



Avinashilingam Institute for Home Science and Higher Education for Women
 (Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
 Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12 B
 Coimbatore-641 043, Tamil Nadu
B.Sc. Visual Communication
 (With Language and English for 2 Semesters)

Programme Specific Outcomes:

1. Understand the fundamentals in the development and functioning of various media organizations.
2. Develop creative and technical skills for media content production.
3. Become eligible and qualified media professionals and entrepreneurs
4. Develop analytical and critical thinking of the social happenings and elevate as a social and culture oriented citizens
5. Empowered for quality placement in media industry

Scheme of Instruction and Examination
 (For students admitted from 2021-22 & onwards)

(For students admitted from 2021-22 & onwards)									
Part	Subject code	Name of the Paper/Component	Hours of Instructions/Week		Scheme of Examination				
			Theory	Practical	Duration of exam	CIA	CE	Total	Credit
First Semester									
I	21BLT001/ 21BLH001/ 21BLF001	Tamil/Hindi/French Illakiyam-I- Illakanam, IllakiyaVaralaru/Prose, One Act Play, Grammar and Translation/ Communicative French-I	5	-	3	50	50	100	4
II	21BLE001	English Language for Communication -I	5	-	3	50	50	100	4
III		Core Courses							
	21BVCC01	Introduction to Visual Communication	3	-	3	50	50	100	3
	21BVCC02	Communication Media	4	-	3	50	50	100	3
	21BVCC03	Social Psychology	3	-	3	50	50	100	3
	21BVCC04	Visual Arts (Practical - I)	-	4	3	50	50	100	2
		Discipline Specific Elective (DSE) Courses							
	21BVCI01	DSE –I Basics of Computers (Visual Communication)	2	3	3	50	50	100	4
		Games	1	-	-	-	-	-	-
Second Semester									
I	21BLT002/ 21BLH002/ 21BLF002	Tamil/Hindi/French Illakiyam-II- Illakanam, IllakiyaVaralaru/Poetry, letter writing & Technical Terms/ Communicative French-II	5	-	3	50	50	100	4
II	21BLE002	English Language for Communication -II	5	-	3	50	50	100	4

III		Core Courses							
	21BVCC05	Communication Theories	3	-	3	50	50	100	3
	21BVCC06	Photography	4	-	3	50	50	100	3
	21BVCC07	Media, Society and Culture	3	-	3	50	50	100	3
	21BVCC08	Photography (Practical - II)	-	5	3	50	50	100	2
		Discipline Specific Elective (DSE) Courses							
	21BVCI02	DSE –II Principles of Marketing (Economics)	4	-	3	50	50	100	3
		Games	1	-	-	-	-	-	-
Third Semester									
III		Core Courses							
	21BVCC09	Advertising	4	-	3	50	50	100	3
	21BVCC10	Writing for Media	5	-	3	50	50	100	3
	21BVCC11	Print Production	4	-	3	50	50	100	3
	21BVCC12	Graphic Design (Practical - III)	-	5	3	50	50	100	2
	21BVCC13	Media Literacy (Practical - IV)	-	5	3	50	50	100	2
		Discipline Specific Elective (DSE) Courses							
	21BVCI03	DSE –III Introduction to Multimedia (Visual Communication)	4	3	3	50	50	100	5
Fourth Semester									
III		Core Courses							
	21BVCC14	Media Laws and Ethics	4	-	3	50	50	100	3
	21BVCC15	Radio Production	4	-	3	50	50	100	3
	21BVCC16	Television Production	5	-	3	50	50	100	3
	21BVCC17	Radio Production (Practical - V)	-	5	3	50	50	100	2
	21BVCC18	Television Production (Practical - VI)	-	5	5	50	50	100	3
		Discipline Specific Elective (DSE) Courses							
	21BVCI04	DSE –IV 2D & 3D Animation (Visual Communication)	4	3	3	50	50	100	5
Fifth Semester									
III		Core Courses							
	21BVCC19	Online Media	4	-	3	50	50	100	3
	21BVCC20	Film Studies	4	-	3	50	50	100	3
	21BVCC21	Script Writing	4	-	3	50	50	100	3
	21BVCC22	Public Relations	4	-	3	50	50	100	3
	21BVCC23	Set Designing (Practical - VII)	-	5	3	50	50	100	2
	21BVCC24	Webpage Designing (Practical - VIII)	-	4	3	50	50	100	2
	21BVCC25	Event Management (Self Study course)	1	-	3	100	-	100	4
	21BVCC26	Visual Communication (Computer Based Test)	-	-	1	-	100	100	2
	21BVCC27	Internship (during the summer vacation of Second year)	-	-	-	100	-	100	5

		Generic Elective Courses	2	-	3	100	-	100	2
Sixth Semester									
III		Core Courses							
	21BVCC28	E-content Development	4	-	3	50	50	100	3
	21BVCC29	Media Management	4	-	3	50	50	100	3
	21BVCC30	Magazine Design and Layout	2	3	3	50	50	100	3
	21BVCC31	Film Appreciation	2	3	3	50	50	100	2
	21BVCC32	Project	-	9	5	100	-	100	5
						Total			127

Semester	Subject Code	Name of the Paper/Component	Hours of instructions / Week/Course	Credit/Course	Total Credits
Part IV Components					
	A. Ability Enhancement Courses				
	I. Ability Enhancement Compulsory Courses (AECC)				
1	21BAES01	Environmental Studies (Foundation Course)	4	Remarks	4
2	21BAFU01	Fundamentals of Research	4	Remarks	2
5	21BSCS01	Communication Skills	3	Remarks	2
6	21BSSS01	Soft Skills	3	Remarks	2
	II. Ability Enhancement Compulsory Courses (SEC)				
3		Value Added Courses (From a basket of choices offered)	40 hours duration	Remarks	2
4		Co- curricular Courses Add on Certificate/ Quantitative Aptitude/Certificate Courses/ Gandhian Studies/ Women's Studies/ Ambedkar Studies/ Verbal and Non verbal Reasoning/ General Awareness/others as per list	Varied Duration	Remarks	2
	B. Extra Curricular Courses				
1-6	21BXNC01- 06/ 21BXNS 01-06/ 21BXSP01-06	NCC/NSS /Sports (Representing the Institute)			6
			TOTAL		20

Total credits to earn the degree

1. Part I, II & III components -127
2. Part IV components -20

Total credits 147

Other Courses offered by the Department

Value Added Course : 21BVVCV01 Introduction to Photography (40 hours)
Co-Curricular Course : 21BSCVC1 Certificate in Animation (2 semesters)

Introduction to Visual Communication

Semester I
21BVCC01

Hours of Instructions/ week: 3

No. of Credits: 3

Objectives:

- To enable students to become aware of communication and development of visual communication.
- To enable students learn the basic design principles
- To introduce students to the basic design process

Unit I Meaning of Communication

9

Origin of Communication, Message & Meaning: Connotation, Denotation, Triangle of Meaning, Levels of Communication: Syntactic, Pragmatic and Semantic.

Unit II Visual Communication

9

Need for and the importance of Human and Visual Communication, Principles of Visual and other sensory perceptions.

Unit III Fundamentals of Design

9

Meaning of Design, Elements of Design: Line, Shape, Space, Color, Texture, and Form Etc. Purposes and Uses of elements of design.

Unit IV Principles of Design

9

Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/ Scale etc. Colour Psychology: colours and their symbolic meaning to the design

Unit V Idea Development

9

Creativity: Creative thinking, Convergent and Divergent thinking. Process of Developing Ideas: Alex Osborn's creative process.

Total Hours: 45

Reference Books:

1. *Paul Martin Lester (2000) Visual Communications: Images with Messages*, Cengage Learning
2. *Julia Wood (2011): Communication Mosaics: A New Introduction to the field of Communication*. Thomson Learning
3. *Joseph Gatto, Albert Porter, Jack Sellect(2011), ExPoring Visual Design*, Davis Publications.
4. *Culture and Communication – A world View – K.S. Sitaram, McGraw Hill,1995.*
5. *Communication studies – An Introductory reader – John Corner, E.Arnold,1993, Fourth Edition*

Course Outcomes:

1. Understand the communication process.
2. Gain knowledge about the need for visual communication and its application.
3. Identify the fundamental elements of design and its applications.
4. Understand the basic principles of design and its applications.
5. Understand the creative process in development of ideas.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	3	-	-	1	-	1	-	-	-	-	1	-	1	1
CO 2	1	-	1	2	-	2	-	1	1	-	-	-	-	2
CO 3	2	-	3	-	-	3	1	2	2	2	2	3	1	3
CO 4	2	-	3	-	-	3	1	2	2	2	2	3	1	3
CO 5	2	-	3	-	-	3	1	2	2	2	2	3	1	3

Communication Media

Semester I
21BVCC02

Hours of Instructions/ week: 4
No. of Credits: 3

Objectives:

- To enable students to realize the role of media in the process of development communication.
- To introduce students to the different communication media
- To make students aware of the organizational structure of the media

Unit I Mass Media an Introduction **12**

Mass Communication- Functions of Mass Communication; Uses of Mass media; Mass media audience .Historical perspectives of media – newspapers, magazines and books Radio, Television and Film.

Unit II Print media **12**

Newspapers: Types of newspapers. Structure and organization of newspapers in India: an overview. Magazine: various types of magazines. Organizational Structure of Magazine Industry in India. Book: Types of books: Text books, Fiction, Non Fiction, etc. Book publishing: Book Publishing in India.

Unit III Broadcast Media **12**

Radio as media of mass communication, types of ownership, audience. Commercial radios for education, All India Radio, emerging trends, Broadcasting Code, Digital Audio Broadcasting. Television as a mass medium, role and characteristics, ownership. Organizational structure of Doordarshan , satellite and cable TV, DTH.

