Outdoor.
3. To practice the lighting techniques in indoor photography.
4. To learn the knowledge of Special effects.
5. To acquire knowledge of outdoor photography and its scopes

Exercise

1. Triangle of Exposures:

- a. Aperture
- b. Shutter speed
- c. ISO Rating

2. Day light shooting:

- a. Key Light
- b. Fill Light - Filling with Aluminum Reflectors, Thermo Cool Pads

3. Indoor Shooting Lighting Systems:

- a. Key Light
- b. Fill Light
- c. Back Light
- d. Background Light
- e. Top Light
- f. Low / Under Light
- g. High angle Light
- h. Low angle Light
- i. Side Light
- j. Narrow Light
- k. Spot Light
- l. Three Point Light
- m. Four Point Light
- n. Flash system

4. Outdoor shooting

- a. Portraits Photography
- b. Freezing movement
- c. Street Photography
- d. Perspective Photography
- e. Still life Photography

5. Special Effects

- a. Bulb Mode
- b. Depth of Field
- c. Multiple exposures

Course Outcomes

CO1: The students are trained for basic techniques, usage of a DSLR and its major components.

CO2: The students are trained in essential types of lighting techniques in indoor photography.

CO3: Ability to apply the technical knowledge in special effects photography.

CO4: Gaining skills regarding scope of Outdoor photography

CO5: Induced the practicing the Photography

Reference

1. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA.
2. Michael Langford (2008). Advanced Photography, Second Edition, Focal Press, UK.
3. Michael Langford (2000). Basic Photography, Second Edition, Focal Press, UK.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –IV Part – III	22UVSCP04: AUDIO PRODUCTION – PRACTICAL	Credit: 3 Hours: 3/W
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Course Objective

1. To introduce students to the audio production and different audio formats.
2. To inculcate the knowledge of audio equipment's.
3. To acquaint them art of audiography
4. To develop the knowledge of Radio fill-in programme.
5. To learn about the voice modulation.

Exercise

(Each exercise have 12 hours)

1. Add vocals to previously recorded rhythm tracks.
2. Correct errors and add new parts (for the above track)
3. Create a PSA, a radio ad and fill-in programme.
4. Experiment and discover your own unique sounds and special effects
5. Create a signature tune, a radio spot and radio jingle.
6. Produce programmes in different formats (Talk, compeering, announcement, anchoring, interviews etc.)
7. Podcast (Community (Locality) related, Social issues)
8. Voice Modulation – Vowels, Dialogues.

Course Outcomes

- CO1.Students was introduced to produce programmes in different audio formats.
 CO2.Students was exposed to audio equipments and software.
 CO3.Students learns the art of audiography.
 CO4.Students acquires knowledge of fill-in programme.
 CO5.Students gain knowledge about Voice Modulation.

Reference

1. Jayasakthivel Books for Radio Production
2. beonair.com (Online reference)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L

*S-Strong; M-Medium; L-Low

SEMESTER –IV Part – III	22UVSCN46: MOBILE JOURNALISM	Credit: 2 Hours: 2/W
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Course Objective

1. To learn the basics of Journalism
2. To understand the knowledge of Mobile Journalism
3. To acquire the Knowledge of reporting using mobile.
4. To study the techniques in writing for new media reporting
5. To develop the acquire knowledge regarding the recent trends

Unit I**(6 hours)**

Intro about Journalism and its types, Mobile journalism – Definition, Meaning, Photojournalism - News values for pictures- Photo features -Photo essays – Caption writing.

Unit II**(6 hours)**

Ethical issues in photography – Codes of ethics for photographers, Mobile revolution in Journalism - Job Opportunities in journalism.

Unit III**(6 hours)**

Field Works of Mobile Journalism- Spot News, General News

Unit IV**(6 hours)**

Field Works of Mobile Journalism - Street Photography, Documentary Photography

Unit V**(6 hours)**

Field Works of Mobile Journalism - Road safety, Social Awareness.

Course Outcomes

- CO1: Students acquire knowledge regarding the basics of Journalism.
 CO2: Students gain knowledge about merits and demerits of Mobile journalism.
 CO3: Students acquire knowledge on trends in mobile Reporting & Editing.
 CO4: Students are induced to know about techniques in writing for web media.
 CO5: Students acquire knowledge regarding the recent trends.

