

VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

(Deemed to be University u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI - INDIA



VELS
UNIVERSITY



B.Sc. Visual Communication

Curriculum and Syllabus

(Based on Choice Based Credit System)

Effective from the Academic year

2018-2019

PROGRAM EDUCATIONAL OBJECTIVES(PEO)

PEO 1: To impart the basic knowledge of Visual communication and related creative concepts of media.

PEO 2: To prepare students for media industry ready professionals and entrepreneurs by developing professional media skills, life skills, media literacy and digital competency.

PEO 3: To inculcate professional ethics, values and social responsibility to work in global media environment.

PEO 4: To prepare the graduates with sense of responsibility and entrenched in community involvement with a global perspective.

PEO 5: Participate as leaders in their fields of expertise and in activities that support for the socio economic development of the country.

PROGRAM OUTCOME (PO)

PO1: To demonstrate effective creative skill, effective writing and listening skills for visual communication in personal, public, and media areas.

PO2: To demonstrate the ability to observe events, gather information, write creative reports and story, understanding audiences.

PO3: To demonstrate the ability to understand and analyse the latest trends in the media in society also to examine critically and recognize how media shapes the society.

PO4: To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of Visual communicators at all levels through different platform of communication.

PO5: To demonstrate an understanding of the roles of communication in fostering interaction and Interdependence across gender, race, and culture.

PO6: To demonstrate the ability to apply communication theories and practical concepts to analyze contemporary issues.

PO7: To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media technology

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication concepts.

PSO2: Gain in-depth knowledge on pre-production, production and post-production process in Fiction and non fiction film making.

PSO3: Gain proficiency in studio techniques such as photography, audiography and videography.

PSO4: Grasp the fundamental concepts of Computer graphics, 2D & 3D Animation and Visual effects.

PSO5: Gain insight into the various aspects of script writing, direction and editing.

**B.Sc. Visual Communication
Curriculum**

Total number of credits: 140

Hours/Week		Maximum Marks						
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
<u>Semester: I</u>								
18LTAM11	Language-I Tamil / Hindi / French	5	0	0	5	40	60	100
18ENG11	English –I	5	0	0	5	40	60	100
18CBVC11	Theories and Principles Of Communication (T)	4	0	0	4	40	60	100
18PBVC11	Graphic Design I (P)	0	0	6	3	40	60	100
18PBVC12	Drawing I (P)	0	0	5	2	40	60	100
18PBVC13	Anatomy Study (P)	0	0	5	2	40	60	100
SEC	SEC I	0	0	0	2	40	60	100
		14	0	16	23			
<u>Semester: II</u>								
18LTAM21	Language-II Tamil / Hindi / French	5	0	0	5	40	60	100
18EHG21	English –II	5	0	0	5	40	60	100
18CBVC21	Introduction to Visual Communication (T)	4	0	0	4	40	60	100
18CBVC22	Basic Photography (T)	4	0	0	4	40	60	100
18PBVC21	Graphic Design-II (P)	0	0	6	3	40	60	100
18PBVC22	Drawing-II (P)	0	0	6	3	40	60	100
		18	0	12	24			

CA - Continuous Assessment

Code No.	Course	Hours/Week				Maximum Marks		
		Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Semester: III								
18LTAM31	Language-III	5	0	0	5	40	60	100
18CBVC21	Tamil / Hindi / French Introduction to Journalism (T)	3	0	0	3	40	60	100
18CBVC22	Advertising (T)	4	0	0	4	40	60	100
18PBVC21	Computer Graphics (P)	0	0	5	2	40	60	100
DSE	Discipline Specific Elective – I (P)	0	0	4	2	40	60	100
DSE	Discipline Specific Elective – II (P)	0	0	4	2	40	60	100
18ENG31	English - III	5	0	0	5	40	60	100
GE	Generic Elective – I	2	0	0	2	40	60	100
		19	0	11	25			
Semester: IV								
18LTAM41	Language-IV	5	0	0	5	40	60	100
18CBVC41	Tamil / Hindi / French Television Production (T)	3	0	0	3	40	60	100
18CBVC42	Elements of Film Studies (T)	4	0	0	4	40	60	100
18PBVC41	Multimedia (P)	0	0	5	2	40	60	100
DSE	Discipline Specific Elective – III (P)	0	0	4	2	40	60	100
18ENG41	English - IV	5	0	0	5	40	60	100
AECC	AECC - III	2	0	0	2	40	60	100
GE	Generic Elective – II	2	0	0	2	40	60	100
		21	0	9	25			

CA - Continuous Assessment

SEE - Semester End Examination

Hours/Week		Maximum Marks						
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
<u>Semester:V</u>								
Core	Media, Culture and Society (T)	2	2	0	4	40	60	100
Core	Documentary Filmmaking (T)	2	2	0	4	40	60	100
Core	Television Production Practice (P)	0	0	5	2	40	60	100
Core	3D Animation (P)	0	0	5	2	40	60	100
Core	Media Internship – I (P)	0	0	0	2	40	60	100
DSE	Discipline Specific Elective – IV (P)	0	0	4	2	40	60	100
DSE	Discipline Specific Elective – V (P)	0	0	4	2	40	60	100
GE	Generic Elective – III	2	0	0	2	40	60	100
SEC	SEC II	2	0	0	2	40	60	100
		8	4	18	22			

Semester: VI

Core	Media Organisation (T)	4	0	0	4	40	60	100
Core	Media Ethics (T)	3	0	0	3	40	60	100
Core	Documentary Film Practice (P)	0	0	5	2	40	60	100
Core	Media Internship –II (P)	0	0	0	2	40	60	100
DSE	Discipline Specific Elective – VI (P)	0	0	5	2	40	60	100
DSE	Discipline Specific Elective – VII (P)	0	0	5	2	40	60	100
DSE	Discipline Specific Elective – VIII (P)	0	0	4	2	40	60	100
GE	Generic Elective – IV	2	0	0	2	40	60	100
SEC	SEC – III	2	0	0	2	40	60	100
		11	0	19	21			

CA - Continuous Assessment

SEE - Semester End Examination

List of Discipline Specific Elective Courses:

S.No.	Code	Course
1.	18BVC101	Script Writing
2.	18BVC102	Art Direction
3.	18BVC103	AppliedPhotography
4.	18BVC104	Web Design
5.	18BVC105	Creative Video Editing
6.	18BVC106	Copy writing
7.	18BVC107	Video Jockey
8.	18BVC108	Creative Advertising
9.	18BVC109	Visual Effects
10.	18BVC110	Jingle Production
11.	18BVC111	Colour Grading

List of Ability Enhancement Compulsory Courses:

S.No.	Code	Course
1.	18EVS201	Environmental Studies – Paper I
2.	18EVB261	Ethics and Values
3.	18BVC204	Acting & Directing

List of Generic Elective Courses:

S.No.	Code	Course
1.	GE I	E-Commerce
2.	GE II	Internet Basics
3.	GE III	Office Automation tools
4.	GE IV	Advanced Excel
5.	GE V	Tourism Management

List Of Languages**Subject Code****Title of the Paper**

18LEN001	Foundation Course English I
18LTA001	Foundation Course Language I
18LHN001	Hindi Paper – I
18LFR001	French Paper - I
18LEN002	Foundation Course English II
18LTA002	Foundation Course Language II
18LHN002	Hindi Paper – II
18LFR002	French Paper - II
18LTA003	Foundation Course Language III
18LHN003	Hindi Paper – III
18LFR003	French Paper - III
18LTA004	Foundation Course Language IV
18LHN004	Hindi Paper – IV
18LFR004	French Paper – IV

List of Skill Enhancement Elective Courses:

S.No.	Code	Course
1.	18BPD251	Personality Development -I
2.	18BPD252	Personality Development -II
3.	18BPD253	Personality Development -III
4.	18NSS255	NSS – I
5.	18NSS256	NSS – II
6.	18NSS257	NSS – III
7.	18NSS258	NSS – IV
8.	18NSS259	NSS – V
9.	18NSS260	NSS – VI

Syllabus

Core Courses

நோக்கம்:

தமிழ்மொழிமற்றும்இலக்கியத்தின்வரலாற்றைஅறிமுகம்செய்யும்நோக்கில்இப் பாடம்வடிவமைக்கப்பட்டுள்ளது.

தமிழ்மொழியின்வரலாற்றைஅறிவியல்கண்ணோட்டத்துடனும்மொழிக்குடும்பங்களின்அடிப்படையிலும்விளக்குகிறது. சங்கஇலக்கியம்தொடங்கி,

இக்காலஇலக்கியம்வரையிலானதமிழிலக்கியவரலாற்றைஇலக்கியவரலாறுஅறிமுகப்படுத்துகின்றது.

அரசுவேலைவாய்ப்பிற்கானபோட்டித்தேர்வுகளுக்குப்பயன்படும்வகையிலும்இப் பாடம்அமைந்துள்ளது.

அலகு 1 தமிழ்மொழிவரலாறு

15மணிநேரம்

மொழிக்குடும்பம் - இந்தியமொழிக்குடும்பங்கள் - இந்தியஆட்சிமொழிகள் -
திராவிடமொழிக்குடும்பங்கள் - திராவிடமொழிகளின்வகைகள் -
திராவிடமொழிகளின்சிறப்புகள் - திராவிடமொழிகளின்வழங்கிடங்கள் -
திராவிடமொழிகளுள்தமிழின்இடம் - தமிழ்மொழியின்சிறப்புகள் -
தமிழ்பிறமொழித்தொடர்புகள்.

அலகு 2 சங்கஇலக்கியம்

15மணிநேரம்

சங்கஇலக்கியம் - எட்டுத்தொகை - நற்றிணை - குறுந்தொகை - ஐங்குறுநூறு -
பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு - புறநானூறு - பத்துப்பாட்டு
- திருமுருகாற்றுப்படை - சிறுபாணாற்றுப்படை - பெரும்பாணாற்றுப்படை -
பொருநராற்றுப்படை - மலைபடுகடாம் - குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு,
பட்டினப்பாலை - நெடுநல்வாடை - மதுரைக்காஞ்சி.

அலகு 3 அறஇலக்கியங்களும்காப்பியங்களும்

15மணிநேரம்

களப்பிரர்காலம்விளக்கம் - நீதிஇலக்கியத்தின்சமூகத்தேவை -
பதினெண்கீழ்க்கணக்குநூல்கள்அறிமுகம் - திருக்குறள், நாலடியார். காப்பியங்கள்
- ஐம்பெருங்காப்பியங்கள்மற்றும்ஐஞ்சிறுங்காப்பியங்கள்அறிமுகம் -
காப்பியஇலக்கணம் - சிலப்பதிகாரம் - மணிமேகலை - சீவகசிந்தாமணி -
வளையாபதி - குண்டலகேசி.

அலகு 4 பக்திஇலக்கியங்களும்சிற்றிலக்கியங்களும்

15மணிநேரம்

தமிழகப்பக்திஇயக்கங்கள் - பக்திஇலக்கியங்கள் - சைவஇலக்கியம் -
நாயன்மார்கள்அறுபத்துமூவர் - சமயக்குரவர்நால்வர் - வைணவஇலக்கியம் -
பன்னிருஆழ்வார்கள் - முதல்மூன்றுஆழ்வார்கள்.
சிற்றிலக்கியக்காலம் - சிற்றிலக்கியங்கள் - வகைகள் - பரணி - கலிங்கத்துப்பரணி
- குறவஞ்சி - குற்றாலக்குறவஞ்சி - பிள்ளைத்தமிழ் -

மீனாட்சியம்மைப்பிள்ளைத்தமிழ் - தூது - தமிழ்விடுதூது - கலம்பகம் -
நந்திக்கலம்பகம் - பள்ளு - முக்கூடற்பள்ளு.

அலகு 5 இக்காலஇலக்கியங்கள்

15மணிநேரம்

நவீனகாலம் - நவீனஇலக்கியம் - உள்ளடக்கம் - புதுக்கவிதை -
தோற்றமும்வளர்ச்சியும் - நாவல் - முதல்மூன்றுநாவல்கள் - நாவலின்வகைகள் -
பொழுதுபோக்குநாவல்கள் - வரலாற்றுநாவல்கள் - சமூகநாவல்கள் -
இக்காலநாவல்கள் - மொழிபெயர்ப்புநாவல்கள் - சிறுகதை -
வகைகளும்வளர்ச்சியும் - நாடகம் - காலந்தோறும்நாடகங்கள் -
புராணஇதிகாசநாடகங்கள் - சமூகநாடகங்கள் - வரலாற்றுநாடகங்கள் -
மொழிபெயர்ப்புநாடகங்கள் - நகைச்சுவைநாடகங்கள்.

மொத்தம்: 75மணிநேரம்

பார்வைநூல்கள்

1. அகத்தியலிங்கம். ச., “திராவிடமொழிகள்தொகுதி 1”, மணிவாசகர்பதிப்பகம், முதற்பதிப்பு, 1978.
2. சக்திவேல். ச., “தமிழ்மொழிவரலாறு”, மணிவாசகர்பதிப்பகம், முதற்பதிப்பு 1998.
3. பூவண்ணன், “ஐஐஐஐஇலக்கியவரலாறு”, சைவசித்தாந்தநூற்பதிப்புக்கழகம், முதற்பதிப்பு, 1998.
4. வரதராசன். மு. , “ஐஐஐஐஐஐவரலாறு”, சாகித்யஅகாதெமி, ஒன்பதாம்பதிப்பு, 1994.
5. விமலானந்தம். மது. ச., “இலக்கியவரலாறு”, பாரிநிலையம், மறுபதிப்பு, 2008.

18LHN11

HINDI

5 0 0 5

(Prose ., Letter writing & Technical words)

Unit I - 'Mamta', letter writing, Technical words.

15

Aim - Through the story students will be familiar with the writing style of great writer " Sri Jayashankar Prasad "&can understand the situation of country during Mughal Period

Unit II- "Yogyata aur vyavasaya kaa chunaav ", letter writing,Technical words. 15

Aim - To make the children understand the important of selecting a profession according to one's own interest.

Unit III- "Rajnithi Kaa bantwara ", letter writing , Technical words.

15

Aim- To describe the present situation ,politician's behaviour & their selfforiented activities.

Unit IV - " Computer :nayi kranthi ki dastak", letter writing, Technical words. 15

Aim- To explain the importance of computer in daily life in all the fields.

Unit V- Raspriya, letter writing , Technical words.

15

Aim - This story helps the students to understand the Writing style of writer " Fanishwarnath renu " who is well known for his village type stories.

Training them different types of letter& technical words will help the students to understand the official work in Hindi.

Total : 75 Hrs

Course Objective: To introduce French language. To enable the students to understand and to acquire the basic knowledge of French.

