

Vision and Mission of the Institution:

VISION

To emerge as a world renowned institution that is integrated with Industry to impart knowledge, skills, Research Culture and Values in youth who can accelerate the overall development of India.

MISSION

To impart superior quality education at affordable cost, nurture academic, and research excellence, maintain eco-friendly and future-ready infrastructure, and create a team of well qualified teaching professionals who can build global competency and employability

CORE PURPOSE

Transform the youth into National Asset.

MOTTO

Meaningful INDUSTRY-READY education and research by all means

Vision and Mission of the Department:

Vision

In the new communication era, Communication Program aims to enable students to use media as a communication tool, to benefit from different disciplines and for them to gain a conceptual, intellectual, creative and innovative practical approach.

Mission

To provide high level, forward thinking and creative professionals to work in the field of Media and Communication.

Program Educational Objectives (PEO)

PEO1 :	Graduates of the programme will have successful career in all communication and Media industries and can pursue higher education and research.
PEO2 :	Graduates of the programme can work in teams to create the social responsibilities in the broad way as media person to construct the ethical practices.
PEO3 :	Graduates of the programme will continue to develop their knowledge and skills throughout their career.
PEO4 :	Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.

Program Outcomes (PO):

PO1	:	Apply the knowledge of communication and media fundamentals to the solution of problems in Communication and media industry.
PO2	:	Identify, formulate, research literature, and analyze Media and Communication problems reaching substantiated conclusions using first principles of Media and Communication theories and practice.
PO3	:	Design solutions for complex media and Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4	:	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions related to Media and Communication
PO5	:	Create, select, and apply appropriate techniques, resources, and modern media and communication tools to Media and Communication activities with an understanding of the limitations.
PO6	:	Understand the impact of the professional media and communication solutions in societal and environmental contexts, and demonstrate the knowledge of media and communication and need for sustainable development.
PO7	:	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
PO8	:	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO9	:	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Correlation between the POs and the PEOs

Program Outcomes		PEO1	PEO2	PEO3	PEO4
PO1	:	✓			
PO2	:		✓		
PO3	:		✓		
PO4	:			✓	
PO5	:				
PO6	:		✓	✓	
PO7	:		✓		
PO8	:		✓		
PO9	:				✓

Components considered for Course Delivery listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Mini Project
5. Project
6. Online Course
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	✓	✓	✓	✓	✓	✓		✓	✓
PO2	✓	✓	✓	✓	✓	✓		✓	✓
PO3	✓	✓		✓	✓	✓	✓	✓	✓
PO4				✓	✓		✓	✓	✓
PO5	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO6		✓	✓	✓	✓		✓	✓	✓
PO7		✓	✓	✓	✓		✓	✓	✓
PO8	✓	✓	✓	✓	✓		✓	✓	✓
PO9	✓	✓	✓	✓	✓	✓	✓	✓	✓

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)*Scheme of curriculum for
B.Sc. Visual Communication & E Media***Board of Studies – Visual Communication & E Media (UG)**

S.No	Sem	Part	Type	Subject	Credit	Hour	Int	Ext	Total
1	1	1	L1	Language – I	4	4	40	60	100
2	1	2	L2	English for Communication – I	4	4	40	60	100
3	1	3	C 1	Core - Introduction to Communication	4	4	40	60	100
4	1	3	CP 1	Core Practical - Creative Arts	2	4	20	30	50
5	1	3	DSC	DSC 1C	4	4	40	60	100
6	1	3	DSC P	DSC Practical - 1C	2	4	20	30	50
7	1	3	Allied-I	DSA 1A	4	4	40	60	100
8	1	4	AEC	Ability Enhancement Course I	2	2	50		50
9	1	6	VAC	Value Added Course - I%	2	-	50		50
					28	30			
1	2	1	L1	Language – II	4	4	40	60	100
2	2	2	L2	English for Communication – II	4	4	40	60	100
3	2	3	C 2	Core - Advertising	4	4	40	60	100
4	2	3	CP 2	Core Practical - Advertising (P)	2	4	20	30	50
5	2	3	DSC	DSC 2C	4	4	40	60	100
6	2	3	DSC P	DSC Practical - 2C	2	4	20	30	50
7	2	3	Allied-II	DSA 2A	4	4	40	60	100
8	2	4	AEC	Ability Enhancement Course II	2	2	50		50
9	2	6	VAC	Value Added Course - II %	2	-	50		50
					28	30			
1	3	3	C 3	Core - Photo Journalism	4	5	40	60	100
2	3	3	CP 3	Core Practical - Photography	2	4	20	30	50
3	3	3	DSC	DSC 3C	4	5	40	60	100
4	3	3	DSC P	DSC Practical - 3C	2	4	20	30	50
5	3	3	Allied-III	DSA 3A	4	5	40	60	100
6	3	4	SEC	Skill Enhancement Courses – I	2	5	20	30	50
7	3	4	AEC	Ability Enhancement Course III	2	2	50		50
8	3	6	VAC	Value Added Course - III %	2	-	50		50
9	3	6	IDL	Inter Department Learning –	2	-	50		50

				I#					
					24	30			
1	4	3	C 4	Core – Communication Theory	4	5	40	60	100
2	4	3	CP 4	Core Practical - Audio Production	2	4	20	30	50
3	4	3	DSC	DSC 4C	4	5	40	60	100
4	4	3	DSC P	DSC Practical - 4C	2	4	20	30	50
5	4	3	Allied-IV	DSA 4A	4	5	40	60	100
6	4	4	SEC	Skill Enhancement Courses – II	2	5	20	30	50
7	4	4	AEC	Ability Enhancement Course IV	2	2	50		50
8	4	6	VAC	Value Added Course - IV %	2	-	50		50
9	4	6	IDL	Inter Department Learning – II#	2	-	50		50
					24	30			
1	5	3	C 5	Core - Graphic Production	4	4	40	60	100
2	5	3	CP 5	Core Practical - Print Production	2	4	20	30	50
3	5	3	DSC	DSC 5C	4	4	40	60	100
4	5	3	DSC P	DSC Practical - 5C	2	4	20	30	50
5	5	3	DSE	Elective - I – DSE 1E	4	5	40	60	100
6	5	3	DSE	Elective - II – DSE 2E	4	5	40	60	100
7	5	4	SEC	Skill Enhancement Courses – III	2	4	20	30	50
8	5	6	VAC	Value Added Course - V%	2	-	50		50
					24	30			
1	6	3	C 6	Core - Film Studies	4	6	40	60	100
2	6	3	CP 6	Core Practical - Film Screening	2	4	20	30	50
3	6	3	DSE	Elective – III – DSE 3E	4	6	40	60	100
4	6	3	DSE	Elective – IV – DSE 4E	4	6	40	60	100
5	6	3	Core Course - XI	Core Project	8	4	80	120	200
6	6	4	SEC	Skill Enhancement Courses – IV	2	4	20	30	50
7	6	5	EX	Extension Activity- EX %	2	-	50		50
TOTAL					154	30	1900	1950	3850

DISCIPLINE SPECIFIC CORE (DSC)

S. No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Communication Media			yes
2		Communication Media (P)			yes
3		Multimedia I			
4		Multimedia I (P)			
5		Media Production			yes
6		Media Production (P)			yes
7		Multimedia II	yes		
8		Multimedia II (P)	yes		
9		Commercial Production	yes		
10		Commercial Production (P)	yes		
11		Script Writing			
12		Script Writing(P)			
13		Radio Production	yes		
14		Radio Production (P)	yes		
15		Film Appreciation			
16		Video Production (P)			

ALLIED

S. No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Social Psychology			yes
2		Writing for Media	yes		
3		Reporting and Writing			yes
4		Journalism			yes
5		Magazine Production and Layout Designing	Yes		
6		Public Relation			
7		Digital Animation	yes		
8		Research Methodology		Commerce II	
9		Principles of Management		Management UG	
10		Entrepreneurial Development		Commerce I	

SKILL BASED SUBJECT (SEC)

S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Print Media	yes		yes
2		New Media Writing			
3		Video Editing	yes		yes
4		Digital Film Making			
5		Creative Painting	yes		
6		Documentary			
7		Travel Photography			
8		Fashion Photography			

DISCIPLINE SPECIFIC ELECTIVE (DSE)

S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Event Management			
2		Advertising and Public Relations	yes		
3		Elements of Film Video Production	yes		
4		Introduction to Design And Visual Culture			
5		Media Planning			
6		Film Marketing And Distribution			
7		Media Management	yes		
8		Marketing Communication			
9		Film Appreciation			
10		Script Writing			
11		Radio Production			
12		Videography	yes		

ABILITY ENHANCEMENT COURSE (AEC)

S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Environmental Studies	-	General	Yes
2		Women Studies	-	Commerce II	
3		Constitution of India	-	Commerce I	
4		Human Rights	-	General	Yes
5		Yoga	-	Tamil	
6		NCC	-	Viscom	
7		Communicative English	-	English	
8		Quantitative Aptitude	-	Mathematics	

Semester I**BATCH: B.Sc (VC) 2019-2022****CLASS: I****VISCOM****INTRODUCTION TO COMMUNICATION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVC1CA	Core - INTRODUCTION TO COMMUNICATION	4	3	1	-	Theory

Goal: The specific mission of this course is to enhance understanding of the nature, processes and effects of human communication.

Objective:

- Enhanced critical thinking ability.
- Enhanced competency in written & oral communication.
- Enhanced conversation management skills in interpersonal settings and increased understanding of the importance of ethics and values in human communication.

Course Outcomes:

CO1	:	To build the capacity to examine and research on the aspects of communication for developmental aspects
CO2	:	To develop insight knowledge to analyze the problems and communication gaps in the execution of technology
CO3	:	To able to create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
CO4	:	To execute and plan required field works for the enhancement of communication development through collecting data for future references
CO5	:	To develop the skills of using technology to communicate effectively in various settings and contexts for cultural and developmental aspects.

Unit I: Communication –definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, non-verbal and verbal. Communication – socio economic changes and the emerging trend in Communication.

Unit II: Communication process –sources, message, channel, receiver, feedback, Noise: types of noise -encoding and decoding process. Informal and formal channels –Berlo, Lasswell, Shannon and Weaver models.

Unit III: Characteristics of mass communication-Functions of mass communication: information, education and entertainment -Communication and public opinion: nature, meaning and process.

Unit IV: Communication and Culture: Global media –multi cultural content –impact on developing countries; Cross-cultural communication: problems and challenges.

Unit V: Introduction-digital media-evolution of technology-advertising on digital media- social media-Mobile advertising-media relations management through online.

References :

1. Blake et al. Taxonomy of concepts of in Communication". Hasting House, NY, 1979.
2. McQuail Dennis, "Communication Models", Longman, London, 1981.
3. John R. Bitner "Mass Communication –An introduction". Prentice Hall, New Jersey, 1980.
4. Jaishri jethwaney and shruti jain"Advertising management". Second edition.
5. Seetharam K.S. "Communication and culture –A world view". McGraw Hill, New Delhi, 1991.
6. Shukla,SK. „ Mass media and Communication". Cybertech Publishing, New Delhi. 2006.
7. Keval J. Kumar "Introduction to Mass Communication", Vipul Prakashan, Bombay. 1994.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	M	H	H	H	H	L	L
3	H	H	H	H	M	H	L	H	H
4	H	H	L	L	H	L	H	H	H
5	H	H	H	H	H	M	H	H	H

Semester I**BATCH: B.Sc (VC) 2019-2022****CLASS : I****VISCOM****CREATIVE ARTS**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVC1CP	Core Practical - CREATIVE ARTS	2		1	3	Practical

Goal: To facilitate the student creators to learn drawing as it is the basic and core necessity for all other designing subjects.

Objective: The subject lets the students to understand the importance of drawing as a visual art and enable them to understand it as the fundamental for designing.

Course Outcome:

CO1	:	To enables learning and understanding of the basic concepts in drawing and creative arts.
CO2	:	To facilitate with the identification of drawing as a visual art.
CO3	:	To generate an opportunity to be aware of the communication aspects involved in visual arts.
CO4	:	To assist the relationship between drawing and designing.
CO5	:	To enable in the creation of colourful communication art forms and excel in designing as well.

List of Exercises:

I. MODULE 1: Pencil sketching

1. Lines, forms, and structure
2. Perspectives
3. Composition
4. Lights and shades
5. Birds, Animals & Human forms
6. Living and environmental space
7. Illustrations
8. Architectures, Monuments & Live sketching
9. Stencils & Calligraphy
10. Logos & Symbols

II. MODULE 2: Color Painting

1. Color wheel
2. Water painting
3. Poster painting
4. Acrylic painting
5. Fabric painting
6. Glass painting
7. Oil painting
8. Pot painting
9. Clay painting
10. Spray painting

References :

- 1) The Fundamentals of Drawing Landscapes, Barrington Barber, Arcturus Publishing, 2017
- 2) Fundamentals of Drawing Still Life, Barrington Barber, Arcturus Publishing, 2017
- 3) The Fundamentals of Drawing Portraits, Barrington Barber, Arcturus Publishing, 2017
- 4) The Fundamentals of Figure Drawing, Barrington Barber, Arcturus Publishing, 2017
- 5) Fundamentals of Painting: Textbook, V. A. Mogilevtsev, 2016
- 6) The Fundamentals of Oil Painting: A Complete Course in Techniques, Subjects and Styles, Barrington Barber, Arcturus Publishing, 2012

Semester II**BATCH: B.Sc (VC) 2019-2022****CLASS : I****VISCOM****ADVERTISING**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - ADVERTISING	4	4	-	-	Theory

Goal: To enable students to understand the role of advertising and its significance in the society.

Objective: Understanding the concept of advertising, its aspect and the strategies will help the students to survive in advertising industry.

Course Outcome:

CO1	:	To able the understanding about the role of advertising internationally and nationally.
CO2	:	To understand the types of advertising.
CO3	:	To gain knowledge on ad agencies and their structure.
CO4	:	To know the creative strategies involved in advertising.
CO5	:	To learn the ethical issues and standards in advertising industry.

UNIT-I Advertising and its role in the market place, advertising industry in India – advertising as a process of communication –Social effects of advertising. The changing world of advertising.

UNIT II: Types of advertising: consumer, corporate, industrial, retail, cooperative and Public service advertising.-tone and content; reading the advertisement -review with current ad campaigns.

UNIT III: Advertising agency: Structure and functions; Types - Leading agencies in India–multinational clients –challenges and opportunities. How to choose an advertising agency, agency briefing and evaluating an agency.

UNIT IV: Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media planning, advertising budget, pre testing and post testing.

UNIT-V: Professional ethics in advertising-cases of ethical violations –Advertising Standards Council – Social and cultural issues –Global regulations and Future trend.

REFERENCES:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Marieke de; „Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994.
5. Mohan, M; “Advertising management concepts and cases”; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; “Foundations of Advertising: Theory and practice”,

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	L	H	M	L	L	M	H
2	L	H	M	L	L	H	H	L	L
3	L	L	H	M	L	L	H	L	L
4	L	H	L	M	L	H	L	M	L
5	H	L	H	H	L	L	L	L	H

Semester II

BATCH: B.Sc (VC) 2019-2022
VISCOM**CLASS: I****ADVERTISING PRACTICAL**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical - ADVERTISING (P)	2		1	3	Practical

Goal: To enable students to practice advertising and its core concepts in hands-on training.

Objective: To exercise the concept of advertising, its practical knowledge and creativity

Course Outcome:

CO1	:	To able creativity and produce forms of advertisement.
CO2	:	To create different types of advertisement.
CO3	:	To understand the difference between corporate advertisement and public service advertisement.
CO4	:	To create and enhance brand promotion.
CO5	:	To understand the importance of appeal so as to develop advertising with different types of appeal.