Reference:

1. Photojournalism, Rotovision SA, Terry AOPE, 2001.
2. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson, 2002
3. Basic Journalism - Rangaswami Parthasarathy, Trinity Press - First edition-1984

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –IV Part – III	22UVSCS47: MEDIA PRESENTATION SKILLS	Credit: 2 Hours: 2/W
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Course Objective

To study the basic tools for media presentation skill
 To learn the Importance of various types of Preparation.
 To practice the preparing Portfolio
 To induce the importance of Speaking Skills and language.
 To learn how to develop the presentation

Unit I**(6 hours)**

Tools for media presentation – Software and hardware's

Unit II**(6 hours)**

Preparation of media presentation, PowerPoints Presentation – google slides with pear deck

Unit III**(6 hours)**

Preparation of Portfolio (Video CV) – Structure and Content

Unit IV**(6 hours)**

Speaking Skills: how to select and use media - how to determine type of language to use -
 Compering skills

Unit V**(6 hours)**

Presentation: how to develop a personal style of presentation - Describe how to deal with
 speaking anxiety

Course Outcomes

CO1: Learning the vernacular tools for media presentation skill.
 CO2: Learning the Importance of various types of Preparation of media presentation.
 CO3: Learning the Preparation of Portfolio.
 CO4: Gaining the skill importance of Speaking Skills and language.
 CO5: Executing how to develop a personal style of presentation.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	L	L	S	M	L
CO5	S	S	M	S	L

*S-Strong; M-Medium; L-Low

SEMESTER –V Part – III	22UVSCC51: FILM STUDIES	Credit:4 Hours:5/W
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Course Objective

1. To learn about the history of Indian cinema
2. To acquire knowledge about Film Studies
3. To strengthen the knowledge on concept, model and theories of Film Studies
4. To develop content using the features in Film Studies
5. To enhance understanding of production phases

UNIT I**(12 Hours)**

History on Indian Cinema: Silent era; Pioneers of Early Cinema (1913-1930) - Dadasahaeb Palke, Hiralal Sen, R. Nataraja Mudaliar, Ardeshir M. Irani, Kinmansu Rai, Satyajit Ray, V. Shantharam, B.N Reddi, K. Subhramanyam, S. S. Vasan, Mirinal Sen, Shyam Benegal.

UNIT II**(12 Hours)**

Glimpses of Tamil cinema: Middle Cinema (Balu Mahendra and K. Balachandar movies) - Golden Era in Tamil (Mahendran and Sridhar Movies), Masala Tamil Cinema (KS Ravikumar, Sundar C movies) Parallel Tamil Cinema (Manirathinam, Bala, Vetrimaran Movies) Technology Cinema in Tamil (Sankar, Rajamouli, Lokesh kanagaraj Movies)

UNIT III**(12 Hours)**

Film Theories: Cognitive theory (Pearl Harbour); Marxist Film Theories (Battleship); Feminist Film Theories (The Hurt Locker); Post Structuralism theory – (Finding Nemo) ; Psychoanalytical film theory – (Willy Wonka & the Chocolate Factory); Rhetoric theory (Life is Beautiful); Semiotics in films (Face/Off (1997)).

UNIT IV**(12 Hours)**

Film Styles and Language: Film Genre - German Expressionist Cinema (1919 - 1927) - Soviet Montage Cinema (1920 - 1930) - Italian Neo-realism (1943 - 1953) - French New Wave (1959 - 1968), Avantgarde (Subjective Cinema, Pure Cinema, Surrealist Cinema) - Japanese cinema – Narrative cinema.

UNIT V**(12 Hours)**

Film Production Phases: Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations. Production –Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & final mixing - Distribution.

Course Outcomes

CO1: Student will know about the History of Indian Film Industry and film directors.

CO2: Student will learn about the different trends used by Tamil film directors.

CO3: Student will know about the Theories and understanding film relationship to reality.

CO4: Student will gain more Knowledge in Reviewing Narrative and Non-Narrative films and also different film genres.

CO5: Student will learn to write script for Films to their own, and also, they learn about the basics of Pre-Production, Production and Post Production Process.

Reference:

1. Film Directing Fundamentals. Oxford: Focal Press. Mamer, Bruce. 2000.
2. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication. Nelmes, Jill. 1996.
3. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
4. 70 years of Indian Cinema (1913-1983) edited by T. Ramachandran, Cinema India-International, Bombay, 1985.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	L	S
CO2	S	M	M	S	M
CO3	L	L	S	M	M
CO4	L	S	L	M	S
CO5	S	M	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –V Part – III	22UVSCC52: MASS COMMUNICATION THEORIES	Credit: 4 Hours:5/W
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Course Objectives

1. To learn about the basics of mass communication.
2. To study about the various models related to mass communication
3. To understand the various theories related to mass communication.
4. To teach some research methodologies and Types of Research
5. To strengthen the knowledge of Sampling, presenting research, survey readership, audience and Consumers.

UNIT I (12 Hours)

Mass Communication – meaning and definitions of mass communication - communication through mass media – functions of mass communication (Brief)- importance of mass media - Communication policy and five-year plans.

UNIT II (12 Hours)

Mass Communication Models (rhetoric model, Lass well, Shannon, Osgood, new comb's model, convergence model, Dance helical model), GarbenerModel, Media Audience.

UNIT III (12 Hours)

Theories of mass communication- Magic Bullet theory, two step flow theory, multistep flow theory, play theory, uses and gratification theory, agenda setting theory, media dependency theory, cultivation theory, Normative Theories.