UNIT I INTRODUCTION

15

Introduction - Alphabet – Comment prononcer, écrire et lire les mots- Base : Les prénoms personnel de 1^{er}, 2^{ème} et 3^{ème} personnes – Conjugaisons les verbes être et avoir en forme affirmative, négative et interrogative

UNIT II LEÇONS 1- 3 15

Leçons 1. Premiers mots en français, - 2. Les hommes sont difficiles, - 3 Vive la liberté- Réponses aux questions tirés de la leçon - Grammaire : Les adjectives masculines ou féminines – Les articles définis et indéfinis - Singuliers et pluriels

UNIT III LEÇONS 4- 6

15

Leçons 4. L’heure, C’est l ; heure, - 5. Elle va revoir sa Normandie, - 6. Mettez –vous d’accord groupe de nom - Réponses aux questions tirés de la leçon - Grammaire : A placer et accorder l’adjectif en groupe de nom- Préposition de lieu –A écrire les nombres et l’heure en français

UNIT VI LEÇONS 7- 9

12

Leçons7. Trois visages de l’aventure, - 8. A moi, Auvergne, - 9. Recit de voyage - Réponses aux questions tirés de la leçon - Grammaire : Adjectif possessif – Les Phrases au Présent de l’indicatif - Les phrases avec les verbes pronominaux au présent

UNIT V COMPOSITION

15 A

écrire une lettre à un ami l’invitant à une célébration différente ex : mariage– A faire le dialogue - A lire le passage et répondre aux questions

Total : 75 Hrs

TEXT BOOK :

1. Jacky GIRARDER & Jean Marie GRIDLIG, « Méthode de Français PANORAMA », Clé Internationale, Goyal Publication, New Delhi. Edition 2004

REFERENCE BOOKS:

1. DONDO Mathurin, “Modern French Course”, Oxford University Press., New Delhi., Edition 1997
2. Nitya Vijayakumar, “Get Ready French Grammar – Elementary”, Goyal Publications, New Delhi, Edition 2010

18ENG11

ENGLISH- I

5 0 0 5

COURSE OBJECTIVE:

To enable students to develop their communication skills effectively. To make students familiar with the English Language.

To enrich their vocabulary in English

To develop communicative competency

Credit Hours

UNIT I - Preparatory Lesson

15

Competition Matters

Suzanne Sievert

A Personal Crisis May Change History

Dr. A.P.J. Abdul Kalam

Why Preserve Biodiversity

Prof. D. Balasubramanian

UNIT II –Prose

15

The Unexpected

Robert Lynd

My Greatest Olympic Prize

Jesse Owens

If You are wrong, admit it

Dale Carnegie

UNIT III –Poetry

15

The Night of the Scorpion

Nissim Ezekiel

Pulley or The Gift of God

George Herbert

La Bella Dame Sans Merci

John Keats

UNIT IV- Short Story

15

The Gift of Magi O Henry

Three Questions

Leo Tolstoy

UNIT V – One Act Play

15

The Shirt

Francis Dillon

The Pie and the Tart

Hugh Chesterman

Total: 60 Hours

Books Prescribed:

Confluence - Anu Chithra Publications

Course Objective:

To provide an understanding about the concept of “Communication” and to study the key elements in a communication process. Through various communication theories students will be able to understand how technology influences communication and the major characteristics of media.

Course Outcome

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

CO1: understand the various types of communication and the various factors that affect the communication system.

CO2: gain knowledge about various communication models.

CO3: differentiate the Verbal and Non-verbal Communication.

CO4: know media effect theories and it gives a complete knowledge about the influence of Media on society.

CO5: perceive press theories which gives a depth understanding about the functions of Press.

Unit I Introduction to Communication**12**

Unit 1: Communication – Definition - Nature and Scope of Communication – Sociological and Psychological aspects of Communication – Levels of Communication - Intra-personal - Inter-personal, Group and Mass Communication - Verbal and Non-verbal Communication.

Unit II Models of Communication**12**

Communication process - One step - Two step - Multi step flow of Information - - Communication models - Definition – Scope - Purpose of Models - Shannon and Weaver – Lasswell - Osgood and Schramm - Spiral Model - Gerbner’s Model - Diffusion of Innovation Model

Unit III Theories of Communication**12**

Communication Theories - Cognitive Dissonance - Normative Theories - Perception and Retention - Uses and Gratification Approach - Cultivation Approach - Marxist and Neo-Marxist Approaches.

UnitIV Mass Communication**12**

Mass Media and Society – Mass Culture - Characteristics and functions of mass communication - Importance of mass communication – Gatekeeping - Mass media – press, radio, TV, web and traditional media.

Unit V Public Communication**12**

Communicating with the masses – Public speaking as communication – audience, structure and formality - Group dynamics- Motivation - Persuasion - leadership traits - Using forms of mass communication - Creative and technical presentations – graphiti – photography - PowerPoint presentations - debates - street plays.

Total :60 Hrs**TEXT BOOKS:**

1. Keval J Kumar, “Mass Communication in India”, Jaico Publishing House, Fourth Edition 2013
2. Dr. Seema Hasan, “Introduction to Mass Communication”, CBS Publishers, Second Edition, 2013

REFERENCE BOOK:

1. Denis McQuail: McQuail’s Mass Communication Theory, London/New Delhi: Sage, 2007

Course Objective:

Students will demonstrate proficiency in design principles, design process, theory, history and contemporary design practice. Students will develop an understanding of design process and problem solving methods and explore the effect graphic design has upon the human environment from social responsibility, sustainability and interdisciplinary perspectives.

Course Outcome :

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

CO1: gain knowledge about graphic design - its history and evolution along with its technology, and concepts.

CO2: have a very good knowledge about Principles of Graphic Design

CO3: familiar with design principles.

CO4: develop an understanding of the different design processes and problem solving methods

CO5: understand the techniques involved graphics design.

Unit I	History of Graphic Design	20
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History of graphic Design. Basic design: development of aesthetic sensibility towards design - Elements of Design: Line, shape, forms, space, colours etc., Introduction to design, impact/function of Design, indigenous Design practices - horizontal line, vertical line, ascending descending lines, s form, c form, o form,

UnitII	Principles of Graphic Design	10
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Understanding the most essential aspect of design, unity, to achieve through different principles like harmony, rhythm, and perspective. Communication Techniques (Gutenberg to digital).

Unit III	Role of Design	15
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Role of design in the changing social scenario - role and responsibility of Designers. Design skills and techniques using a variety of tools - printing / publishing technology.

Unit IV	Pattern Design	25
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Creating pattern design with use of one geometrical shape, two geometrical shapes, three geometrical shapes. Creating 2D cut pattern design with basics of two dimensional design including the elements and principles of graphic design.

Unit V**Typography****20**

Design principle for typography. Legibility, similarity, alignment, uniformity or consistency, contrast. Lettering / Fonts and their implication. Typography and calligraphy Creation, Modification and presentation society and Articulation, design, Motifs, patterns etc. from society.

Total: 90 Hrs**TEXT BOOKS:**

1. Ellen Lupton & Jenifer Cole Phillips, “Graphic Design: The New Basics” Princeton Architectural Press Revised and updated edition 2015
2. David Dabner & Sandra Stewart & Eric Zempel, “Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Thames & Hudson Ltd; 5th Revised edition 2014

REFERENCE BOOKS:

1. Peter Dawson & John Foster & Tony Seddon, “Graphic Design Rules: 365 Essential Design Dos and Don'ts”, Frances Lincoln Publishers Ltd, Flexi bound edition, 2012
2. Steven Heller, “Typography Sketchbooks”, Thames & Hudson Ltd, 2012

Course Objective:

The students will gain a control of representational drawing skills, understand and manipulate the proportional relationships from actual objects, manipulating the formal elements and principles to achieve better design solutions, Importance and control of good craftsmanship and presentation skills.

Course Outcome:

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

CO1: Have a very good knowledge of basics of drawing and material handling and understanding.

CO2: Understand the light and dark and transition of the total value.

CO3: Understand the usage of positive and negative space in a design composition.

CO4: Gaining the composing knowledge of landscape and cityscape drawing and painting.

CO5: Understand the face feature and its measurements.

Unit I Basics of Drawing**20**

Drawing basics, material handling and understanding, teaching variety of lines, vertical, horizontal, diagonal, curved lines, dotted lines, and basic shapes, forms, geometrical shapes and non geometrical shapes, drawing balance, paper balance, freehand drawings, creating image using combinations of different lines,

Unit II Shading Technique**10**

Light and Dark, and teaching different tonal values, teaching different shading technique, shading with different objects, Fine shading and academic style shading, natural light shading and artificial light shading, study of different textured shading objects, creating different textured shading, study of low and high light tonal values, explain mid tone shadings creating art image using all shading technique.

Unit III Still-Life**20**

Still life, and variety of still life's, composing of still life, teaching portrait composing, and landscape composing, composing still life using basic geometrical shapes. Identify the difference

between organic still life and inorganic still life, doing still life drawing using different shading style, study of organic still life, study of fruit, vegetables, flower, plants, and study of inorganic still life, wooden geometrical objects, cloths studies, metal objects and glass objects.

Unit IV Perspective Drawing 15

Perspective drawings, eyelevel line, vanishing line and vanishing point, teaching types of perspectives, one point perspective, two point perspective, and three point perspectives, study of perspective in buildings, learning intercross measuring methods, applying all three perspective in basic geometrical shape, seascape, cityscape.

Unit V Basics of Portrait 10

Study of face features eyes, nose, ear, lip, study of different views and features, front view, profile view, one third view, key sketch drawing measurement of portrait, Geometrical understanding in face features, Shading in different views and angle.

Total: 75Hrs

TEXT BOOKS:

1. Novak and Henry C. Spencer, "Basic Technical Drawing," Student Text, Glencoe/Mcgraw-Hill; 6th Revised edition, March 1994
2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression," Pearson, 2 edition, Aug. 7. 1995.

REFERENCE BOOKS:

1. Philip W. Metzger "The Art of Perspective", North Light Books; illustrated edition, 2007
2. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.

Course Objective:

This study will impart detail knowledge of the bone structure of the human skeleton and the body's muscle structure by drawing and by quizzes on the nomenclature of anatomy. Students will be able to draw the human figure accurately displaying normative proportional relationships of the body's parts to the whole. Students will depict the figure in a variety of poses using foreshortening; Students will learn the gesture, the illusion of expressive movement, when drawing the figure spontaneously in very brief periods of time. Students will present their completed work in a professional manner.

Course Outcome:

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

CO1: understand the inner form of human anatomy to get knowledge for illustration.

CO2: understand the measurement of anatomy to learn accurate composing the human figure.

CO3: understand difference between male and female forms and shape anatomy proposition.

CO4: understand the balance of human anatomy and posing for making art object.

CO5: gaining the different movement of human and its line of action.

Unit I Skeleton Study**10**

Understanding skeleton forms, head, rib bone, pelvic bone, hand and fingers, legs, Three views of the head and the skull, the study of different views of skeleton, movement of bones, front, back, side views of skeleton.

Unit II Measurement of Anatomy**15**

Measurement of anatomy, male and female, head calculation measurement, eye calculation measurement, different of male anatomy measurement and female measurement, comparing male and female face measurement horizontal and vertical balance of anatomy.

Unit III Male and Female Anatomy**20**

Comparing muscle of male and female anatomy basic different of male anatomy, and female anatomy, muscle formations on skeleton, comparing feature, head, chest, hip, and pelvic , hand and elbow position, line difference of male and female.

Unit IV Posing and Balance**15**

Human body movements, balance of movement, life of action, forms and postures, Casual poses, sports movements, dancing movements, rest poses, walking movements for old man young man, different walking styles

Unit V Movement Study**15**

Live movement study, study human movements in different places, beach, market, road, speed line drawing. Deep study of movement, movement study for painting, statue, story board, and illustration.

Total: 75 Hrs**TEXT BOOKS:**

1. Gottfried Bammes, "Complete Guide to Life Drawing", Search Press, October 1, 2011.
2. George B. Bridgman, "Constructive Anatomy", Dover Publications, June 1, 1973.

REFERENCEBOOKS:

1. David K, "The Human Figure", Penguin Books; Reissue edition Sept 15, 1975.
2. Eliot Goldfinger, "Human Anatomy for Artists", Oxford University Press, 1st edition November 7, 1991.

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பாடநூல்கள்

1. இரவிச்சந்திரன். சு. (ப.ஆ), “செய்யுள்திரட்டு”, வேல்ஸ்பல்கலைக்கழகம், முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா. , “சிற்பியே உன்னைச் செதுக்குகிறேன்”, திருமகள்நிலையம், பதினேழாம்பதிப்பு, 2007.

பார்வைநூல்கள்

1. பாலச்சந்திரன். சு. , “இலக்கியத்திறனாய்வு”, நியூசெஞ்சுரிபுக்ஹவுஸ், பத்தாம்பதிப்பு, 2007.
2. மாதையன். பெ. , “தமிழ்ச்செவ்வியல்படைப்புகள்”, நியூசெஞ்சுரிபுக்ஹவுஸ், முதல்பதிப்பு, 2009.
3. வரதராசன். மு. , “குறள்காட்டும்காதலர்”, பாரிநிலையம், மறுபதிப்பு, 2005.

I Year - II Sem (Kahani, Ekanki & Translation)**Unit I - " Pus Ki raath " (Kahani), Translation****15**

Aim - This story explains the problems faced by the farmers "Upanyas samrat Premchand " describes the life of a poor farmer who represents present day's situation

Aim - "Das hazar" (ekanki) , Translation

Author " Uday Shankar bhatti " criticized the rich & singy person's behaviour and explains the importance of human values in a humorous manner. By translating the English passage into Hindi , students learn the rules which should be followed while translation

Unit II - " Vaapasi " (Kahani) , Translation**15**

Aim - Female writer " Usha priyamvada " by describe the mentality of a retired person in a beautiful manner.

Aim - " Akhbaari vijnapan " (ekanki) Translation

This humorous story written by " chiranchith " points out the problems occur due to carelessness&lack of communication.

Unit III- " Akeli " (Kahani) Translation**15**

Aim - Writer "Mannu bhandari " describes the condition of middle aged woman left lonely who longs only for love & affection & nothing else.

Aim - " Raat Ke raahi " (ekanki), Translation

" Vrajabhushan " shows the clear picture of cunning woman and creates Awareness

Unit IV -" Parda" (kahani), Translation**15**

Aim - Written by "Yashpal", this story brings the clear picture of problems faced by a poor muslim family.

Aim - "Mam bhi maanav huum(ekanki), Translation

Author " vishnu prabhakar " describe the kalinga war & reasons behind samrat Ashok's change of mind.

Unit V- " Sharandata "(Kahani), Translation

15

Aim- This story written by Anjeya explains the situation of Indian people who lived in Pakistan region after separation .