List of Practical:

1. Produce classified advertisements
2. Design ear panels
3. Design a visual dominant advertisement
4. Design a copy dominant advertisement
5. Design a solus advertisement
6. Design an ad for a consumer product
7. Design a retail advertisement.

8. Design a corporate advertisement
9. Design a public service advertisement
10. Design a testimonial advertisement
11. Design a comparative advertisement
12. Design an ad for brand promotion
13. Design an ad with emotional appeal
14. Design an ad with fear appeal
15. Design an ad with humor as appeal

(Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above)

Semester III

BATCH: B.Sc (VC) 2019-2022
VISCOM**CLASS : II****PHOTO JOURNALISM**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - PHOTO JOURNALISM	4	4	1	-	Theory

Goal: To understand photojournalism as an important concept in journalism.**Objective:** The concept of identity, community and group processes is best understood by students to enable them to gain an insight into media.**Course Outcome:**

CO1	:	To remember the history of photography and its aspects.
CO2	:	To understand the techniques involved in photo composition.
CO3	:	To enhance understanding of digital photography.
CO4	:	To able the learning of photo editing with Photoshop.
CO5	:	To gain knowledge and to train upon setting up a photo studio

UNIT – I

Introduction to photography: Define Photography. Brief History and Development of Photography. Camera –Types- Usage. Lens- Types- Usage. Lights- Types Usage. Filters –Types- Usage. Film – Types. Film- Speed and Size. Tripod –Types- Usage. Light Meter- Usage. Flash- Types-Usage- Electronic Flash – Selection of Right Flash Mode. Other Useful Accessories.

UNIT II

Photo composition: Basic Techniques for Better Image. Aperture-Usage. Shutter Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light-Fill Light. Low Key and High Key Picture. Rule of Third. Angle of View. Picture Format.

UNIT III

Introduction to digital photography: Define -Digital- Digital Still Camera. Digital SLR Camera – Types. Working with Digital Camera – Major Components and Functions, Camera Operation, Mode, Advantages. -Image Editor- File Formats – Converters. Working with Scanner -Types - Scanning Techniques- Film Scanning. Photo Printers- How Printer works, Photo Quality. Printing Paper-Types.

UNIT IV:

Define Photoshop. Photoshop Workspace. Choosing Color, Brush Shape. Operations and Usage of Tools Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus Tool, Toning, Eye Dropper, Zoom Tool, Lasso Tool.

UNIT V

Introduction to digital studio: Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio Design, Equipment's and Budget. Corporate Studio- Design, equipment and Budget. Popular Photography Websites. Creating Photography Website. Connecting Images for Internet Use.

Reference :

1. The Digital Filmmaking Handbook – Mark Brindle
2. Professional lighting handbook – Verne Carlson, Sylvia e Carlson
1. Visual Communication Images with messages – Paul martin Lester
2. The Psychology of Composition – S M Eisentein
3. Photoshop – Tutorial – ebook
4. CorelDraw – Tutorial - ebook

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	M	L	L	L	H	H	L
2	L	H	H	M	L	H	H	L	L
3	H	H	H	H	M	H	L	M	H
4	H	H	L	L	H	L	H	H	H
5	H	M	H	H	M	H	H	H	H

Semester III**BATCH: B.Sc (VC) 2019-2022**
VISCOM**CLASS : II****PHOTOGRAPHY PRACTICAL**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical - PHOTOGRAPHY	2		1	3	Practical

Goal: To teach enable students to understand photography and its basic attributes**Objective:** To learn photography as a profession as well to gain insight on the subject.**Course Outcome:**

CO1	:	To learn composition and portrait features.
CO2	:	To understand the techniques in lighting.
CO3	:	To gain knowledge on the elements of camera.
CO4	:	To understand the various types of photography.
CO5	:	To understand the significance of exposures.

LIST OF PRACTICALS

1. Composition
2. Portrait - Children
3. Silhouette
4. Lighting (Key, Fill, Rim, Back)
5. Shutter Speed Techniques (Fast, Slow)
6. Product—Indoor, Outdoor
7. News Photography
8. Candid Photography
9. Bulb Mode
10. Multiple Exposures

Semester IV**BATCH: B.Sc (VC) 2019-2022**
VISCOM**CLASS : II****COMMUNICATION THEORY**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - COMMUNICATION THEORY	4	4	1	-	Theory

Goal: To understand communication and the role of communication theories**Objective:** To utilize communication theories in media development.**Course Outcome:**

CO1	:	To understand the evolution of human communication and its theoretical types
CO2	:	To know the difference between communication theories and models.
CO3	:	To understand the audience perception and its related theories.
CO4	:	To learn theories related to media and its effects.
CO5	:	To understand and learn theories based on the society and their understanding about the media.

UNIT – I

Communication and human development – Role and functions of mass media in society – Media and democracy – Media and socio, economic development – Media system and theories : Authoritarian, Libertarian, Social responsibility and communist theories.

UNIT – II

Evolution of models in Communication – Elements of basic models in communication – Noise factors – Limited effects theory – Factors affecting communication process.

UNIT – III

Mass communication, Media and changing audience characteristics – media dependence theory – information seeking behavior – audience Perception and use of media – Uses and gratifications theory – media convergence.

UNIT – IV

Media effects: Cultivation thesis – Television violence and children mediated world – Agenda setting function of media – new media and digital divide.

UNIT – V

Information society – concepts and theories of information society – information super highway – knowledge society and knowledge gap theory – Technological determinism and Global village.

REFERENCE:

1. Communication models" by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. „Theories of Mass Communication" by Mattelart et al., Sage, London. 1998.
4. „Essentials of Mass Communication" by Asa Berger, Sage, New Delhi, 2000.
5. „Media Gratifications Research" by Rosengren et al., Sage, London, 1985.
6. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
7. „Theories of the Information Society" by Webster, Frank. Routledge, London. 1995.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	M	L	H	H	H	L
2	L	H	H	H	H	H	H	L	L
3	H	H	H	H	H	M	L	H	H
4	H	H	M	L	H	L	H	H	H
5	H	H	M	H	H	H	H	M	H

Semester IV**BATCH: B.Sc (VC) 2019-2022****CLASS : II****VISCOM****AUDIO PRODUCTION PRACTICAL**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical -AUDIO PRODUCTION (P)	2		1	3	Practical

Goal: To enable students to understand the creation of audio and its production

Objective: To gain in-depth knowledge on dubbing, audio creation and production

Course Outcome:

CO1	:	To understand and create live as well as instrumental sound mixing.
CO2	:	To produce news bulletins as well as to produce news sounds.
CO3	:	To make different radio formats for radio programs.
CO4	:	To create different radio commercials.
CO5	:	To enable the students to create audio story books.

1. Blend sound to create moods
2. Record live musical instrument sound using multiple mikes.
3. Produce a radio news bulletin
4. Experiment and discover your own unique sounds and special effects
5. Create a signature tune
6. Create a radio spot
7. Create a PSA
8. Create a Radio Ad
9. Create a Jingle.
10. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).

Semester V**BATCH: B.Sc (VC) 2019-2022****CLASS : III****VISCOM****GRAPHIC PRODUCTION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - GRAPHIC PRODUCTION	4	4	-	-	Theory

Goal: To take the responsibility to create and provide illustrations.

Objective: To make the students **to** create visual communication materials for marketing and advertising.

Course Outcome:

CO1	:	To provide an overview of printing industry.
CO2	:	To understand the importance of colour in printing.
CO3	:	To learn the digital printing process and editing methods.
CO4	:	To acquire knowledge on different methods of printing.
CO5	:	To understand the role and importance of paper and its quality in printing technology.

UNIT-I

Introduction to Printing Technology: Size and scope of Printing Industry- Organization. Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need- Design- Reproducing Design- Distributing printing material.

UNIT-II

Design- Alphabets, Art Copy - Layout and Paste-Up, Working with Photographs- Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic color theory- Color spaces- Terminology-Color separation and color correction, Half tone dots and color. Letter Press- Rotary-Block Making. Offset plate making. Lithographic Printing Plates.

UNIT-III

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Software's - Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates. Digital Proofing, Moving and Storing Data.

UNIT-IV

Offset Press operations - Sheet fed – Web fed - Roller and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeeze and Ink- High Speed Presses Machine. Gravure-Concepts-Cylinder preparations- Printing Process -Flexographic printing-Concept-Printing Process

UNIT-V

Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price of papers. Ink-Properties of Inks- Ink Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House, System of Administration. Plan of starting a Medium Level Printing Units.

REFERENCES:

1. Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.
2. Newspaper design (2000) N Y Harlod Evans. Sage publications. London, First edition
3. How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.
5. Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition
6. In Design Type : Professional Typography with Adobe InDesign CS2 (1995) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.
7. Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. First edition.

Mapping of Course Outcomes with Program Outcomes:

Course Outcome s	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	H	M	L	H	H	L
2	L	H	H	H	H	H	H	L	L
3	H	H	M	H	H	H	L	H	H
4	H	H	L	L	H	M	H	H	H
5	H	H	H	M	H	L	H	H	H

Semester V**BATCH: B.Sc (VC) 2019-2022****CLASS: III****VISCOM****CORE PRACTICAL - PRINT PRODUCTION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core practical - PRINT PRODUCTION	2		1	3	Practical

Goal: To qualify the students to gain experience in designing newspaper and printing contents.

Objective: To train the students to manage, organize, control and monitor the flow of printed materials in a printing or publishing company.

Course Outcome:

CO1	:	To create a visiting card for a business person.
CO2	:	To design a flex and to understand flex printing.
CO3	:	To design cover pages and special pages for a magazine and a newspaper.
CO4	:	To understand the difference between commercial and public service advertisements.
CO5	:	To understand the digital colour process.

1. Produce a Visiting card using Screen printing/offset
2. Design a Poster (two colors) using offset/screen
3. Flex designing – multi color Flex printing
4. Front page of a daily news paper
5. Sports page of a newspaper
6. Design a Magazine cover page
7. Design a Magazine special page
8. Display advertisement for a product
9. Institutional advertisement
10. Public service advertisement

11. A brochure for a company
12. Design a package for a product
13. Digital photo editing using the appropriate software
14. Digital color processes.
15. Design a logo for an organization.

II. A project print portfolio for an organization on a theme or Topic.

Semester VI**BATCH: B.Sc (VC) 2019-2022****CLASS: III****VISCOM****FILM STUDIES**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM STUDIES	4	4	2	-	Theory

Goal: To able the students to work in collaboration with a variety of films, documentaries, and other filmic subjects.

Objective: Rising of professional film makers and television production. Creating awareness about responsive and responsible film making and TV production.

Course Outcome:

CO1	:	To identify the historical and theoretical relations to films and media.
CO2	:	To understand film as a culture and classify its genres.
CO3	:	To learn the concepts and transforming of scripts into visuals through characterizations.
CO4	:	To learn to appreciate, criticize and review a film.
CO5	:	To gain knowledge about the piracy policies, film clubs and film awards.

UNIT- I:

A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.

UNIT – II:

Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Popular, Parallel and Documentary films – concepts in film.

UNIT- III:

Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the

Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects.

UNIT- IV:

Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.

UNIT V:

Regulations for the film industry – Problems of film industry: Piracy - Governments initiatives and policies – Film institutes and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

References:

1. Ashish Rajadhyasha, Paul Wileman, 2005.
2. Encyclopedia of Indian cinema. Oxford University Press. New Delhi. Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press. Proferes, Nicholas. 2001.
3. Film Directing Fundamentals. Oxford: Focal Press. Mamer, Bruce. 2000.
4. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication. Nemes, Jill. 1996. Introduction to film studies. Routledge. London. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992.
5. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	M	L	L	H	H	H	L
2	L	H	H	H	H	M	H	M	L
3	H	M	H	H	H	H	L	H	H
4	H	H	L	L	M	L	H	H	H
5	H	H	H	H	H	H	M	L	L

Semester VI

**BATCH: B.Sc (VC) 2019-2022
VISCOM****CLASS: III****CORE PRACTICAL - FILM SCREENING**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL - FILM SCREENING	2		1	3	Practical

Goal: To make students to understand the exact meaning of cinema and Film making.

Objective: To supplement knowledge about film to students and analyze the various perspective of Film making.

Course Outcome:

CO1	:	To understand various genre in film making
CO2	:	To analyse the various aspect of film making.
CO3	:	To evaluate and justify the various perspectives of film & script
CO4	:	To apply and enhance the knowledge of film theory
CO5	:	To create and ameliorate the film language to mass media.

LIST OF PRACTICALS

1. Literary genres

- Absurdist/surreal/whimsical
- Action
- Adventure
- Comedy
- Crime
- Drama
- Fantasy
- Historical
- Historical fiction
- Horror
- Magical realism
- Mystery
- Paranoid fiction
- Philosophical
- Political
- Romance
- Saga
- Satire
- Science fiction
- Social
- Speculative
- Thriller
- Urban
- Western

2. Film and television formats and genres

- Animation
- Live-action scripted
- Live-action unscripted
- Other television-related topics

3. Video game genres

4. Music genres

DISCIPLINE SPECIFIC CORE**COMMUNICATION MEDIA**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVCC01	COMMUNICATION MEDIA	4	4	1	-	Theory

Goal: To introduce students various media and its characteristics.

Objective: To make students understand the concept of various media and its process in communication.

Course Outcome:

CO1	:	To enable analyzing the various aspects of print media and it's possibility towards the development of mass communication.
CO2	:	To understand the purpose of radio medium towards the society in development of mass communication.
CO3	:	To create the pathway between mass media audience and to understand television medium roll in mass communication.
CO4	:	To understand and analyze film as a medium of entertainment.
CO5	:	To develop new media skills on technology development aspects and in development communication process.

UNIT-I:

Newspapers and Magazines – types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines- content and style of English and Regional language newspapers and magazines- an overview.

UNIT-II:

Radio as a medium of mass communication, Organizational structure and functioning - FM broadcasting and the audiences, Community Radio, Programming Content and style- a critical review.

UNIT-III:

Television as a mass medium: Present television era, Soap operas, Prime time, Reality show, Fiction, Nonfiction, Concept creation, Episode drama, Script for a reality show, Presentation, Television commercials.

UNIT- IV:

Short and documentary films- film as a medium of entertainment – film audiences - critical review of regional/national films.

UNIT-V:

New Media: Information era, New media technologies: digital revolution-satellite TV and DTH, media convergence, ICT uses in Public and private sector – issues and future challenges in new media.

BOOKS FOR REFERENCE:

1. Arvind Kumar. "The Mass Media". Anmol Pub. New Delhi. 1999.
2. Parthasarathy, Rangasamy. Journalism in India". Sterling Pub. New Delhi.1995.
3. Keval J Kumar "Mass Communication in India " Jaico pub. Bombay. 1998.
4. Chatterji. P.C. " Broadcasting in India". Sage, New Delhi. 1997.
5. Shrivastava,KM. "Radio and TV Journalism" Sterling Pub., New Delhi.1989.
6. Arandhai Narayanan. "TamizhCinemavinKadhai". New Century Pub., Chennai. 1981.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	H	L	L	L	L
2	L	M	H	L	L	L	M	M	H
3	H	L	L	H	L	H	M	M	L
4	L	L	H	M	M	L	H	H	L
5	H	H	H	H	H	L	H	L	H

DISCIPLINE SPECIFIC CORE**COMMUNICATION MEDIA - PRACTICAL**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVCCP1	COMMUNICATION MEDIA PRACTICAL	2		1	3	Practical

Goal: To introduce students various media and its characteristics.

Objective: To make students understand the concept of various media and its process in communication.