UNIT IV (12 Hours)

Research- Definition, nature and scope of research, The Need and Relevance of Media Research – Steps Involved in a Research process – Research Objectives & Hypothesis – Research Problem, Types of Research Method – Quantitative & Qualitative Research method

UNIT V (12 Hours)

Steps in Writing a Research Paper – Variables and Measures – Sampling – Data Collection Methods – primary and secondary data, Construction of the Questionnaire - Steps involve in a research project.

Course Outcomes

CO1: Students acquire knowledge regarding the basics of mass communication.

CO2: Students learn about various models related to mass communication.

CO3: Students learn about various theories related to mass communication.

CO4: Students acquire knowledge on some research methodologies and Types of Research

CO5: Students learn about Sampling, presenting research, survey readership, audience and Consumers.

Reference:

1. Hensen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd., London, 1998.
2. Wimmer, D Roger and Dominick R. Joseph, Mass Media Research – An Introduction, Wadsworth Publishing Company, California 1991.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle the Survey Research Handbook, Irwin Homewood, Illinois, 1985.
5. Dennis Mc quail, 1998, Mass Communication Theory – An Introduction, SAGE Publications, New Delhi.
6. Mass Communication theories and Model – N Aandal
7. Handbook of Journalism and Mass Communication – Gupta and V BalaAgarval.
8. Fred Ingles, 1980, Media Theory – An Introduction Basil Blackwell Ltd., U.K.
9. Kevel J kumar – Mass Communication theories Book

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	L	S
CO2	S	M	M	S	M
CO3	L	L	S	M	M
CO4	M	S	L	M	S
CO5	S	M	M	S	L

*S-Strong; M-Medium; L-Low

SEMESTER –V Part – III	22UVSCC53: TELEVISION PRODUCTION – PRACTICAL	Credit: 4 Hours: 6/W
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Course Objective

1. To introduce the News reading as video production.
2. To inculcate the knowledge of field research as Live reporting, live show anchoring
3. To acquaint them with important script writing for TV Programmes
4. To develop the knowledge of technological advancement in recording instruments
5. To learn about the advertisement.

1. News Reading – 15Mins
2. Live reporting (Outdoor) – 5Mins
3. Show Anchoring (Multi Camera)– 15Mins
4. Live Show Anchoring – 15Mins
5. Interview Show 1 on 1 (Multi Camera) – 10Mins
6. PSA Advertisement – 1Mins
7. Commercial Advertisement – 45Sec

Course Outcomes

CO1: Knowing the importance of choosing a social issue for public service advertisement and a concept planning for a commercial brand and the creative planning for the marketing execution.

CO2: The importance of field research in collecting the proper information about the selected social issue and the plan of awareness creation method.

CO3: Gain In-depth knowledge in Pre-production methods through script writing, Storyboard and Art direction.

CO4: Training the skill in recording the raw elements in shooting and knowing the technological advancement in recording instruments.

CO5: Knowing the art of visual design and sound design and their synchronization.

Reference

- TV Channels
- TV Channels websites

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	L	L	M
CO2	M	L	M	S	L
CO3	L	M	L	M	S
CO4	S	L	M	L	L
CO5	L	S	M	S	L

*S-Strong; M-Medium; L-Low

SEMESTER –V Part – III	22UVSCP55: DOCUMENTARY PRODUCITON – PRACTICAL	Credit: 4 Hours:6/W
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Course Objective

1. To practice the principle modes of documentary making.
2. To learn how to write a script for it.
3. To understand the documentary with social and historical context
4. To study about the documentary ethics and aesthetics.
5. To produce own documentary film

**Exercise:
hours)****(45****Individual Work**

1. Make a Documentary film (Maximum – 30mins) choose any 2 the following types

Participatory documentary

It include the filmmaker within the narrative. This inclusion can be as minor as a filmmaker using their voice to prod their subjects with questions or cues from behind the camera — or as major as a filmmaker directly influencing the actions of the narrative.

Expository Documentary:

Typically address the spectators directly through an on-screen commentator or off-screen narration.

Often make liberal use of interviews, b-roll, and archival footage.

Observational Documentary:

Capturing the spontaneity and uninhibited flow of life and events as they happen.

Often adopts the visual language of fictional film intended to articulate continuous time and space (e.g. diverse camera angles, shot/reverse shot, close-ups, pans and tilts)

Reflexive Documentary:

Self-conscious or self-reflexive style addresses the process of representation itself and often foregrounds the relationship between the filmmaker and the spectators, as well as between the filmmaker and the subjects.

Some reflexive films are autobiographical -- the filmmaker may appear on screener talk to the audience in a voice-over. Others are more formally reflexive and highlight the relationship between cinema and the world.

Experimental Documentary:

Documentaries that don't easily fit any of the other categories. Often they draw on allied art forms (painting, dance, sculpture, photography, etc.) and can even incorporate elements of fiction.