Aim - " Yah merijanmabhumihai "(ekanki), Translation

" Harikrishnapremi " points out the patriotism of a british girl who was born in in India & also the country's condition at that time.

Total :75 Hrs

Course Objective: To provide grammar and vocabulary skills to the students. To enable the students, have an idea of the French Culture and Civilization

UNIT I LEÇONS 10 – 11 15

Leçons : 10. Les affaires marchent, - 11. Un après-midi à problèmes- Réponses
Aux questions tirées de la leçon - Grammaire : Présent progressif, passé
Récent ou future proche - Complément d'objet directe - Complément d'objet
Indirecte.

UNIT II LEÇONS 12 – 13 15

Leçons : 12. Tout est bien qui fini bien, - 13. Aux armes citoyens – Réponses
Aux questions tirées de la leçon - Grammaire : Les pronoms « en ou y »
Rapporter des paroles - Les pronoms relatifs que, qui, ou où,

UNIT III LEÇONS 14 – 15 15

Leçons 14. Qui ne risqué rien n'a rien, - 15. La fortune sourit aux audacieux –
Réponses aux questions tirés de la leçon - Grammaire : Comparaison – Les
Phrases au passé composé

UNIT IV LEÇONS 16 – 18 15

Leçons 16 La publicite et nos reves 17 La france le monde 18 Campagne
Publicitaire Réponses aux questions tirés de la leçon - Grammaire : - Les
Phrases à l'Imparfait - Les phrases au Future

UNIT V COMPOSITION : 15

A écrire une lettre de regret// refus à un ami concernant l'invitation d'une
Célébration reçue- A écrire un essaie sur un sujet générale - A lire le passage et
répondre aux questions

Total :75 Hrs

TEXT BOOK :

1. Jacky Girarder & Jean Marie Gridlig, Méthode de Français Panorama, Clé Internationale, Goyal Publication, New Delhi., Edition 2004

REFERENCE BOOKS:

1. Dondo Mathurin, "Modern French Course", Oxford University Press, NewDelhi. , Edition 1997
2. Paul Chinnappane "Grammaire Française Facile", Saraswathi House Pvt Ltd, New Delhi, Edition 2010

COURSE OBJECTIVE:

To enable students to develop their communication skills effectively

To make students familiar with various sentence patterns of the English Language

To enrich their vocabulary in English

To develop communicative competency

Credit Hours

UNIT-I Prose **15**

The Words of Wisdom Chetan Bhagat

Forgetting Robert Lynd

My Early Days Dr. A.P.J. Abdul Kalam

UNIT II –Poetry **15**

Ozymandias

Percy Bysshe Shelley

Mending Wall

Robert Frost

Where the Mind is Without Fear

Rabindranath Tagore

UNIT III –Short Story **15**

Am I Blue?

Alice Walker

The Last Leaf O' Henry

The Selfish Giant

Oscar Wilde

UNIT IV – One Act Play

15

1. Soul Gone Home

Langston Hughes

UNIT V

15

Lexical Skills

Vocabulary

Communication and Grammar at the end of all lessons

Total: 75 Hours

Books Prescribed:

Radiance - Emerald Publications

UG- III SEMESTER

SOFTSKILLS – I

1. Reading Comprehension and Vocabulary

Filling the blanks – Cloze Exercise – Vocabulary building – Reading and answering Questions.

2. Listening and Answering Questions.

Listening and writing – Listening and sequencing sentences – Filling in the blanks – Listening and answering questions.

3. Group Discussions

Why GD part of a selection process – Structure of a GD – strategies in GD – Team Work – Body Language

4. Conversation.

Face to face Conversation and Telephone conversation.

5. Self- Introduction and Role Play

BOOKS RECOMMENDED

Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press. New Delhi. 2011.

S.P. Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010.

Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.

Course Objective:

To provide an understanding about the concept of “Communication” and to study the key elements in a communication process. Through various communication theories students will be able to understand how technology influences communication and the major characteristics of media.

Course Outcome

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

CO1: Understand the visual communication and the various factors that affect the communication system.

CO2: Gain knowledge about perception.

CO3: Understand semiotics sign and sign system.

CO4: Understand creativity & Visual communication and lateral thinking.

CO5: Gain knowledge in application of Visual communication in commercial context.

UNIT I**12**

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques-eye contact, hand gesture, body language, elements of visual communication.

UNIT II**12**

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception- definition & concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions; Gestalt theory-

definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT III**12**

Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean model of Sign; Code- definition; Types of Code- Social

codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactics & Pragmatics; Denotation, Connotation & Myth.

UNIT IV

12

Observation and Practical: Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process- Creativity Tools- Approaches to Creativity; Innovation definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Process of developing ideas to different medium.

Unit V:

12

Evolution of visual communication through films and other forms. Application of Visual communication in commercial context. 3-D Visuals, Animation, Mobile Media (MobMe), satellite TV, DTH TV and Visual Communication.

Total :60 Hrs

TEXT BOOKS:

1. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition
2. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications
3. Language of Vision, Gyorgy Kepes; Dover Publications Inc.
4. Ways of Seeing, John Berger, Penguin Books
5. Art and Visual Perception, Rudolf Arnheim. University of California Press;
6. Visual Thinking, Rudolf Arnheim, University of California Press;
7. Cognition and the visual arts by Robert L Solo MIT Press

18CBVC22

BASICS OF PHOTOGRAPHY

4 0 0 4

Course Objective:

To make students to experience the art of photography. Photography record should contain at least 3 Photographs under each exercise. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Course outcome:

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

CO1: Gain knowledge about handle the camera to shoot Landscape, Monumental Photography and Seascape photography

CO2: Gain knowledge about handle the camera to shoot photo Journalism, Photo Feature like any social issues

CO3: Gain knowledge about handle the camera to shoot Fashion Photography, Product photography, Industrial photography, Event Photography

CO4: Gain knowledge about handle the camera to shoot Portray Humans and Monuments

CO5: Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama

UNIT-I INTRODUCTION TO PHOTOGRAPHY**12**

History of Photography, History of camera, Different types of camera, Types of Lens, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography–Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices, Editing digital photographs, Ethics of image editing.

UNIT-II BASIC PHOTOGRAPHIC TECHNIQUES**12**

Photographic Composition, Centre of interest, Subject placement - Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle - Eye Level, Low and High, Balance - Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast - Tonal and Colour, Framing, Foreground, Background Perspective-Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

UNIT-III LIGHTS AND LIGHTING FOR PHOTOGRAPHY**12**

Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Softlight, Hardlight, Available Light, Key-Light, High, Side, Fill Light,

Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light measurement Units.

UNIT-IV PHOTOJOURNALISM

12

Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News photographs Spot News, Feature, Planning for News Photography - Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

UNIT-V DIFFERENT GENRES OF PHOTOGRAPHY

12

Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

Total: 60 Hrs

TEXT BOOKS:

1. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen "Hand Book of Photography" Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, "Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras", Knopf (November 25, 2008)

REFERENCE BOOKS:

1. Richard Zakia, Leatie Stroebel, "The encyclopedia of photography", Focal Press – London, 3rd edition -1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9th Edition (2000).

18PBVC21
Course Objective:

GRAPHIC DESIGN – II

0 0 6 3

TEXT BOOKS:

1. Ellen Lupton & Jennifer Cole Phillips, “Graphic Design: The New Basics”, Princeton Architectural Press; Revised and updated edition 2015
2. Leslie Cabarga, “Logo Font & Lettering Bible”, Published by David & Charles 2004

REFERENCE BOOKS:

1. Alex W. White, “The Elements of Graphic Design”, published by allworth press 2nd Revised edition 2011
2. Steven Heller & Veronique Vienne, “100 Ideas that Changed Graphic Design”, Laurence King Publishing, 2012

Course Objective:

This course is designed for students who want to learn the art of coloring. Basic artistic concepts pertaining to the medium will be covered, such as transparency, composition, basic color theory, and value. A fundamental, hands-on working knowledge of the medium and equipment will be addressed. Emphasis will be on problem-solving, skill building, and helping students develop a personal style.

Course Outcome

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

CO1: have a very good knowledge of color mixing and values of hue, and Basic techniques with Brushes, paints, and art boards.

CO2: understand of different art material (pastel) and exploring new style and technique and new style of work, learning different methods of pastel painting.

CO3: understand the different cloth texture and its folding form.

CO4: produce a fine quality of landscape painting in different medium.

CO5: achieve realistic skills in portrait paintings.

Unit I Water Colours**15**

Color mixing, painting in watercolor, Basic techniques with brushes and paints, different brush strokes, mono tone, cut color technique, single wash technique, Wed on wed technique, dry brush technique, organic still-life and inorganic still life' plants, tree, flowers, Glass, wooden objects cloth, landscapes, portrait, seascapes.

Unit II Dry Pastels Colours**20**

An introduction to pastel materials, Color mixing, painting in dry pastels, mono tone, blending technique cut color technique, smudge technique, rough technique, dry brush technique, organic still life, inorganic still life, plants, tree flowers, cloth, landscapes, portrait, and seascapes, Pastel papers

Unit III Drapery**15**

Study different types of cloth, and different styles of folding, silk. Cotton, shadows, shapes, folds, lighting and folds, adjusting the edges, mixing the colors, Sanded board using pastel medium, Composition, black and white value studies to color studies, drapery study in different lighting

Unit IV Landscape Painting**20**

Pastel sketch, choosing a color palette, demo on layering color, pastels to keep color clean, demo on simplifying cloud shapes, shadows and reflected light, tree study, soft pastels work, study of sky, study of buildings, study of different climates with landscapes.

Unit V Basics of Portrait In Colour

20

Study of face features eyes, nose, Ear, lip, Contemporary Portrait, tribal portrait, children portraits, mono tone painting, dry brush coloring, black and white portraits, old man portraits, Light to dark technique, dark to light technique, live modal portrait, artificial light portrait.

Total: 90 Hrs

TEXT BOOKS:

1. Jean Haines, “World of Watercolor”, Search Press 1 edition, 2015.
2. Gordon MacKenzie , “The Complete Watercolorist's”, North Light Books, 2010.

REFERENCE BOOKS:

1. Margaret Kessler, “Painting Better Landscapes”, Watson-Guptill, Reprint edition, 1992.
2. Barron's, “Drawing and Painting Fantasy Landscapes and Cityscapes”, Barron's Educational Series, 2006.

நோக்கம்:

தற்காலஅன்றாடத்தேவைக்குரியவகையில்தமிழ்மொழியைச்செம்மையாகப்பயன்படுத்தவேண்டும்என்னும்நோக்கில்இப்பாடம்உருவாக்கப்பட்டுள்ளது. மாணாக்கரின்வேலைவாய்ப்புநேர்காணல்கள்மற்றும்குழுஉரையாடல்களைஎதிர்கொள்வதற்கேற்றபேச்சுத்திறன்மேம்பாடு, செய்தித்தாள்களைநுட்பமாகஅணுகும்விதம், சிறந்தகடிதங்களை
பயிற்சிபொன்றபயன்பாடுசார்ந்தமொழிப்பயிற்சியைஇப்பாடம்அளிக்கின்றது.

அலகு 1 மொழி

15மணிநேரம்

பிழைநீக்கிஎழுதுதல் - ஒற்றுப்பிழைநீக்கிஎழுதுதல் - தொடர்பிழைநீக்கிஎழுதுதல் - ஒற்றுமிகும்இடங்கள் - ஒற்றுமிகாஇடங்கள் - பிறமொழிச்சொற்களைநீக்கிஎழுதுதல் - பயிற்சிகள்.

அலகு 2 பேச்சு

15மணிநேரம்

பேச்சுத்திறன் - விளக்கம் - பேச்சுத்திறனின்அடிப்படைகள் - வகைகள் - மேடைப்பேச்சு - உரையாடல் - குழுவாகஉரையாடல் - பயிற்சிகள். தலைவர்களின்மேடைப்பேச்சுகள் - பெரியார் - அண்ணா - கலைஞர்.

அலகு 3 எழுதுதிறன்

15மணிநேரம்

கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின்பண்புகள் - கலைச்சொல்லாக்கத்தில்தவிர்க்கவேண்டியவை - அறிவியல்கலைச்சொற்கள். கடிதம் - வகைகள் - அலுவலகக்கடிதங்கள் - பயிற்சி - அறிஞர்களின்கடிதங்கள் - கடிதங்களின்வழிகற்பித்தல் - சிலஅறிஞர்களின்கடிதங்கள் - நேரு

அலகு 4 மொழிபெயர்ப்பு

15மணிநேரம்

மொழிபெயர்ப்புஅடிப்படைக்கோட்பாடுகள் - மொழிபெயர்ப்புமுறைகள் - மொழிபெயர்ப்பாளரின்தகுதிகள். மொழிபெயர்ப்புவகைகள் - சொல்லுக்குச்சொல்மொழிபெயர்த்தல் - தழுவல் - கட்டற்றமொழிபெயர்ப்பு - மொழியாக்கப்படைப்பு - இயந்திரமொழிபெயர்ப்பு - கருத்துப்பெயர்ப்பு - மொழிபெயர்ப்புநடை - மொழிபெயர்ப்புசிக்கல்களும்தீர்வுகளும். பயிற்சி: அலுவலகக்கடிதங்களைமொழிபெயர்த்தல் (ஆங்கிலத்திலிருந்துதமிழுக்கு).

அலகு5 இதழியல்பயிற்சி

15மணிநேரம்

இதழ்களுக்குத்தலையங்கம்எழுதுதல் -

நூல்மதிப்புரைஎழுதுதல் -

சாதனையாளரைநேர்காணல் - நிகழ்ச்சியைச்செய்தியாகமாற்றுதல்.

மொத்தம்: 60 மணிநேரம்

பார்வைநூல்கள்

1. ஈஸ்வரன். ச.சபாபதி. இரா. , “இதழியல்”, பாவைபப்ளிகேஷன்ஸ், முதற்பதிப்பு, 2004.
2. ஈஸ்வரன். ச. , “மொழிபெயர்ப்பியல்”, பாவைபப்ளிகேஷன்ஸ், முதற்பதிப்பு, 2005.
3. எட்கர்தார்ப், ஷோவிக்தார்ப், “நேர்முகத்தேர்வில்வெற்றிபெற”, கிழக்குப்பதிப்பகம், இரண்டாம்பதிப்பு, 2009.
4. சுப்பிரமணியன். பா. ரா. , ஞானசுந்தரம். வ. , (ப. ஆ) “தமிழ்நடைக்கையேடு”, இந்தியமொழிகளின்நடுவண்நிறுவனம், மைசூர்மொழிஅறக்கட்டளைமற்றும்தஞ்சைத்தமிழ்ப்பல்கலைக்கழகம் - வெளியீடு, நான்காம்மீள்பதிப்பு, 2010.
5. சுப்புரெட்டியார். ந. , “தமிழ்பயிற்றும்முறை”, மெய்யப்பன்பதிப்பகம், ஐந்தாம்பதிப்பு, 2006.