Course Outcome:

CO1	:	To understand the various concept involved in print media.
CO2	:	To understand the radio medium and to create an opportunity in the radio industry.
CO3	:	To analyze the structural function of television medium.
CO4	:	To create an opportunity to critically analyze and review a film.
CO5	:	To develop the skills of technical operational skills, visual eye and to expand boundaries of traditional photographic practice in the e world of moving, digital 3D and interactive media.

Activity: Classroom based activity; students should maintain an observation note, observe & write all the modules.

1. Identify the elements in a newspaper and prepare a paste-up

- a) Anchor
- b) Banner
- c) Byline
- d) Caption/ Cutline
- e) Classifieds
- f) Column
- g) Dateline/
- h) Ear panel/ Ear Advertisement
- i) Info graphics
- j) Jump line

2. a) Draw the structure of a Radio organization

- b) Create a **jingle** for any of your favourite product/brand

3. a) Draw the **structure of a television organization**
b) Write about the **profile of Prasar Bharti**
4. a) critically analyze and write a **film review**
b) Stick the **film poster & cast members**
5. Write a feature article.

DISCIPLINE SPECIFIC CORE**MULTIMEDIA I**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MULTIMEDIA I	4	4	-	-	Theory

Goal: To enable students to understand the importance of multimedia.

Objective: The significance of multimedia will enable the students to enhance creative skill in animation.

Course Outcome:

CO1	:	To learn the basics of computer and its history.
CO2	:	To understand graphics as a communication and its scope.
CO3	:	To learn MS Office as documentation is one aspect in scripting.
CO4	:	To able the students to learn power point and excel in presentations.
CO5	:	To develop and create graphics in print format.

UNIT I

Introduction to computers – History and generation of computers- Basics of computers –Hardware & Software -Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry.

UNIT II

Graphic Communication – Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout-text & visuals, typography and drawing programs, working with colours.

UNIT III

MS Office and its applications- MS Word – tools, word processing techniques

UNIT IV

MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications.

UNIT V

PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

REFERENCES :

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
2. MS Office – Bible, Edward Willet, IDG Books, 2000.
3. PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.
4. Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
5. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
6. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
7. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	M	H	L	L	L	H	H	L
2	L	L	H	M	M	H	H	L	L
3	H	L	H	H	H	H	L	H	H
4	H	H	L	L	H	L	L	M	M
5	H	H	H	H	H	H	H	M	L

DISCIPLINE SPECIFIC CORE**MULTIMEDIA I PRACTICAL**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MULTIMEDIA I PRACTICAL	4		1	3	practical

Goal: To enable students to understand Social Psychology as a subject and the basic attributes.

Objective: The concept of identity, community and group processes is best understood by students to enable them to gain an insight into media.

Course Outcome:

CO1	:	To able to present a power point presentation.
CO2	:	To create and design a simple invitation using MS Word.
CO3	:	To design a magazine using Quark Xpress.
CO4	:	To design a newspaper using Page Maker.
CO5	:	To learn creating data using Excel.

List of Practical

1. Make a PowerPoint presentation with ten slides on any topic.
2. Design a two-page invitation using Word.
3. Design few pages of an A4 size magazine using Quark Xpress.
4. Design few pages of an A4 size Newspaper using Page Maker.
5. Create a student data using Excel.

DISCIPLINE SPECIFIC CORE**MEDIA PRODUCTION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MEDIA PRODUCTION	4	4	1	-	Theory

Goal: To enable students to remember the concepts involved in media and its production.

Objective: The concepts involved in media production will result in producing best media production.

Course Outcome:

CO1	: To apply digital production practices and techniques to working in groups and teams in the field of film, T.V, and digital media.
CO2	: To enhance their understanding of digital production by showing visual elements and visual techniques
CO3	: To develop a competent level of familiarity and safe operational proficiency with acquiring moving images that meet a predetermine narrative and tell a visual story
CO4	: To prepare to take an a wide range of different makes within an ever changing media landscape and media industry dealing with the development of digital content for both traditional and convergent media platforms.
CO5	To develop the skill as a professional in all the media.

Unit I:

Introduction to Media Production - Analysis of images - Introduction to Photography and Visual Literacy - Preproduction Techniques, What is a Story Board, What is idea generation, Budgeting, Crew, Casting, Planning and Scripting, Art Design.

Unit II:

Production, Basic Camera angles, movements and shots, Crane, Dolly, Lighting Techniques and its importance. Mise -en -scene, Studio Setup and Floor management, Outdoor, Basic Sets and ENG, OB Vans. Interview.

Unit III:

Post Production, Dubbing and Re-recording, Colour Correction, Computer Graphics, VFX, and Titling.

Unit IV:

Audio recording and editing, audio editing (software's- Sound Forge),(features Adobe Premier, FCP) Post Production and its usage

Unit V:

Hands on experience in Internet radio, community radio, mobile radio, and careers in audio and video production.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	H	L	L	L	M	M	M
2	L	L	L	L	L	H	L	L	L
3	H	L	L	L	L	L	L	L	H
4	L	M	M	M	M	M	M	M	L
5	L	L	L	H	H	H	H	H	L

DISCIPLINE SPECIFIC CORE**MEDIA PRODUCTION (P)**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MEDIA PRODUCTION (P)	2		1	3	practical

Goal: To enable students to gain practical knowledge in media production.

Objective: The exercises will provide an opportunity to experience practically and evolve professionally.

Course Outcome:

CO1	:	To develop writing skill on sports and technology
CO2	:	To write script for any kind of film
CO3	:	To understand the different types of camera and its angles in shooting a video
CO4	:	To produce creative commercials for television industry.
CO5	:	To produce creative commercials for radio industry.

1. Create a news article on technology.
2. Write a content for travel/sports.
3. Write a script for 5 mins (Short film, Ad, PSA, Radio, Documentary).
4. Draw a story board for the above exercise.
5. Describe mise-en-scene.
6. Take a photo using different camera angles.
7. Create a five min video for the above script. (Exercise 3).
8. Produce a TV commercial for 20 secs.
9. Produce a Radio ad for 20 secs.
10. Design a poster for a PSA.

DISCIPLINE SPECIFIC CORE**MULTIMEDIA II**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MULTIMEDIA II	4	4		-	Theory

Goal: To teach students multimedia and it's designing features.

Objective: To develop and create animation designers

Course Outcome:

CO1	:	To be trained Photoshop and its tools.
CO2	:	To gain knowledge of CorelDraw and its tools.
CO3	:	To study Illustrator and its tools.
CO4	:	To learn In Design and its tools.
CO5	:	To become skilled at animation and its scope in the industry.

UNIT I

A brief introduction to Photoshop. Tools, Photoshop workspace. Palettes, Buttons. Choosing Color, Brush Shape. Operations and Usage of Digital Image on Various Media.

UNIT II

Corel Draw - Usage of Tools, Features, Workspace

UNIT III

Illustrator - Usage of tools, shortcuts, Features.

UNIT IV

In-Design - Usage of tools, shortcuts, Features.

UNIT V

Animation industry in India & Abroad, Animation in cinema and television. Latest trends in animation. Fundamentals of computer graphics- file formats, image modes,

color resolution, compression, print and online formats. Animation- Definition, nature & scope, principles and techniques, types of animation, 2D vs. 3D animation.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	M	H	H	M	H	H	L	L
3	H	H	M	H	H	H	L	H	H
4	H	H	L	L	H	L	M	M	H
5	H	H	H	M	H	H	H	H	H

DISCIPLINE SPECIFIC CORE**MULTIMEDIA II PRACTICAL**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MULTIMEDIA II PRACTICAL	4		1	3	practical

Goal: To train the students on multimedia and its features.

Objective: To enhance creative and skilled designing through multimedia.

Course Outcome:

CO1	:	To create and present a power point presentation.
CO2	:	To produce and design a simple invitation using MS Word.
CO3	:	To propose a magazine using Quark Xpress.
CO4	:	To design a newspaper using Page Maker.
CO5	:	To learn to create data using Excel.

LIST OF PRACTICALS

1. Design a pamphlet for any consumer product.
2. Design few pages of an A4 size magazine using Quark Xpress.
3. Design a CD cover for any program.
4. Design a Point of Purchase using Corel Draw.
5. Design a package cover for any food item using Corel Draw.
6. Design a sales promotional ad with a save / free coupon with a tear sheet.
7. Using Photoshop, edit, make color correction and apply special effects to a visual.
8. Using Photoshop, convert an old, damaged photograph in to a new one.
9. Animate a 2D object using Flash.
10. Create a cell animation using Flash.

NOTE: Printed portfolio for an organization on a theme or Topic

DISCIPLINE SPECIFIC CORE
COMMERCIAL PRODUCTION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMERCIAL PRODUCTION	4	4		-	Theory

Goal: To teach students to understand

Objective: The concept of identity, community and group processes is best understood by students to enable them to gain an insight into media.

Course Outcome:

CO1	:	To enlarge the ideas on the development and creativity in television advertisements.
CO2	:	To plan and work on the special elements.
CO3	:	To develop knowledge in the production aspects.
CO4	:	To coordinate among different dimensions of attitudes in regard to the editing the commercials.
CO5	:	To expand technical point of view in commercial production.

Unit I:

Development of ideas- brief from client, agency interpretation, advertising strategy, creative work- idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval- creative potential of TV

Unit II:

Pre production- film formats, film stocks, planning of special elements- choosing the production team, crew, cast- sources of casting, importance of casting director. Pre-production meeting - the agenda.

Unit III:

Production of the commercial- set shooting/ location shooting- recording the sound track and creating the special effects- Pre scoring and Post scoring.

Unit IV:

Editing the commercial- traditional film editing/ nonlinear editing- finishing the audio elements- confirming the picture- special effects and animations.

Unit V

Economics of commercial production- Budgeting, factors affecting budgeting, problems with in- house production- finding production companies for bidding specialization of production companies, reviewing the production company cassettes future of TV commercial production.

Textbook:

1. Television Production handbook – Zettl

Reference :

1. Mass Communication in India – Keval .J.Kumar
2. Mass Communication Principles (Broadcasting Media) – Semma Hasan
3. Kelsey, Gerald. Writing for Television. Unistar, (E- book)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	H	H	H	H	H	L	L
3	H	M	H	H	M	H	L	H	M
4	H	H	L	L	M	L	H	H	H
5	H	H	H	H	H	H	H	H	H

DISCIPLINE SPECIFIC CORE
COMMERCIAL PRODUCTION (P)

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMERCIAL PRODUCTION (P)	2		1	3	practical

Goal: To introduce students to the strands of various writing for mass media.

Objective: To make students skilful in writing News stories, features, Scripts, copywriting and content writing.

Course Outcome:

CO1	:	To enhance the creative writing Knowledge in New Media.
CO2	:	To increase Media skills in the core area of creative writing
CO3	:	To produce content for writing a news article or feature writing
CO4	:	To create good content writing skills
CO5	:	To develop a skill based expertise in the field of New Media Writing

LIST OF PRACTICAL:

1. Design a consumer advertisement for a newspaper.
2. Design a public service advertisement for a magazine publication.
3. Create and Record a radio commercial.
4. Produce a public service advertisement for radio broadcasting.
5. Produce a TV commercial for any of your favorite product.
6. Produce a public service advertisement for Television.

NOTE: Each project should not exceed more than 5 mins.

DISCIPLINE SPECIFIC CORE SCRIPT WRITING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SCRIPT WRITING	4	4	-	-	Theory

Goal: To learn and develop your craft as a visual storyteller.

Objective: To learn a professional approach to writing a screenplay from conception of the idea through the outlining process and onto a finished short script.

Course Outcome:

CO1	:	To understand the fundamentals of screenwriting.
CO2	:	To learn how to break a story, develop an idea, create character arcs, and craft your idea into a three act structure.
CO3	:	To learn and practice the elements of a “Good Story Well Told”.
CO4	:	To write from a visual and aural perspective.
CO5	:	To develop good writing habits while discovering your creative voice.

UNIT I

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and nonfiction film/videos differences and similarities between scripting for fiction and non-fiction films

UNIT II

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT III

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Nonfiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT IV

Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT V

Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women's program - scripting for commercials.

Reference books:

1. Writing the Script by Wells Root, Jan 15, 1980
2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger
4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999)
5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L	L	H	L	
CO2	H	H		L	H	H	L	L
CO3	H	H	L	L	H	H		L
CO4	H	H	H	H	L	H	H	L
CO5	L		L		L	L	L	L

DISCIPLINE SPECIFIC CORE SCRIPT WRITING PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SCRIPT WRITING PRACTICAL	2		1	3	Practical

Goal: To enable students to learn a professional approach to writing a screenplay

Objective: To draw on your memories, experiences, observation and of course imagination to create compelling characters and stories for the screen.

Course Outcome:

CO1	:	To learn to write a script.
CO2	:	To be trained on writing script for a television program
CO3	:	To gain knowledge on compeering skills for a talk show
CO4	:	To discover the editing techniques
CO5	:	To qualify and have the best practice in video editing

List of exercises

1. Write a script for five mins
2. Draw a story board for the script
3. Write a script for a television program
4. Write an interview script for a live news program
5. Write a script for a talk show
6. Write a compeering script with songs
7. Describe a scene using the multi camera setup
8. By using the editing techniques prepare a small video sequence
9. Create a video which can best describe the camera movements
10. Create a video which can best describe the camera shots and angles

DISCIPLINE SPECIFIC CORE RADIO PRODUCTION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	RADIO PRODUCTION	4	4	-	-	Theory

Goal: To build on the basic skills learned in Radio Production.

Objective: To be taught the theory and techniques of radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative radio production, and sound design for other media.

Course Outcome:

CO1	:	Understands the history of broadcast medium and the related industry
CO2	:	Develops the writing skill for the listening medium
CO3	:	Acquires knowledge on how to conduct the interview and its techniques involved in it.
CO4	:	Will be able to create and conduct different program formats in radio industry.
CO5	:	Apply research knowledge in the broadcast industry.

UNIT I :

Introduction to the radio medium – history of the radio – characteristics of the medium: the speed of radio, radio on demand, personality of radio – types of radio station – structure of the radio station: studio layout, digital compression, digital audio workstation, equipment's: CDs, microphones, stereo and tape formats – editing principles – ethics and status of the media

UNIT II:

Writing for the ear: who and what you talk – structuring and signposting – the script – news values – campaigning journalism – investigative reporting – the newsroom operation – news reading and presentation: the seven Ps – radio car & mobile phone

UNIT III:

Interview: the basic approach – types of interview – non-verbal communication – cues and links in interview – the triangle of trust – vox pop – interviewing children – the discussion: format, selection of participants, the chairperson, preparation, advice to contributors

UNIT IV:

Phone-in programme: Technical facilities, the open line, support staff, choosing the calls – the role of the presenter – non-broadcasting effort – music programming: attitudes to music, clock format, computerized selection, choosing music, DJ programmes – outside broadcasting: planning, visiting the site, people, hazard assessment, equipment, safety, programme research, Liaison with the base studio – conflicts of approach

UNIT V:

Documentary and feature programs: the documentary, planning & research, structure - collecting the material, impression and truth, music, compilation – program sequence – the ending, program in real time, the feature

Textbook:

- McLeish, R. (2012). *Radio production*. Focal Press.
- Hausman, C., Messere, F., O'Donnell, L. B., & Benoit, P. (2012). *Modern Radio Production: Production Programming & Performance*. Cengage Learning.
- Priestman, C. (2001). *Web radio: radio production for internet streaming*. Focal Press.
- NEELAMALAR, M. (2018). *RADIO PROGRAMME PRODUCTION*. PHI Learning Pvt. Ltd..
- Wissner, R. (2019). *Making Radio: Early Radio Production and the Rise of Modern Sound Culture*, by Shawn VanCour.