Course Outcomes

CO1: Distinguish between, and critically evaluate, the principle 'modes' of documentary making

CO2: Be able to read a documentary text closely and write about how it communicates meaning

CO3: Understanding documentary production in its social and historical context

CO4: Be conversant with, and sensitive to, current debates about documentary ethics and

aesthetics.

CO5: Produce their own documentary film making informed and creative decisions at every stage of production process

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	L	L	M
CO2	M	L	M	S	L
CO3	L	M	L	M	S
CO4	S	L	M	L	L
CO5	L	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –V Part – III	22UVSCE56-1: INDIAN ART AND AESTHETICS	Credit: 3 Hours: 4/W
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Course Objective

1. To acquire knowledge of the art and aesthetics
2. To appreciate the art forms of styles in India.
3. To understanding the knowledge of Sculptures & Paintings.
4. To learn the North and south Indian miniatures.
5. To study the knowledge of social responsibility of Art

Unit I**(12 hour)**

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

Unit II**(12 hour)**

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period- Architecture, imperial style, provincial style and mughal style.

Unit III**(12 hour)**

Sculptures & Paintings- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings.

Unit IV**(12 hour)**

Murals- north Indian, south Indian, Miniatures- mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

Unit V**(12 hour)**

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

Course Outcomes

- CO1. Students learn about basics of Indian Art.
- CO2. Students learn about the Architecture of Southern Temples.
- CO3. Student acquires knowledge on Sculptures & Paintings.
- CO4. Student gain knowledge on Murals.
- CO5. Student learns about the aesthetics and the beauty of Indian Art.

Reference Books

1. Edith Tomory, (1989) History of Fine Arts in India and the West, Orient Longman Limited, India.
2. Yuri Borev, (1985). Aesthetics, Progress Publishers, Moscow.
3. Indian Aesthetics

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	L	M	S	L
CO3	L	M	L	M	S
CO4	S	M	M	L	M
CO5	L	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –V Part – III	22UVSCE56-2: PRE-PRODUCTION PROCESS	Credit: 3 Hours: 4/W
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Course Objective

1. To understand the basic concepts of visualization.
2. To gain knowledge about the scripts and its types
3. To have complete knowledge about storyboarding
4. To know the media budgeting for whole production
5. To learn the assembling crews and various department in film making.

Unit I

(12 hour)

Story Visualization : Visualization – Concept development – Creativity –One line story – Composition – Camera Movements – Shot – Scene – Atmosphere and Mood- Light and Colour

Unit II

(12 hour)

Script Writing – Types of Scripts, Spec Script, Shooting Script - Writing Exercises - Screenplay: Character, conflict, Action, plot.

Unit III

(12 hour)

Story boarding: Visualize the story-Character identification- Purpose of sequence-Character's motives-Target audience-Addition & deletion to make the story entertaining-Thumbnail-Continuity

Unit IV

(12 hour)

Budgeting: Processing of Budget, Formats of preparing budget – Different types of forms & check list to be filled before going production phase

Unit V

(12 hour)

Assembling a crew – casting – costume design – location scouting – set design – Props - scheduling

Course Outcomes

- To understand the basic concepts of visualization.
- To get practice about the scripts and its types
- To acquire complete knowledge about storyboarding and its importance
- To induced knowledge about the media budgeting for whole production
- To ability to know the various department in film making.

Reference:

1. Basics of the Video Production theory – Des Lyver – Focal Press
2. Single Camera video Production – Robert B. Musburger – Fourth Edition (Elsevier)
3. Miller 2008 “Digital Story telling” Focal Press (Elsevier)
- 4.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	L	S
CO5	M	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –V Part – III	22UVSCE56-3: NEWS REPORTING	Credit:3 Hours:4/W
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Course Objectives

1. To introduce and make students learn the different patterns of writing.
2. To help them create content for different category of readers.
3. To teach effective writing techniques.
4. To understanding the writing for special groups
5. To study how to write the leads and headlines

Unit I

(12 hour)

History of writing – Elements of Language – Concept of Literate Societies – Language as a tool of Communication – News – Definitions, Types, functions; Sources - Importance of Sources, Types of Sources

Unit II

(12 hour)

Basics of News Writing, 5Ws 1H, Inverted Pyramid Readability – Techniques of readability – Gunning’s fog Index- Point score – Flesch’s reading Ease Score (RES) and Human Interest Score (HIS) – Practical exercises.

Unit III

(12 hour)

Effective writing – principles and methods – Rules and grammar – paragraphs Narration description – sentences – Nouns & Pronouns – verbs – adjectives – sequences of tenses – punctuation marks – Idioms and phrases – Techniques of translation – practical exercises.

Unit IV

(12 hour)

Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - Beat Definition, Types of Beats, - Political Beat, Crime Beat , Court Beat, Sports Beat, Business Beat.