Unit IV An Overview of Film and Film Industry **12**

Motion picture , historical background , structure and organization of motion picture in industry in India. Documentary films & Short Films, The Indian Documentary scenario

Unit V New Media **12**

New Media, Current Scenario, Internet for news, social networking, business and entertainment, Media Convergence Digital Divide.

Total Hours: 60

Reference Books:

1. *Kevel J Kumar(2006), Mass communication in India*, Jaico Publishing.
2. *Seema Hassan (2016), Mass Communication Principles and Concepts*, CBS Publishers and Distributors Private Limited.
3. *Vir Bala Agarwal and V.S. Gupta (2001), Hand Book of Journalism and Mass Communication*, Concept Publishing Company, New Delhi.
4. *Shukla S K (2006), Mass Media and Communication*, Cybertech Publishing.
5. *John V. Vilanilam(2005), Mass Communication in India, A Sociological Perspective*, Thousand Oaks.
6. *George R. Rodman(2007), Making Sense of Media, An Introduction to Mass Media*, Allyn & Balmer

Course Outcomes:

1. To review the history and growth of various mass media
2. To identify the classifications existing in each type of media
3. To appraise the ownership and structure of media industry
4. To understand the functioning of the various media
5. To recognize the recent trends existing in the media scenario

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	3	3	-	-	-	-	-	-	1	-	2	1	-	2
CO 2	3	3	-	1	-	-	-	-		-	2	1	-	2
CO 3	3	3	-	1	-	-	-	-	1	-	2	1	2	2
CO 4	3	3	-	1	-	-	-	-	1	-	2	1	-	2
CO 5	3	3	-	1	-	-	-	1	3	-	2	1	-	2

Social Psychology

Semester I
21BVCC03

Hours of Instruction/week: 3
No of credits: 3

Objectives:

- To understand the need for social psychology
- To gain knowledge on social learning process.
- To study the behavioural aspects of an individual, group and mass.

Unit I Nature and Scope of Social Psychology

9

The Nature and Scope of Social Psychology, The Methods of Social Psychology, The Development of Social Psychology : Early Beginnings – the Contributions of Sociologists and Psychologists.

Unit II Social Learning Process

9

Socialization: Social Learning Process. Socialization and Motivation; dependency; Aggression; Need Achievement; affiliation; etc. Social Factors in perception, Society and Personality.

Unit III Attitudes and Opinions

9

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

Unit IV Groups and group Processes

9

Nature and Types of groups; Conditions Conclusive to Development of Groups, group Dynamics, Group norms and conformity; Social Facilitation. Group structure and group performance, Cooperation and competition.

Unit V Mass Psychology

9

Mass Psychology; Audiences and Collective Behaviour, Classification of Collective masses, Casual Audiences, Intentional Audiences and Audiences and Mass Media, Collective behaviour – the mobs and the Different kinds of Mobs, The Psychology of Mass Movements.

Total Hours: 45

Reference Books:

1. *Mc David and Harris (1968), An Introduction to Social Psychology* . Harper & Row, New York
2. *D Crytchfold, RS and Ballachey, (2002) E L , Individual in Society*. McGraw Hill. New York
3. *Sherif, N and Sherif C.W. (2001) An Outline of Social Psychology*, Harper & Row. New York,
4. *R. Branscombe Nyla , A. Baron Robert (2017), "Social Psychology"* Pearson Publishing.

Course Outcomes:

1. Understand the perspectives of Social Psychology.
2. Know the process of socialization at various stages of life.
3. Realise the importance of attitude and public opinion.
4. Identify the different types of Groups.
5. Ability to analyse audience behaviour.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	1	-	1	2	-	2	2	-	-	-	2	-	2	1
CO 2	-	-	1	3	2	1	2	-	-	-	1	-	2	1
CO 3	-	-	2	3	3	2	1	-	-	-	2	1	1	2
CO 4	-	-	2	-	2	1	1	-	-	-	-	1	2	1
CO 5	1	-	3	3	2	3	2	-	-	-	-	1	3	2

Visual Arts (Practical –I)

Semester I
21BVCC04

Hours of Instruction/week: 4
No of credits: 2

Objectives:

- To study the form and structure of animate and inanimate objects
- To learn how to visually present ideas
- To study and understand the elements of typography and perspectives

Unit I Introduction to the basic elements of Drawing 12

Drawing basic geometric forms, shading, Still life drawing and shading, Still life using water colours and colour pencils.

Unit II Visualising Design 12

Drawing free hand designs and enlargement, drawing geometrical pattern designs – drawing traditional pattern designs with drawing ink and paints.

Unit III Figurative Drawing 12

Drawing sceneries with 6B pencils, Human portrait and features like hand, leg, nose and mouth – developing caricature and cartoon figures.

Unit IV Study of dimensions and perspectives 12

Rendering dimensions to letters, two point and three point perspectives and conceptualizing, sketching and painting posters.

Unit V Understanding great artists 12

Understanding ten great artists from India and abroad, collecting their works and making the scrap book namely, Michelangelo, Leonardo da Vinci, Van Gogh, Pablo Picasso, Dali, Raja Ravi Varma, M.F. Hussain, Amrita Sher-Gil, Andy Warhol and Roy Lichtenstein.

Total Hours: 60

Reference Books:

1. *Robert W. Gill (2005), Rendering with Pen and Ink*, Thames and Hudson.
2. *H. Kumar Vyas (2001), Design and Understanding*, NID, Ahmedabad.
3. *Bridgman (2009), Bridgman's Complete Guide to Drawing from Life*, Sterling.
4. *Stan Smith (2007), Anatomy, perspective and composition*, McDonald.
5. *Christopher Hart (2001), How to draw comic book heroes and villains*, Watson-Guptill.
6. *Way of seeing (2002), John Berger*, Penguin.

Course Outcomes:

1. Understand the basics of contour, colour schemes and visually perceive and reproduce basic structures of objects.
2. Visualize Design by application of geometry with an understanding of light and shade.
3. Render anatomical sketches, landscapes and create cartoons.
4. Develop creative sense of design and typographical applications. Conceptualise, sketch and make posters.
5. Cognize and apply composition, proportion and perspective through practical training and by studying great artists.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	1	-	3	-	-	1	-	2	2	2	3	3	1	3
CO 2	2	1	3	-	-	2	-	2	2	2	3	3	-	3
CO 3	-	-	3	-	-	2	2	2	2	2	3	3	-	3
CO 4	2	-	3	-	-	2	1	2	1	1	3	3	2	3
CO 5	2	2	3	2	-	1	2	2	1	2	3	3	2	3

Communication Theories

Semester II
21BVCC05

Hours of Instructions/ week: 3
No. of Credits: 3

Objectives:

- To enable students learn the theories of Communication
- To make the students aware of the models on communication.
- To make the students understand the perspectives in communication

Unit I Normative theories of press **9**
Four theories of the media: Authoritarian, Libertarian, Social Responsibility, and Communist Theory

Unit II Models of Communication **9**

SMCR Model of communication - Lass well's approach to understanding communication – Shannon and Weaver mathematical approach to communication, Osgood and Schramm circular model

Unit III Theories of mass Communication **9**

Bullet Theory of communication – Two-step flow of communication- Agenda setting - Theory of Rhetoric communication, Social learning and Individual difference theory

Unit IV Theories on uses of mass media **9**

Propaganda - Public Opinion - Diffusion of Innovation - Gate Keeping – Uses and Gratification – Indian Theories of communication – Rasa.

Unit V Effects of Communication **9**

Effects of communication: Socialization, Mass Culture and Mass Society.

Total Hours: 45

Reference Books:

1. *Denis Mc. Quail(2010), Mc.Quail's Mass Communication Theory*, Sage Publications
2. *Kevel J Kumar, (2013), Mass communication in India*, Jaico Publishing; Fourth edition
3. *Marianne Dainton, Elaine D. Zelley (2018), Applying Communication Theory for Professional Life*, Sage Publications
4. *Melvin De Fleur, Sandra Rokach,(2009), Theories of Mass Communication*, Longman
5. *Rosenberry, Jack and Vicker, Lauren A., "Applied Mass Communication Theory: A Guide for Media Practitioners" (2017). Fisher Bookshelf. 53.*

Course Outcomes:

1. To compare the existence and practice of mass media under various political systems
2. To understand the process of communication through structural models
3. To interpret the influence of mass media on society
4. To illustrate how mass media can be used for bringing in purposeful changes
5. To identify the various effects of mass communication.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	2	2	-	2	1	2	-	-	2	-	1	1	2	1
CO 2	2	2	1	2	-	-	-	-	2	-	2	2	2	1
CO 3	3	3	1	2	1	1	-	-	2	-	2	2	2	1
CO 4	3	3	1	2	1	1	1	-	2	-	2	2	2	1
CO 5	3	3	-	2	1	1	-	-	2	-	1	2	2	1

Photography

Semester II
21BVCC06

Hours of Instructions/week: 4
No. of credits: 3

Objectives:

- To enable the students understand the basics of photography
- To make students understand the concepts of photojournalism
- To enable the students to understand digital photography

Unit I Camera Basics

12

Human eye and Camera, Basics of Camera: aperture, shutter speed, focal length, depth of field etc., Camera operations: Exposing and Focusing, Types of Camera, Types of Lenses.

Unit II Lighting and Composition

12

Understanding Lighting: Indoor and outdoor lighting, Qualities of lights, Types of lights: Natural and Artificial Lights. Exposure Meters, Filters, Flashes, Designing with light. Principles of Composition: Rule of thirds, Lines, etc.