III SEM (Ancient poetry, Hindi Sahitya ka Ithihas)

The aim of teaching 'Hindi Sahitya Ka Ithihas' is to make them understand the different periods of growth of Hindi literature & the remarkable literary works in Hindi literature.

Unit I - 'Kabir Ke Pad' , Hindi Sahitya Ka Ithihas 15

Aim - Students can understand the writing style of Kabir & also learn valuable messages

Unit II - 'Sur Ke Pad' , Hindi Sahitya Ka Ithihas 15

Aim - To learn the precious poems of surdas & Sri Krishna leela

Unit III - 'Thulsi Ke Pad' , Hindi Sahitya Ka Ithihas 15

Aim - Students get the opportunity to learn the poems of Ram Bhakthi poet Thulsi Das.

Unit IV - 'Rahim Ke Pad' , Hindi Sahitya Ka Ithihas 15

Aim - The poems of Rahim are different & valuable and students will get confidence & ideas to tackle the problems ahead.

Unit V - 'Bihari Ke Pad' , Hindi Sahitya Ka Ithihas 15

Aim - Students will understand the writing style of Bihari & the important messages.

Total 75 Hrs.

Course Objective: To strengthen the Grammar and Composition in French language.
To train the students to enhance their skills in French language for communication.

UNIT I **15**

Leçon 16 - La famille Vincent (Page 44) - Grammaire : Passé composé'

Leçon 29 - Vers l'hôtel (page 80) Grammaire : Impératif, A mettre les phrases du singulier au pluriel

UNIT II **15**

Leçon 40 - L'épicerie, les légumes et les fruits (page 112) – Grammaire : Présent de l'indicatif

Leçon 44 - La poste (page 124) – I Grammaire : A mettre les phrases à l'imparfait

UNIT III **15**

Leçon 51 - Le café et tabac (page 142) - Grammaire : A changer les phrases en Interrogatif

Leçon 58 - La Chasse et la pêche (160) - Grammaire : Le plus que parfait

UNIT IV

15 Leçon 61 Un mariage à la campagne (page 170) - Grammaire –A changer au participe présent

UNIT V **15**

Composition : A écrire une lettre à un ami l'invitant à une célébration différente ex : mariage–A faire un essai sur un sujet générale - A lire le passage et répondre aux questions

Total : 75 Hrs

TEXT BOOK :

1. Les leçons ont été choisis et tirés de I & II degré de G. Mauger « Cours de Langue et de Civilisation Française » The Millennium, Publication Hachette, Edition 2002

REFERENCE BOOKS :

1. Dondo Mathurin, "Modern French Course", Oxford University Press, New Delhi. Edition 1997
2. Paul Chinnapan, « Saraswati Grammaire Française facile », Saraswathi House Pvt. Ltd., New Delhi. Edition 2010
3. Larousse, "Larousse French Grammar", Goyal Publication, New Delhi. Edition 1995

COURSE OBJECTIVE:

- To train students in the use of English language in varied literary and non-literary context
- To teach them soft skills and strengthen their foundation in grammar and composition -
- To evaluate their comprehension skills.

Credit Hours**UNIT - I- Prose****15**

- 1. Two Gentleman of Verona - A.J. Cronin
- 2. Judas Iscariot - Bonnie Chamberlain
- 3. Dangers of Drug Abuse - J. V. S. Henbane

UNIT II - Short Stories**15**

- 1. Journey by Night - Norah Burke
- 2. The 2000-Mile Turtle - Henry Edward Fox
- 3. Fools Paradise - Isaac Bashevis Singer

UNIT III – Fiction**15**

- 1. R. L. Stevenson
- Chand & company Ltd. - Dr. Jekyll & Mr. Hyde (Retold by Kennet) – S.

UNIT IV - Functional English**15**

- 1. Paragraph Writing
- 2. Comprehension
- 3. Letter Writing
- 4. Report writing
- a News Paper Report
- b Reports for Government Official Attention
- c Definition

UNIT V – Conversation In Situations & Conversation Practice**15**

- 1. Conversation in Situations
- a) At the Airport
- b) In a Bank
- c) On the Beach
- d) At the Customs
- e) At the Doctors'

- f) In a Flight
- g) In a Hotel
- h) In a Restaurant
- i) In a Shop
- j) Tea Time
- k) On the Telephone
- l) In a Travel Agency
- m) On a Country Walk
- n) At the theatre
- o) In a Street

2. Conversation Practice

- a) Daily Activities
- b) Asking Directions
- c) Travel plans
- d) Living in an Apartment
- e) Money Problems
- f) Weather Conditions
- g) Dinner Conversations
- h) Common Health Problems
- i) Tag Questions
- j) Office Conversations

3. Expansion of Hints

Total: 60 Hours

Books Prescribed:

1. Effective English Communications for You – V. Syamala, Emerald Publishers, Chennai.
2. English Conversation Practice by D. H. Spencer, Oxford University Press
3. English Conversation Practice by Grant Taylor, Tata McCraw-Hill, Publishing Company Limited, New Delhi.

Course Objective:

The paper intends to introduce the students the basic concepts, history and scope of print journalism. It also enhances the students in editing the text of print & electronic media.

Course Outcome

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

CO1: get complete information about basics like the History of journalism, objectives and news functions of Journalism and the ethics and standards of a journalist.

CO2: have significant knowledge about the structure of the news room and its role with the news values and functions of news, concept of news and types of news.

CO3: an in-depth understanding of how to conduct interviews and the various forms of reporting for News.

CO4: gain knowledge on concepts related to Print Media like editorials, political cartoons and Anatomy of a newspaper.

CO5: detailed understanding of various writing techniques like Feature writing, web writing and article writing.

Unit I Introduction to Journalism**10**

Journalism – Definition - History of journalism – India and World, objectives and functions of Journalism – main functions of journalism -Role of Journalism - Qualities of a journalist- Ethics and standards.

Unit II Structure and Scope of News**10**

Structure of the news room- Structuring the news – Different styles — Editing for Space, Facts and Language – Style sheet - News values and functions of news - Concept of news and types of news.

Unit III Reporting& Editing**10**

Art of Collecting News - Beats – Court reporting - Health reporting - Civil reporting -Political reporting - Science and technology reporting - Sport reporting - Qualities of Reporters – News collecting from Executive – Art of Interviewing - Different types of interviews.Art ofEditing – News writing techniques - Inverted pyramid structure.

Unit IV Print Media

10

Concepts related to newspapers - anatomy of a newspaper – masthead- teasers – headlines – lead - body copy - bylines - hard news - soft news -Editorial page –Editorials - Letters to the editor - Op-ed page -Political cartoons -Ad-news ratio.

Unit V Journalistic Writing Techniques

5

Views page – Editorial structuring – Analysis of facts – Various forms of editorials – Features form and contents – Types of features - Articles – Form and Contents – Columns – Letters to the editor – Reviews – Film, Book and Art and Literature - web writing.

Total: 45 Hrs

TEXT BOOKS:

1. Seema Hasan, “ Mass Communication Principles and Concepts”, CBS Publishers & Distributors, Second Edition, 2013.
2. Vir Bala Aggarwal. V. S. Gupta, “ Handbook of Journalism and Mass Communication”, Concept Publishing Company, First Edition, 2002.
3. K.M. Shrivastava, “News Reporting & Editing” , Sterling Publishers (P) Ltd., New Delhi, 2001.

REFERENCE BOOKS:

1. Ian Hargreaves, “Journalism A very short Introduction”, Oxford University Press, Second Edition, 2014.
2. Graham Greer, “A new Introduction to Journalism”, Juta & Co. Ltd, First Edition, 1999.

Course Objective:

This course is designed as a comprehensive introduction to the principles and practices of advertising, with some attention to IBP. The role of these persuasive communication tools within the total marketing effort is emphasized. The course is designed for those students who wish to pursue a career in advertising. The primary objective of the course is to provide each student with the background and experience necessary to develop and implement marketing communication strategies.

Course Outcome:

CO 1: Understand the nature and scope of Advertising.

CO 2: Plan and implement creative strategy, media strategy, and budgeting.

CO 3: Know the latest trends in advertising.

CO 4: Gain knowledge in audio-visual commercials.

CO 5: Perceiving Visualization process.

Unit I**12**

Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising.

Unit II**12**

Audience - Based on target audience - Geographic area, Media & Purpose. Corporate and Promotional Advertising. - Web Advertising.

Unit III**12**

Environment - Components - Advertiser, Advertising agency & Media. Consumer behavior - Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

Unit IV**12**

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

Unit V

12

Conceptualization and Ideation,- Translation of ideas into campaigns - Visualization - Designing & Layout - Copy writing - Types of headlines - body – copy - base lines - slogans, logos & trademarks. Typography - Writing styles – Scripting & Story board Advertising campaign-from conception to execution.

REFERENCES

Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
Advertising Handbook: A Reference Annuaikon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

Course Objective:

Graphic Design course is designed to enhance the principles of graphic design, illustration and Photo manipulation. The students will learn the role of words, images and layouts to communicate an idea, primarily for marketing and to develop an understanding the physical media as newspapers, magazines and posters, the field now encompasses multimedia such as websites and cell phone displays to the students.

OUTCOMES:

CO1: Have a better understanding of the Designing software and feel more confident with approaching the programmes and building up further knowledge.

CO2: Create print ads, digital art, matte painting, web design, pattern design and photo manipulation

CO3: Understanding the elements of design, principles of design and Aesthetics of design.

CO4: Understand the dynamics of composition and colour and the technical issues surrounding print and web distribution.

CO5: Understanding the range of image file formats.

Unit I Introduction to Computer graphics**15**

Introduction about Pixel and Vector based software with updated version . Role of computer graphics in society (marketing, Entertainment, Publishing, e- Learning) . Interface of pixel and vector software with colour mode using in various flat forms and standard templates.

UnitII Pixel Design**15**

Pixel design based on understanding Image editing with Crop, Transform , selection, layer concept, layer effects, blending mode, layer mask, colour , Clone stamping, pattern making, colour corrections, photo manipulation, paint brushes, Gradients, sharp and blur and photo masking.

UnitIII Vector design**15**

colours, boarder, Blend tools, Pathfinder tool, Mesh tool, 3d shapes tool, distort and transformation and live tracing .

Understanding the typography usages in graphic designs which is related to font shape, size, colour, style, spread, text alignment, paragraph alignment, text editing and effects, title effects
Understanding the filters, Filter's properties, Filter plug-in , Distort effect, Shape conversion .

Creating print and digital contents such as Business card, poster, Letter head, magazine, brochure, pamphlet, dangler, invitation, front page, web advertisement, flyers, DVD covers, package design, calendar design for various service and products.

TEXT BOOKS:

1. Donald Hearn and M. Pauline Baker, “Computer Graphics C Version”, Pearson Education, 2003.
2. Alina Wheeler,"Designing Brand Identity: An Essential Guide for the Whole Branding Team",4th edition, Wiley,2013.

1. David Dabner , Sandra Stewart , Eric Zempol, “A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Wiley, 2014.
2. Foley, Vandam, Feiner and Huges, “Computer Graphics: Principles and Practice”, 2nd Edition, Pearson Education, 2003.

நோக்கம்:

பண்டைத்தமிழரின் வாழ்வியல் நெறிகள் இயல்பானதும் இயற்கையோடு இணங்கிச் செல்வதுமாகும்; மிகவும் பழமையானதும் பண்பட்டதுமாகும்.

அன்பான அகவாழ்க்கையைக் கூட செம்மையாகத்திட்டமிட்டுள்ளனர்.

பொழுதுபோக்கு, போர்முறைகள், கலை, சமயம், அரசியல், அறிவியல் என அனைத்திலும் தமிழர் சிறந்து விளங்குவதை விளக்கும் பாடமாக இது அமைந்துள்ளது.

அரசு வேலைவாய்ப்பிற்கான போட்டித் தேர்வுகளுக்குப் பயன்படும் வகையிலும் இப் பாடம் அமைந்துள்ளது.

அலகு 1 நாகரிகம், பண்பாடு

15 மணி நேரம்

சொற்பொருள் விளக்கம் - பண்டைத்தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவுமுறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர்முறைகள் - நடுகல்வழிபாடு - கொடைப்பண்பு.

அலகு 2 கலைகள்

15 மணி நேரம்

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

அலகு 3 சமயம்

15 மணி நேரம்

சைவம் - வைணவம் - சமணம், பௌத்தம் வெளிப்படுத்தும் பண்பாடு.

அலகு 4 அரசியல்

15 மணி நேரம்

அரசு அமைப்பு - ஆட்சிமுறை - உள்நாட்டுவணிகம் - வெளிநாட்டுவணிகம் - வரிவகைகள் - நாணயங்கள் - நீதிமுறை.

அலகு 5 அறிவியல்

15 மணி நேரம்

கல்வி - வேளாண்மை - வானியல் அறிவு - மருத்துவம் - கட்டிடக்கலை.

மொத்தம்: 75 மணி நேரம்

பார்வைநூல்கள்:

1. கே. கே. பிள்ளை, “தமிழகவரலாறு: மக்களும்பண்பாடும்”, உலகத்தமிழாராய்ச்சிநிறுவனம், மீள்பதிப்பு, 2009.
2. பக்தவச்சலபாரதி, “தமிழர்மானிடவியல்”, அடையாளம், இரண்டாம்பதிப்பு, 2008.
3. தட்சிணாமூர்த்தி. அ. “தமிழர்நாகரிகமும்பண்பாடும்”, யாழ்வெளியீடு, மறுபதிப்பு, 2011.
4. தேவநேயப்பாவாணர். ஞா. , “பழந்தமிழர்நாகரிகமும்பண்பாடும்”, தமிழ்மண்பதிப்பகம், சென்னை.
5. வானமாமலை. நா. , “தமிழர்வரலாறும்பண்பாடும்”, நியூசெஞ்சுரிபுக்ஹவுஸ், ஆறாம்பதிப்பு, 2007.

(Modern poetry, Journalism)**Unit I - 'Adhunik Kavitha (Apna Sansar), Journalism 15**

Aim - 'Rashtra Kavi' Maithili sharan gupta ' dreams about his life in a beautiful manner & describes how his world should be.

Journalism plays a great role in the development of a country. Through this, students get an opportunity to know about hindi journalism & the developments took place gradually.

Unit II - Adhunik Kavitha (Chintha), Journalism 15

Aim - Taken from 'Jayashankar prasad' s Kamayani, this poem explains the condition of human beings at different situations.

Unit III - Adhunik Kavitha ('Thum logam se durr'), Journalism 15

Aim - 'Shri Gajanan madhav mukthi bodh' describes the present day's thought of a common man & expectations.

Unit IV - Adhunik Kavitha ('Thum logam se durr'), Journalism 15

Aim - Poet 'Bhavani Prasad mishra' points out the importance of love & affection and also the bad effects of enmity.