Unit V

(12 hour)

Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing - Creative writing – principles and practice – Business writing -Sports writing and Technical writing- Practical exercises and review of published articles.

Course Outcomes

- To remember and understand the basic requisites of writing.
- To understand the techniques of readability and to Create content accordingly.
- To appraise and to apply the appropriate writing techniques effectively.
- To analyze and create content based on different category of readers
- To construct the global media content which affect the cultural change

Reference

1. Mencher, Melvin, "Basic News Writing" Universal Bookstall, New Delhi.1993.
2. Narendra basu, News Reporting, Ajay varma publications, 2017.
3. Madhurselvaraj, News Editing and Reporting, Dominant publications, 2017.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	L	M
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	M
CO5	S	M	M	M	L
*S-Strong; M-Medium; L-Low					

SEMESTER –V Part – III	22UVSCS58: NEW MEDIA	Credit: 2 Hours: 2/W
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Course Objectives

1. To make students understand the evolution of new media.
2. To understand the advantages, challenges and impact of globalization.
3. To know about influences of social media and communication technology.
4. To understand how new media shape communications and ways to connect with the society.
5. To study the emerging trends and new tools in online communication.

UNIT I

(6 Hours)

Introduction to New Media. What is new media? What is old media? Difference between new and old media. Rise of Internet.

UNIT II

(6 Hours)

Globalization and communication. How has globalization influenced the growth of new media?

UNIT III

(6 Hours)

What is digital divide? New media contribution to this digital divide. New media influence on politics, economy and societies.

UNIT IV

(6 Hours)

Cyber journalism and cyber culture. Web sites, E-newspapers, internet tv, internet radio, cellphones and sms, blogs, social network sites. Level- basic knowledge

UNIT V

(6 Hours)

Types of social networks and their business model - the feature of social networks- growth and evolutions - Social media Revolution - different types of social networking sites - Content marketing - Social media advertising - YouTube as a Participatory culture - media participatory - Digital inequality, age, and social class - Algorithmic Ideology - Social Media's influence on News making.

Course Outcome:

- Co1: Understanding of the evolution of the internet in India and the world.
 Co2: Make a critical study of the impact of the internet on the society.
 Co3: Thorough knowledge of the use of new media influence and its pros and cons.
 Co4: Gain Knowledge of cyber journalism
 Co5: Become adept at the different aspects of social media applications.

References:

1. Media, Communication, Culture: A Global Approach - James Lull, Polity Press, UK, 2013
2. Online Journalism: The Essential Guide - Steve Hill & Paul Lashmar, SAGE Publications, London, 2014
3. Hinton, S. & Hjorth, L. (2013). Understanding social media London: SAGE Publications Ltd.
4. Mjos, O. (2012). Music, Social Media and Global Mobility. New York: Rutledge.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	L
CO2	S	M	S	S	M
CO3	S	M	M	S	L
CO4	M	S	S	S	L
CO5	M	S	M	M	L
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCC61: MULTIMEDIA APPLICATIONS IN MEDIA INDUSTRY	Credit:4 Hours:5/W
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Course Objectives:

1. To learn the basic concepts of Multimedia Systems
2. To learn representations, perceptions and applications of Audio
3. To study the fundamentals of text and graphic in multimedia
4. To know about the influence of Animation in multimedia
5. To develop the knowledge of Multimedia projects

UNIT- I**(12 Hours)**

Definition - Classification - Multimedia application -Multimedia Hardware – Multimedia software - CDROM - DVD.

UNIT- II**(12 Hours)**

Multimedia Audio: Digital medium - Digital audio technology - sound cards - recording - editing- MP3 - MIDI fundamentals - Working with MIDI - audio file formats - adding sound toMultimedia project.

UNIT- III**(12 Hours)**

Multimedia Text: Text in Multimedia -Multimedia graphics: coloring - digital imagingfundamentals - development and editing - file formats - scanning and digital photography

UNIT- IV**(12 Hours)**

Multimedia Animation: Computer animation fundamentals - Kinematics - morphing – animations/w tools and techniques.

Multimedia Video: How video works - broadcast video standards - digital video fundamentals – Digital video production and editing techniques - file formats.

UNIT- V**(12 Hours)**

Multimedia Project: stages of project - Multimedia skills - design concept - authoring – planning and costing –Multimedia Team.