Unit III Film and its processing

12

Films: Types of Film, Qualities of film: Sensitivity, Temperature, Speed etc., and Reversal Films, Developing and Printing of films.

Unit IV Digital Photography

12

Digital still Photography: DSLR camera and its types, Working with digital SLR: components and its functions, Digital data storage and transfer options: CCD and CMOS, file formats.

Unit V Photo Journalism and other areas of photography

12

Basics of Photo Journalism: Photo-features, Photo-essays, Writing captions, Visual story-telling, Photography for Advertising, Consumer and Industrial: Planning a shoot, studio, location, set props and casting, Modern trends in photography-photo reality-ethical issues.

Total Hours: 60

Reference Books:

1. *Calder (2000), The 35mm photographer's handbook*, Pan Publication.
2. *Bruce Barnbaum, (2010), Art of Photography*, Rocky Nook Publishing
3. *John Hedgecoe, (2003), The New Manual of Photography*, D K Adult.
4. *Ippolito, Joseph.A (2005). Understanding digital photography*, Thomson Press.
5. *Ang, Tom. (2005). Digital Photography*, Mitchell Beazley. London
6. *Daly, Tim. (2002). Digital Photography Handbook*. Amphoto Books. New York.
7. *Ang, Tom. (2005), Digital photography, A Step- by- Step Guide and Manipulating Great Images*, Mitchell Beazley.
8. *O.P. Sharma, Practical photography*, Hind pocket books.
9. *Helen Drew (2005), The Fundamentals of Photography*, AVA Publishing.

Media, Society and Culture

Semester II
21BVCC07

Hours of Instructions/ week: 3
No. of Credits: 3

Objectives:

- To understand the power and effects of mass media
- To analyse the media content and the audience
- To get a perspective on the relationship between media, society and culture

Unit I: Understanding mass media

9

Why study media? Understanding mass media, Effects of mass media on individual, society and culture-basic issues. Power of mass media, Media in Indian society.

Unit II: Media Audience analysis

9

Media Audience analysis (mass, segmentation, product etc, social uses), Audience making, Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

Unit III: Approaches to Media Analysis

9

Media as text, Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis, Media and realism (class, gender, race, age, minorities, children etc.)

Unit IV: Understanding Cultural Studies

9

Media as consciousness Industry, Social construction of reality by media, Rhetoric of the image, narrative etc., Media myths (representation, stereotypes etc.), Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

Unit V: Media and Popular culture

9

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

Total Hours: 45

Reference books:

1. *Potter, James W (1998) Media Literacy.* Sage Publications.
2. *Lawrence et al (1998) Media-Making: Mass Media in a popular culture.* Sage Publications
3. *Berger, Asa Authur (1998). Media Analysis Technique.* Sage Publications

Course Outcomes:

1. Understand the mass media and its effects.
2. Distinguish different types of media audience.
3. Infer various media approaches.
4. Enumerate the need for cultural studies and develop critical thinking towards the societal happenings
5. Cognize the relationship between media and popular culture.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	3	-	1	2	2	2	-	2	2	1	3	2	2	2
CO 2	2	1	2	3	-	2	1	-	2	2	3	-	2	2
CO 3	2	2	1	2	1	2	1	-	2	2	3	1	3	2
CO 4	1	-	2	3	2	2	1	-	1	1	3	-	3	2
CO 5	2	1	1	3	1	2	-	-	-	1	2	1	2	2

Photography (Practical - II)

Semester II
21BVCC08

Hours of Instructions/week: 5
No. of credits: 2

Objectives:

1. To make students learn to handle the DSLR camera features
2. To introduce students to understand the concepts of photography
3. To enable them to look into things around them with a perspective for photography

Unit I

15

1. Anatomy of digital SLR camera
2. Types of lenses
3. Angle of view – Top, Low, Side, Front
4. Depth of field – Shallow, Greater
5. Action Photography – Freezing, Blurring the background, etc.

Unit II

15

1. Lighting – Natural, Artificial
2. Direction of lighting – Top, Bottom, Side, Back
3. Three point lighting

Unit III

15

1. Elements of Design
2. Principles of Design
3. Principles of Composition

Unit IV

15

1. Product photography
2. Still life photography
3. Portraits

Unit V

15

Digital photo editing: Colour Correction, Cropping, Red Eye Removal, Converting to B/W, Dodging, Burning.

Total Hours: 75

Course Outcomes:

1. Able to handle the digital camera
2. Know the basic concepts in lighting.
3. Able to create and compose photographs.
4. Able to create pictures for specific needs.
5. Know to do basic digital editing of photographs.

[illegible]

Advertising

Semester III
21BVCC09

Hours of Instructions/ week: 4
No. of Credits: 3

Objectives:

- To introduce students to the principles of advertising.
- To enable students to learn the basic structure and functioning of an advertising agency
- To make students aware of professional ethics in Advertising

Unit I Introduction to Advertising

12

Advertising definition: Objectives, advertising as a communication process, its role in the market, advertising tone and content, reading of advertising, Socio-economic effects of advertising.

Unit II Types of Advertising

12

Types of advertising: consumer, corporate, industrial, retail, cooperative and public service advertising, outdoor, transit and classified, etc.

Unit III Advertising agency

12

Advertising agency: Structure and functions; Leading agencies in India, Diversification and competition, full service agencies, multinational clients, challenges and opportunities

Unit IV Advertising Campaign

12

Advertising campaign: Objectives, Creative strategy: message, appeals, target market, level of response, Media Planning, Advertising budget, Pre testing and post testing.

Unit V Advertising and Society

12

Professional ethics in advertising, Cases of ethical violations, Advertising Standards Council, Social and cultural issues, Global regulations and future trend.

Total Hours: 60

References:

1. *Sandage , Fry burger and Rotzoll, (2001), Advertising Theory and Practice*, AAITBS Publishers
2. *Stansfied, Richard,(2003), Advertising Manager's handbook*, UBBSPD Publications
3. *Mohan, (2004), Advertising Management: Concepts and Cases*, Tata Mc. Graw Hill
4. *Asker, Batra and Myers, (2005), Advertising Management*, Prentice Hall, India
5. *Otto Kleppner, (2005), Advertising Procedure*, Sage Publications
6. *Foundations of Advertising: Theory and Practices , Chunawalla S.A.Sethia, K.C* Himalaya Publications.

Course Outcomes:

1. Understand the basics of advertising.
2. Distinguish the different types of advertisements.
3. Understand the structure and functions of an advertising agency.
4. Perceive the creative strategy of an advertising campaign.
5. Interpret the do's and don'ts of advertising professionals.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	2	-	1	-	-	-	-	-	-	-	--	2	-	-
CO 2	1	-	1	-	1	-	-	1	-	1	2	2	-	-
CO 3	2	2	3	-	1	-	-	-	1	1	2	2	-	1
CO 4	1	-	-	-	1	--	-	-	1	-	1	1	3	-
CO 5	-	-	-	2	1	2	-	-	--	-	1	1	1	-

Writing for Media

Semester III
21BVCC10

Hours of Instructions/ week: 5
No. of Credits: 3

Objectives:

- To enable students to develop skills in journalistic writing.
- To enable students to learn the principles of writing.
- To introduce to students the basic characteristics features of mediums of news.

Unit I An Introduction to Writing

15

Writing process: Principles of writing, Essay content and structure, Readability, Legibility, Listening skills.

Unit II Newspaper writing

15

Writing for the Print media: Principles, Style sheet, News structure, Inverted pyramid style, lead, nutgraph, feature writing, Profile writing

Unit III Writing for Radio

15

Writing for broadcast: Principles and guidelines, characteristics of broadcast news. News reporting for radio, News features, talk shows, Interviews, Radio commercials, FM radio & Internet Radio

Unit IV Introduction to Television writing

15

Writing for Television: Characteristics, News, Features, Interviews Principles and methods of script writing, Preparation of Commercials.

Unit V Writing for other Media

15

Creative writing, Non-fiction writing, self-profile writing, dialogue delivery, news delivery, Technical writing.

Total Hours: 75

Reference Books:

1. White, Ted (2007), *Broadcast news writing, Reporting and Producing*, Focal Press.
2. James Glen Stoval(2001), *Writing for the Mass Media*, Allyn & Bacon.
3. Chris New Bold, Olivers Boyle (2002), *The Media Book*, Arnold, London
4. Mencher, Melvin, (2003), *News Reporting and Writing*, McGraw Hill Publications
5. Hilliart, Robert(2004), *Writing for Television, Radio and New media*, Belmont, Wadsworth Pub.

Course Outcomes:

1. Improve the skills of writing.
2. Knowledge on the structure and writing news for print media.
3. Writing skills for radio programme formats
4. Writing skills for television programme formats
- 5 An imaginative faculty for creative writing.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	-	-	3	3	1	1	2	-	-	1	1	2	-	1
CO2	-	3	1	1	2	-	-	-	-	1	3	2	-	1
CO3	2	-	3	2	-	-	1	-	-	2	3	1	-	1
CO4	2	-	3	2	-	-	1	-	-	2	3	1	-	1
CO5	-	-	3	1	-	2	-	-	1	-	1	1	-	1

Print Production

Semester III
21BVCC11

Hours of Instructions/week: 4
No. of credits: 3

Objectives:

- To enable students to understand the role of print media in development communication.
- To make students aware of the printing process.
- To enable students to learn the elements of publication design

Unit I Introduction to printing; Types and Techniques **12**

Principles of printing Types of printing processes: Letter Press, Offset, Gravure, Flexography and Silk Screen. Typesetting methods: hot metal, photocomposition and digital.

Unit II Color Printing process **12**

Colour printing process, colour separation, colour correction and colour reproduction.