Reference :

1. Radio Production , by Robert McLeish
2. Paul Chantler and Peter Stewart. Basic Radio Journalism.. Oxford: Focal Press.2003.
3. Keith, Michael C. Radio Station(6th ed.). Oxford: Focal Press, 2004.
4. Mills, Jenni. Broadcast Voice. Oxford: Focal Press, 2004.
5. Michael Talbot-Smith. Broadcast Sound Technology. Oxford: Focal Press.2002.
6. Francis Rumsey and TimMick. Sound and Recording: An Introduction. Oxford: Focal Press
7. John Watkinson. An Introduction to Digital Audio. Oxford: Focal Press.
8. Francis Rumsey. MIDI System and Control. Oxford: Focal Press.
9. Alec Nisbet. The Sound Studio. Oxford: Focal Press. 2004.
10. Tim Amyes. Audio Post-production in Video and Film. Oxford: Focal Press.2001.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L	L	H	L	L
CO2	H	H	L	L	H	H	L	L
CO3	H	H	L	L	H	H	L	L
CO4	H	H	H	H	L	H	H	L
CO5	L	H	L	H	L	L	L	L

DISCIPLINE SPECIFIC CORE RADIO PRODUCTION PRACTICAL

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	RADIO PRODUCTION PRACTICAL	2	-	1	3	Practical

Goal: To generate story ideas for radio productions.

Objective: To provide a basic knowledge and understanding of radio business and production is necessary for many radio station jobs, both “on” and “off” air in news and entertainment programming, including positions like show producer, talent, program director, promotions director and production director

Course Outcome:

CO1	:	To provide basic knowledge of radio production theory, techniques and aesthetics via practical
CO2	:	To master the art of audio recording, editing, mixing, and aural storytelling techniques.
CO3	:	To perform hands on experience in the writing and production of several radio program formats.
CO4	:	To communicate and deliver a message to listeners through different radio genres
CO5	:	To plan and design the use of sound effects, music, narration, and dialog in a radio script.

1. Write a script for 3mins radio program
2. Make an audio recording for the script
3. Do over dubbing procedures for any three types of musical instruments.
4. Blend sound to create moods.
5. Do sound recording for different formats
6. Create a signature tune, and a radio promo
7. Create a radio spot and a radio ad,
8. Produce a jingle. and PSA
9. Produce programmes in different formats (Talk , compering, announcement, anchoring, interviews etc.)
10. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).

BOOKS FOR REFERENCE:

1. Practical Recording Techniques: Bartlett and Bartlett
2. Sound and Recording: Francis Rumsey and Tim Mc Cormick
3. An Introduction to Pro tools: Frank D Cook
4. Producing great sound of film and video: Jay Rose
5. Radio Production: Robert McLeish

DISCIPLINE SPECIFIC CORE FILM APPRECIATION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM APPRECIATION	4	4	-	-	Theory

Goal: To explore the aesthetics of cinema, the concepts behind storytelling and various elements of a film.

Objective: To understand the role movies play in our daily lives and in society as well as the vital roles that directors and critics play in the movie making process.

Course Outcome:

CO1	:	To understand the language of semiotics, lighting and music in film.
CO2	:	To know about the significance of film personalities in Indian cinema
CO3	:	To have the knowledge about international and national film culture
CO4	:	To stay updated with the current trends in Indian cinema
CO5	:	To learn the literature and its impact in Indian cinema

Unit I:

Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music - Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - Dadasaheb Phalke, Bombay Talkies, mythologicals etc History of Indian Cinema (contd.) Cubism, Realism, Neo- realism Other arts and cinema - theater, painting

Unit II:

Importance accorded to song and dance Actors and personality cults Mythological Films Formula in Cinema - Masculine Charisma Melodrama in Indian Cinema

Unit III:

'B' Movies High Culture vis a vis low culture Satire Cult Remakes Japanese Cinema British Cinema Iranian Cinema Chinese/Korean Cinema Latin American Cinema Regional Cinema in India

Unit IV:

Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India

Unit V:

Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system

BOOKS FOR REFERENCE:

- Film: From Watching to Seeing (2nd Edition) by Bill Goodykoontz
- Website to refer <http://nptel.ac.in/>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
CO1	L	L	L	H	L	H	L	H	L
CO2	L	L	L	H	L	L	L	L	L
CO3	L	H	L	H	H	L	H	L	L
CO4	H	H	L	H	H	L	H	H	H
CO5	L	H	L	H	L	L	H	L	L

DISCIPLINE SPECIFIC CORE**VIDEO PRODUCTION (P)**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	VIDEO PRODUCTION (P)	2		1	3	practical

Goal: To enable students to learn video production for television and other visual media.

Objective: To transform the script into visual by learning the visual aspects and concepts.

Course Outcome:

CO1	:	To understand the entire process of video production.
CO2	:	To analyse the various aspect of production process.
CO3	:	To evaluate and justify the various perspectives of script
CO4	:	To apply and enhance the knowledge of video making.
CO5	:	To create and mitigate the technical aspects in video production.

LIST OF PRACTICALS

- | | |
|------------------------------|------------------|
| 1. Script | 7. ENG |
| 2. Story board | 8. Anchoring |
| 3. Camera movements | 9. TV commercial |
| 4. Shots | 10. Interview |
| 5. Angles | 11. Talk show |
| 6. Basic lighting techniques | 12. Compeering |

ALLIED - SOCIAL PSYCHOLOGY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BVCC02	SOCIAL PSYCHOLOGY	4	4	-	-	Theory

Goal: To enable students to understand Social Psychology as a subject and the basic attributes.

Objective: The concept of identity, community and group processes is best understood by students to enable them to gain an insight into psychological aspects in media.

Course Outcome:

CO1	:	To locate goal to have a successful communication process
CO2	:	To gain social responsibility among students
CO3	:	To acquire knowledge in socialization and motivational aspects.
CO4	:	To coordinate among different dimensions of attitudes.
CO5	:	To develop technical perspective in psychological aspects

UNIT-I:

The Nature and Scope of Social Psychology. The Development of Social Psychology: Early Beginnings – the Contributions of Sociologists and Psychologists: Comte; Le Bon; Durkheim; Cooley;

UNIT-II:

Specialization: Social Learning Process. Socialization and Motivation; dependency; Aggression; Need Achievement; affiliation.

UNIT-III:

Attitudes and Opinions the Nature and Dimensions of Attitudes. The Formation and Change of Attitudes. Communication and Persuasion. Public opinion – Nature, formation and change. Role of Mass communication in Public Opinion Formation and change.

UNIT-IV:

Groups and group Processes; Nature and Types of groups; Development of Groups; group Dynamics; Group norms and conformity; Group structure and group performance; Cooperation and competition.

UNIT-V:

Mass Psychology; Audiences and Collective Behavior. Classification of collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behavior – the mobs and the Different kinds of Mobs. New Media and Audience Behavior. Social Media and Flash Mobs; Political Movements.

BOOKS FOR REFERENCE:

1. Mc David and Harris ; “An Introduction to Social Psychology” . Harper & Row, 1968.
2. D Crytchfold, RS and Ballachey, E L “Individual in Society”. McGraw Hill. New York.
3. Sherif, N and Sherif C.W. “An Outline of Social Psychology” Harper & Row. New York.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	L	H	L	L	L	L	H
2	L	H	M	L	L	H	M	L	L
3	L	L	H	L	L	M	M	L	L
4	L	H	L	L	L	H	L	M	L
5	H	L	H	H	L	L	L	L	M

ALLIED - WRITING FOR MEDIA

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	WRITING FOR MEDIA	4	4	-	-	Theory

Goal: To teach the writing styles and techniques involved for various media.

Objective: The differences between the styles various

Course Outcome:

CO1	:	To gain information and knowledge on print medium.
CO2	:	To create magazines according to the need of the audiences and special audiences.
CO3	:	To develop on the content for radio and to educate and entertain its listeners.
CO4	:	To coordinate among different visual elements for television programs.
CO5	:	To widen the required industrial skill for online content creation

UNIT-I

Print Medium: Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety –Editorial policy and style – inverted pyramid - writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

UNIT –II

Magazines: General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Regional Magazines vs English magazines: a comparative analysis – Freelancing.

UNIT- III

Radio: Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation – language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition.

UNIT – IV

Television: Nature and characteristics of television – audio and visual elements – writing television news – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation – Video jockeying – entertainment programmes – audience participation.

UNIT – V

Web Writing: Internet as a medium - nature and characteristics –Newspapers online –contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

Reference:

1. Mencher, Melvin. "News Reporting and Writing". New York.
2. McGraw Hill Pub. 2003. Navin Chandra & Chaughan. „ Journalism Today“. New Delhi. Kanishka Pub. 1997.
3. Shrivastava, K.M. „Radio and TV Journalism“. New Delhi. Sterling Publishers, 1989
4. Hilliart, Robert. „Writing for Television, radio and New media(8th ed.). Belmont.Wadsworth Pub. 2004
5. White, Ted. „Broadcast news writing, Reporting and Producing“(4th ed.).Oxford. Focal Press. 2006.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	H	H	M	M	H	L	L
3	H	H	M	H	H	M	L	H	H
4	H	H	L	L	H	L	H	H	H
5	H	M	H	H	H	H	H	M	H

ALLIED - REPORTING AND WRITING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	REPORTING AND WRITING	4	4	-	-	Theory

Goal: This paper will enable an understanding of the medium of print journalism, its working, the writing forms and processes. It will also teach the working and organization of a print based organization, and the roles of various people in it.

Objective: Assignments will introduce the fundamentals of reporting, newsgathering and editing. In the fundamentals of reporting and editing, students are expected to notice the difference between news agency, periodical and magazine reporting. It is also objective of the paper to introduce them Interviewing techniques and tips for conducting the interview.

Course Outcome:

CO1	:	To enhance the habit of newspaper reading and to motivate the students to stay updated.
CO2	:	To improve the writing skill, especially the writing method for print media.
CO3	:	Develops the core skills on writing for magazines and newspapers.
CO4	:	Cultivates the attribute of becoming a virtuous sub-editor
CO5	:	Arranges and organizes to design and publish a lab journal

UNIT I:

Newspaper organization: structure – Reporting section: role and responsibilities of a Chief Reporter, News editor, Sub Editors Correspondents and reporters. Duties, responsibilities, rights and privileges. Functions of editorial department.

UNIT II:

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style: Lead- Importance, types of lead; body of the story; attribution, objectivity. Interviews types.

UNIT III:

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures.
 Financial Reporting. Features: Types, Characteristics, Crime Reporting: Source of news, procedure, reporting style, Covering public meetings and speeches: dos and don'ts.

UNIT IV:

Rural reporting – Beats and Special Coverage. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting.

UNIT V:

News Agencies –Wire editing, News selection. Opinion page – Editorial writing: Purpose, Types of editorials, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board

References:

1. News Reporting &Editing; Jagoish Chandar, Anmol Pub
2. Handbook of Reporting & Communication Skills; Gupta Sc, Media Pro. & Pub Bombay
3. News Reporting & Editing; Ganesh T.K, Gnosis Pub
4. News Reporting And Editing In Digital Age; Ganesh T.K, Authors Presss Delhi
5. Computer Assisted Reporting; Aditya Sengupta, Mac Milan
6. News Reporting And Editing; Shrivastava, Iowa State
7. Hand Book Of Writing, Reporting, Sorting And Editing; Tiwari K, VikasPub,Delhi

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	M	M	H	H	L	L	L	H
CO2	H	L	H	L	L	H	M	H	L
CO3	L	M	H	L	M	L	H	M	H
CO4	M	L	L	H	L	H	H	L	L
CO5	H	M	L	L	M	M	L	H	M

ALLIED - JOURNALISM

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	JOURNALISM	4	4	-	-	Theory

Goal: To insist the significance of journalism and the related perspectives.

Objective: To analyze and implement the journalism concepts in the relevant industry.

Course Outcome:

CO1	:	Able the students to remember the role and development of newspaper and magazine.
CO2	:	To understand the elements of newspaper medium.
CO3	:	To understand the writing styles involved in newspaper medium.
CO4	:	Understand the research involved in news reporting.
CO5	:	To gain knowledge on editing and its principles.

Unit-I Introduction to Journalism

Journalism Meaning and concept. Introduction to Indian Press - origin and development of newspaper and magazine in India – Types of journalism: Radio journalism, Television journalism – Online Journalism: Meaning & Definition.

Unit-II Introduction to News

News: Meaning & definition - Sources and elements of news - Characteristics of news - Mass Communication: Concept & Characteristics - Different styles of news writing - Headline: Importance & types.

Unit-III Different Types of writing

Writing for newspaper and magazines: Nature & Difference - Feature writing: Meaning, definition & nature – Editorial writing - Writing column, Reportage, analysis etc.

Unit-IV Reporting for Print Media

Definition, scope, concept & principles of news reporting - Types & techniques of news reporting -Functions of reporting: Interview, collection of data, research -

Qualities & Responsibilities of a reporter - Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

Unit-V Editing for Print Media

Theories and Principles of Editing - Preparing good copies for Newspaper, Magazine & others - Introduction to editing symbol, proof reading symbols & Copy desk - Role, functions and responsibilities of Copy editor.

References

1. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
2. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
3. Wren & Martin High School English Grammar & Composition, S.Chand
4. Thomas S. Kane Oxford Essentials Guide To Writing
5. George.A.Hough News Writing, Kanishka
6. Robert Mc. Lesh Radio Production, Focal Press.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	L	L	L	L	L	L	L
CO2	H	L	L	L	M	L	L	L	L
CO3	L	L	M	L	L	M	L	M	H
CO4	L	L	M	H	L	M	L	M	L
CO5	H	L	L	L	L	M	L	M	L

ALLIED - MAGAZINE PRODUCTION AND LAYOUT DESIGNING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MAGAZINE PRODUCTION AND LAYOUT DESIGNING	4	4	1	-	Theory

Goal: To survey and apply the principles of graphic design to magazines

Objective: To be familiar with industry expectations regarding the creating of a variety of publications such as newspapers, feature pages, magazine covers and editorial spreads newsletters

Course Outcome:

CO1	:	Demonstrate the knowledge of many ways that publications may be developed.
CO2	:	To understand typographical theory & design
CO3	:	To understand & apply basic magazine layout & design
CO4	:	To understand the principles of commercial printing
CO5	:	To introduce students to magazine design styles

UNIT-I

Growth of Tamil and English magazines – General and special magazines – circulation and readership – characteristics of magazines – magazine readers.

UNIT – II

Content variety – space availability – size – editorial policy – supplementing news and articles of other media – exclusive coverage – typography – pictures and illustrations .

UNIT – III

Magazine layout and design objectives – competition – use of graphic elements – spacing techniques – design principles and styles for cover pages – Layout comparison between Tamil and English magazines – Layout and design for special magazines.

UNIT – IV

Production process: Dummy – pre press requirements – technical considerations – volume of print – printing process – quality in reproduction of text, pictures and illustrations – advertisements – paper quality and cost - other input costs considerations.

UNIT-V

Content, Layout and Design analysis of India Today, The Week, Front Line, Outlook, India Today (Tamil), Tamil weeklies and fortnightlies – English and Tamil special magazines such as Femina, Gentleman, Avazh Vikatan etc – Special Magazines on products and industries – comparison with some foreign magazines.