Multimedia-looking towards Future: Digital Communication and New Media, Interactive Television, Digital Broadcasting, Digital Radio, Multimedia Conferencing

Course Outcomes:

- To understand the technologies behind multimedia hardware and software
- Gain the knowledge of digital audio technology
- Learn the tools and techniques in multimedia
- Acquire the multimedia skills
- Be able to make a multimedia projects

Reference

1. S.Gokul, “Multimedia Magic”, BPB Publications, 2nd Edition.
2. Tay Vaughen , “Multimedia Making it Work”, TMH, 6th Edition.
3. Kiran Thakrar, Prabhat k.andleigh, “Multimedia System Design”, Prentice Hall India.
4. Malay k Pakhira, “Computer graphics, Multimedia and Animation”, Prentice Hall India, 2nd Edition.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	S	M	L	S
CO2	M	L	S	L	M
CO3	S	M	L	M	M
CO4	M	L	M	M	L
CO5	S	S	M	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCC62: E-CONTENT WRITING	Credit: 4 Hours: 5/W
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Course Objective

- To study the basics elements of E Content
- To learn the various characteristics of E Content
- To acquire the knowledge on different forms of E Content
- To understand the Essential types in E Content
- To know how to creatively write for New Media.

UNIT- I (12 Hours)

Intro to e-content - Digitalization, Elements of e-content (text, picture, animation, presentation, audio, video).

UNIT- II (12 Hours)

Characteristics of E content (Interactivity, Sharing, Hypertextual, Simulation, Virtual (Wiki Element)).

UNIT- III (12 Hours)

Forms of E-content- Websites, webinar, blogging, mobile applications, podcasting.

UNIT- IV (12 Hours)

Types of E-content (OER, RLO, E-books, online dictionaries, encyclopedia)

UNIT- V (12 Hours)

Writing for E newspaper, E magazine, blog, social networking sites, Future of E content

Course Outcomes

- CO1: Learning the basics elements of E Content
- CO2: Analyzing the various characteristics of E Content
- CO3: Gaining knowledge on different forms of E Content
- CO4: Understanding the Essential types in E Content
- CO5: To ability how to creatively write for New Media.

Reference:

1. Miller 2008 “Digital Story telling” Focal Press (Elsevier)
2. Writing content-mastering in magazine and online writing-Roger w. Nielsen.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	L	M
CO2	M	L	M	L	S
CO3	M	M	S	M	L
CO4	L	L	M	M	M
CO5	S	S	S	S	M

*S-Strong; M-Medium; L-Low

SEMESTER –VI Part – III	22UVSCC63: VISUAL ANALYSIS TOOLS	Credit: 4 Hours: 3/W
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Course Objectives:

1. To learn the new computational and theory-based tools
2. To get a knowledge of innovative interactive techniques and visual representations.
3. To study Analysis of film and television
4. To understand the content analysis
5. The design of the tools and techniques is based on cognitive, design, and perceptual principles.

UNIT- I**(12 Hours)**

Semiological Analysis :The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic– Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium.

UNIT- II**(12 Hours)**

Psychoanalytic Criticism: Brain states – transpersonal psychology - The Unconscious –sexuality – the Oedipus complex – id, ego, superego – symbols – defense mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media.

UNIT- III**(12 Hours)**

Sociological Analysis: Cultural studies, analysis of visual – semiotics, denotation, connotation and Iconography - Analysis of film and television – six levels of analysis -psychoanalytic understanding of visual images - Different perspectives and methods of visual analysis.

UNIT- IV**(12 Hours)**

Gender Analysis: Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis

UNIT- V**(12 Hours)**

Marxist Analysis: Materialism – The base and the super structure – false consciousness and ideology – class conflict – alienation– the consumer society – Bourgeois heroes – Hegemony

Course outcomes:

To enable users to obtain deep insights that directly theory based tools support assessment, planning, and decision making

To gain knowledge about the Data representations and transformations

To acquired different perspectives and methods of visual

To understand types of conflicting and dynamic data in ways that support visualization and analysis

References:

1. Mirzoeff. F, —An Introduction to visual culture, Rout ledge, London. 2009
2. Arthur Asa Berger. —Media Analysis Techniques, SAGE Publication, New Delhi 2006.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	L
CO2	S	L	M	L	M
CO3	L	L	L	S	M
CO4	S	M	S	S	S
CO5	S	L	M	S	S
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCC64: ANIMATION	Credit: 4 Hours:5/W
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Course Objectives

1. To acquire knowledge about basics of animation
2. To strengthen the knowledge on functions of animation
3. To develop content using the 2d character
4. To learn the content of principles of animation
5. To study how to design 2d animation

UNIT- I**(12 Hours)**

Animation – Storyboards and Animation Preproduction – Types of Animation, Computer Animation, 2D Animation, 3D Computer Animation.

UNIT- II**(12 Hours)**

Animation on the Web, Motion Capture, Film Animation, Single Framed Cartoons, Caricatures, Editorial Cartoons, Comic Strips, Comic Books, Animated Films.

UNIT- III**(12 Hours)**

Object Animation (Toys, Clays, or Wax, etc.), Materials, Combined Live Action and Animation.

UNIT- IV**(12 Hours)**

Principles of Animation (12 Principles – Squash and Stretch, Anticipation, staging, straight ahead action and pose to pose, follow through and Overlapping action, Slow in and Slow out, Arc, Secondary action, Timing, Exaggeration, Solid Drawing and Appeal).