Unit III An Introduction to typography and Typeface designing **12**

Typography, typeface design, copy fitting, communication through typography. Special designs information graphics, charts, tables boxes etc).

Unit IV Paper types and Uses **12**

Different types of paper, ink, plates, miscellaneous. Print order estimation, managing wastage.

Unit V Recent trends in printing technologies **12**

New technological development in printing process, Digital pre-press. Laser printers, Scanners, Inkjet printers, Image setters. Direct to plate technologies, An over view of electronic publishing.

Total Hours: 60

References:

1. Harold Evans(2000), *Newspaper design* Sage publications.
2. Ramano F,(1997), *Delmer's dictionary of Digital Printing and publishing*.
3. McAllister, R,(1998), *Pathways to print: Trapping*. Thomson Learning
4. Cost, F, (1997), *Pocket guide to digital printing*. Thomson Learning
5. Finley, C, (1998), *Printing paper and inks*. Thomson Learning
6. Ambrose, Harris, (2008), *The Production Manual, A Graphic Design Handbook*, Fairchild Books.

Course Outcomes:

1. Know the principles of printing, types of printing processes and typesetting methods.
2. Understand the colour printing process.
3. Understand the importance of typography in printing and appreciate the value of communication through typography.
4. List out different types of paper, inks and preparation of plates for printing processes. Know elements in preparation of print order.
5. Know the technological developments in printing processes. Gain an overview of electronic publishing.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO1	PSO	PSO	PSO
											1	1	2	3
CO1	1	1	2	-	-	-	-	-	1	2	1	1	-	2
CO2	1	1	2	-	-	-	-	-	1	2	1	1	-	2
CO3	1	-	2	-	1	1	-	-	1	2	1	1	-	1
CO4	1	-	2	2	1	2	3	-	2	3	3	1	-	1
CO5	2	-	2	-	2	-	-	-	1	2	2	2	-	2

Graphic Design (Practical - III)

Semester III
21BVCC12

Hours of Instructions/week: 5
No. of credits: 2

Objectives:

1. To enable students to conceptualize commercial design visually and illustrate
2. To introduce designing and layout using computer based software.
3. To enhance knowledge of commercial and promotional design gadgets.

Unit I

Layout, design and output for
Logo
Visiting card
Letter Head

15

Unit II

Layout, design and output for Brochure

15

Unit III

Layout, design and output for
Poster
Streamers
Danglers

15

Unit IV

Layout, design and output for Package design for a product

15

Unit V

Layout, design and output for a publication – newsletter for four pages

15

Total Hours: 75

Course Outcomes:

1. Understand elements and principles of design for print promotion and commercial gadgets.
2. Apply the design concepts and sketch for print promotion and commercial gadgets.
3. Learn the basics of digital soft ware in creating print promotion and commercial gadgets.
4. Apply the digital software for creating the print promotion and commercial gadgets.
5. Create the print promotion and commercial gadgets for an event organized by the students and display their output.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PS O2	PS O3
CO1	1	-	3	1	1	1	-	-	3	2	3	2	-	2
CO2	1	-	2	1	1	1	-	-	3	2	3	2	-	2
CO3	-	-	3	-	-	-	-	-	2	2	2	3	-	2
CO4	-	-	2	-	-	-	-	-	1	1	2	2	-	2
CO5	1	-	1	2	2	3	-	-	2	2	2	1	-	2

Semester III
21BVCC13

Media Literacy (Practical - IV)

Hours of Instructions/ week: 5
No. of Credits: 2

Objectives:

- To develop media literacy among students
- To make students understand the contents of different media.
- To analyze the relationships among programmes, advertising, and audience and practice content analysis

Unit I Newspaper analysis **15**

1. Analyze a news published in three different newspapers
2. Compare the placement of news based on the news value in any 3 newspapers
3. Distinguish news, feature article, editorial and advertorial in any 3 newspapers

Unit II Magazine analysis **15**

1. Analyze any 3 genres of magazines
2. Explore how media texts target different audiences

Unit III Radio programmes and radio advertisement analysis **15**

1. Listen to a news bulletin on All India Radio or BBC World Service (or any other radio channel that you have access to). As you listen, note down the various news items in the order in which they are presented, beginning with the main headlines.
2. Listen to radio commercials and analyze the content, music, environmental sounds

Unit IV Television programmes and TV advertisement analysis **15**

1. Analyze any 5 TV Commercial
(Understand the types of shots used, duration, no of shots, Scripting)
2. Analyze any 2 television programme of same genere

Unit V Online media analysis **15**

1. Analyze any two website of your choice and identify the relevance of the contents.
2. Identify the interactive elements used in the websites.

Total Hours: 75

Course Outcomes:

1. Compare and analyse the news features and advertisements in a newspaper
2. Able to understand media text for different audience
3. Analyse the content of radio programmes and commercials
4. Analyse the technical aspects of Television programmes and commercials
5. Analyse online media content and identify the elements in online websites

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O 1	PS O 2	PS O 3
CO 1	2	-	2	1	-	2	-	-	1	-	2	1	-	1
CO 2	2	-	2	1	-	2	-	-	1	-	2	1	-	1
CO 3	2	-	2	1	-	2	-	-	1	-	2	1	-	1
CO 4	2	-	2	1	-	2	-	-	1	-	2	1	-	1
CO 5	2	-	2	1	-	2	-	-	1	-	2	1	-	1

Introduction to Multimedia – DSE III

Semester III
21BVC103

Hours of Instructions/ week: 4(T) + 3(P)
No. of Credits: 5

Objectives:

- The course introduces students to fundamentals of Multimedia
- It enables students to learn the representations and perception of multimedia
- It enables students to understand the technologies behind multimedia applications

Unit I Introduction to Multimedia

12

Multimedia, Components of multimedia, Web and Internet multimedia, Transition from conventional media to digital media.

Unit II Font Families

12

Usage of text in multimedia, Families and faces of fonts, outline fonts, bitmap fonts, International character sets and hypertext, Digital font techniques.

Unit III Basics of Audio

12

Digitization of sound, frequency and bandwidth, decibel system, data rate, audio file format, sound synthesis, MIDI, wavetable, compression and transmission of audio in the Internet, Adding sound to multimedia project, audio software and hardware

Unit IV Image Editing Basics

12

Color Science, Color models, 2D graphics, Image file compression and formats: GIF, JPEG, TIFF, PNG, PDF. Basic Image processing using Photoshop image editing software, white balance correction, Dynamic Range Correction, Photo Retouching.

Unit V Video Standards

12

Video basics, how it works, Broadcast video standards, Analog video, digital video, video recording and tape formats, video compression and file formats.

Practical Exercises

45

Make a perfect cropping of some images using Photoshop • Prepare a cutout of some images using Photoshop. Place nice back ground for that images. Convert a B & W image into colour (Use Variation) • Design a text logo for Magazine / Newspaper. Design visiting card. Design greetings card. • Design Magazine Cover • Design information Brochures on any company. Make a Collage of wildlife Animals. • Play with Photoshop filters. • Bring some object & try to make in Computer • Make your own cartoon character.

Total Hours: 105

Reference Books:

1. Satish Jain (2010), *O Level Introduction to Multimedia*, BPB Publications.
2. K.R. Rao, Zoran S. Bojkovic, Dragorad A. Milovanovic, (2009), *Introduction To Multimedia Communications: Applications, Middleware, Networking*, John Wiley & Sons
3. Savage, Terry Michael Savage, K. E. Vogel (2013), *An Introduction to Digital Multimedia*, Jones & Bartlett Publishers
4. Ze, Nian Li and Mark S. Drew, (2004), *Fundamentals of Multimedia* Pearson Education Taiwan and Gah Lih Book Co. Ltd.
5. Tay Vaughan, (2006), *Multimedia: Making it Work*, Tata McGraw Hill Publishing Company Limited
6. Ranjan Parek (2005), *Principles of Multimedia*, Tata McGraw Hill Education Private Limited.

Course Outcomes:

1. Define the components of various multimedia tools.
2. Identify different types of font families used in multimedia platform.
3. Explore the technological characteristics of sound for a multimedia project.
4. Experiment with basic image processing.
5. Familiarize with the basic video broadcasting standards and formats.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	-	1	-	2	1	-	-	-	-	2	2	2	-	1
CO2	2	1	1	2	1	2	2	2	1	1	2	2	-	1
CO3	-	-	2	2	2	1	2	-	2	3	2	2	-	2
CO4	-	-	2	2	1	1	2	-	2	2	2	2	-	2
CO5	-	-	2	2	2	2	2	1	-	2	2	2	-	2

Semester IV
21BVCC14

Media Laws and Ethics

Hours of Instructions/ week: 4
No. of Credits: 3

Objectives:

- To enable students learn the laws and ethics in various communication media.
- To make the students aware of the freedom of press and its value.
- To make the students the historical perspective of the Indian constitution and its features

Unit I Constitution of India

12

Indian Constitution, Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties.

Unit II Freedom of Press

12

Freedom of Speech and Expression with special reference to freedom of press in India. Constitutional expectations to Freedom of the Press, Case Studies, Law of Defamation, Sedition, Obscenity.

Unit III Parliamentary Privileges

12

The Censorship, The Law of Parliamentary Privileges. Cyber laws. Video piracy.

Unit IV Media Laws

12

Right to Information, Right to Privacy, Case Studies, The Official Secrets Act 1923, The Copyright Act, The Press Media council, The Contempt of Court Act, The Press and Registration of Book Act, Working Journalist Act, Rules of Newspaper Registration.