Unit V - Adhunik Kavitha ('Nimna Madhya Varg' & Bharath Ki aarthi"), Journalism 15

Aim - 'Prabhakar machve' explains the condition of the middle class in 'Nimna Madhya Varg' 'Shamsher bahadur singh's poem 'Bharat ki aarthi' points out the importance of patriotism & our desires.

Total 75 Hours

Course Objective: To enable the students to strengthen their knowledge of grammar/composition. To make the students to develop their skills of communication in French language.

UNIT I	:	15
Leçon 20 - Une grande Nouvelle (page 56) – Grammaire : A mettre les phrases au Future		
Leçon 46. - Le métro ; l'autobus (page 130) - Grammaire : A former ou à changer		
L'adjectif masculin ou féminin à l'adverbe - A trouver les noms qui correspondent aux verbes		
UNIT II		15
Leçon 48. - A la Préfecture de police (page 132) - Grammaire : Les Pronoms relatifs		
Leçon 63 - Les sports (page 174) Grammaire : Le conditionnel présent		
UNIT III		15
Leçon 56 - A Biarritz, la plage (page 156) - Grammaire : Le future antérieure		
Leçon 57 - Dans les Pyrénées (page 158) - Grammaire : Le future antérieure suite)		
UNIT IV		15
Leçons 65 - A fin des vacances (page 178) Grammaire : A changer les phrases du pluriel		
- au singulier - Le présent du subjonctif		
UNIT V		15
Composition : A écrire une lettre de regret / refus à un ami concernant l'invitation d'une		
célébration reçue- A écrire un essai sur un sujet générale - A lire le passage et répondre aux		
questions		

Total : 75 Hrs

TEXT BOOK :

1. Les leçons ont été choisis et tirés de I & II degré de G. MAUGER « Cours de Langue et de Civilisation Française » The Millennium, Publication Hachette, Edition 2002.

REFERENCE BOOKS:

1. Dondo Mathurin, "Modern French Course", Oxford University Press, New Delhi. Edition 1997
2. Paul Chinnapan, « Saraswati Grammaire Française facile », Saraswathi House Pvt. Ltd., New Delhi. , Edition 2010
3. Larousse, "Larousse French Grammar", Goyal Publication, New Delhi. Edition 1995

To train students in the use of English language in varied literary and non-literary context –
 To teach them soft skills and strength their foundation in grammar and composition –
 To elevate their comprehension skills.

Credit Hours

UNIT I – Prose**15**

1. Walking Tours - R. L. Stevenson
2. All About a Dog - A. G. Gardinar
3. No Man is an Island - Minno Masani

UNIT II - Short Stories**15**

1. The Man Who Likes Dickens - Evelyn Waugh
2. Lamb to the Slaughter - Roald Dahl
3. Buck Hears the Call - Jack London

UNIT III – Drama**15**

1. Selected Scenes from Shakespeare's Plays – Book I, Emerald Publishers
 - a) Funeral Oration (Julius Caesar)
 - b) Trial for a Pound of Flesh (The Merchant of Venice)
 - c) Patterns of Love (As You Like It)

UNIT IV**15**

1. General Essay Writing & Group Discussion
2. Persuasive Writing and Role Play

UNIT V**15**

1. Notice, Agenda, Minutes.

Total: 75 Hours**Books Prescribed:**

1. Invitation to English Prose – A. E. Varadarajan & S. Jagadisan, Orient Black Swan, Chennai

18CBVC41

TELEVISION PRODUCTION

3 0 0 3

Course Objective:

Students will acquire a theoretical, historical, conceptual and critical understanding of television production. They will learn the basic terminology and concepts of television production and will understand the theory of television production as it applies to the interplay of visual and auditory elements within the television studio.

Course Outcome

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

CO1: Know about the difference between the TV medium and Film medium.

CO2: Acquire the significant knowledge about the various types of video formats and television production methods.

CO3: Understand the grammar of studio production and the key roles of production team.

CO4: Understand the Production & Post production process in detail.

CO5: Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

Unit I

INTRODUCTION OF TELEVISION PRODUCTION

8

Introduction of visualization - Understanding TV Medium - Different approaches to visualization - TV, Films, and Ad films - Television Crew: an overview of Direction - Art Direction, Floor Management: Indoor & Outdoor - Production Management - Budget Preparation.

Unit II

GRAMMAR AND MAKING OF TELEVISION SHOWS

10

Principles of Script Writing - Creative Writing - Script Formats - Planning of Story, Story Board - Screen Play, Dialogue Writing, Script Writing Techniques - Types of Script (documentary, short film, advertisement film, corporate film, sitcom, soap opera and etc.) - Selection of Cast - Research - Locations - Set and Design: In-door Set, On-sights Sets - Recent Developments in Television Programmes and Techniques - Genres - Packaging and Broadcasting Styles Followed by Different Channels.

Unit III CAMERA TECHNIQUES AND OPERATION

10

Types of Camera - Video Formats (VHS, SVHS, U-MATIC, BETA, DIGITAL) - Framing, Shots & Movements - Usage of Various Types of Camera Lenses - Usages of Various Filters (day, night, colour correcting filter, diffusion filter), Objectives TV lighting - Types of lighting: Diffused & Directional - Three Basics of Lighting - Colour Temperature - Lighting for Different Situations - Techniques of Live Audio Recording: Audio on line or off line - Types of Microphones and their Uses (Dynamic Mic, Condenser Mic and Ribbon Mic).

Unit IV PRODUCTION STAGES

10

Brainstorming - Planning - Research: the Basic Script - Budget - Logistics - Crew - Location Talents - Responsibility of Television Personnel - Roles of the Production Crew: For Studio and Outdoor Shows - Set Design: Backdrop and Properties to be used - Editing: Linear, nonlinear Equipment, Techniques in Editing, Digitizing, Format Conversion, Preparation of Edit-list, Use of the Dope sheet, Editing Schedule and Online and Offline Editing - Use of Audio Video Mixer - Special Effects - Writing for the Programme - Recording the Audio - Musical Score Recording - Computer Graphics (CG) - Programme Output.

Unit V PRODUCTION MANAGEMENT

07

Managing personnel - Financial Management - Programming Strategy and Distribution - Programming Economics - Packaging - From Capsule to Delivery Platform - Strategic Alliances and Partnerships - Regulatory Influences - TRP - Management - Legal Issues and Ethics - Curtain raiser - Teaser - Marketing: Getting Gponsors - Publicity - Troubleshooting for Video Equipment.

Total: 45 Hrs

TEXT BOOKS:

1. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, Edition 2011.
2. Patricia Holland, "The Television Handbook", Routledge publisher, Edition 1997.

REFERENCE BOOKS:

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.
2. P. Jarvis, "Shooting on Location", BBC Television Training, Borchamwood, 1986.
3. Barbara Clark. Guide to Post Production for TV and Film: Managing the Process, Focal Press, 2002.
4. Rich Underwood. Roll! Shooting TV News: Views from behind the lens, Focal Press, Oxford, 2007.
5. Martha Mollison. Producing Videos: A Complete Guide, Allen & Unwin, Australia, 2007.

6. David K. Irving Peter and W. Rea. Producing & Directing the short film & video, Focal Press, Oxford, 2010.

18CBVC42

Elements of Film studies

4 0 0 4

Course Objective:

This course provides an overview of film history and exposes students to the various film movements in cinema. Students will learn about film and its narrative structure. It covers the core concepts of production design and the various phases of production such as concept to script.

Course Outcome

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

CO1: Know about our Indian Film History and contemporary trends in filmmaking.

CO2: Acquire the significant knowledge about the various film movements.

CO3: Differentiate narrative and non-narrative form in films.

CO4: Understand the production process in detail.

CO5: Acquire an in-depth knowledge about the techniques involved in generating concepts, Developing it as stories and writing effective screenplay.

Unit I World Cinema

12

Film Form and Film History, Early Cinema (1893-1903), Development of Classical Hollywood Cinema (1903-1927). Growth of Indian Cinema (Hindi, Tamil, Malayalam & other languages) Satyajit Ray (Pather panchali, Apu trilogy), Adoor Gopalakrishnan Bangla Movies, History of Tamil Cinema - Post Independence era. Parasakthi film, J. Mahendran, Bharathiraja Manirathinam Shankar - Recent Trends in Tamil Cinema.

Unit II Camera Techniques

12

Mise-en-scene, Aspects of Mise-en-scene. Space, time and props narrative functions of Mise-en-scene. Cinematographer properties, the photographic image, framing, duration of the image, montage and long take. The Shot, Scene, Sequence, Story board, types of script, location shooting. Single camera verses Multi camera production – rehearsal – digital intermediate – video format.

Unit III Film Production Process

12

Pre-Production Process: Ideas, Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations. Production Process: Shooting, Actors, Direction & Cinematography. Post production Process: Editing- dimensions of film editing, continuity editing, linear and Non linear editing. The powers of sound, fundamentals of film sound, functions of film sound. Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology. Sound recording, Dubbing, Special effects, Graphics & Final mixing Distribution & Exhibition.

Unit IV Film Genres

12

The concept of form in films, Types of film genres, cinema of reality, principles of film, films of expression, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit V Film Movement

12

German Expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema, Italian Neo-Realism (1942-1951). The French New Wave (1959-1964), Japanese Cinema Movement- Cinema of Korea- Film Society

Total Hrs 60

TEXT BOOKS

Film theory— Focal press
Film Form, Film Sense— Sergi Eisenstein
Nelmes Jill. An Introduction to Film Studies, Routledge, London,1996
Monoco,James, How to read a Film, Routledge, London,2001
Arora: Encyclopedia of Indian Cinema

REFERENCE

Roberge, Gaston (1977): Films for an ecology of Mind
Thoraval, Yves(2000) The Cinema of India(1896-2000)
Roberge, Gaston: The Subject of Cinema

SOFT SKILLS – II

1. Presentation Skills

Elements of an effective presentation – structure of presentation – voice modulation – Audience analysis – Body language

2. Soft Skills

Time Management – Articulateness – Assertiveness – Stress management

3. Resume / Report preparation / Letter Writing

Structuring the resume / Report – Business letters – E-Mail Communication

4. Interview Skills

Kinds of Interviews – Required by Skills – Corporate Culture – Mock Interviews

5. 30 Frequently asked questions

BOOKS RECOMMENDED

BarunK.Mitra. Personality Development and soft skills. Oxford University Press. New Delhi. 2011.

S P Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010.

Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.

Course Objective:

Students will become familiar with the 2D software authoring environment and Flash terminology, and they will gain understanding of fundamental 2D animation software paradigms (Stage, Symbols, Library, Timeline), create animation effects, learn to export and deploy animated content on the Digital display.

Course Outcome:

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

CO1: understanding the principles of animation and concepts of animation

CO2: create 2d characters, 2d digital background, character animation, tween animation and frame by frame animation.

CO3: have knowledge about text animation, motion graphics, info graphics advertisement, 2d short film making.

CO4: create web template, web banner advertisement, pop up advertisement and etc.

CO5: understanding 2D content making and publishing

Unit I Creating Graphics**15**

Introducing 2d animation software interface with using drawing tools, align, Stage, Symbols, colour swatches, Library, timeline, object properties, text tool attributes, Bitmap, ruler, grid, and fundamental of animation.

Unit II Advanced Vector Drawing with Setting Colours**15**

Intersecting Shapes within a Single Layer, Creating Complex Shapes with Intersecting Lines, Combining Tools to Create Detailed Curves, Vector Drawing Techniques, Creating and arranging Groups Object-Based Drawing, Working with the Color Mixer, Creating Transparency, Styling Strokes Adjusting Cap, Join, Other Stroke Properties Applying, Transforming Gradients.

UnitIII Basic Timeline Animation**15**

Introducing Frame-Based Animation, Briefing Timeline window and properties, Understanding the Key frames, Animating our creative elements using Key frames, Animation Techniques using Onion Skin view, building a Mask without Blend modes in Layers and Basic tweens. Understanding differentiation of Shape and Motion Tweens.

UnitIV	Advanced Animation Techniques	15
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Understanding the Symbols (Graphics, Movie clip and button), Converting an Object to Symbol, Making a Cloud Layer in Motion Tweening , Advanced Animation Techniques, Animating a Banner with Filters Text Animating a Title with a Blur Effect, Setting Up a Motion Guide Path, Controlling Speed, Snapping, Shifting Keyframes to Exaggerate Motion Simulating Speed in your Animations Understanding object motion by Easing In and Out.

Unit V	2D content making and publishing	15
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Constructing the scene with effective background and character animation, mixing the music and sound effect relevance scene. Understanding an action scripts, developing the web content with interactive animation in basic and web publishing.

Total: 75 Hrs

TEXT BOOKS:

- 1. Pakhira Malay K, "Computer Graphics, Multimedia and Animation", 2nd Edition, PHI, 2010.**
- 2. Preston Blair, "Cartooning: Animation 1 with Preston Blair: Learn to animate cartoons step by step (How to Draw & Paint)", Walter T. Foster, 2003**

REFERENCE BOOKS:

1. Von Glitschka, "Vector Basic Training: Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork", New Riders, 2011.
2. Sheila Graber, "Animation: A Handy Guide", Barron Publication, 2009.

Objectives:

To understand the dynamics of media culture and society. To study the core concepts of critical reading of the media.

Course outcome:

CO1: Students will be familiar with the media literacy

CO2: Students will be able to understand the different Media genres.

CO3: The students will be able to understand the ownership and control of the News Industry

CO4: To understand the dynamics of media culture and society.

CO5: To understand the futuristic aspects of media

Unit 1:**12**

Media saturation. The manufacture and management of information. Why, How and How Not to study media. A theoretical framework for media education. The need for critical autonomy.

Unit 2:**12**

Media determinants: Owners and controlling companies. State and the law. Advertisers. Economic determinants. Media rhetoric. Selection. The rhetoric of the image. The effect of camera and crew. Visual coding. Political economy of media and global issues.

Unit 3:**12**

Media as the consciousness industry. Media ideology. Dominant and subordinate ideologies. Agenda Setting. Media and realism. Media and identity, cultural approach in studying the media.

Unit 4:**12**

Media audiences: Reception, Audience positioning. Subjectivity. Pleasure. Audience dynamics. Impact of media on society, ecological perspectives.

Unit 5:**12**

Alternate media: Indian and global initiatives; social media for social change; Future of mass media: digital technologies, changing media, Globalization and media.

TOTAL 60 Hrs.