UNIT- V**(12 Hours)**

Practice – 2D Character animation

Course Outcomes

- CO1.Students learns about basics of 2D& 3D Animation.
 CO2.Students learns about the functions and types of 2D Animation.
 CO3.Student acquires knowledge on various 2D character Animation.
 CO4.Student gain knowledge on various principles of Animation.
 CO5. Students intended to create 2D Character animation

Reference:

1. Visual Communication - Images with Messages, Paul Mortin, Lester, Thomson Wordsworth.
2. Introduction to Media Production, Gorham Kindem, Robert B. Mussburger.
3. The Illusion of Life: Disney Animation - Frank Thomas and Ollie Johnston.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	L	M	L	S	L
CO3	M	S	M	M	M
CO4	S	L	M	M	S
CO5	S	L	S	M	S
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCP65: SHORT FILM PRODUCTION – PRACTICAL	Credit:4 Hours:6/W
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Course Objectives

- To go through all Three Developmental Stage of Film Making.
- To give a simulating Live Project like Experience.
- To inculcate Team Building Capabilities to the students.
- To prepare the individual for Film Industry.
- To gain professional World Experience.

Exercise:

(60 hours)

1. In this Practical work on Film Production students will have to produce short Film of minimum 10 minutes of duration.

It includes all three development stages in the Film Production process: Pre – Production, Production and Post Production.

Pre Production - Will include development of the Concept, Research, Identification of the KeyMovement, Location, Duration, Writing script and Screenplay and Story-boarding.

Production - Process will include video shooting of all the scenes and shots (indoor & outdoor) keepingLight Conduction in mind in accordance to the Shooting Script of the Film.

The Post Production - Process will include editing of the Film, Adding visual effects, Creating follysounds, Voice-over, Re-dubbing and adding background music to the Film, Finally preview presentationand submission of Films in Broadcast quality.

Course Outcomes

- Understand the process of Film Making.
- Demonstrate the art of Film Making.
- Create a team for better results from the available resources for Film.
- Develop him/her for the Professional Work.
- Analyze, Synthesize, and Utilize design processes and Strategy from concept to Delivery toCreatively solve Communication problems.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCE66-1: EVENT MANAGEMENT	Credit: 3 Hours: 4/W
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Course Objectives

1. To acquire knowledge about Event Management
2. To strengthen the knowledge on concept, model and theories of Event Management
3. To develop content using the features in Event management
4. To learn the content of event safety
5. To study how to manage the accounting of management

UNIT- I**(12 Hours)**

Event Management- Definition & concept; Analysis & Aim of Event; Principles of Event Management; Size, type & category- Sports, Rallies, Wedding & Exhibition; Event Planning & Developing a mission; Preparing event proposal, Use of planning tools- Protocols, Dress codes, staging & staffing.

UNIT- II**(12 Hours)**

Event Marketing- Nature & Process; Marketing mix, Sponsorship; Image & Branding; Advertising, Publicity and Public relations; Event Leadership- Leadership skills, Managing team, Group development & Managing meetings; Communication- Written communications (preparation official & semi-official)- orders, memo, circulars, & invoice & Verbal communications.

UNIT- III**(12 Hours)**

Event Production & Logistics- Concept & theme; Fabrication, light, sound & handling vendors; Logistic policy- procedures, performance standards, functional areas & motivation; Relevant legislations- liquor licenses, trade acts, stake holders, official bodies & contracts.

UNIT- I V**(12 Hours)**

Event Safety & Security- definition & concept; Safety- Occupational safety & emergency procedures; Security- Crowded management, Major risks, emergency planning & Incident reporting; Social-Cultural Environment.

UNIT- V**(12 Hours)**

Accounting- Meaning & scope; Objective of accounting; Accounting as an information system; Accounting principles- concept & Accounting standards; Budget- breakeven point, cash flow analysis, Profit & loss statement, balance sheet & Panic payments; Financial Accounting- Definition & nature; Financial control systems.

Course Objectives

1. Gain skill about Event Management
2. To apply knowledge on concept, model and theories of Event Management
3. Acquired knowledge of content using the features in Event management
4. Understanding the content of event safety
5. To Ability to manage the accounting of management

References

1. Devesh Kishore (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi.
2. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK 2. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	L	M	S	L
CO3	L	S	L	M	S
CO4	S	L	S	S	M
CO5	M	S	L	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCE66-2: DISTRIBUTION AND EXHIBITION	Credit: 3 Hours: 4/W
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Course Objective

1. To study the selection of media for distribution
2. To learn the various characteristics of distribution
3. To acquire the knowledge on finishing operation of print
4. To understand the knowledge of art exhibition
5. To teach the news publishing in print media.

UNIT- I**(12 Hours)**

SELECTION OF MEDIA – Media advertisements - Print media – Newspapers, Magazine, Books. Electronic Media – radio, television , internet etc., Direct mail - demonstration , booklet, catalogue , brochures.