Unit V Broadcasting laws

12

Press Commission, Laws relating to Broadcasting, Telecasting and Advertisement in India

Total Hours: 60

Reference Books:

1. *D.D.Basu, (1974), Law of the Press in India*, Prentice Hall.
 2. *B.N.Ahuja (1988), History of Press, Press Laws and communication*, Surjeet publications.
 3. *Kumar,J.Keval, (2004) Introduction to Mass Communication*, Jaico publications.
 4. *Iyer, Venkat (2000), Mass media Laws*, Amic Publications.
- M. Neelamalar, Media Law and Ethics, Sage Publications.*

Course Outcomes:

1. Understand the historical perspective of Indian constitution and the fundamental rights and duties
2. Identify the various cases of freedom of press, law of defamation
3. Figure out the various laws pertaining to media conduct.
4. Know the various laws governing the media.
5. Know about press commission and the various broadcasting laws.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O 1	PS O 2	PS O 3
CO 1	3	2	-	-	-	1	-	-	-	-	1	1	3	-
CO 2	3	2	-	-	-	1	-	-	-	-	1	-	3	-
CO 3	3	2	-	-	-	1	-	-	-	-	1	-	3	-
CO 4	3	2	-	-	-	1	-	-	-	-	1	-	3	-
CO 5	3	2	-	-	-	1	-	-	-	-	1	-	3	-

Radio Production

Semester IV
21BVCC15

Hours of Instructions/week: 4
No. of credits: 3

Objectives:

- To enable students to have an overview of radio.
- To introduce students to radio production techniques
- To enable students to learn the special audio effects.

Unit I History of Radio

12

History of Radio. Characteristics of radio as a medium. Fundamentals of Radio production. Purpose of production and type. Information and scripting.

Unit II Radio programme Formats

12

Interviewing, Methods of interviews. News bulletins, infotainment, youth stations, presentation, breaking news, special presentations, Program production: fixing guest, teasers and promos, jingles, features, documentaries, outdoor broadcast, phone-ins, discussion, music production, feedback & analysis.

Unit III Radio programme Production

12

Target audience for production of programmes, formats for programmes. Planning and scripting for radio programmes: collection of material for programmes, documentation, and production of programmes, evaluation, assessment and analysis.

Unit IV Sound Recording Techniques

12

Recording Techniques, Microphone placement and techniques, Location recording, Multi track recording & Editing, outdoor recording & broadcast: digital audio, MIDI. DJ decks mixer, field production techniques.

Unit V Sound Editing

12

Post production in Sound: Monitoring sound, sound mixing, amplifiers, construction of audio portion of a video programme. Sound Aesthetics, sound scripting, sound dubbing, sound effects.

Total Hours: 60

Reference Books:

1. Paul Chantler and Peter Stewart, (2003), *Basic Radio Journalism*. Oxford Focal Press.
2. Keith, Michael C. *Radio Station*(2004). Oxford Focal Press.
3. Mills, Jenni, (2004), *Broadcast Voice*, Oxford Focal Press.
4. Michael Talbot-Smith, (2002), *Broadcast Sound Technology*, Butterworth-Heinemann Ltd
5. Francis Rumsey and Tim Mic, (2009), *Sound and Recording: An Introduction*, Oxford Focal Press
6. John Watkinson(2002), *An Introduction to Digital Audio*. Oxford Focal Press

Course Outcomes:

1. Know the history of radio and the fundamentals of radio production.
2. Gain an insight in to the various programme formats and its relevance.
3. Understand the stages in producing programmes for radio and evaluation of programmes.
4. Know the process of various recording techniques and usage of digital audio techniques.
5. Understand the postproduction process in radio production.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	1	2	1	-	1	1	-	1	2	2	1	1	1
CO2	-	-	2	1	-	-	-	-	2	2	2	1	-	1
CO3	1	1	1	1	-	-	-	-	2	2	2	1	-	1
CO4	1	1	1	1	-	-	-	-	2	2	2	1	-	-
CO5	-	-	2	-	-	-	-	-	2	2	2	1	-	-

Television Production

Semester IV
21BVCC16
Hours of Instructions/ week: 5
No. of Credits: 3
Objectives:

- To enable students to understand basic concepts of television.
- To enable students to learn production of TV commercials.
- To enable students to learn the editing process, graphics and special effects

Unit I Understanding Television medium
15

Understanding TV medium, differences from the Film medium, Video formats : VHS, U-matic, Beta etc. TV and Video Production approaches: Studio and Out door, Single Camera and Multi Camera Production, ENG & EFP.

Unit II Grammar of Programme production
15

Grammar of Studio Production: Set design, Teleprompter, Camera Movements, Production Team. Different genre in Studio production: Interview, Educational Shows, Drama, PSA, Game Shows. Grammar of Out-door Production: Location, Recording live programmes.

Unit III Lighting and Sound Production Concepts
15

Lighting and Sound, natural and artificial lighting, dramatic effect and special effect lighting, three point, high key and low, key lighting. Basics of Sound recording: microphones, sound manipulation, Dubbing, Back ground Music, Voice over narration) etc.

Unit IV Introduction to Editing Techniques
15

Editing, grammar of editing transitions, Editing procedure, assembling shots, symbolic editing and editing errors. Sound editing, categories of sound, Editing types: linear, non-linear, Time code roll editing, etc.,

Unit V Special effects and Graphics
15

Television graphics, titling and specials effects: Morphing, Compositing, CGI effects, In-Camera effects.

Total Hours: 75

Reference Books:

1. White, (1994), *How to achieve effective TV commercials*, Rot Vista.
2. Byes, (2000), *The avid handbook*, Focal press.
3. Millerson, G.H, (1993) *Effective TV production*, Focal Press.
4. Holland, (2005), *The Television Handbook*, Rout Ledge.
5. Jim Owens & Gerald Milerson, (2011), *Video Production Handbook*, Focal Press
6. Matt York & John Burkhart, (2012), *Videomaker's Guide to Video Production*, Taylor & Francis
7. Herbert Zettl, *Television Production Handbook (2016)*, 12th edition

Course Outcomes:

1. Understand the basic concepts of television as a medium.
2. Get trained in television programme production and live recording.
3. Experience the types of lighting and sound production techniques.
4. Experiment the various editing techniques.
5. Identify the special effects used in editing.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	1	-	-	1	-	-	-	-	1	1	-	-	1
CO2	1	2	3	3	2	1	-	-	-	2	2	3	-	2
CO3	-	-	3	1	-	-	-	-	1	2	-	1	-	2
CO4	-	-	3	1	1	-	1	-	1	1	1	1	-	3
CO5	-	-	3	-	-	-	1	-	1	1	1	2	-	3

Radio Production (Practical - V)

Semester IV
21BVCC17

Hours of Instructions/ week: 5
No. of Credits: 2

Objectives:

- To enable students to have an overview of radio.
- To introduce students to radio production techniques
- To enable students to learn the special audio effects

Scripting for radio programmes:

- Types of radio programmes
- Radio audience
- Radio script writing

Sound Recording:

- Functions of radio console
- Stages in production
- Types of sound
- Audio recording using radio console

Sound Editing:

- Introduction to Adobe Audition
- Audio editing in audition
- Sound mixing
- Sound Dubbing
- Creating artificial sounds

Exercises

1. Create a radio promo for a radio station of your choice
2. Create radio spot and jingle for a product of your choice
3. Create a PSA for radio
4. Create an audio mash up by blend different music
5. Create a radio drama using Foley effects
6. Add sounds/ dialogues to a visual (Sound dubbing)

Total Hours: 75

Course Outcomes:

1. Understand the different types of radio programmes.
2. Able to prepare script for radio programmes.
3. Able to produce radio programmes based on the script.
4. Able to edit sound using Adobe Audition.
5. Create artificial sounds and sound dubbing.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O 1	PS O 2	PS O 3
CO 1	1	-	3	-	-	-	2	2	2	2	3	3	-	1
CO 2	1	-	3	-	-	-	2	2	2	2	3	3	-	1
CO 3	-	-	3	-	1	2	2	2	2	2	3	3	-	3
CO 4	-	-	3	-	-	-	2	2	2	2	3	3	-	2
CO 5	-	-	3	-	-	-	2	2	2	2	3	3	-	2

Television Production (Practical-VI)

Semester IV
21BVCC18

Hours of Instructions/ week: 5
No. of Credits: 3

Objectives:

- To enable students to understand basic concepts of television.
- To enable students produce TV commercials.
- To enable students learn editing and manipulation of Video using Final Cut Studio/Adobe Premiere

Camera Handling

25

- Parts of video camera
- Types of shots and angles
- Types of camera movements
- Experimenting compositions
- Types of Lighting

Video Production

25

- Television script writing
- Stages in television production – Pre production, Production & Post Production.

Video Editing

25

- Types of Editing
- Mixing sound and visuals
- Exporting a video

Exercises

1. Produce a TV commercial using the different types of shots (Scripting and storyboard) (or)
Produce a Public service TV advertisement (Scripting and story board)
2. Produce Television news using multicamera production.
3. Produce programmes for any one of the following formats
i) Talk Show ii) Interview iii) Anchoring

Total Hours: 75

Course Outcomes

6. Understand the techniques of camera handling and audio video editing.
7. Distinguish different types of lights and its functions.
8. Able to analyse and create television commercials.
9. Able to demonstrate multicamera production.
10. Able to edit video programmes using Adobe Premier Pro.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O 1	PS O 2	PS O 3
CO 1	1	-	3	-	-	-	2	2	2	2	3	3	-	1
CO 2	1	-	3	-	-	-	2	2	2	2	3	3	-	1
CO 3	-	-	3	-	1	2	2	2	2	2	3	3	-	3
CO 4	-	-	3	-	-	--	2	2	2	2	3	3	-	2
CO 5	-	-	3	-	-	-	2	2	2	2	3	3	-	2

2D & 3D Animation - DSE IV

Semester IV
21BVCI04

Hours of Instructions/ week: 4(T) + 3(P)
No. of Credits: 5

Objectives:

- To make the students get an insight into the field of animation
- To train the students the nuances of 2D and 3D animation

Unit I Introduction to Animation**12**

History of Animation, Animation and its types, Applications of Animation, Principles of Animation, Animation on the WEB, Static and interactive animation

UNIT II Introduction to 2D Animation**12**

Flash Animation, Working with the Timeline and Frame based Animation, Working with the Timeline and Tween based Animation, Understanding Layers, Converting into symbols, Action script.