Reference:

1. Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.
2. King, Stacey. Magazine Design that Works. London: Routledge, 2001.
3. Morrish, John. Magazine Editing. London: Routledge, 1996.
4. Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.
5. Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	L	L	L	L	L	L	L
CO2	H	L	L	L	M	L	L	L	L
CO3	L	L	M	L	L	M	L	M	H
CO4	L	L	M	H	L	M	L	M	L
CO5	H	L	L	L	L	M	L	M	L

ALLIED – PUBLIC RELATION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PUBLIC RELATION	4	4	-	-	Theory

Goal: To gain knowledge in maintaining the public relationships and its etiquettes

Objective: To introduce public relation and its concepts in order to outshine in the industry.

Course Outcome:

CO1	:	To announce the subject and its importance in terms of the media industry
CO2	:	To understand the fundamentals of PR medium.
CO3	:	To know the way of approaches as a PR.
CO4	:	To identify the role and responsibilities of an effective PR
CO5	:	To gain knowledge on implications for future developments in PR industry.

UNIT I

Public Relations: Definitions, PR as a management concept, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context., PR firms in India: status and growth.

UNIT II

PR Publics: Internal and external public ; issues and problems; management approach, PR strategy, Channels of Communication – public perception, evaluation.

UNIT III

Tools of PR: mass media, ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community, government, media.

UNIT IV

PR in private and public sectors, educational institutions and in Government: Structure and functions, policies, problems and issues.

UNIT V

Public Relations practice in the Global context – Corporate culture – global competition, International PR and implications for developing countries ; PR policies, professional organizations in PR , code of ethics – Future developments – Case studies

. References

1. Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
2. 'Newspaper organization and management' , Williams, Iowa State university press, 1978.
3. 'Media management in India' Dibakar Panigrahy,&Biswasroy, Kanishka pub, New Delhi 1993. "Management concepts and practices' Tim Hannagan, Macmillan, 1995.
4. 'Essentials of management'. Koontz & Weihrich, Tata McGraw Hill. 1990.
5. 'Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey, 1982.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	L	L	L	L	L	L	L
CO2	H	L	L	L	M	L	L	L	L
CO3	L	L	M	L	L	M	L	M	H
CO4	L	L	M	H	L	M	L	M	L
CO5	H	L	L	L	L	M	L	M	L

ALLIED – DIGITAL ANIMATION

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DIGITAL ANIMATION	4	4	1	-	Theory

Goal: To hold on to the influence and impact of animation among its audience and to excel in the industry.

Objective: To analyse and implement digital animation concepts in the relevant industry.

Course Outcome:

CO1	:	To make acquainted the students with various approaches in computer animation
CO2	:	To Master the students in tradition and advanced animation techniques.
CO3	:	To intensify the proficiency in life drawing and character molding
CO4	:	To implant the audio and Video production modus operandi in animation
CO5	:	To enable students to relate the flow of animation in a pipeline from concept to screen.

Unit I: Fundamentals of computer graphics- file formats, image modes, colour resolution, compression, print and online formats. Animation- Definition, principles and techniques, types of animation, 2D vs. 3D animation.

Unit II: Animation storyboard, rigging, texturing, titling (2D& 3D), rendering, compositing, morphing, special FX, masking and colour correction. Role of drawing in animation.

Unit III: Basics of 2D animation Macromedia Flash- Features & tools cell animation, tweening onion skinning - using imported art works and adding sound – Interactivity Exporting and Publishing.

Unit IV: 3D Animation - Model building, Lighting, Character Modelling, Morphing, Motion capturing. 3D Studio max features, tools and applications.

Unit V: Animation industry in India & Abroad, Animation in cinema - cartoons - commercial - television, Latest trends in animation.

BOOKS FOR REFERENCE:

1. Computer Graphics – Donald Hearn & Pauline Baker, (2nd Edn.), Prentice Hall, 1994.
2. CG Film Making - From Concept to completion, Barrett Fox Tata McGraw-Hill, 2004.
3. Understanding Animation, Paul Wells, Routledge, London, 1998.
4. Flash Bible, Robert Reinhardt, IDG Books, New Delhi, 2000.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L	L	L	L	H	L	L	H
CO2	L	L	H	L	L	H	M	M	L
CO3	L	L	H	M	L	L	M	M	L
CO4	L	L	L	L	L	M	L	L	H
CO5	L	L	L	L	L	M	L	L	L

ALLIED – RESEARCH METHODOLOGY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	RESEARCH METHODOLOGY	4	6	0	0	Theory

Introduction:

Research Methods introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Students will complete an individual research proposal based on a business topic of interest, using the courses textbooks and selected scholarly and peer reviewed sources.

Course Outcome:

CO1 :	To know the basic of research and formation of problems
CO2 :	Understand and apply the major types of research designs and errors
CO3 :	Formulate clearly defined scaling techniques and report writing
CO4 :	Analyze and summarize the basic terms such as mean, median and mode
CO5 :	To comprehend T-Test, Chi Square-Test.

Unit I:

Business Research – Meaning – Scope and Significance – Utility of Business research – Qualities of good researcher – Types of research – Research Process- Research design– Identification, Selection and formulation of research problems- Setting objectives – literature review

Unit II:

Sampling – Methods and techniques – Sample size – Sampling error – Field work and data collection-Tools of data collection- Secondary data sources and usage-online data sources- Primary data collection methods – Interview schedule- Questionnaire – Observation, interview and mailed questionnaire – online surveys - pilot study and final collection of data.

Unit III:

Measurement and scaling techniques – Processing and analysis of data – Editing and coding – Transcription and Tabulation – Statistical tools used in research – Hypothesis -Measures of Central tendency – Mean – Median - Mode-Standard deviation – Correlation – simple & multiple correlations.

Unit IV:

Test of significance – „t“ Test - large sample, test of significance for attributes, analysis of variants - Chi-square test and ANOVA test – Ranking Concept & Methods

Unit V:

Interpretations - Report writing– Types of Reports - contents and style of reports – Usage of Tables and in drafting reports – Reference – Bibliography

Textbook:

1. Business Research Methods - Kothari - 4th Edition

Reference:

1. Business Research Methods - Emory
2. Business Research Methods – Rummel & Ballaine

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	H	M	L	M	H	L	M
CO2	L	M	M	H	H	L	L	H	H
CO3	M	L	M	M	M	L	M	H	H
CO4	H	M	H	M	L	M	M	M	M
CO5	L	L	M	H	M	M	L	M	L

ALLIED – PRINCIPLES OF MANAGEMENT

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PRINCIPLES OF MANAGEMENT	3	5	-	0	Theory

Introduction: To enable the students to learn principles, concepts and functions of Management. Identify the key competencies needed to be an effective manager.

Course Outcomes:

CO1	:	Discuss and communicate the management evolution and how it will affect future managers
CO2	:	Observe and evaluate the influence of Historical forces on the current practice of management
CO3	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO4	:	Practice the process of management's four functions: planning, organizing, leading, and controlling.
CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

UNIT I

Introduction- Definition of management, nature and scope of management - Management as a science and art- Functions of management- Management and Administration-Contribution of F.W. Taylor – Henry Fayol – Mary Parker Follet – McGregor and Peter F. Drucker.

UNIT-II

Planning – Nature – Importance – Types – Steps in Planning – Decision Making – Process of Decision making – Types of Decisions – Problems involved in Decision Making.

UNIT-III

Organizing – Types of Organization (Line and Staff, Committees, Projects, Matrix) – Organizational structure – Span of Control – Departmentalization – Informal Organization.

UNIT IV

Motivation – Need – Determinants of behaviour — Motivation Theories in Management (Maslow's Theory of Motivation, Herzberg's Motivation Hygiene Theory and **McGregor's Participation Theory**-Leadership styles – MBO – Management by Exception.

UNIT V

Co-ordination – Need for Co-ordination – Types – Techniques -- Controlling – Meaning, importance and Types of Control -Control Process.

Textbook:

1. P.C. Tripathy, "Principles of Management," Tata McGraw hill publishing Company ltd, 5th Edition, 2012, New Delhi.
2. T. Ramasamy, "Principles of Management," Himalaya Publishing House, First Edition, 2014.

Reference

1. R.K. Sharma & Shashi K.Gupta, Principles of Management
2. Bhushan Y.K, "Business Organization," Sultan Chand & Sons, Nineteenth Edition -2013.
3. L.M. Prasad, Principles of Management, 5th Edition, Himalaya publication, Mumbai – 2006.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	H	M	M	H	M	M	H
CO2	H	L	M	H	H	H	L	L	M
CO3	H	H	H	M	M	L	H	H	H
CO4	H	H	H	H	H	H	H	H	H
CO5	H	H	H	M	M	H	M	M	H

ALLIED – ENTREPRENEURIAL DEVELOPMENT

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ENTREPRENEURIAL DEVELOPMENT	4	5	0	0	Theory

Introduction:

To build the necessary competencies and creativity and prepare them to undertake entrepreneurship as a desirable and feasible career option.

Course Outcome:

CO1	:	To know about the role of the entrepreneur in India and around and the globe, understand the benefits and drawbacks of entrepreneurship and students has to avoid them; entrepreneurial failure.
CO2	:	To develop student's ability to create, lead and coordinate projects within the textile and fashion sector. It also intends to provide tools and methods in order to make use of entrepreneurial thinking to develop a business project.
CO3	:	Students will be able to define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses.
CO4	:	To understand process of women entrepreneur and how faced their problems.
CO5	:	To understand difference between Micro, small and medium Enterprises.

Unit I:

Basics of Entrepreneurship- classification of Entrepreneurship- Importance of Entrepreneurship- difference between Entrepreneurship and employment – Entrepreneurial skills- current trends.

Unit II:

Business management skills - Internal skills - Financial management - Operating management - Manpower management - Material and Inventory management.

Unit III:

Business management skills- External skill – Marketing Management- Sales Management – Business opportunities – Market Survey and Strategy- investment and investors relations- Business Outreach and promotions.

Unit IV:

Schemes and Funding- Banking – Lending schemes – Government sponsored schemes- MSME credit – MUDRA loan- PMEGP scheme- CGTMSE Scheme- startup India.

Unit V:

Business plan preparation: plan format- proposal preparation – business pitching – EDP- Feasibility Report-successful enterprises-case studies.

Textbook:

1. C.B.Gupta and S.P.Srinivasan, Entrepreneurial Development.

Reference:

1. S.S. Khanka, Entrepreneurial Development.
2. S. Anil Kumar, Entrepreneurship Development, New Age International, 2008.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	M	H	L	H	L	M	L	H
CO2	H	H	L	L	M	H	L	L	M
CO3	H	L	M	M	L	L	L	M	H
CO4	H	H	L	H	L	M	H	M	L
CO5	L	H	M	M	L	L	L	H	M

SKILL ENHANCEMENT COURSE**PRINT MEDIA**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PRINT MEDIA	4	4	-	-	Theory

Goal: To enable students to understand print media and the basic attributes.

Objective: introduction to newspaper and its related information will enable the students to excel in print media industry

Course Outcome:

CO1	:	Understand and remember the origin of newspaper media.
CO2	:	Understand the importance of typography in printing.
CO3	:	To learn layout designing and its principles.
CO4	:	Understand the characteristics of paper in printing process.
CO5	:	To gain knowledge on leading newspapers and magazines.

UNIT-I

Introduction to newspaper & magazine – evolution - characteristics – Brief introduction on Tamil and English newspapers & magazines – General and special magazines – circulation and readership

UNIT – II

Typography – size – space availability – Content variety – editorial policy – supplementing news and articles of other media – exclusive coverage – pictures and illustrations.

UNIT – III

Layout and design: objectives – competition – use of graphic elements – spacing techniques – design principles and styles for cover pages – Layout comparison between Tamil and English magazines – Layout and design for special magazines.

UNIT – IV

Printing: History – development - paper quality and cost - Production process: Dummy – pre press requirements – volume of print – printing process – quality in reproduction of text, advertisements – other input costs considerations.

UNIT-V

Layout Design and content analysis of Newspapers: Hindu, Times of India, The New Indian Express, Deccan Chronicle, Hindu (Tamil) Dina Malar, Dina Mani. Layout Design and content analysis of Magazine: India Today, The Week, Front Line, Outlook, Vikatan, Kungumam, Kumutham, Bhagya, Avazh Vikatan etc – Layout Design and content analysis of Special Magazines – Better Photography, Filmfare, Femina, Sportsstar, Tinkle, Champak, Vogue, Business Today.

Reference:

1. Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.
2. King, Stacey. Magazine Design that Works. London: Routledge, 2001.
3. Morrish, John. Magazine Editing. London: Routledge, 1996.
4. Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.
5. Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	M
2	L	H	H	H	H	H	H	L	L
3	H	M	M	H	H	M	L	M	H
4	H	H	L	L	H	L	H	H	M
5	M	H	H	M	H	H	M	M	H

SKILL ENHANCEMENT COURSE**NEW MEDIA WRITING**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	NEW MEDIA WRITING	4	4	-	-	Theory

Goal: To enable the writing skills and enhance the creative writing for appropriate media.

Objective: To bring out the creative writing skill as well as to empower the talent

Course Outcome:

CO1	:	To know the history of writing and the importance of language.
CO2	:	To learn the writing styles and techniques.
CO3	:	To learn the techniques involved in effective writing.
CO4	:	To develop the writing skill for special audience.
CO5	:	To understand the creative and technical writing style.

UNIT I

History of writing – Elements of Language – Concept of Literate Societies – Language as a tool of Communication – Writing as coding of contents.

UNIT II

Readability – Techniques of readability – News article on current affairs in Inverted pyramid style- Feature writing on Education (Newspaper) (**Practical exercises**).

UNIT III

Effective writing – principles and methods. (Copywriting for a Consumer product, writing a magazine feature on Cinema or Fashion, Writing for a Radio Script for a Talk Show or interview) (**Practical exercises**).

UNIT IV

Writing for special groups (children, woman – Techniques of writing news, editorials, letters to the editor - profiles) (**Practical exercises**.)

UNIT V

Creative writing – principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.

REFERENCES:

1. Mencher, Melvin. „Basic News Writing“ Universal Bookstall, New Delhi.1993.
2. Sreenivas Rao. “Handbook for Writers and Editors“. Academic Book Centre, Ahmedabad. 1981.
3. Evans, Harold. „Newsman „s English“ . Heinemann, London:1972.
4. Reah, Danuta. Language of Newspapers (2nd ed.). Routledge, London. 2002.
5. Fergusson, Rowena.„Editing A Small Magazine“. Columbia Univ.Press. 1976
6. Hicks,Wynford. English for Journalism. Routledge, London. 1993.
7. Effective writing – Robert Gunning
8. Modern English Usage – Fowler
9. Art of effective writing – Rudolf Flesch

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	L	L	L	L	L	L	M	L
CO2	L	M	L	L	L	L	L	M	H
CO3	L	M	L	L	L	L	H	M	L
CO4	L	M	L	L	L	H	L	L	L
CO5	L	M	L	L	H	L	L	L	L

SKILL ENHANCEMENT COURSE**VIDEO EDITING**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	VIDEO EDITING	4	4	-	-	Theory

Goal: To serve a purpose such as telling a story or providing information through video.

Objective: To create skilful, creative and technical video editors suitable for broadcasting and telecasting.

Course Outcome:

CO1	:	An ability to produce and edit video in terms of technical excellence with critical and creative innovation.
CO2	:	An ability to operate the new era, equipment's and gadgets as per the industry norms.
CO3	:	An ability to work with technical skills and modern practice to convey the concept and ideas of the script to others.
CO4	:	An ability to develop an understanding of the nature and operations of video graphical theories and its external environment.
CO5	:	To develop a different audio editing perspective.