TEXT BOOKS:

1. Paul Hodkinson, [2010] Media, Culture and Society: An Introduction, SAGE Publications Ltd.
2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show Business Penguin Books.
3. Peter L. Berger (1967) The Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor.
4. Alvarado, Gutch and Wollen, [1987] Learning Media, Macmillan Education Ltd.
5. Len Masterman, [1985] Teaching the Media, Co-media Publishing Group, London,
6. Tim O'Sullivan and Brian Duttar, [2003] Studying the media- An introduction, Arnold, London.
7. Michael O'Shaughnessy, Jane Stadler, [2005] Media and society an introduction, Oxford University press.

BOOKS FOR REFERENCE:

1. Grame Burton, [1989] Talking Television, Vikas Publishing House, New Delhi.
2. Sean McBride, [1982] Many Voices, One World, UNESCO, New Delhi.
3. David Barrat, [1986] Media Sociology, Tavistock Publications, London.
4. M.S.S. Pandian, [1992] The Image Trap, Sage Publications, New Delhi.
5. Chris Newhold and Oliver Boyd, [2002] The Media Book, Arnold, London.
6. Ciaran McCullagh, [2002] Media Power, Palgrave, London.
7. Nick Couldry, [2003] Media Rituals: A critical approach, London.
8. David Croteau, William Hoynes [2003] Media / Society: Industries, Images and Audiences, Sage publications.

Course objective:

This course introduces students to the theoretical issues in non-fiction filmmaking. Students will be exposed to different modes of documentary representation and the appropriate usage for each style. It also covers the concepts of objectivity, realism in documentaries. Documentaries of all styles will be screened and discussed. Students will get the opportunity to study the roles and responsibilities of a documentary filmmaker and the importance of the subjects and audiences played in a documentary film. They will also be exposed to current issues and methods of documentary.

Course Outcome:

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

CO1 : Have a thorough knowledge of history and growth of film making.

CO2 : Have an indepth knowledge of various elements and features of documentary filmmaking.

CO3 : To have understood expository, observational, interactive and reflexive modes of representation used in documentary.

CO4 : Have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.

CO5 : Have a complete grasp of documentary filmmaking with special focus on the themes and its presentation.

Unit 1: **12**

History of Documentary & Understanding documentary from technical perspective: Different Documentary Film Movements.

Unit 2: Preproduction Process **12**

Ideation Process, Research, Understanding the structure of screenplay, Scripting, Scriptwriting Software, drafting Process, Film Grammar, Budgeting, Pitching the story, Scheduling, Casting, and other preparations for the shoot.

Unit 3: Production Process **12**

Role of the Director, Shooting, Directing the actors, directing the camera and working with the crew. Understanding Cinematography. Current Trends in Digital Formats & Cameras Used,

Blocking and Staging of a camera. Working with sound department on set. Live sound Recording. Executing the production.

Unit 4: Digitizing Process

12

Basic Editing Methodology. Grammar of editing. Editing Process. Use of Visual Effects, Colour Correction, Sound Editing, Sound Mixing, Dubbing, Rendering Master Print.

Unit 5: Digital Film Marketing & Distribution

Ways of Film Distribution. Understanding the Film Market. Promotion and Marketing of Films. Digital Promotions. Digital Market Sales & Foreign Sales. Scope for online sales for independent films & Film festival Marketing.

Total: 60 Hrs

TEXT BOOK

1. Steven Ascher and Edward Pincus [2013], The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age.
2. David Mamet [1992] On Directing Film, Penguin Books.
3. Benjamin Pollack [2010] Filmmaking: From Script Through Distribution, Amazon Media EU & US.
4. Pete Shaner [2011] Digital Filmmaking: An Introduction, Mercury Learning & Information, U.S.
5. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
6. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.

REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4th Edition). United Kingdom: Focal Press, (2004).

Course Objective:

Students will acquire a theoretical, historical, conceptual and critical understanding of television production. They will learn the basic terminology and concepts of television production and will understand the theory of television production as it applies to the interplay of visual and auditory elements within the television studio.

Course Outcome

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

CO1: Know about the difference between the TV medium and Film medium.

CO2: Acquire the significant knowledge about the various types of video formats and television production methods.

CO3: Understand the grammar of studio production and the key roles of production team.

CO4: Understand the Production & Post production process in detail.

CO5: Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

Class Exercise

(Students has to practices all Ten exercises)

(Each exercise carries 4 marks)

(Ten exercises x 3 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 40 Marks)

1. Practicing with Camera parts & Tripod
2. Working with Lens
3. Practicing with Visual Mixer
4. Framing
5. Composition
6. Different Shots & Camera Angles
7. Camera Movements
8. Multi Camera Setup
9. Understanding Lighting Equipments
10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)
2. Video Album (Maximum 3 mins)
3. Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

TEXT BOOKS:

1. Herbert Zettl, “The Television Production Handbook”, Cengage Publisher, Edition 2011.
2. Patricia Holland, “ The Television Handbook”, Routledge publisher, Edition 1997.
3. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
4. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

REFERENCE BOOKS:

1. Millerson, G. H, “Effective TV Production, Focal Press Publisher, Edition 1993.
2. P. Jarvis, “Shooting on Location”, BBC Television Training, Borchamwood, 1986.

Course Objective:

To train the student to use 3D software and create titling, modeling, walkthrough, and product animation. In addition, students will learn about basic lighting, texturing, rigging and key frame animation.

Course Outcome

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

CO1: Understanding character modeling

CO2: Understanding texturing and shading

CO3: Understanding lights, camera and materials

CO4: Understanding 3D character animation

CO5: Gain knowledge about rendering and compositing

Unit I Intro to 3D Interface**15**

Introduction to 3D interface. Controlling and Configuring the Viewports- Working with Files- Importing- and Exporting - Customizing the Interface and Setting Preferences. Introduction to the Tools in the software. Under the Create option, Standard tools, Extended Primitives, compound objects, particle system, Helpers.

Unit II Intro to 3D Modeling**15**

Basics of 3D – from modeling with 3D to Animation - Creating and Editing Primitive Objects- Selecting Objects- Setting Object Properties- Transforming Objects- Pivoting- Aligning- and Snapping- Cloning Objects and Creating Object Arrays - Grouping- Linking- and Parenting Objects - Learning Modeling Basics and Working with Sub objects and Helpers - Introducing Modifiers and Using the Modifier Stack - Drawing and Editing 2D Spline and Shapes - Modeling with Polygon - Working with the Schematic View

15

Unit IV Introduction to Special Effects in Max.

15

Unit V Introduction to Output in 3Ds Max.

15

Total: 75 Hrs

1. Kelly L. Murdock – “Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide”- Perfect Paperback – 8 Oct 2014
2. Kelly L. Murdock – “Autodesk Maya Basics Guide 2015”, 21 November 2014

1. Randi L. Derakhshani (Author), Dariush Derakhshani (Author) “Autodesk 3ds Max 2015 Essentials” , Autodesk Official Press 1st Edition – 2015
2. Matt Chandler “3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback” , – Import, 1 Mar 2014

For a period of one month (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

Course Outcome:

CO1: Giving an opportunity to explore various career possibilities in Visual communication

CO2: opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, team work, responsibility, and initiative.

CO3: Further develops practical skills in a real-world context

CO4: Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.

CO5: Providing a learning experience for the student, and can lead to entry level job opportunities within the company.

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.

Viva through the presentation and subject knowledge.

Course Objective:

Students will be able to describe the structure and functions of print media organization. They understand the economics of media organisation. They will get to know the set up and practices of media organizations, industries, and they understand the vital role that media play in the production of news, information, and entertainment in a democratic society

Course Outcome:

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

CO1 : acquire detailed understanding of media organizations and its types.

CO2 : bring out the differences between media as business and media as a social institution.

CO3 : have an in-depth knowledge of how media organizations are managed.

CO4 : gain clear idea of how print media works, its various functions and departments.

CO5 : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

Unit I Media Concepts**12**

Key Concepts Relating to Mass media -Types of Media -Functions of Media Organization -Nature and Structure of Media Organizations - Sources of Information for Media - Media Organization and Design - Types of Media Organisation: Government Media, PrivateMedia & NGO's Media - Media as Business and Social Institution -Media Entrepreneurship - Greiner's Development Model of a company.

Unit II Organizational Structure**12**

Organizational Structures of Various Media Organization: TV, Radio, Newspapers, Magazines, Social Media, Mobile Telephony and Advertising -Nature and Structure of Media Organizations - Organizational Behaviour: Group Behaviour - Innovation and Creativity - Culture of Organization - Production Houses -Employment Opportunities in Indian Media Industry - Industrial Revolution and Media Boom.

Unit III MEDIA SPONSORSHIP**12**

Relationship between Industry and Media - Interdependence of media - Sponsorship Patterns: Vertical and horizontal sponsorships on TV, Newspaper space selling - Influence of Sponsors - Advertising agencies and their functions - Ethical Considerations in Advertising Creativity - Advertising Standards Council of India (ASCI) - Newspaper economics: Circulation &

Advertising as source of revenue - Evaluation of media using theory of Uses and Gratifications on Media, Nielson's rating, TRP, ABC, content assessment and basic audience research techniques.

Unit IV ECONOMICS, PROJECT PLANNING & PRODUCTION TEAM 12

Economics of Media-Relationship between Supplier and Buyer Revenue Models - Market Factors - Project Management in Media-Production Project Cycle (PPC), Management themes in production Process - Project Planning - Production Strategies - Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting Project Responsibility.

Unit V STRATEGIES, STRENGTHS AND LEGAL ARRANGEMENTS 12

Programming Strategies - Audience Rating-Analyzing Programming and Audience Trends - Marketing Programmes and Selling -Space and time. Different kinds of contracts and legal Arrangements and Project Management. Theories of Management and Critical Media theories with Emphasis on Communication and media practices -Study of Management Practices in India and the West.

Total: 60 Hrs

TEXT BOOK:

1. Alan B. Albarran. Sylvia M. Chan-Olmsted, Michael O. Wirth. (Ed.) Handbook of Media Management and Economics, Routledge, New York, 2005.
2. James Redmond and Robert Trager. Balancing on the Wire: The Art of Managing Media Organizations, Atomic Dog, 2004.
3. Robert G. Picard. The Economics and Financing of Media Companies, Fordham University Press, 2002.
4. Block et al, :Managing in the Media", Focal Press, 2001.

REFERENCE BOOKS:

1. Hargie O, Dickson D, "Tourish Communication Skills for Effective Denis Management", Palgrave Macmillan, India , 2015.
2. Dr. Sakthivel MurughanM, "Management Principles & Practices", New Age International

Publishers, New Delhi, 2011.

3. Gillian Doyle. Understanding Media Economics, Sage, London, 2002.
4. David Croteau and William Hoynes. The Business of Media: Corporate Media and the Public Interest, Pine Forge Press, London, 2006.
5. Peter K. Pringle and Michael F. Starr. Electronic Media Management, Elsevier, 2006.

18CBVC62

MEDIA ETHICS

3 0 0 3

Course Objective:

At the end of this course, you should be able to recognize ethical issues inherent in mass communication theory and practice. It also creates critical thinking skills to students in evaluating diverse approaches, practices, and effects within media.

Course Outcome

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

CO1: understand the journalistic codes and standards

.

CO2: gain knowledge about the Freedom of Speech and Protection.

CO3: know about the gathering information for News, Laws of Source Protection and the Ethical Issues.

CO4: have complete knowledge about Copyright laws and Ethical issues of Entertainment.

CO5: Analyse the Ethical issues faced by the Advertising industry in the present world.

UNIT – I

9

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

UNIT – II**9**

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- III**9**

News selection – News values – Journalists as gatekeepers – sources of news – Maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

UNIT – IV**9**

Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

UNIT-V**9**

Role and powers of Press Council – Responsibilities of the Advertising Standards Council-Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council-Broadcasting codes – Film Censor Board: role and functions – other media Regulatorybodies of the government

TOTAL 45 Hrs.**TEXT BOOKS:**

Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: SurjeetPublications, 1988.

Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.

Course objective:

Students will learn to produce documentary films on any socially relevant topic.

They will also learn the dynamics of documentary film production such as identifying topics, doing research, writing proposal, scripts, film shooting and editing. They will work in groups in making creative choices to apply the research, planning and technical skills of video production and digital video editing to shoot and edit their own video documentaries. Students are expected to make a documentary film around the duration of minimum 10-15 minutes.

Course Outcome

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

CO1 : have a thorough knowledge of history and growth of film making.

CO2 : have an indepth knowledge of various elements and features of documentary filmmaking.

CO3 : to have understood expository, observational, interactive and reflexive modes of representation used in documentary.

CO4 : have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.

CO5 : have a complete grasp of documentary filmmaking with special focus on the themes and its presentation.

Unit I	Developing an Idea	15
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Selection of topic – Research – Collection of Data

Unit II	Structuring a Documentary	15
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Script Writing – Two types of Script – Pre Script –Post Script

Unit III	Directing a Documentary	15
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Is there Director in a documentary – Narration – Way of Telling – Interview – Docu Drama

Unit IV	Editing	15
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Logging the footage - Rewriting the script - Writing the narration, - Offline/ online editing - Audio mixing

Unit V	Feedback & Evaluation	15
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Feedback - . Students will show their video to a sample audience and evaluate how far they succeeded in communicating the message.

Total: 60 Hrs.

TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, 11th Edition 2011.
4. Patricia Holland, "The Television Handbook", Routledge publisher, 2nd Edition 1997.

REFERENCE BOOKS:

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, 2nd Edition 1993.
2. P. Jarvis, "Shooting on Location", BBC Television Training, Borchamwood, 2nd edition, 1986.

For a period of one month (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

Course Outcome:

CO1: Giving an opportunity to explore various career possibilities in Visual communication

CO2: opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, teamwork, responsibility, and initiative.

CO3: Further develops practical skills in a real-world context

CO4: Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.

CO5: Providing a learning experience for the student, and can lead to entry level job opportunities within the company

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.

Viva through the presentation and subject knowledge.

Syllabus

Discipline Specific Elective Courses

Course Objective:

This course is designed to introduce students to the fundamentals of developing and writing scripts for film and television. It emphasizes proper script formats, theme, story, plot, dialogue, characters, and the process of developing and writing a script. The assignments will include the writing of scenes, a treatment and a half-hour script, with special emphasis on the steps leading toward creating a final screenplay.

Course Outcome:

CO1: Learns the purpose about film and television screenplay structure.

CO2: Analyzing the dramatic strategies in film and television.

CO3: Learning and applying correct script form.

CO4: Creatively engaging in the various stages of original scriptwriting.

CO5: understanding the elements of screenplay with well developed plot, characters and setting.

Unit I Script development**12**

Script writing as a creative enterprise involves creative thinking and imagination. It is the development of story, characters and conflict. This unit deals with the various stages in the craft of script writing- basic story idea, narrative synopsis outline, scene breakdown, and full-fledged script.

Unit II Structure of a narrative film**12**

It discusses the narrative structure – beginning – middle – end – conflict, development, climax and denouement. And also covers storyline, plot, and treatment along with principles of suspense and surprise.