UNIT III Introduction to 3D Animation**12**

3D Animation & its Concepts, Types of 3D Animation, Pipeline of 3d animation, Skeleton & Kinetic 3D Animation, 3D Camera Tracking, 3 D Script Animation, Different Language of Script Animation, Applications & Software of 3D Animation.

UNIT IV Motion Capture**12**

Motion Capture, Formats, Methods and techniques, Motion Capture Software's, Technology involved in motion capturing, Applications of motion capture

UNIT V Film Production**12**

Blending of audio & video into an animation project, Color Model, Device Dependent and Independent Color Model, Alpha and Gamma Correction, 3D Animated Movies.

Practical Exercises:**45****Software used: Adobe Flash**

1. Create a animation using Frame by Frames in Flash.
2. Create a animation using Motion Tweening.
3. Create a animation using Shape Tweening.
4. Create a animation using Classic Tweening.
5. Animate a Character using Bone Tool.
6. Create a animation using Onion Skinning.
7. Create a Button and give actions to them.
8. Script based Animation.
9. Create a Symbol and import it to Animation.
10. Adding a Sound to a Animation.

Total Hours: 105 hrs.**Reference Books:**

1. Kit Laybourne, John Cane maker, (1998), *The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation*, Three Rivers Press; Second edition
2. White, T., Spencer, K. (Ed.). (2009). *How to Make Animated Films*. Focal Press.
3. Rall, H. (2017). *Animation Concepts and Production*. Boca Raton: CRC Press.
4. Bendazzi, G. (2016). *Animation: A World History*. New York: Focal Press.

5. Georgenes, C., Caplin, S. (2014). *How to Cheat in Adobe Flash CC*. New York: Focal Press.
6. Amrendra N Sinha and Arun D Udai, (2013), *Computer Graphics*", Tata Mc Graw Hill.
James D Foley, A V Dam, S K Feiner and John f Hughes, (2013), *Computer Graphics Principles and Practice*" Addison Wesley Professional

Course Outcomes:

1. Understand the history of animation and its types.
2. Knowledge on the techniques to create 2D animation
3. Familiarise the concept of 3D animation and the techniques.
4. Apply motion capturing technique to a 3D character.
5. Analyse the production and post production aspects of 3D animation movies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	-	2	-	2	1	-	-	-	-	2	2	2	-	2
CO2	3	1	1	2	1	2	2	2	1	1	2	2	-	2
CO3	-	-	2	2	2	1	2	-	2	3	2	2	-	2
CO4	-	-	2	2	1	1	2	-	2	2	2	2	-	2
CO5	-	-	2	2	2	2	2	1	-	2	2	2	-	2

Semester V
21BVCC19

Online Media

Hours of Instructions/ week: 4
No. of Credits: 3

Objectives:

- To enable the students to understand both theoretical and practical approaches of new media and their concepts.
- To enable students understand the basic characteristics of new media
- To enable students design web page with links

Unit I Introduction to New Media

12

New media versus traditional media , Interactivity and its types, Graphics, textuality and content. ICT Scope and their role, contributions to development, business and education, accessibility, availability and affordability.

Unit II Recent Technologies in New Media

12

Video conferencing , Teleconferencing, Computer based training, Web based training Gaming , Simulation ,User experience. Internet , Digital web casting, live streaming, media, video , MP3.

Unit III Effects of New Media

12

Social and cultural effects of new media: Social Networking, Information Overloading. Cultural alienation: new media impact on old media. New media issues: Invasion of Privacy, Piracy, IT policies, Information Bill and Regulations.

Unit IV Writing for Web

12

Writing for the Internet, web medium, content writing, and Technical writing. Script writing for multimedia.

Unit V Mobile Technologies

12

Mobile Internet, mobile telephony, GSM, CDMA. Transition from 2G to 5G

Total Hours: 60

Reference Books:

1. *Baldwin, (1996), Convergence*, Pai & Sons
2. *Donnelly, (2002), WWW design Flash*, Rotavista publication
3. *Sanders, (2000), Flash 5 action scripts with CD*, Dream Tech publications
4. *Chapman, (2004), Digital multimedia*, Wiley publications
5. *Vandome, (2003), Creating web pages in easy steps*, Dream tech publications
6. *Aurthor A. Winters, Shirley F. Milton(1983), The Creative Connection – Advertising Copywriting and Idea Visualization*, Fair Child Publication

Course Outcomes:

1. Understand the new media concepts and the role of ICT.
2. Interpret the recent trends in new media.
3. Analyze the pros and cons of new media.
4. Excel the various types of writing that is required in new media.
5. Understand the development in mobile technologies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	-	1	2	-	1	-	-	-	1	-	1	1	-	-
CO2	-	-	2	-	1	-	-	1	1	1	1	-	1	3
CO3	-	-	1	1	-	1	1	-	-	-	-	-	2	-
CO4	-	-	2	-	1	-	3	-	-	1	1	2	1	-
CO5	-	-	1	-	2	1	1	-	2	1	1	1	-	2

Film Studies

Semester V
21BVCC20

Hours of Instructions/week: 4
No. of credits: 3

Objectives:

- To enable the students to gain an insight into culture of film studies.
- To enable students learn the different production stages of film making.
- To introduce students to the basic editing concepts.

Unit I Film as a mass medium

12

Film characteristics. Film language .Brief history of Indian Cinema with special reference to Hindi and Tamil cinema.

Unit II Stages of film Production

12

Planning, pre-production-concept/story development, scripting/screen play writing, budgeting, casting, locations, financing. Production: Shooting, direction and cinematography. Post production: Editing, sound recording, dubbing special effects, graphics and final mixing. Distribution and exhibition.

Unit III Mise-en-scene

12

Mise-en-scene- Advantages and disadvantages of Set and Location- Role of a Cinematographer- Difference between TV films, ad films, Short films, documentaries and docudramas

Unit IV Film and sound editing

12

Editing -dimensions of film editing, continuity editing, alternative to continuity editing. Sound –the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit V Film form and genres

12

The concept of form in films- narrative form, non-narrative form. Dividing a film into parts and genres (language, style, grammar and syntax). Film review and criticism. Sociology of audience and its sub cultures.

Total Hours: 60

Reference Books:

1. *Thoraval, Yves(2007), The cinema of India (1896-2000)*, Mac Milan.
2. *Andrew Dix, (2008), Beginning Film Studies*, Manchester University Press
3. *Rajadhyaksha, Willeman, (2008), EncyCOPedia of Indian Cinema*, British Film Institute
4. *Eve Light Honthaner, (2010), Complete Film Production Handbook*, Focal Press
5. *Steven Berstein, (2009), Film Production*, Focal Press.
6. *Bordwell, Thompson, (2004), Film Art: An Introduction*, Mc. Graw Hill
7. *S Theodore Baskaran(2009), History through the lens ; Perspectives on South Indian Cinema*, Orient Black Swan
8. *Nelmes, Jill(1996, Introduction to film studies*, Routledge. London
9. *Steven Ascher (2012), The Filmmaker's Handbook*, Penguin Books Limited

Course Outcomes:

1. Know the history of Indian Cinema. Understand the film characteristics and film language.
2. Be familiar with various stages of film production
3. Discern the importance of mise-en –scene and role of cinematography.
4. Be familiar with dimensions in film editing – visual editing and sound editing.
5. Know the concept of film forms – narrative and non-narrative, film genres and understand the sociology of audience.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PSO 1	PSO 2	PSO 3
CO1	1	2	2	2	2	2	2	2	2	2	2	1	1	1
CO2	1	-	1	2	2	3	2	-	1	2	2	1	1	1
CO3	-	1	2	2	2	2	2	-	1	1	2	1	1	1
CO4	-	-	2	2	2	2	1	-	1	1	2	1	1	1
CO5	1	1	2	3	2	2	1	-	1	1	2	1	-	1

Script Writing

Semester V

21BVCC21

Hours of Instruction/week: 4

No. of credits: 3

Objectives:

- To enable the students to gain an insight into writing for various media
- To introduce students to idea generation
- To visualize and frame concepts expressively

Unit I Introduction

12

Idea Vs Media, developing ideas and conceptualization, Presentation –instruction, mood and experience, protagonist and antagonist, grand narratives and meta narratives.

Unit II Understanding genres and treatment

12

Narrative structure, conflict and resolution. Structure variation, scenes and sequences, shot breakdown and film genre. Writing, treatment, script and its formats and storyboard. Production problems.

Unit III Visualizing the script

12

Writing versus directing and other related issues, Characterization, character biographies, two dimensional versus three dimensional characters, Stereo typing and storyboards.

Unit IV Envisioning Words

12

Reading ten short stories of leading contemporary Indian writers. Scripting for the stories, making story boards for any five stories.

Unit V Structures of a narrative script

12

Five keys turning points to a successful script, The setup, the opportunity, the new situation or turning point, Progress, Point of no return, complications and higher stakes, the climax and the after math. Analyzing the above in any two films and drafting one's own script in accordance.