Unit I:

Basics of Nonlinear editing, An introduction to the different methods of video Editing, The history and evolution of the development of video editing, The various components used in both linear ,and non-linear video editing, on line editing, off line editing

Unit II:

Dimensions of film editing, continuity editing, alternative to continuity editing, Dramatic Continuity, *The Technique of Film and Video Editing*, fundamentals of editing, artistic and aesthetic principles and practices of editing, Discontinuity, Close up, Minimalism, Deep Focus, and Long takes, breaking 180 degree rule, Pillow shots, editing for narrative clarity, Advertising & Promotional video.

Unit III:

Creating a Project, from Start to Finish, Action Sequence, Cross Cutting, Parallel Cutting Effects, and Color Correction, Motion Effects Multi cam Editing, Filter and Transition Effects, Clips and Markers-Transitions, Narrative concepts of Titles, Advanced Editing Techniques, Titles and Credits, Montage.

Unit IV:

Basic Audio Editing, Audio Mixing, Audio Effects, Music, Dialogue Editing, Advanced Editing Internal Audio track laying, Sound track design with images.

Unit V:

Audio recording and editing, audio editing (software's- Sound Forge),(features Adobe Premier, FCP) Post Production and its usage.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	L	H	L	L	L	L	L	L	L
2	L	L	L	L	L	L	L	L	H
3	L	L	M	L	M	M	M	L	H
4	L	L	L	L	L	L	L	M	L
5	H	H	M	L	H	H	M	L	H

SKILL ENHANCEMENT COURSE**DIGITAL FILM MAKING**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DIGITAL FILM MAKING	4	4	-	-	Theory

Goal: To enable students to blend art and digital media.

Objective: The concepts in digital film making will help the students to speed up the process of filmmaking as well as be more creative and enterprising in the special effects department.

Course Outcome:

CO1	:	To learn the basic concepts and rules in digital film making.
CO2	:	To understand the steps involved in film making.
CO3	:	To execute the planning process and implement in film making process.
CO4	:	To learn the technical aspects in digital film making.
CO5	:	To understand the basic research and its significance in film making.

UNIT I

Film language and Grammar; Film Language; shots; Film grammar; 180 Degree Rule; 30 Degree Rule; Screen Direction; Film –Time; Compression; Elaboration; Familiar Image

UNIT II

Dramatic elements embedded in the screen play; Spines; character; circumstance; dynamic relationship; wants; expectations; action; activity; acting beats; dramatic blocks; narrative beats fulcrum.

UNIT III

Staging ; Pattern of dramatic movement; changing the stage with in a scene; staging as part of a film's ; Floor plan Development of screen play; staging and camera angles for story board for story board artist.

UNIT IV

Camera as Narrator; Reveal; entrance; objectives camera; subjective camera; visual design; style; coverage; lenses; composition; dramatic blocks and camera; shot lists; story board and setups

UNIT V

Dialogue Exercises, Advertising films, Music videos, Documentary including full research

Learning and craft through film analysis

- Alfred Hitchcock's notorious
- Peter Weir's the truman show
- Federico Fellini's 8 1/2
- Tokyo story, Yasujiro Ozu (1953, Japan)
- The battle of algeria, Gillo Pontecorvo (1965, France)
- Little children, Todd Field (2006)

REFERENCES

1. Nicholas T. Proferes (2008) Film Directing Fundamentals Focal Press
2. Thoraval, Yves(2000) The Cinema of India(1896-2000) Roberge,
3. Gaston: the Subject of Cinema
4. Roberge, Gaston (1977): Films for an ecology of Mind
5. Halliwell; The Filmgoers Companion 6th Edition
6. Arora: Encyclopedia of Indian Cinema
7. Baskar, Theodor: Eye of the Serpent

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO 1	H	H	H	H	H	H	L	H	H
CO 2	L	H	L	H	M	H	M	H	L
CO 3	M	L	H	H	L	H	H	H	M
CO 4	H	H	H	L	M	L	M	H	H
CO 5	H	M	H	H	H	L	H	L	M

SKILL ENHANCEMENT COURSE CREATIVE PAINTING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CREATIVE PAINTING	2		1	3	Practical

Goal: To create many opportunities to personally grow as artists.

Objective: To prepare individuals creatively and technically to express emotions, ideas or inner visions by the application of paints and its related materials.

Course Outcome:

CO1	:	An understanding of basic principles of design and color, concepts, media and formats, and the ability to apply them to a specific aesthetic intent
CO2	:	to synthesize the use of drawing, two-dimensional design, and color
CO3	:	Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces.
CO4	:	To help students practice and refine their creative process.
CO5	:	To able to generate original ideas, communicate the contexts and concepts that frame and drive their work, develop their craft, and adopt behaviors for success.

LIST OF EXERCISES

1. Portraiture
2. Landscape
3. Patterns
4. Oil pastels
5. Cool Colors
6. Warm Colors
7. Fruits And Vegetables
8. Copied Work (Tracing Techniques)
9. Cartoons
10. Collage

SKILL ENHANCEMENT COURSE DOCUMENTARY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DOCUMENTARY	4	4	-	-	Theory

Goal: To produce an own quality documentary. Develop creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses from at least two disciplinary perspectives.

Objective: Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice

Course Outcome:

CO1	:	Ability to create interactive Documentary projects in various aspects of society.
CO2	:	Ability to analyze non-commercial aspects of production and develop new technical innovation content.
CO3	:	Ability to conduct and evaluate ethical practices in production process.
CO4	:	Ability to Recreate the happiness in society.
CO5	:	Ability to Research and produce the technical perspective of non commercial film.

UNIT I: The definition of documentary- The difference between Fact film and Fiction film –Brief study of different types of factual films – Educational films, Instructional films, Travel films, Newsreel films, Publicity films.

UNIT II :Traditions in documentary films: Naturalist – Realist – News reel – Propagandist – Detailed study of Louisiana Story, Berlin –The Symphony of a city – Kino-eye- Theory – Night Mail –Song of Ceylon – Principle of documentary films – The documentary idea today – The different style of documentary film making – Journalist approach – The Impressionist approach – Types of documentaries.

UNIT III : Contemporary documentaries – Chris Maker – Special reference to –LE Joli Me – Study of documentary films of Mani Kaul and Anand Patwardhan – Experimental approach in Non-Fiction films
– The style of Norman Mc. Lauren – Evaluation of video documentaries.

UNIT IV: Development of documentaries in India – The Government approach to sponsorship – The Film Division of India – The independent documentary

filmmaker – Television documentary films and educational films – UGC's TV programmes.

UNIT V : The proposal outline – Fact film treatment – The information line – Interesting line – The presentation line – The sequence outline – Shooting script – Writing narration for non-fiction script.

Book for reference:

1. Directing the Documentary - MICHAEL RABIGER
2. How to make Documentary for video and Film - MIKE WOLVERTON
3. The Technique of Television Production - GERALD MILLERSON
4. News interview - AKIBA. A, COHEN
5. Broadcast journalism - ANDREW B

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	H	L	L	L	L	L	L	L	L
2	L	H	L	L	L	L	L	L	L
3	L	L	H	L	L	L	H	L	L
4	L	L	L	L	L	L	L	H	L
5	L	L	L	L	L	L	L	L	H

SKILL ENHANCEMENT COURSE TRAVEL PHOTOGRAPHY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	TRAVEL PHOTOGRAPHY	2	4	1	-	Theory

Goal: To understand the starting point, the technical and aesthetic aspects of photography.

Objective: To be able to express your passion for nature visually, you need to open your senses to various aspects of nature and connect with the subject intimately.

Course Outcome:

CO1	:	To demonstrate appropriate shutter settings for motion and freeze action.
CO2	:	To determine appropriate image capture techniques and apply proper lighting techniques
CO3	:	To be able to demonstrate correct use of camera controls to properly expose 35mm black-and-white film.
CO4	:	To identify compositional elements available in the natural environmental settings.
CO5	:	To assemble a body of photographic work illustrating competence in basic photographic techniques.

Unit I

The basics of Photography - Understanding the basics of digital photography - File types (RAW and JPEG) White balance The exposure triangle – Aperture, shutter speed and ISO -Cameras and Camera settings -Digital Cameras - Lenses and Focal Lengths - Tripods and Accessories - Camera Modes- Auto mode, aperture priority and shutter priority

Unit II

Natural light photography - Hard Light vs Soft light - Diffusers and Reflectors - Natural light sources - Use of light in story telling - Front, back and side lights - The direction of light - The time of the day - Photo capture set up - Photography work area establishment - Shot Plan - Scene Creation - Use of props, backgrounds, surfaces and lenses

Unit III

Picture Framing and composition - Subject placement Rule of Thirds - Focus - Depth of Field - Perspective and Angle Focal length, Lens compression and depth of

field - Shapes , lines and colors - Travel photography - Story telling with pictures - Silhouettes - Interior photography of museums, hotels etc - Street photography - Night time photography - Tricks and tips used in the multimedia industry for Travel photography

Unit IV

Wildlife photography - Bird photography - Underwater photography - Photography of animals on the move- motion photography - Macro wildlife photography - Landscape photography - Incorporating weather conditions - Creative landscapes- woodlands and forests - Urban, costal and local landscapes - Landscapes in black and white - Desert and Arid Landscapes

Unit V

Picture Processing with Adobe Photoshop - File compatibility - Color corrections and image adjustments - Color space - Photo manipulation and photo effects - Tricks and tips used in Adobe Photoshop for Travel, Landscape and Wildlife photo editing - Back up and storage - Copyrighting

Reference

1. Scott Kelby's - Digital Photography Boxed Set, Volumes 1, 2, and 3
2. Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera by Bryan Peterson
3. The Photographer's Eye: Composition and Design for Better Digital Photos by Michael Freeman
4. The Art of Photography: An Approach to Personal Expression by Bruce Barnbaum
5. Treasured Lands: A Photographic Odyssey Through America's National Parks - *Q.T. Luong*
6. The Film Photography Handbook: Rediscovering Photography in 35mm, Medium, and Large Format - *Chris Marquardt and Monika Andrae*

Mapping of Course Outcomes with Program Outcomes:

Course Outcome s	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO 1	M	M	M	M	H	H	L	M	M
CO 2	L	M	L	M	H	H	M	M	L
CO 3	M	L	H	M	H	H	M	H	M
CO 4	M	M	H	L	M	L	M	H	M
CO 5	M	M	H	M	M	L	H	L	M

SKILL ENHANCEMENT COURSE FASHION PHOTOGRAPHY

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FASHION PHOTOGRAPHY	2	3	1	-	Theory

Goal: to teach students how to direct a fashion photo shoot.

Objective: to pursue an interesting career in fashion and glamour photography, to encourage the meticulously designed fashion professionals, amateurs and even beginners.

Course Outcome:

CO1	:	To introduce the basic definitions and concepts in fashion.
CO2	:	Identify the classic and current trends in fashion imagery and to demonstrate knowledge of important photographers in fashion history from 1900 to the present and examine their impact on contemporary work.
CO3	:	Demonstrate proficiency in producing different light qualities for impact and effect.
CO4	:	Perform advanced image manipulation and retouching effects
CO5	:	Schedule, coordinate and prop multiple model shoots and locations.

UNIT I

Introduction to Fashion Photography – Defining Fashion, Trends and styles – Origin and history of fashion – role of photography in shaping fashion trends

UNIT II

Major historical movements in fashion photography – Chic – Neo-classicism of the 1930's – supermodel 1940's – dynamic location 1940's – romantic/impressionistic – modernism – Androgyny – Contemporary

UNIT III

Composition through pose, propping and scene elements - Make-up - Hair -. Lighting patterns and effects - Hard light - Soft light - Contrast for mood and effect - Studio/location - Sensitivity, set and model considerations

UNIT IV

Pose - Expression - Applications of lighting - Lighting styles -. Use of low and high key -. Background selection - Digital retouching

UNIT V

Working With Models and Figure Fashion - Visual mood - Black and white vs. color
 -. Model portfolio requirements -. Model promotion piece “Zed Card” - Catalog
 Fashion and Fashion in Advertising - Visual advertising - Model as a prop - The role
 of the stylist - Studio figure fashion - Location figure fashion - Non figure fashion -
 Flats – Stacks

Mapping of Course Outcomes with Program Outcomes:

Course Outcome s	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO 1	M	M	M	M	H	H	L	M	M
CO 2	L	M	L	M	H	H	M	M	L
CO 3	M	L	H	M	H	H	M	H	M
CO 4	M	M	H	L	M	L	M	H	M
CO 5	M	M	H	M	M	L	H	L	M

DISCIPLINE SPECIFIC ELECTIVE**EVENT MANAGEMENT**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	EVENT MANAGEMENT	4	5	-	-	Theory

Goal: To enable students to plan an event which will enhance their managing skill?

Objective: To arrange, plan, manage and organize an event at a greater extent.

Course Outcome:

CO1	:	To understand the concept of event management.
CO2	:	To understand the need for scheduling and budgeting.
CO3	:	To gain knowledge on the funds available for managing an event.
CO4	:	To differentiate between the event and other exhibitions.
CO5	:	To know the skills in promoting an event.

UNIT I

Introduction to Events - Event Characteristics Demand for Events - When do we need events -Types of events - Structure of events Supply and Suppliers – Distribution.

UNIT II

Event management principles - Event Process- Brief- Concept- Budgets -Schedule of items-The suppliers Media coverage of events-Media Coverage of an event-Themes-Creative.

UNIT III

Property Creation-implications of special events-Cultural Event- Organizational Event- Personal Event-Sponsorship and Public Funding

UNIT IV

Exhibitions-A little history- introduction and define -Why Visit An Exhibition- Other common reasons-The Economic Impact of Exhibitions- A cost effective way of exhibiting-ways to build a dream team- 10 steps to create the great indoors

UNIT V

India Trade Promotion Organization (ITPO) - Pragati Maidan-Fair Worthy At All Times - Exhibitions in India-Promotion through Department Stores.

REFERENCE

1. Sustainable Event Management: A Practical Guide, Meegan Lesley Jones, Meegan Jones - 2014
2. Event Planning and Management, Diwakar Sharma - 2005
3. Events Management, G. A. J. Bowdin - 2010
4. Event Planning: Management & Marketing For Successful Events, Alex Genadinik - 2015
5. Event Management For Dummies, Laura Capell - 2013

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO 1	H	M	H	H	H	H	L	H	H
CO 2	L	H	L	H	L	H	H	H	L
CO 3	H	L	H	M	L	H	M	H	H
CO 4	H	H	H	M	H	L	H	H	H
CO 5	H	H	H	H	H	L	M	L	H

DISCIPLINE SPECIFIC ELECTIVE**ADVERTISING AND PUBLIC RELATIONS**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ADVERTISING AND PUBLIC RELATIONS	4	4	1	-	Theory

Goal: To allow the student to remember the concepts in advertising and public relations.

Objective: To enable understanding advertising, ad agencies and the role of PR and PR agencies.

Course Outcome:

CO1	:	To understand PR, its scope, growth and challenges.
CO2	:	To learn the structure of ad agencies and the role and responsibilities of the concern departments.
CO3	:	To understand the role of media in advertising, their forms and exposure
CO4	:	To recognize the importance of brand, its identity and its relationship with consumer.
CO5	:	To know the significance of internal and external public relations.

UNIT –I

Advertisers –Leading National and International Clients –Ad Spend –Advertising campaigns. Public Relations Fundamentals: Definitions of public relations-public relations practice-PR agencies-Growth and challenges.

UNIT –II

Advertising departments in Media: Print and Electronic media –Advertising policy and regulations of newspapers, radio stations and TV channels.

UNIT-III

Media for Advertising: Newspapers and Magazines –Characteristics, reach and advertisement exposure–Products and advertisers of Print media –Cost ; Radio advertising –jingles –spots production cost –reach and effectiveness –radio audience –tariff; TV advertising: effectiveness.