UnitIII Narrative techniques**12**

Select narrative techniques – point of attack , exposition , planting , point of view , pace , tone , subject matter , title , openings , contrast , coincidence , tension release laughter.

UnitIV Creating a Character**12**

Characterization is an important element of a film, without interesting characters it is difficult to engage the audience in the narrative. It provides a brief on character biography – tags – stereotyping; two - dimensional versus three - dimensional characters and guiding principles for evolving effective and credible characters.

UnitV Script formats**12**

This unit provides an understanding on various types of script formats and the techniques involved in developing scripts.

Total: 60 Hrs**TEXT BOOKS:**

1. Cooper, Pat, and Ken Dancyger, "Writing The Short Film", USA: Focal Press, (2nd Edition). 1999.
2. Phillips, William, "Writing Short Scripts", USA: Syracuse University Press, 2nd Edition, 1999.

REFERENCE BOOK:

1. Zettle, Herbert, "Television Production Handbook", USA: Wordsworth, 10th Edition, 2010.

18BVC002**ART DIRECTION****0 0 4 2****Course Objective:**

The Art Direction course provides an introduction to the art departments responsible for designing and implementing the visual elements of filmmaking. This course will educate students in the proper procedures of design, construction and handling of sets and props.

Course Outcome

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

CO1: gain knowledge about production design - its history and evolution along with its technology.

CO2: have a very good knowledge of Ground Plan Drawing.

CO3: have detailed understanding of model making.

CO4: have a thorough knowledge of Creating Set Design.

CO5: acquire knowledge of the technique and procedure in Story Board.

Unit I History Of Production Design**10**

A brief historical perspective on production design in motion pictures. The role and responsibilities of the production designer. The production designer's place-picture begins to move –drafting-materials-lighting –lines and dots, different perceptions.

Unit II Ground Plan Drawing**10**

Scenic building blocks: types of flats and materials –platforms –backings. The construction drawings types of construction drawings off the blue print

Unit III Model Making**15**

Model making –types of models-making the models. Supervising construction and set up supervising –set decoration – the prop master –keeping records –the critique

Unit IV Set Design**15**

Staging a talk show, News show, Panel show, Quiz show, reality show, music concert.

Unit V Story Board**10**

Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic Film Examples.

Total: 60 Hrs**TEXT BOOKS:**

1. Michael Rizzo, “The Art Direction Handbook for Film”, Focal press 2005
2. Vincent Iobrutto, “The filmmakers guide to production design”. Allworth press, 2002

REFERENCE BOOKS:

1. Nicholas Proferes, “film directing fundamentals”, Focal Press, 3 edition, 2008
2. Fionnuala Halligan, “Filmcraft: Production Design”, Focal Press 2012

18BVC003**APPLIED PHOTOGRAPHY****0 0 4 2****Course Objective:**

To make students to experience the art of photography. Photography record should contain at least 3 Photographs under each exercise. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Course Outcome

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

4. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, “The Manual of Photography”, Focal Press, 9th Edition (2000).

18BVC004

WEB DESIGN

0 0 4 2

Course Objective:

The objective is to learn the techniques of website creation through tools and utilize them. Students will know the process of using the tools for various digital outputs like website layout creation, static and dynamic webpages , using scripts for delivering small animations and attractive web pages , web hosting through server and creating their own web pages. Thus enhancing the quality of digital web media.

Course Outcome

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

CO1: Understanding webpage designing, slicing and exporting

CO2: Gain knowledge about scripting language like HTML

CO3: Gain knowledge about style sheath (CSS)

CO4: Understand software used for web designing

CO5: Gain knowledge 2d flash animations

Unit I Interface, scripting, usage of images

12

HTML - HTML Basics: - Introduction to HTML elements-Basic tags- Attributes- -Creating HTML page- Formatting- HTML links- List types and its tags- Creating HTML tables- Adding pictures - HTML and page accessibility- Colors and background - Advance HTML - Use of Frames and Forms in web pages- Formatting web pages by using GIF- JPEG getting web and clip arts- Use of interlinks

Web designing - Designing and Planning Web Pages - Creating Pages with HTML -Working with Text -Formatting Web Pages with -Style Sheets (CSS) -Working with Graphics -Overall Site Design and -Management -Web Authoring Tools- Uploading/FTP -Flash Enhancements- Incorporating/Embedding Video- Accessibility - Introduction to Dreamweaver- Properties Inspector and Panels- The Document Window- The Status Bar- The Document Toolbar- Coding Toolbar- Creating a Root Folder- Creating a Website with Frames- Rollovers and Other Image Trick- Drawing Image Maps- Designing with Cascading Style Sheets-

Basics of dynamics web designing – Action script 2.0- Movie clip animation with script-
Web animation in action script- Basics of flash gaming script – Advanced flash action script 3.0.

E – Learning - Basic E-learning Theory -Basic Graphics Theory -Basic graphics tools training using different software's -Basic sketching skills training -Tips N Tricks of fast creations- -Clients Specification Study -SB creation -Graphics Content creation-Media Rich Creation Techniques - Review Techniques -Final QA /Testing -Packaging techniques -Industry overview –Industrial Visits

Illustrations - Publishing website – Hosting portals – ERP in portals – Maintenance of Management Information System through websites – Creating Flash for E-learning – Interface designs

1. David Pitt, “Modern Web Essentials Using JavaScript and HTML5, , published May 2014.
2. Tablet Web Design Best Practices, Mobify,2013

1. "Losing Our Religion: The Liberal Media's Attack", S. E. Cupp, Rupa Release, Edition I, 2001

2. “Media Planning and Buying – Principles and Practice in the Indian Context”, by Arpita Menon, MacMillan India Public Limited, First Edition, 2007
3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus] Publisher: Addison-Wesley Professional

Course Objective:

This course presents an introduction to video editing and the process involved in editing of video footage, special effects. Video Editing is really about rearranging the videos in best way to narrate the audience in visual service of storytelling. Editing Terminology and concepts, and the technological workflow for picture and sound, vital role of NLE, students learn editing techniques. Emphasis is placed on post-production.

Course Outcome:

CO1: Having a good knowledge of NLE Editing systems (Adobe premiere & FCP) and various file formats and Different Editing tools and how to construct stories and Media presentation.

CO2: Gain knowledge to analyses and organize, Create story order in NLE projects, Moving Edits, Continuity, Cut, Copy, and Paste. Save, Efx edits render, transitions Film, cut away.

CO3: Types and concepts in style -cutting for genre, , three-point edit, shot compositing , match Frame, Split Edits, Transitions Effects, Color correction & Color grading, ,Montage making,

CO4: Seamless editing and alpha channel, titling techniques, parallel, Intercut, cross cuts. News and Programmed Editing, Voice dubbing, Background music, Audio Edits for video

CO5: Pleasing color with 3 way color correction, Visual Effects motion title graphics & graphics and animation Final export with Basic Encoding to final Delivery for Screening

Unit1**Introduction to Video Editing Systems****12**

Learning the basic video editing techniques using the NLE software, incorporating the various techniques editors use to construct stories. Basic video editing using NLE software, user Interfaces, Capturing Video, cutting project Set, save, scratch disk Sequence, Settings Capture/Import media, organize Create bins playing, marking clips in/out. Insert, overwrite edits, transitions.

Unit II**Analysing and Organising Edit****12**

Process and Principles involved of analyzing Media Segregating NG and OK takes, Editing types online editing & Off-line. NON-Linear Editing Techniques, media formats and Video compression, NLE Hardware, sequencing the scenes, refining the cuttings, adding transiting, effects and titling. Sound Cut Pro-interface of software, Music track composing, audio special Effects, Final Audio mixing with video Editing Continuity Film, cut away.

Unit III Editing Grammar / Concepts 12

Principles of video editing & concept, the three-point edit ,project management , basic cuts , audio, style -cutting for genre, working in the time-line, transitions,key framing, applying filters, ingesting, advanced editing techniques, NLE Multiple shot compositing ,color correction & color grading, working on audio, titling and sub titling Editing tools Adding audio tracks Audio transitions Audio controls ,Mute and solo buttons Applying audio key frames Audio mixing tool Timecode-windows in time-line, viewer, canvas, window burn Exporting

Unit IV Video Editing Techniques 12

Principles of editing- seamless editing, video/audio effects and, titling techniques, compositing, animating clips, motion setting, alpha channel and color option, video effects and rendering video and audio Importing files into audio or video software principles., matching action, change in image and angle, sense of direction, continuity, matching tone, timing, pace, rhythm, selection of shots, cut in, cut away, sound overlay. Jump cut, frames per sec, aspect ratio, compression and expansion of time, parallel and cross cutting. News and Program me Editing, video, audio voice over recording, voice over editing, audio mixing

Unit V Coloring & Final Delivery 12

Professional style of 3 way color correction, create high quality motion title graphics. Understand video formats and, chroma keying and other special effects, color correction, incorporating, graphics and animation and exporting project. Planning for sound location scouting mixing process and the methods of delivery required for each industry.

Total: 60 Hrs

TEXT BOOKS:

1. Ken Dancyger, “The Technique of Film and Video Editing”, Focal Press, 2010.

2. Roy Thompson, Christopher J. Bowen ,“Grammar of the Edit”, Focal Press, 2013.

REFERENCE BOOKS:

1. Bobbie O’Steen, “The Invisible Cut: How Editors Make Movie Magic”,Michael Wiese Productions, 1st edition, 2009

2.Gael Chandler, “Film Editing: Great Cuts Every Filmmaker Should Know”, Michael Wiese Productions 2009

Objectives:

CO1: To develop skills in visualizing and illustrating potential layout for complex ideas.

CO2: To acquire knowledge and skill to execute design graphics for information

CO3: To gain knowledge about infographics.

CO4: To acquire knowledge about visualizing promotional materials

CO5: To understand about new media

Unit 1:

Product mix-distribution channel- marketing communication channel- planning advertising, advertising collaboration, product positioning, creative blue print, advertising strategy, creative strategy, brain storming, Big idea, copy writer's, Art director's contribution & collaboration, purpose of copy and Illustration.

Unit 2: Principles and qualities of good illustration: concept and visualization; creative process; Visualizing advertisement, structure and types of layout, kinds of layouts.

Unit 3: Business and Information Graphics: Visual/verbal relationship, what are Infographics? Perspective: Personal, Technical, Ethical, Cultural; Information Design: Tuft, Jacobson; Role of Graphics in Business, Visual Topologies, Concept Graphic, Charts, Tables, Graphs, and Diagrams.

Unit 4: Visualizing promotional materials

typography & type design, publication design, image making, packaging, print design, corporate identity, branding and information & communication systems like signage or way finding.

Unit 5: Graphics and Information Design

Understanding information design: evolution of new media, standards, prints, WWW, Information Architecture and Design, Interface Design, Graphic Design, Navigational Design, Usability Engineering, Site Tour, Future concerns. Information mapping: Text and font issues, colour, contrast, and grouping.

TEXT BOOKS

1. Simon Jennings, [1980] The Complete Guide to Advanced Illustration and Design, Chartwell Books Inc., NJ.

2. Richard M. Schelemmer, [1990] Handbook of Advertising Art Production, Prentice Hall, Englewoodcliffs, NJ.

Reference:

1. Harvey R. Levenson, [1981] Art and Copy Preparation, Graphic Art Technical Foundation, USA.

2. Raymond F. Stock, [1976] Sales Literature for Industry, McGraw Hill.

Course Objective:

With the advent of various music channels on TV, Video jockeying is becoming an exciting career option for the music crazy generation. The main job of the Video Jockey is to introduce music videos and host music related shows on Television. But as competition increases, music channels are on the trend of incorporating many diverse shows to attract the public, especially the youth. So the Video Jockey's area of work involves apart from introducing videos; hosting game to travel shows to youth forums, chatting with the public, doing interviews with artists and music celebrities etc. This course teaches them theoretically and practically to act as intermediary figures between the audience and the musicians or music videos

Course Outcome:

CO1: Learning the vernacular language communication skill

CO2: Importance of social factors in related to human communication and understanding the audience psychology.

CO3: Managing the shooting floor and knowing the 180 degree camera perspective position.

CO4: Learning the various types of programmes and their genres.

CO5: Executing the show effectively in terms of Language, communication, attitude and Body gestures.

Unit I Off-Camera Works**8**

Involving off- camera work like deciding on the theme and choosing the songs to suit the theme of the show. Scheduling the songs according to the theme and concept of the program which is based according to the genre and situation of the songs. Planning for Reality shows like Road show, Celebrity interviews, Movie promotional Interviews, Talk show and for special day Television programs.

Unit II Script Preparation for Television Shows 12

Writing Dialogue Scripts for Television shows in terms of their differences like Reality show, Game shows and promotional shows and how to participate in promotional videos like road shows, attending theme parties and with experience, even writing script for the show at times.

Unit III Preparations for Audition 15

Knowing the atmosphere and understanding the various interior set up of shooting floor where the audition is conducted. Approach methods and behavior patterns towards the producer and the technical team. The right way of positioning yourself in the shooting floor according to the show. Right kind of Costume knowledge and sense of dressing etiquette. Self grooming and Make over methods for showing yourself presentable as a video jockey.

Unit IV On Performance 15

Modes of speech, Styles of talking in accordance with the show script, Dialogue delivery styles adjoining with body gestures. Presence of mind during the interaction with the celebrity and audiences which defines the proper viewing value for the show.

Unit V Updation in Music Genres 10

Teaching how VJs must constantly keep up-to-date on the latest trends in music, all the latest videos and information about music stars and other celebrities. In that sense, they take upon a more journalistic role. They also should have a well-rounded knowledge of all types of music and also should be informed about a bit of everything from films to politics to travel whatever the theme the show demands. Some of them specialize in a particular area or genre of music. They must be able to answer any queries about music and must fulfill their roles as experts. VJ's interaction with the viewers through telephone, e-mail or fax.

Total: 60 Hrs

TEXT BOOKS:

1. "The Complete Book of Anchoring and Mooring", Earl R. Hinz, Cornell Maritime Pr/Tidewater Publication; 2 Revised edition (June 2001).
2. "TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology", Kimberley Meltzer, Peter Lang Publishing Inc.; First printing edition (March 1, 2010)

REFERENCE BOOKS:

- 1.Nina Blackwood and Alan Hunter, “VJ: The Unplugged Adventures of MTV's First Wave”, Atria Books; First Edition edition (May 7, 2013)
2. Sanjay gaur, “Radio jockey and t.v.anchoring”, Gaurav Publishers, 2009.

OBJECTIVES:

Students will be able to understand the language of advertising effectively. And to equip the students with tools to write effective copy for advertising.

Course Outcome:

CO1: The students will be able to know the basics in advertising strategies and marketing communication.

CO2: The students will learn about the target market and brand positioning in the market.

CO3: The typical layout for an advertisement is learned in relation with the typographical elements.