Reference Books:

Total Hours: 60

1. *Syd Field (2005), The Screenwriter's Workbook*, RHUS
2. *David Griffith (2004), A crash course in script writing*, Scottish, London.
3. *Syd Field, (2000,)The Foundation of Screen Writing*, Dell Publishing Co.
4. *Barry Hamp (2009), Video Script Writing*,Penguin USA Inc.
5. *Robert Mckee (2010), Story: Substance, Structure, Style and The Principles of Screenwriting*,Penguin USA Inc.
6. *John Truby (2008), The Anatomy of a Story*, Farrar, Straus and Giroux

Course Outcomes:

1. Understand various genres of narration in communication media.
2. Cognize structural variations and enhance visual imagination through story board.
3. Through reading literature create story boards and scripts for fictions.
4. Analysing frames and scenes through sequential analysis.
5. Drafting script for one's own imaginative creation.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1	PO1	PSO	PSO	PSO
CO1	2	1	1	2	2	2	2	2	2	0	1	1	2	3
CO2	-	-	2	1	1	-	-	-	2	2	2	2	2	2
CO3	-	-	3	1	1	-	-	-	2	2	2	2	-	2
CO4	1	-	2	-	-	1	-	-	2	2	2	2	1	1
CO5	-	-	2	2	2	2	-	-	1	1	1	1	-	1
	-	-	2	2	2	2	-	-	2	2	2	2	2	2

Public Relations

Semester V
21BVCC22

Hours of Instructions/ week: 4
No. of Credits: 3

Objective:

- To enable the students to gain an insight into Public Relations
- To introduce students to the Organizational setup of PR departments/agencies.
- To enable students understand and prepare press release for press conference.

Unit I Introduction to Public Relations

12

Definitions; Elements of public relations, PR tools, Difference between public relations, propaganda and publicity, Public opinion in public relations, Public relation functions. Characteristics and qualifications of PR personnel.

Unit II Organizational Structure of PR

12

Organizational setup of PR departments/agencies, Internal and external public relations. In house PR departments, PR counseling and consultancy.

Unit III Functions of Public Relation Officer

12

Writing news releases, Importance of House journals, Special events in PR: Press conference, press reception, press tours, open days, exhibition, press lunch, parades and pageants.

Unit IV PR Campaign

12

Research for PR, Stages in planning PR campaign, evaluation and modification of Feedback. PR case studies

Unit V Ethics and Codes of PR Apex Bodies

12

PR codes of ethics and social responsibility, Ethical issues in PR, Apex bodies in PR, IPRA code, PRSI, PSPF and their codes.

Total Hours: 60

Reference Books:

1. *G. Merham, D.R. Benecke (2016), Handbook of Public Relations*, UNISA.
2. *Alex Singleton (2014), The PR Masterclass: How to develop a public relations strategy that works!* John Wiley & Sons.
3. *David Meerman Scott,(2015), The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*, John Wiley & Sons.
4. *Chris Skinner, Llew von Essen, Gary Merham and Sejamothopo Motau (2010), Handbook of Public Relations*, OUP South Africa; Ninth edition
5. *Fraser P. Seitel (2016), The Practice of Public Relations*, Pearson Education Limited
6. *John V Vilanilam (2011), Public Relations in India*, Sage Publications.
7. *Cutlip et al., (2003), Effective Public Relations*, Prentice Hall.
8. *Anil Basu., (2006), Practical Public Relations*, Mc. Graw Hill

Course Outcomes:

1. Define the basic elements of public relations and related terms.
2. Know the organizational structure of a PR agency.
3. Understand the different functions of a Public Relation Officer
4. List the stages in planning a PR campaign and analyse the cases
5. Evaluate the ethical considerations in public relations.

Set Designing (Practical - VII)

Semester V
21BVCC23

Hours of Instructions/ week: 5
No. of Credits: 2

Objectives

- To introduce students to visualization.
- To enable students to design and create sets.
- To enable students to use colors for creative set designs.

Exercises:

1. Develop a theme or a concept for a set design
2. Visualize a theme based set design and backdrop using storyboard. (Design using a software and implement the set in a physical space.)
3. Design the set using a software
4. Implement the set design in a physical space.

Total Hours: 75

Course Outcomes:

1. Will be able to visualize set design.
2. Familiarize with story boarding.
3. Understand the implement color psychology.
4. Design using software.
5. Able to create a set for events.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	-	1	-	1	-	-	-	-	2	2	3	2	-	1
CO2	-	--	2	2	1	-	-	-	2	2	2	2	-	1
CO3	1	-	1	-	-	-	-	-	2	2	2	1	-	1
CO4	1	-	2	-	-	-	-	-	2	3	3	2	-	1
CO5	-	-	-	1	-	-	-	-	2	3	3	2	-	1

Webpage Designing (Practical - VIII)

Semester V
21BVCC24

Hours of Instructions/ week: 4
No. of Credits: 2

Objectives:

- To create knowledge base for designing a web page
- To understand the function, structure and application of html language
- Illustrate the methods and techniques of developing a simple web site

Exercises:

1. Analyze static and dynamic websites
2. Create a web layout using Adobe Photoshop or Illustrator
3. Convert the web layout into a functional webpage in Adobe Dreamweaver
4. Add interactive elements to the webpage and make links to html pages
5. Add sounds and flash animation into the webpage
6. Using additional features to the webpage using html and CSS language

Total Hours: 60

Reference Books:

1. *Elizabeth Castro, Bruce Hyslop (2013), HTML and CSS: Visual Quickstart Guide*, Peachpit Press
2. *Dan Rose(2015), Responsive Web design with Adobe Photoshop*, Adobe Press
3. *John Beaird & James George (2014), The Principles of Beautiful Web design*, Site Point
4. *Jim Maivald (2018), Adobe Dreamweaver CC Classroom in a Book*, Adobe Press

Course Outcomes:

1. Analyse the website contents
2. Able to create a web layout in Adobe Photoshop
3. Able to develop the web layout in Adobe Dreamweaver
4. Able to make link to html pages
5. Able to create flash files for a website

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	-	2	-	2	1	-	-	-	-	2	2	2	-	2
CO2	3	1	1	2	1	2	2	2	1	1	2	2	-	2
CO3	-	-	2	2	2	1	2	-	2	3	2	2	-	2
CO4	-	-	2	2	1	1	2	-	2	2	2	2	-	2
CO5	-	-	2	2	2	2	2	1	-	2	2	2	-	2

**Event Management
(Self Study Course)**

**Semester V
21BVCC25**

**Hours of instruction/week: 1
No of Credits: 4**

Objectives:

- To gain knowledge about event management.
- To understand the concept and design of event management.
- To analyse major risks, emergency procedures and case studies with regard to event management.

Unit I Historical Perspective

3

Introduction to event Management, Size & type of event, Event Team, Code of ethics, Aim of event, Develop a mission, Establish Objectives.

Unit II Principles of event Management

3

Concept & designing, Analysis of concept, Logistics of concept, Leadership skills, Managing team, Group development.

Unit III Organization of Events

3

Preparing event proposal, Use of planning tools, Management of resources, Managing meetings. Image, Branding, Advertising, Publicity and Public Relations.

Unit IV Personal Development & Communication Skills

3

Personal grooming, expression, bearing, body language. Values & Ethics of Event Industry, Written Communication, (Official, demi-official, Invoice, tender, proposal). Verbal Communication.

Unit V Safety and Security

3

Security, Occupational safety, Crowded management, Major risks and emergency planning, Incident reporting, emergency procedures, case studies.

Total Hours: 15

Reference Books:

1. *Shannon Kilkenny (2001), The Complete Guide to Successful Event Planning*, Indra Publishing House, New Delhi
2. *Razaq Raj(2008), Events Management: An Integrated and Practical Approach*, Sage, New York.
3. *Paul Walters (2014), Sustainable Solutions for the Event Management Sector*, Goodfellow Publishers Limited, London.
4. *Donald Getz (2012), Event Studies: Theory, Research and Policy for Planned Events* Routledge, London.

Course Outcomes:

1. Gain knowledge about the historical perspectives of event management.
2. Understand the logistics of event management.
3. Manage tools and resources for event management.
4. Develop communication skills and understand the ethics of the event industry.
5. Plan for emergency with the knowledge of prior case studies in event management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PSO 1	PSO 2	PSO 3
CO1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	-	-	-	-	1	-	-
CO3	-	-	-	1	-	1	-	-	-	-	-	-	-	1
CO4	-	-	2	2	2	2	1	-	-	-	-	1	3	-
CO5	-	-	1	-	1	1	-	-	-	-	1	1	2	1

E-content Development

Semester: VI
21BVCC28

Hours of Instructions/ week: 4
No. of Credits: 3

Objectives:

1. To understand e-content development.
2. To learn about creation of e-modules.
3. To enumerate application of e-content and its market.

Unit I Understanding e-content development

Introduction to E-content - Multi Media- E-content development - E-content Writing - E-Content Tools 12

Unit II Creation of e-modules

Designing of E-content- Modules & structure - E-content Planning, Production Techniques Software's- Effectiveness of E-content - pedagogy-Evaluation of E-Content. 12

Unit III E-Content tools and Models

E-Learning- History of e-learning- E-Learning Environment - E-learning Ability - E-learning Technologies- E-learning Platforms- Production & Learning- e-content management- E-Learning Website & courses- Content creation tools - Planning for E-learning- SCROM model , LMS, Models and theory for e-content. 12

Unit IV Applications of E-content

Smart Class- E-publishing- E-Commerce - E-governance - Mobile learning- IP learning- Video conferencing- Blending Learning- software as in E-Learning. 12

Unit V E-content and Industrial output

E-content for different types of Industries – Education, Marketing, Training, Agriculture, E-Learning website- e-courses- Open source Learning. 12

Total Hours: 60

References:

1. Bruck, A. Peter, Andrea Buchholz, Zeger Karssen and Ansgar Zerfass (2005). E-content: Technologies and Perspectives for the European Market.
2. Bruck, A. Peter (2008). Multimedia and E-Content Trends: Implications for Academia
3. Hmelo Silver, C.E, Nagarajan, A. and Derry, S.J (2006). From Face-to-Face to Online Participation: Tensions in facilitating problem-based learning.
4. Mcalpine, I. and Allen, B. (2007). Designing for active learning online with learning design templates.
5. Allen, I.E and Seaman, J (2006). Making the grade: Online education in the United States.