UNIT –IV

Brand Building and Advertising Management: Defining of Brand – Evolution of brand management - Life cycle of a brand - Brand positioning and its role of advertising – Brand and consumer relationship - need to measure brand value - Power brands - characteristics of a power brand - concept of super brands - Brand image - Corporate brand - Brand identity. Case study: The Amul brand.

UNIT-V

PR and Advertising relationship - Internal and external Publics in an Institution - Advertising strategies for both publics - Organizing of events for publicity via advertising - Strategies of PR, - Press Release - Press Conference and other media tools - Advertising social issues.

References:

- 1.“Fundamentals of Advertising”, Otto Kleppner, Prentice Hall, New Jersey, 1980.
- 2.“The Practice of Advertising” 3rd Edn. Norman Hart, Heinemann Pub. London.1990.
- 3.“Advertising world wide” (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- 4.“Brand positioning” . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- 5.“Advertising Management concepts and cases” M. Mohan, Tata Mc Graw Hill, 1989.
- 6.“Successful advertising research methods” Haskins & Kendrick, NTC Business Books,1991.
- 7.“Public relations” Principals and practices.,IQBLS.Sachdeva.,
8. “Advertising Management”, Jaishri Jethwaney, Shruti Jain, Oxford University Press, 2nd Edn, India 2013.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	L	L	M	L	M	M	M
2	H	H	H	H	M	M	H	H	H
3	H	L	L	L	M	M	H	H	H
4	H	L	L	H	M	M	H	H	H
5	H	H	H	H	H	H	H	H	H

DISCIPLINE SPECIFIC ELECTIVE**ELEMENTS OF FILM VIDEO PRODUCTION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ELEMENTS OF FILM VIDEO PRODUCTION	4	4	1	-	Theory

Goal: To make students to understand the claims of cinema by examining cinema as a art forms, storytelling medium, and enduring cultural aspects.

Objective: To enrich our students to closely analyze the representation works of World cinemas to Bollywood cinemas.

Course Outcome:

CO1	:	To understand digital equipments and its various generics purpose
CO2	:	To analyse the aesthetics, technique and storytelling of film narratives.
CO3	:	To evaluate various production works from a range of perspectives
CO4	:	To apply a variety of critical frameworks to analysing a content
CO5	:	To create a original work of film production

Unit-I

Introduction to Digital Video Equipments: Digital Video Camera- Types – Format, Major Components - Operation and Functions. Lens – Types – Aperture- Shutter. Focussing Methods. Focal Length. Depth of Field. Video Signal, Video Format, Video Lights - Types and Functions. Tripod- Types. Clapboard- Usage. Light meter. Other Useful Accessories.

Unit- II

Pre-Production Techniques: Ideas, Themes, Concepts, Story Development. Script Format, Storyboard.

Unit-III

Planning and Budgeting for Production – Talk show. Short Film. Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Floor Manager, Production Manager. Casting and Location Identification.

Unit-IV

Introduction to Digital Video Production: Digital Camera- Movements-Composition Shots-Angles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News Documentary.

Unit- V

Introduction to Digital Video Editing: Editing Techniques- Continuity-Sequence Dynamic. Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions. EDL Preparations. Storage Devices. Titling- Graphics, Animations.

References:

1. Television Production – Gerald Millerson, Focal press,1999.London.
2. The Technique of Television Production 2001 by Gerald Millerson . Focal press. London.
3. Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.
4. The Essential of TV Director's Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.
5. An Introduction to Ddigital Video (1994) – John Watkinson, Focal Press, London.
6. Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross – MC G rawhill.
7. Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications . Tanzania. First edition.
8. Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London . Sixth edition

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	L	L	M	L	M	M	M
2	H	H	H	H	M	M	H	H	H
3	H	L	L	L	M	M	H	H	H
4	H	L	L	H	M	M	H	H	H
5	H	H	H	H	H	H	H	H	H

DISCIPLINE SPECIFIC ELECTIVE**INTRODUCTION TO DESIGN AND VISUAL CULTURE**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	INTRODUCTION TO DESIGN AND VISUAL CULTURE	4	5	-	-	Theory

Goal: This paper is accountable to bring together students from all the programmes and pathways giving you the opportunity to engage with analysis of your own and others' ideas in a challenging and creative environment.

Objective: The course not only prepares the students for their graduation, but paves the way for further advanced study about design and visual culture. This course will give the students a theoretical grounding in design and visual culture and they will learn various practical aspects of the same.

Course Outcome:

CO1	:	To identify and apply methods of critical, textual and visual analysis
CO2	:	To evaluate different perspectives on the relationships between context, theory and practice
CO3	:	Key concepts and examples of contemporary art and design theory and practice
CO4	:	To develop your own standpoint in relation to current debates in art and design and relate these to your own practice and/or ideas
CO5	:	To develop the skills of analyzing the principles formats and technologies that involved in a visual culture

UNIT I

Intro to design-Principles: Balance-Rhythm-proportion-Dominance-Unity – Emphasis-Harmony-Opposition-Variety- Depth-Repetition-Motion

UNIT II

Elements of Design : Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact-Organization-Contrast –Colour-Typography – Unexpectedness-Rules – Consistency

UNIT III

Vision and Visuality -Visual Culture-Social Conditions and Effects of Visual Objects-Critical Visual Methodology-Visual Production: Technological, Compositional and Social aspects of visuals.

UNIT IV

Fundamentals of Composition –Interpretation-Spatial Organization-Light-Expression, Montage-Content- analysis.

UNIT V

Introduction to semiotics-analysis-aspects of signs and symbols- the sign and meanings- description of signs- denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems- Audience and Interpretation.

REFERENCE

- Lauet, David. Design Basics.
- White, Alexander W. The Elements of Graphic Design
- Wong, Wucius. Principles of Two Dimensional Design
- Muller, Josep. Grid Systems in Graphic Design
- Zelavski, Paul and Pat Fisher, Mary. Design Principles and Problems
- Dondis, Douis A. A Primer of Visual Literacy

- Janson, Anthony F. History of Art
- Williams, Robin. The Non-Designers Design Book
- Elan, Kimberly. Geometry of Design: Studies in Proportion and Composition
- Eco, Umberto. Fundamentals of Semiotics

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	H	L	L	H	L	L	H	M
2	H	L	H	H	L	M	H	L	M
3	M	H	L	L	H	H	M	M	L
4	L	H	L	M	M	L	M	M	H
5	H	L	H	M	L	H	H	L	L

DISCIPLINE SPECIFIC ELECTIVE**MEDIA PLANNING**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MEDIA PLANNING	4	4	2	-	Theory

Goal: To enable students to understand Social Psychology as a subject and the basic attributes.

Objective: The concept of identity, community and group processes is best understood by students to enable them to gain an insight into media.

Course Outcome:

CO1	:	To understand and interpret the measurement of media
CO2	:	To understand consumers' media usage and attitudes towards media
CO3	:	To apply effective strategies for media planning and buying
CO4	:	To understand the complex nature of marketing communications.
CO5	:	To evaluate the effectiveness and efficiency of various media alternatives

UNIT I

Media planning: Definition- need and importance of media planning in advertising
Aperture concept in media planning- Media planning department.

UNIT II

Media Buying – Media Characteristics- Newspapers – Magazines –Television Radio-
Direct Response – Out door- pros & cons .Media mix.

UNIT III

Media planning: Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives: Audience objective & Distribution Objective.

UNIT IV

Developing Media strategy – Main components of media strategy –Media Environment –Calculating cost efficiency in media planning –Testing the media plans.

UNIT V

Implementation and control of media plan –Use of computers in Media planning – linear programming, Stimulation models, and formula models.

REFERENCES

●●Media planning Work book, WilliamB.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC Business Books.

●●Advertising & Media Planning ,Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	H	H	H	H	L	M
2	H	M	H	M	H	L	M	M	H
3	L	H	H	H	M	M	L	L	M
4	M	L	M	H	H	L	M	L	L
5	H	H	H	L	L	H	H	M	H

DISCIPLINE SPECIFIC ELECTIVE**FILM MARKETING AND DISTRIBUTION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM MARKETING AND DISTRIBUTION	4	4	2	-	Theory

Goal: To train the students to make as much profit from the film as possible.

Objective: The distributor's job will be to expose the public to the film and therefore increase the chances of the film being successful.

Course Outcome:

CO1	:	Capacity to critically examine and research on the aspects of Film Marketing.
CO2	:	Develop insights and in-depth knowledge on Film market trends.
CO3	:	To develop skills to apply new media technology in marketing.
CO4	:	Ability to budget a film production and distribution.
CO5	:	Ability to execute and plan for promoting Film.

UNIT I

The role of marketing in the film industry: What you need to know BEFORE you shoot - developing a release strategy - checklist for preparing your film for buyers - how to generate consumer & distributor interest for your film - what are your film's exhibition options (theatre's, TV, DVD, internet)? - What are deliverables?

UNIT II

The history and development of mainstream film marketing -Theatrical- pros & cons of a theatrical release - theatrical bookers & four walling - how much does it cost to have my film in theaters? - Profits, or total loss? - The myths of a theatrical run- what is non-theatrical (PPR)?

UNIT III

Stars and marketing; genres and marketing.

UNIT IV

Marketing and new media- Internet- streaming video, Podcasts.

UNIT V

Alternative approaches to marketing film: exploitation, cult and art cinema

References :

- Ackland, C.A. 2003. Screen Traffic: Movies, Multiplexes, and Global Culture, North Carolina: Duke University Press
- Bosko, S. 2003. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese Prod
- Durie, Pham & Watson, 2000. Marketing and Selling Your Film Around the World, Cal: Silman-James Press
- Tuuk, T. 1997. Movie Marketing: Opening the Picture & Giving It Legs, Cal: Silman-James Press
- Wasko, J. 2003. How Hollywood Works, London: Sage
- Wyatt, J. 1997. High Concept: Movies and Marketing in Hollywood, Austin: UTP Trade Paper: Screen International Websites: Media and Review Guardian, Sight and Sound, europa.eu.int/comm/avpolicy/index_en.htm
- www.mediasalles.it (European Cinema on-line database, including European Cinema Yearbook) europa.eu.int/pol/cult/index_en.htm (European Commission website) www.bfi.org.uk (information on British cinema market).

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	H	H	L	H	M	L
2	H	M	L	H	H	H	M	H	H
3	L	H	M	M	H	L	L	L	M
4	M	H	H	H	M	H	H	H	H
5	H	H	H	H	H	M	H	H	M

DISCIPLINE SPECIFIC ELECTIVE**MEDIA MANAGEMENT**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MEDIA MANAGEMENT	4	4	1	-	Theory

Goal: To understand the media strategies and to manage the media.

Objective: To learn media management and to analyse the media perspective as well as the audience perspective in order to establish brand management.

Course Outcome:

CO1	:	Ability to Facilitate effective completion of both individual and collaborative interactive media projects.
CO2	:	Ability to use and evaluate best practices and tools to design and develop dynamic, rich-media content.
CO3	:	Ability to conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
CO4	:	Ability Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
CO5	:	Ability to design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and development principles and applying conceptual and theoretical frameworks.

Unit I:

Media Management and Organization an Introduction, Function of a Media Organization, Media as Business and Social Institution. Media entrepreneurship

Unit II:

Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

Unit III:

Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Media Industry today.

Unit IV: Project Management in Media-Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice-Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting etc.

Unit V: Programming Strategies, TRP, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements, Project Management.

Textbook: Media & Society By Gupta Dk, Isha Books Delhi.

Reference: Mass Media & Information Revolution By Gopal Bargava, Kanishna Pub

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	M	L	L	L	L	L	H	L
2	L	L	H	L	L	L	M	L	L
3	L	L	L	L	M	L	M	L	H
4	M	L	M	L	L	L	L	H	L
5	L	L	H	L	L	L	H	L	L

DISCIPLINE SPECIFIC ELECTIVE**MARKETING COMMUNICATION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	MARKETING COMMUNICATION	4	5	-	-	Theory

Goal: To increase sales of the company's products and services.

Objective: To insist on the importance of staying in touch with customers, to treat them as valued assets and invite feedback to build the foundation for profitable long-term relationships.

Course Outcome:

CO1	:	To learn marketing mix and the basics of marketing
CO2	:	To understand the consumer perception and the related models
CO3	:	To understand the planning process and the role of audience and their research concepts.
CO4	:	To gain knowledge on the types of marketing and their advantages.
CO5	:	To understand the importance of research in advertising and marketing.

Unit I :

Marketing Mix : Product, Price, Promotion and Place – Marketing communication environment (Internal and External) – Benefits of Integrated Marketing communication.

Unit:II

4E's & 4C's – Role and Relevance in IMC – Consumer behavior – The Black Box model of consumer behavior – Understanding Consumer needs – Maslow's Hierarchy of needs – AIDA model – Think-feel-do-model, ELM – Elaboration likelihood model.

Unit:III

IMC Planning process, Audience Research – Identifying Target Audiences – Situational Analysis – SWOT analysis – Niche Marketing – Agency – Client Relationship, Creative and Media Solutions – Creative Implementations – Media Implementations.

Unit : IV

Direct Marketing – word of Mouth Advertising – Door to door advertising – Multi Level Marketing – Sales Promotion and retailing – Basic Concepts of Event Management – Post Purchase Relationship Image and Brand Management – Consumer Relationship Management (CRM) – IMC Evaluation – Social, ethical and legal Issues – Targeting vulnerable groups.

Unit:V

Advertising and Marketing Research case studies in the Indian context :Nirma, All Out, Maruthi 800, Hindusthan lever, Contemporary studies – Rural Vs. Urban Scenario – Future Implications.

Reference Books :

1. Integrated Marketing Communication : Concepts and Cases – Gopalakrishnan P.S (ICFAI).
2. Strategic Integrated Marketing Communication : Theory and Practice, Larry Percy Butterworth Heinemann 2008 Paperback Edition.
3. Integrated Marketing Communication, Dr.Niraj Kumar, Himalaya, 2009, (Ist Edition).
4. Advertising and Promotion, An IMC Perspective, Belch and Belch – Tata Mc Graw Hill (2005) 5. Principles of Advertising and IMC, Tom Duncan, 2nd Edition, Tata Mc Graw Hill (2008).

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	M	L	L	H	H	L	H	H
2	M	M	H	L	H	H	H	H	H
3	M	M	H	M	H	H	H	H	H
4	M	L	H	M	H	H	H	H	H
5	M	L	H	M	M	H	H	H	H

DISCIPLINE SPECIFIC ELECTIVE**FILM APPRECIATION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	FILM APPRECIATION	4	4	2	-	Theory

Goal: To understand the visual aspects of a **film's** Camera shots and movement.

Objective: To give clear indications of emotion motive and give audiences clues as to things that may be about to happen in language.

Course Outcome:

CO1	:	To understand the language of semiotics, lighting and music in film.
CO2	:	To know about the significance of film personalities in Indian cinema
CO3	:	To have the knowledge about international and national film culture
CO4	:	To stay updated with the current trends in Indian cinema
CO5	:	To learn the literature and its impact in Indian cinema

Unit I:

Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music - Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - Dadasaheb Phalke, Bombay Talkies, mythologicals etc History of Indian Cinema (contd.) Cubism, Realism, Neo- realism Other arts and cinema - theater, painting

Unit II:

Importance accorded to song and dance Actors and personality cults Mythological Films Formula in Cinema - Masculine Charisma Melodrama in Indian Cinema

Unit III:

'B' Movies High Culture vis a vis low culture Satire Cult Remakes Japanese Cinema British Cinema Iranian Cinema Chinese/Korean Cinema Latin American Cinema Regional Cinema in India

Unit IV:

Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India

Unit V:

Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system

BOOKS FOR REFERENCE:

- Film: From Watching to Seeing (2nd Edition) by Bill Goodykoontz
- Website to refer <http://nptel.ac.in/>

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Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	M	L	L	H	L	H	L	H	M
CO2	L	L	L	H	L	L	L	L	L
CO3	L	H	L	H	H	M	H	L	M
CO4	H	H	L	H	H	M	H	H	H
CO5	L	H	L	H	L	L	H	L	L

DISCIPLINE SPECIFIC ELECTIVE SCRIPT WRITING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	SCRIPT WRITING	4	4	2	-	Theory

Goal: To get the reader to want to read the next scene.