UNIT- II**(12 Hours)**

DISTRIBUTION – DEFINITION, DIRECT marketing, Internet marketing, Distribution of Film – Types of Distribution. Film Advertising – Documentary, Advertising film, Sponsored film.

UNIT- III**(12 Hours)**

FINISHING OPERATION– Cutting, Folding, Mounting, Assembling, Binding , Framing , In-line finishing, Display types, Display techniques.

UNIT- IV**(12 Hours)**

EXHIBITION – Art Exhibition- a single artist, individual expositions, group expositions, or expositions on a specific theme or topic. photography , painting , sculptures, graphic& applied Art.

UNIT- V**(12 Hours)**

NEWS – Definition, Types of news – News Agencies- Reuters ,AP(ASSOCIATED PRESS) ,PTI (PRESS TRUST OF INDIA) – News paper in India – Advertisement in news paper , Advertisement size , cost .

Course Outcomes

1. Understand the selection of media for distribution
2. Gain skill about the various types of distribution
3. knowledge Ability on finishing operation of print
4. To develop the knowledge of art exhibition
5. To learn the news publishing in print media.

References:

1. Lynn S.Gross and Larry W.Ward – Electronic Moviemaking, Wordsworth Publishing Company, California, 1991.
2. Printing Technology –Adams 3rd Edition

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					

SEMESTER –VI Part – III	22UVSCE66-3: EDITING AND ETHICS	Credit: 3 Hours: 4/W
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Course Objectives

1. To understand the theoretical knowledge of video editing
2. To acquire knowledge of Digital editing steps
3. To learn knowledge of types of editing styles
4. To teach how to post production works are done
5. To study the code and ethics to do in editing

UNIT- I**(12 Hours)**

Introduction, Aesthetic Approaches, Editing Modes – Fiction, Nonfiction, Editing Technology and Techniques.

UNIT- II**(12 Hours)**

Digital Non linear Editing – Digitizing or Capturing Video and Film, Digital Non- Linear Editing Hardware, Remote Non-Linear Video Editing.

UNIT- III**(12 Hours)**

Film Editing, Screening the Work print, Assemble Editing, Synchronizing the Dailies, Rough-cutting, Tape Splicing, Digital Film Editing, Splicing the A and B Rolls, Combining the A and B Rolls.

UNIT- IV**(12 Hours)**

Sound Editing, Digital Non-Linear Editing, Linear Videotape Editing, Magnetic Film Editing, Audiotape Editing.

UNIT- V**(12 Hours)**

Ethics – Codes of Ethics, Situational Ethics, Press Response to Criticism, Ethics in the 21st Century.

Course Outcomes

- Gain knowledge of basic video editing and its types
- Acquired knowledge of editing steps followed
- To learn knowledge of types of editing styles
- Ability to do how to post production
- Understanding the code and ethics to do in editing

Reference:

1. Creative Editing, Dorothy A.Borles, Diane L.Borden Thomson Wordsworth.
2. Introduction to Media Production, Gorham Kindem. Robert B. Musburger, Focal Press.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	L	S
CO2	S	M	M	S	M
CO3	M	L	S	M	L
CO4	M	S	L	M	S
CO5	S	M	M	L	M

*S-Strong; M-Medium; L-Low

SEMESTER –VI Part – III	22UVSCS68: PUBLIC RELATIONS	Credit: 2 Hours: 2/W
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Course Objective

1. To Study the essence of PR as a practical discipline within the organization
2. To learn how public relations is practiced with other PR tools.
3. To acquire knowledge of different types of stakeholders involved in private and public organizations that use public relations strategies.
4. To learn public relations profession and practice in a global world.
5. To identify, analyse, and discuss PR research techniques

Unit I

(6 hours)

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management

Unit II

(6 hours)

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

Unit III

(6 hours)

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

Unit IV

(6 hours)

Shareholders relations, dealers relations, PR for hospitals, PR for charitable institutions, PR for Defence, PR for NGOs, PR for political parties, management and case studies.

Unit V

(6 hours)

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

Course Outcomes

- To understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques.
- To understand how public relations theory and practice developed and how public relations is practiced in different countries.
- Aware of different types of stakeholders involved in private and public organizations that use public relations strategies.
- To understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
- To examine how multiculturalism and diversity impact global public relations theory and practice.

Reference:

1. Y. K. D'souza,(1977). Mass Media Tomorrow, Indian Publishers Distributors,New Delhi.
2. S. Ganesh (1995). Lectures on Mass Communication, Indian PublishersDistributors, New Delhi.
3. J. L. Kumar (1996). Mass Media, Anmol Publications Pvt Ltd., New Delhi.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	L	L	L
CO2	S	L	M	S	L
CO3	M	S	L	L	S
CO4	S	L	M	S	M
CO5	S	S	M	M	L
*S-Strong; M-Medium; L-Low					