Course Outcomes:

1. Understanding e-content
2. Summarise creation of e-content modules.
3. Organise tools and understanding e-content models.
4. Knowledge about application of e-content for online media.
5. Interpret e-content market.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1	PO1	PSO	PSO	PSO
CO1	-	-	1	-	-	-	-	-	1	0	1	1	2	3
CO2	-	-	1	-	1	-	-	-	1	-	-	-	-	-
CO3	-	-	2	-	2	-	-	-	1	-	-	1	-	-
CO4	1	-	2	-	-	-	-	-	1	-	-	-	-	2
CO5	1	-	-	-	-	-	-	-	-	1	1	1	-	1
										1	1	1	-	1

Media Management

Semester VI
21BVCC29

Hours of Instruction/week: 4
No. of Credits: 3

Objectives:

- To learn the economics of media industry
- To expose the students of management of media organizations
- To understand the media marketing concepts

Unit I Introduction to media management concepts

12

Concept, origin and growth of Media Management. Fundamentals of management. Management School of Thought: Visionary Leadership & Media Entrepreneurs, Qualities and Functions of media managers.

Unit II Scope and Legal issues

12

Media Management : concept, need and scope. Operations and structure of news media companies. Legal issues in media business. Dealing with Gender issues in the media. Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

Unit: III Media Economics

12

Understanding Media Economics, Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Corporate Social Responsibility and Integrated Marketing Practices , Strategic Management, news and content management

Unit: IV Global Media Management

12

Media Management practices followed by Indian and Global Media Organisations. Ethical & legal perspectives in Media management. Government, Media Interface, Policies and regulations.

Unit: V Media Marketing

12

Media business and new technology. New trends in media business. Media marketing : concept, need and Scope. Penetration, reach, access and exposure to media. Revenue-expenditure in media, brand equity and brand parity.

Total Hours: 60

Reference Books:

1. *Vinita Kohli Khandekar (2005), Indian Media Business*, Sage Publications
2. *PradipNinan Thomas(2007), Political Economy of Communications in India*, Sage Publication
3. *Dan Zarrela(2009), The Social Media Marketing*, O'Reilly Media.
4. *Dennis F. Herrick(2010), Media Management in the age of Giants*, Surjeet Publications.
5. *Jennifer Holt and Alisa Perren, (Edited)(2006) Media Industries-History, Theory and Method*, Wiley Blackwell.
6. *John M. lavine and Daniel B. Wackman(2011), Managing Media Organizations*, Sage Publications

Course Outcomes:

1. Understand various strategies in media management.
2. Manage media with ethical responsibility
3. Cognize ways in which media operates: Its economic strategies and content management.
4. Analyze of global media management perspectives.
5. Gain knowledge about media marketing and current trends in media business

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O 1	PS O 2	PS O 3
CO 1	2	-	2	-	-	1	-	-	1	-	1	1	1	1
CO 2	1	-	-	-	1		-	-	1	-	1	-	3	-
CO 3	2	-	2	-	-	2	-	-	3	-	1	1	-	-
CO 4	1	-	-	1	-	1	-	-	1	-	1	1	1	-
CO 5	1	-	-	1	-	-	-	-	1	-	1	1	-	-

Semester VI
21BVCC30

Magazine Design and Layout

Hours of Instructions/ week: 2(T) + 3(P)
No. of Credits: 3

Objectives:

- To enable students learn magazine page layout and design
- To enable students to learn various magazine software
- To enable students to design a full-fledged magazine

Unit I Introduction to magazine

History of magazine industry, target audiences & understanding the process

6

Unit II Production Process

Production planning, influential art directors & designers, types of articles, writing process, basic rules of writing; leads and endings

6

Unit III Photography

Photo composition, photo editing and selection; photo shoot & art direction magazine function & style• the four F's & grids

6

Unit IV Designing Process

Constant pages, design styles & visual personality designing a constant page magazine cover design familiar; continuation pgs. & typography color palettes, design elements: printer's specs, paper samples, magazine samples, review CSPA disk of last year's winning designs.

6

Unit V Recent Trends in Magazine

New trends in the magazine Industry, e-magazines

6

Practical Exercises

45

Students should design a magazine using software Adobe PhotoShop Elements, Indesign and Coral Student magazine can be based on any topic of your choice with the relevant layout and design. Design your own photos, titles and story lines, or create your own magazine totally from scratch, around an interest you have. The magazine should contain 24 pages including the first cover page and last cover page. A maximum of three ads can be designed for the magazine.

You magazine cover should have a

- A background
- A cover photo (may have smaller photos to show other features included in the magazine)
- A Title
- Several story line titles Issue date , Issue price

Project work should contain record containing works done by the students. Each student is to provide individual CDROM and a hard copy in colour. Students' should be given adequate orientation on basic design and usability concepts. No article/visual should be incorporated without prior approval.

Total Hours: 75

Reference Books:

1. *King, Stacey, (2001), Magazine Design that Work*, London Routledge.
2. *Jason Whittaker (2016), Magazine Production*, Routledge
3. *Mc Kay, Jenny, (2016), Magazine Handbook*, London Routledge
4. *Morrish, John, (1996), Magazine Editing*, London: Routledge.
5. *Tom Ang, (1996), Picture Editing: An introduction*, Oxford: Focal Press
6. *Rachel Ritchy (2016), Women in Magazines: Research, Representation, Production and Consumption*, Routledge

Course Outcomes:

1. Develop imagination over magazine cover designing.
2. Training in Indesign and page making.
3. Visualize attractive page layouts.
4. Inculcate the capacity to choose one's own themes with researched contents.
5. Training in creating full fledged magazines, brochures and catalogues

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O 1	PS O 2	PS O 3
CO 1	-	-	2	-	-	2	-	2	1	1	1	2	-	2
CO 2	-	-	2	--	-	-	-	2	1	1	3	3	-	-
CO 3	-	-	2	-	-	2	-	2	2	1	2	3	-	2
CO 4	-	-	-	-	2	2	-	-	-	2	2	1	2	1
CO 5	-	-	2	-	-	-	2	2	2	2	3	2	-	2

Film Appreciation

Semester VI
21BVCC31

Hours of Instruction / week: 2(T) + 3(P)
No. of credits: 2

Objectives:

- To enable students analyze films
- To make students understand the basic concepts of film making
- To make students aware of films made in different countries and compare them with Indian Cinema

Unit I Introduction

10

Cinema as an institution. The origin of cinema. History of early cinema, Film review. Appreciation. Criticism, Definitions. Film, society and Politics. Film as an experience and Commodity, Silent Era, Murnau and Chaplin, Talkies, Jaques Tati and Phalke.

Unit II Art and Evaluation of Cinema

10

Impressionism and Expressionism. Their relation to film movement, Film noir, French new wave. Neo Realism, German Expressionism, Soviet montage cinema.

Unit III Readings on Cinema and Social issues

10

Approaches to studying film: Genre, star and auteur. Third world Cinema, Political Cinema, Representation of gender and sexuality, Laura Mulvey and narrative cinema, Walter Benjamin - Work of art in the age of Mechanical Reproduction.

Practical Sessions

Unit IV Reviews and Reflections

25

1. Collecting and analyzing the different types of film reviews. Writing reviews. See films from different countries.
2. Compare between third world and Hollywood cinema.
3. Analyze the sociological and psychological aspects in the film.

Unit V Gist of Local, National and international Cinema

20

See any one from the following types: Early Indian film, Early Tamil film, contemporary Tamil film, Italian Neo Realism, Iranian and Western Classical and an Animation film. Choose a particular film maker, create a scrap book on his works and analyse critically.

Total Hours: 75

Reference books

1. *Peter Wollen (2003). Signs and Meaning in the Cinema*, Secker and Warbug, London.
2. *Toby Miller, Robert Stam(1999). A Companion to Film Theory*, John Wiley & Sons,
3. *How to Read a Film: The World of Movies, Media, Multimedia: Language, History, Theory (2009)*, James Monaco, Oxford University Press, USA; 4th edition
4. *Cinema 2: The Time-Image (2013)*, Gilles Deleuze, Bloomsbury Academic.
5. *What Is Cinema? Vol. 1 & 2 (2004)*, André Bazin, University of California Press.
6. *Film Theory and Criticism: Introductory Readings (2009)*, Leo Brady, Oxford University Press, USA

Course Outcomes:

1. Analysing different types of films.
2. Learning to appreciate various genres of films.
3. Understand the connection between film and society at various point of time.

4. Realise the importance of protagonist and social issues portrayed by films.
5. Create Knowledge about films made in different countries and compare them with Indian Cinema.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	2	2	2	2	2	2	2	2	0	1	1	2	3
CO2	1	-	1	2	2	3	2	-	1	2	2	1	1	1
CO3	-	1	2	2	2	2	2	-	1	2	2	1	1	1
CO4	-	-	2	2	2	2	1	-	1	1	2	1	1	1
CO5	1	1	2	3	2	2	1	-	1	1	2	1	1	1