Objective: To create professional writers who can understand to write scripts that complete strangers will read and fall in love with—and be willing to go to bat for with their bosses.

Course Outcome:

CO1	: The ability to practice scripting
CO2	: Capability to write a script and understand the in-depth process of script writing
CO3	: The ability to develop a concept in to a complete script
CO4	: To attain the basic knowledge about the different types of scripting
CO5	: To develop the knowledge on various perspective views in writing a good script

UNIT I:

Introduction to the art of writing - Introduction to Screenwriting: The visual nature of movies - Screenplays as blueprints - Finding ideas: ideas from news story & other mediums - Forming a premise - High and low concept - Hollywood vs. Indie. Genre - The usefulness of outlines - The three-act structure - The difference between classic plots and subtle plots - Making a story map.

UNIT II:

Types of screen play – plot based, character based, event based, and idea based, place story – Dialogue: significance of dialogue – dialogue role in action – word count in script writing – creating belief in dialogue - Dialogue's illusion of reality.

Compression. Characterization through dialogue. Subtext. Exposition. Stage directions. Voice over.

UNIT III:

Writing for different mediums – writing for television – different script formats in TV: serials, sit-coms, One-off dramas – the process of making scripts & the steps involved in script creation – Genres in writing script: romance, westerns, science fiction, action/adventure, detective/thriller, epic/historical event – pros and cons of each genre implications

UNIT IV:

Films – Film formats – the process from page to screen - Characterization - protagonist & antagonist - Handling other characters: baddie, comedy sidekick, supporting characters, character development, character interaction - Making characters dimensional through desire and contrasts. Creating character profiles. Showing characters through their actions

UNIT V:

Formatting a screenplay - effective screenplay writing – revising your script - describing a scene – defining a scene - Length of scene. Tenets of a good scenes— importance, desire/conflict, structure, compression, visual storytelling. Sequences. Making a step outline - Exploration of the various stages of revision – Opportunities for a screen writer - The life of a screenwriter.

Textbook:

- Schellhardt, L. (2011). Screenwriting for dummies. John Wiley & Sons.
- Walter, R. (2010). Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing. Penguin.
- Dancyger, K. (2001). The Ascent of Voice. Global Scriptwriting (Boston, MA: Focal Press, 2001).
- Cowgill, L. J. (2005). Writing short films: structure and content for screenwriters. Lone Eagle Publishing Company.
- Field, S. (2005). Screenplay: The foundations of screenwriting. Delta.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L	L	H	L	M
CO2	H	M	M	L	H	H	L	L
CO3	H	H	L	L	H	H	M	L
CO4	H	H	H	H	L	H	H	L
CO5	L	M	L	M	L	L	L	L

DISCIPLINE SPECIFIC ELECTIVE**RADIO PRODUCTION**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	RADIO PRODUCTION	4	4	2	-	Theory

Goal: To increase awareness of the power and potential of radio. Encourage and inspire a positive use of radio.

Objective: Encourage empowerment and formalise the operations of the radio medium so as to promote fairness, clarity and efficiency in its decisions.

Course Outcome:

CO1	:	Understands the history of broadcast medium and the related industry
CO2	:	Develops the writing skill for the listening medium
CO3	:	Acquires knowledge on how to conduct the interview and its techniques involved in it.
CO4	:	Will be able to create and conduct different program formats in radio industry.
CO5	:	Apply research knowledge in the broadcast industry.

UNIT I :

Introduction to the radio medium – history of the radio – characteristics of the medium: the speed of radio, radio on demand, personality of radio – types of radio station - structure of the radio station: studio layout, digital compression, digital audio workstation, equipment's: CDs, microphones, stereo and tape formats – editing principles – ethics and status of the media

UNIT II:

Writing for the ear: who and what you talk - structuring and signposting – the script – news values – campaigning journalism – investigative reporting – the newsroom operation – news reading and presentation: the seven Ps - radio car & mobile phone

UNIT III:

Interview: the basic approach – types of interview – non-verbal communication – cues and links in interview – the triangle of trust – vox pop – interviewing children – the discussion: format, selection of participants, the chairperson, preparation, advice to contributors

UNIT IV:

Phone-in programme: Technical facilities, the open line, support staff, choosing the calls – the role of the presenter – non-broadcasting effort – music programming: attitudes to music, clock format, computerized selection, choosing music, DJ programmes – outside broadcasting: planning, visiting the site, people, hazard assessment, equipment, safety, programme research, Liaison with the base studio– conflicts of approach

UNIT V:

Documentary and feature programs: the documentary, planning & research, structure – collecting the material, impression and truth, music, compilation – program sequence – the ending, program in real time, the feature

Textbook:

- McLeish, R. (2012). *Radio production*. Focal Press.
- Hausman, C., Messere, F., O'Donnell, L. B., & Benoit, P. (2012). *Modern Radio Production: Production Programming & Performance*. Cengage Learning.
- Priestman, C. (2001). *Web radio: radio production for internet streaming*. Focal Press.
- NEELAMALAR, M. (2018). *RADIO PROGRAMME PRODUCTION*. PHI Learning Pvt. Ltd..
- Wissner, R. (2019). *Making Radio: Early Radio Production and the Rise of Modern Sound Culture*, by Shawn VanCour.

Reference :

Radio Production , by Robert McLeish

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L	L	H	L	L
CO2	H	M	L	L	H	M	L	L
CO3	H	H	L	L	H	H	L	L
CO4	H	M	H	H	L	H	M	L
CO5	L	H	L	M	L	L	L	L

DISCIPLINE SPECIFIC ELECTIVE**VIDEOGRAPHY**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	VIDEOGRAPHY	4	4	2	-	Theory

Goal: To gain knowledge on the process of capturing moving images on electronic media (e.g., videotape, direct to disk recording or solid state storage) and even streaming media.

Objective: To teach the concept and methods of video production and post-production.

Course Outcome:

CO1	:	Understand principles of Video peripherals
CO2	:	Develop insights and in-depth knowledge on Preproduction.
CO3	:	To develop skills to handle video equipment and compose video.
CO4	:	To understand the concept of post production.
CO5	:	To understand the function of studio.

Unit- I

Introduction to Digital Video Equipments: Digital Video Camera- Types – Format Major Components - Operation and Functions. Lens – Types – Aperture- Shutter. Focussing Methods. Focal Length. Depth of Field. Video Signal, Video Format, Video Lights - Types and Functions. Tripod - Types. Clapboard- Usage. Light meter. Other Useful Accessories.

Unit- II

Pre-Production Techniques: Ideas, Themes, Concepts, Story Development. Script Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film. Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Floor Manager, Production Manager. Casting and Location Identification.

Unit-III

Introduction to Digital Video Production: Digital Camera- Movements-Composition Shots-Angles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News Documentary.

Unit-IV

Introduction to Digital Video Editing: Editing Techniques- Continuity-Sequence Dynamic. Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions. EDL Preparations. Storage Devices. Titling- Graphics, Animations.

Unit- V

Digital Video Production Studio: Basic Studio Structure and Equipments. Planning and Budgeting. Organizational Structure of Television Channels. OB Van and its accessories. Communication Satellites. Broadcasting – Terrestrial, Satellite, DTH. Planning and Scheduling Time Slot for Television Channel.

References:

1. Television Production – Gerald Millerson, Focal press,1999.London.
2. The Technique of Television Production 2001 by Gerald Millerson . Focal press. London.
3. Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.
4. The Essential of TV Director's Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.
5. An Introduction to digital Video (1994) – John Watkinson, Focal Press, London.
6. Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross – MC G rawhill.
7. Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications . Tanzania. First edition.
8. Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London . Sixth edition

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	PO2	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	H	L	H	L
2	H	M	H	M	H	L	H	M	H
3	L	H	H	H	H	L	H	H	H
4	H	L	M	L	L	H	L	M	L
5	H	H	H	L	L	H	L	H	L

ABILITY ENHANCEMENT COURSE**ENVIRONMENTAL STUDIES**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ENVIRONMENTAL STUDIES	2	2	0	0	

Unit I:

A Multidisciplinary Subject – Natural Resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

Unit II:

Ecosystem – Concepts of Ecosystem – Characteristics – Food Chains – Food Web – Ecological Pyramids – Energy Flow in an Ecosystem – Nutrient Cycling – Primary Production – Ecosystem Regulation – Ecological Succession – Major Ecosystem Types.

Unit III:

Biodiversity and its Conservation – Diversity – Biogeographically Classification of India – Value of Biodiversity – Global Biodiversity – Biodiversity: National, Regional or Local – Hot Spots of Bio Diversity – Threats to Biodiversity – Loss of Habitat – Poaching – Man-wildlife Conflicts – Endangered Species of India – Endemic Species of India – Conservation of Biodiversity.

Unit IV:

Environmental Pollution – Air pollution – Noise Pollution – Water Pollution – Thermal Pollution – Marine Pollution – Soil Pollution – Nuclear Hazards – Solid Waste Management – Role of an Individual in Prevention of Pollution – disaster Management.

Unit V:

Social Issues and the Environment – From unsustainable to sustainable development – Urban

problems related to energy – Water Conservation – Rainwater Harvesting – Watershed Management – Resettlement and Rehabilitation Issues – Environmental Ethics – Climate change – Global Warming – Acid Rain – Ozone Layer Depletion – Environmental Legislation.

Textbook:

1. Perspectives in Environmental Studies – Aubha Kaushik, C. P. Kaushik, New Age International Publishers, Second Edition, 2004.

Reference:

1. Basics of Environmental Science – Michael Allaby, Routledge – London, 2nd Edition, 1996.
2. Principles of Environmental Science and Technology – K. Saravanan, S. Ramachandran and R. Baskar, New Age International Publishers, 2005.

ABILITY ENHANCEMENT COURSE**WOMEN STUDIES**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	WOMEN STUDIES	2	2	0	0	

Unit I:**Laws, Legal Systems and Change**

Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.

Unit II:**Politics of land and gender in India**

Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities – Women's Claims to Land – Right to Property - Case Studies.

Unit III:**Women's Rights: Access to Justice**

Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape – Loopholes in Practice – Law Enforcement Agency.

Unit IV:**Women's Rights**

Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961

Unit V:

Special Women Welfare Laws

Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

Textbook:

1. Nitya Rao “Good Women do not Inherit Land” Social Science Press and Orient Blackswan 2008

Reference:

1. 1. International Solidarity Network “Knowing Our Rights” An imprint of Kali for Women 2006
2. P.D.Kaushik “Women Rights” Bookwell Publication 2007

ABILITY ENHANCEMENT COURSE

CONSTITUTION OF INDIA

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CONSTITUTION OF INDIA	2	2	0	0	

Unit I:

Making of Constitution - Constituent Assembly - Dr.Rajendra Prasath - Dr.B.R.Ambedkar -
Salient features - Fundamental Rights

Unit II:

Union Executive - President of India - Vice-President - Prime Minister - Cabinet - Functions

Unit III:

Union Legislature - Rajiya Sabha - Lok Sabha - Functions and Powers

Unit IV:

Union Judiciary - Supreme Court - Functions - Rule of law

Unit V:

State - Executive - Legislature – Judiciary

Textbook:

1. Agharwal.R.C. - National Moment and Constitutional Development – New Delhi, 1977

Reference:

1. Chapra B.R., Constitution of India, New Delhi, 1970
- 2.Rao B.V., Modern Indian Constitution, Hyderabad, 1975

ABILITY ENHANCEMENT COURSE**HUMAN RIGHTS**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	HUMAN RIGHTS	2	2	0	0	

Unit I:

Concept of Human Values, Value Education Towards Personal Development - Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision

Unit II:

Value Education towards National and Global Development - National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

Unit III:

Impact of Global Development on Ethics and Values - Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

Unit IV:

Introduction – Law – Functioning of Court – Hierarchy of Courts – seeking Justice – Dragged into the Net – Help thy Neighbor – You snooze, You Lose - Crime & Punishment – Introduction to Criminal Law – Encounter with Criminal Law – Limitation and other restrictions for prosecution – Major offences and punishments - Guardianship and Minority – Civil Marriage – Compulsory Registration of Marriages – Relief through Family Court – Writing a Will.

Unit V:

Protection of Women under Civil Law – Protection of Women under Criminal law – Protection of Child under Civil and Criminal Law - Protection of Workmen - Consumer Protection – Consumer friendly forums – Defective and Hazardous Good – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes – E-Commerce.

Textbook:

1. Value Education – Human Rights – Learning Material, Bharathiar University, 2009.

Reference:

1. Introduction to Human Rights and Duties - Dr.T. S.N.Sastry, University of Pune, 2011
2. Human Rights Education for Beginners - KWIRC , NHRC, 2005.

ABILITY ENHANCEMENT COURSE**YOGA**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	YOGA	2	2	0	0	

Unit I:**Yoga and Physical Health**

- 1.1. Physical Structure - Three bodies - Five limitations
- 1.2. Simplified Physical Exercises - Hand Exercises -Leg Exercises – Breathing Exercises - Eye Exercises – Kapalapathi
- 1.3. Maharasanas 1-2 - Massages - Acu-puncture – Relaxation
- 1.4. Yogasanas - Padmasana- Vajrasanas - Chakrasanas . (Side)- Viruchasanas- Yoga muthra-Patchimothasanas – Ustrasanas - Vakkarasanas - Salabasanas

Unit II:**Art of Nurturing the life force and Mind**

- 2.1. Maintaining the youthfulness - Postponing the ageing process
- 2.2. Sex and Spirituality - Significance of sexual vital fluid - Married life - Chastity
- 2.3. Ten stages of Mind
- 2.4 Mental frequency - Methods for concentration

Unit III:**Sublimation**

- 3.1. Purpose and Philosophy of life

3.2. Introspection - Analysis of Thought

3.3. Moralization of Desires

3.4. Neutralization of Anger

Unit IV:

Human Resources Development

4.1. Eradication of worries

4.2. Benefits of Blessings

4.3. Greatness of Friendship

4.4. Individual Peace and World Peace

Unit V:

Law of Nature

5.1. Unified force- Cause and Effect system

5.2. Purity of Thought and Deed and Genetic Centre

5.3. Love and Compassion

5.4. Cultural Education - Fivefold Culture

ABILITY ENHANCEMENT COURSE

COMMUNICATIVE ENGLISH

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMUNICATIVE ENGLISH	2	2	0	0	

Unit I:

Vocabulary building - Puzzle

Unit II:

Common error in English - Role Play

Unit III:

Advertising - Newspaper Reading

Unit IV:

Write the missing Verbs - Question Framing

Unit V:

Description - Letter writing

ABILITY ENHANCEMENT COURSE**QUANTITATIVE APTITUDE**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	QUANTITATIVE APTITUDE	2	2	0	0	

Unit I:

Introduction: Competitive Exams – Types- Eligibility and Criteria - Public and Private sectors.

Unit II:

Number Series – Simplifications – Average – Percentage - Profit and Loss - Partnership

Unit III:

Time and Work - Time and Distance - Permutations and Combinations - Probability

Unit IV:

Problems on Ages - Coding and Decoding - Blood Relation

Unit V:

Direction Sense test - Sitting Arrangements - Syllogism