CO4: Types of advertisement copies with their advertisement appeals is understood by the students.

CO5: Students will understand the marketing techniques in the social media.

Unit 1: Advertising**12**

Product mix-distribution channel- marketing communication channel- planning advertising, advertising collaboration, product positioning, creative blue print, advertising strategy, creative strategy, brain storming, Big idea, copy writer's, Art director's contribution & collaboration, purpose of copy and Illustration.

Unit 2: The creative process**12**

The anatomy of press ads, Agency brief, Advertising strategy-creative brief and creativestrategy.Target audience, tone of voice, brand image, theproposition-the brand positioning statement-brainstorming andthe Big Idea.

Unit 3: Visualization and layout**12**

Visual and copy, advertisingcopy, long and short copy, headline – basics of writing,functions, essentials and different forms. Slogans – necessity,characteristics and different types.

Unit 4: Types of copy**12**

Scientific, descriptive, narrative,colloquial, humorous, topical, endorsement, interrogative, prestige, reason why, co-operative and intentional.

Unit 5: Copywriting for New and Social Media**12**

SharingScience, Valuable Content, Emotional Triggers, Headlines&Hashtags, Adapting a Single Piece of Writing acrossPlatforms, Content Curation for Social Media, MeasuringSocial Media Success.

Practice:

1. Copy for Direct mailer, basic structure, crafting thecopy.

2. Writing for in-shop media-poster, dangler, counterdispenser, point of sales, and point of purchasematerials. Outdoor and Transit commercials, Hoarding/Billboards- innovations, exhibitions, eventsetc.

3. Scripting for an audio-visual and writing for the Internet. The difference between Paper and Online Presentation, Writing Effective Web Copy.

Text Books:

1. Valladares A. June, [2000] The Craft of Copy writing, Response Books, New Delhi.
2. Jonathan Gabay J., [1996] Teach Yourself Copywriting, Teach Yourself Books, London.
3. Robert W. Bly, [2006] The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells Holt Paperbacks.
4. D&AD, [2012] The Copy Book, Taschen.
5. Margo Berman, [2012] The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy Wiley-Blackwell.

Course Objectives:

To learn the techniques, understanding the various methods, developing skills and techniques to create special effects and to know the interface used in creating visual effects. And to know the physical properties of environmental fields to apply in the effects.

Course Outcome

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

CO1:Introduction to paint effects, coloring, designing weather backgrounds, liquid effects and glass effects which helps in creating good visual effects.

CO2:Introduction to dynamics and explaining how it uses the rule of physics to simulate natural forces, overview of particles such as dots, streaks, spheres, blobby surfaces and other item, the process of animating using different types of field, instances, explosions. Hardware and software rendering process is done which can be composited with different live backgrounds.

CO3:Understanding the behavior of soft body and rigid body, Rigid body Constraints of like nail, pin, hinge, barrier and spring. These techniques are done using different tool or software.

CO4:Different simulation techniques and creating water effects and rain effects, fluid simulation for special effects, designing fog effects these effects are done for real time live footage and attached to background scene to give a realistic feel on screen.

CO5: Special effects, camera tricks, hair and fur simulation to be attached to different body parts is being done which helps in learning their movements according to character or creature created by various tools.

Introduction to visor, Designing Paint Effects , Coloring paints, Designing Trees and green effects
 ,Designing Weather and seasons ,Effects on seasons, Designing Glass image, Designing
 Different glass reflection, Designing Glow Effects, Liquid Effects and reflection design

Unit II Particles and Fields 17

Introduction to dynamics and explaining how it uses the rule of physics to simulate natural forces, overview of particles such as dots, streaks, spheres, blobby surfaces and other item, Animating particle by using different types of fields, using different types of emitters to create effects such as steam, rain, fire, snow, cloud, smoke and explosion. 2D and 3D grid particle. Animating the particle using goal, To make the particle move with the surface and parent them, setting the color for particle, Instancing the geometry to particles, Instancing strokes from paint effects, Understanding the difference between Hardware render and software render.

Unit III	Soft Bodies and Rigid Bodies	12
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Understanding the behavior of soft body and rigid body, Rigid body Constraints of like nail, pin, hinge, barrier and spring. Painting the soft body weights tool , Change or turning off the constrain type, Convert rigid body animation to keys.

Unit IV Fluid Effects 18

Introduction to Fluid Effects, Coloring the fluids, Designing Clouds Background , Designing Fog Effects , Explosion Effects and Fire Effects with flames, Space Effects and designs, Designing Thick Smoke, Water effects with fluids, Fluid stimulation for special effects.

Unit V	Special Effects	15
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Designing Special Effects, Designing effects of Fur and shape, Designing Fur Effects, Designing Cloth & Clothes and effects, Fire effects, Lighting, Shatter, Curve flow, Surface flow, Basics of ndynamics and ncloth, Special effects rendering techniques.

Total: 60 Hrs

TEXTBOOKS:

1. Doug Kelly. "Digital Compositing in Depth", Coriolis Publication, 2003.
2. Angie Taylor. "Creative After Effects 5.0", Focal Press, 2002.

REFERENCE BOOKS:

1. Ron Brinkmann, “ The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics (2nd Edition), Morgan Kaufmann Publishers, 2008.
2. Steve Wright. Digital Compositing for Film and Video, Focal Press, 2010.
3. Lee Lanier. Professional Digital Compositing: Essential Tools and Techniques, Wiley Publishing Inc., 2010.
4. “Chuck Amuck : The Life and Times of an Animated Cartoonist”, Chuck Jones, Steven Spielberg, Matt Groening, Farrar, Straus & Giroux, HarperCollins Canada Publications Limited, 2009, ISBN 0374526206
5. “Chuck Reducks : Drawings from the Fun Side of Life”, Chuck Jones, Robin Williams, Little, Brown Book Group Limited, 1994, ISBN 044651893X

Course Objective:

Creating jingles is a creative art, Creativity is more important than technical skill although a combination of both is desirable. Mixing is the craft of taking multiple audio tracks and combining them together onto a final master track. The way we combine tracks is equal parts art and science, and involves utilizing a variety of tools to bring out the most emotional impact from the song. Mixing can be as simple as presenting great-sounding tracks in a more impactful way, but to present the song the way it sounds in the client's imagination.

Course Outcome

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

CO1: Completely understand the elements of sound design like Level (Height), EQ (Height), Panning (Width), Time-Based Effects (Depth).

CO2: Gain proficiency on panning and time based effects on sound design with examples on how to mix vocal melody to another instrument solo.

CO3: Learn the process of Equalizing and enhancement of the tone quality. Also insights on how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.

CO4: Get significant knowledge on frequencies and adjusting Frequencies of low range, Mid range and higher range.

CO5: Thorough understanding on Composing of files and Mixing of files with various methods involved in processing for mixing. Knowledge on the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

Unit I The Elements Of Sound And Music**12**

There are four essential elements that we use to control that image. Level (Height), EQ (Height), Panning (Width), Time-Based Effects (Depth), It is really just a more detailed level control that lets us boost and cut levels at specific frequencies. Think of a mix as a sonic three-dimensional image.

Unit II Panning & Time-Based Effects**12**

Elements used for panning would be the horizontal (left/right) element. Panning can be very by panning one to the left and the other to the right, you can separate the two instruments and reduce the chance of one instrument masking the other, and making it harder to hear. Time-based effects form the element of depth (front to back). It can change their focus within the mix at any point. A good example of this is going from a vocal melody to another instrument soloing. You've now seamlessly taken the attention of the listener from the vocal to the solo.

Unit III Equalization, Principles of EQ**12**

The process to adjust the level of particular frequency to enhance the tone quality, and different types of equalizers, parameters of equalizer, how to enhance individual tracks, perhaps by boosting certain frequencies that make a snare sound punchy multiple Bands , a low band, a high band To understand the basics of how equalizers work we will first discuss the parameters in detail. Parametric, allowing independent control of the three most common variables: amplitude, center frequency and bandwidth.

Unit IV The Frequency Spectrum**12**

Understanding and learning frequencies, adjusting Frequencies, 'Hertz', or 'Hz'.

Human hearing is commonly understood to perceive a range from as low as 20Hz to as high as 20 kHz (20,000Hz). We refer to this range as the frequency spectrum.

Low End (125Hz and below), Low-Mids (125Hz–500Hz), Mid-Range (500Hz–2 kHz⁴. High-Mids (2 kHz–8 kHz): **5**. High End (8 kHz and above).

Unit V Composing files, Mixing**12**

Creating knowledge about the final mixing process and the methods involved in processing for mixing delivery -the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

Total: 60 Hrs

TEXT BOOKS:

1. Roey Izhaki, "Mixing Audio : Concepts, Practices and Tools". Focal Press; 2nd edition, 2011.
2. Mike Senior, "Mixing Secrets for the Small Studio", Focal Press. 1st edition, 2011.

Course Objective:

Digital Intermediate (DI) is one of today's most exciting and fastest growing technologies in digital post production of motion picture films.

Course Outcome

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

CO1: Understanding the various types of projection and its technology used in theatres

CO2: Students explore how the Primary and Secondary color correction affects the whole image intensities of film

CO3: Explore the color of Bit Depth with Look Up Table (LUT).

CO4: Explore other techniques like rotoscopy and keying methods to enhance the color grading in films.

CO5: Understanding the complete methodology of post-production and color grading process

Unit I Telecine Coloring Works**10**

In this unit we teach about Cathode-ray tube (CRT) system, an electron beam is projected at a phosphor-coated envelope, producing a spot of light the size of a single pixel.

UnitII Primary and Secondary Color Corrections**12**

In this unit, Students explore how the Primary and Secondary color correction affects the whole image intensities of RGB and highlights of the entire frame, with these we teach the advanced techniques of color correction and well established digital painting techniques in the era of digital cinematography.

Unit III Mask, Matte, Track**12**

In this unit, student will learn the evolution of digital color correction tools with advanced technique of using point shapes to isolate color adjustment in the specific area of the image. We

also teach color keying to isolate the colors in the image. We teach special training for automation on tracking the image in term of color to save the time in the production process.

Unit IV DI Process

16

In this unit, student will explore the color of Bit Depth with Look Up Table (LUT). We teach about the Color grading is the process of altering and enhancing the color of a motion picture, video image, or still images either electronically, photo-chemically or digitally.

Unit V Preserving the Quality of the Image

16

After this program students will gain knowledge about the DI importance and the scope of work.

Total: 60 Hrs.

TEXT BOOK:

1. Steve Hullfish; The Art and Technique of Digital Color Correction; 1st Edition

REFERENCE BOOKS:

1. Jack James, “Digital Intermediates for Film and Video”, Kindle Edition
2. Alexis Van Hurkman, “Creative Grading Techniques for Film and Video (Digital Video & Audio Editing Courses”)), Kindle Edition

Syllabus

Ability Enhancement Compulsory Courses

Course outcome:

CO2: To understand about 2D graphics

C03: To gain knowledge about 3D animation

CO4: To gain knowledge about editing

C05: To gain knowledge in compositing

UNIT I INTRODUCTION TO ANIMATION 12

History of animation, Animation principle, Introduction of animation, Line art sketching, Shading, Human anatomy, character model sheet, Breakdown character, Perspective drawings, Clay modeling, Cell animation, color theory, Painting, Story board, Concept art sketching, Storytelling, Acting and Direction, Cinematography, Character design and development,

UNIT II	2D GRAPHIC AND ANIMATION	12
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Advance graphic design, web designing, Boucher, Logo designing. visiting card design, T-shirt design, Manipulation, Digital drawing, Concept art, bouncing ball, walk cycle, run cycle, Tweening, Animation banner, Basic actionscript, 2d animation show reel.

UNIT III 3D ANIMATION 12

Nurbs Modeling, Polygon Modeling, Animation, Rigging, Texturing, Lightning, rendering, Lightning Animation, Dynamics, Camera, Camera Animation, Text Animation, Mel and Python basic script, Sculpting, UV mapping, 3D Animation short film. 3d show reel

UNIT IV	EDITING AND ACTING	10
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History of editing, Linear and non-Linear, Montage, Clapboard, Crosscut, Editing techniques, Parallel cut, Offline editing, Online editing, EDL Out, Effects, Title design. Sound editing, Audio video synchronization, Render output, acting and facial exposition

UNIT V COMPOSITING 14

Rotoscopy, Retouching, Chroma keying, Crowd replace, Camera mapping, Fluid dynamics, Sky replacement, 2D tracking, 3D tracking, Telecine, Color sampling, Color grade, Matching, Lighting, Keying, Shadow extraction, Hard body physics, Basic of Camera animation, Matte tracking, Body tracking, Face tracking, Ray tracing, Basic motion capture, Green matte painting, Basic of motion capturing.

Total: 60 Hrs

TEXT BOOKS:

1. Kupeeberg, M, "A Guide to Computer Animation", Focal Press, First Edition, 2002.
2. Williams, R, "The Animator's Survival Kit", Faber and Faber Ltd, First Edition, 2001.

REFERENCE BOOKS:

1. Scott, J, "How to write for Animation", The Overlook Press, First Edition, 2002.
2. Ranjit Singh, "The Art of Animation Production Management", MacMillan India, First Edition, 2013.

ENVIRONMENTAL STUDIES PAPER I

2002

Course Objective: This course provides knowledge on various environmental resources and issues facing the world. It deals with natural resources, eco system, biodiversity and environmental pollution.

UNIT I INTRODUCTION 06

The multidisciplinary nature of Environment of studies – Definition - Scope and Importance - Need for Public Awareness.

UNIT II NATURAL RESOURCES 06

Natural resources and associated problem - Renewable and Non- Renewable resources: -Forest Resources-Mineral Resources-Food Resources, Energy Resources. Land Resources; Role of an individual in conservation of natural resources- Equitable use of resources of sustainable lifestyles.

UNIT III ECO SYSTEM 06

Concepts of an Ecosystem - Structure and Functions of an Ecosystem - Procedures, Consumers and Decomposers - Energy flow in the ecosystem - Food chains, Food webs and ecological pyramids - Introduction, types, Characteristics features - Structures and functions of the following ecosystem: Forest ecosystem, Grass land ecosystem, Desert ecosystem, Aquatic ecosystem.

UNIT IV Biodiversity and Its Conservation 06

Introduction - Definition, genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of Bio-diversity - Bio-diversity at global, National and Local levels - India s a mega-diversity nation - Hot-Spots of diversity - Threats to diversity: Habitats loss, poaching of Wild life, man wild life conflicts - Endangered and Endemic species of India In-Situ conversation of Bio-diversity.

UNIT V Environmental Pollution and Human Rights 06

Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution - Soil pollution management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution – Case studies -Disaster Management – Flood, earthquakes, cyclone of landslides Environment and human health - Human rights - Value education - HIV/AIDS - Women and child welfare - Role of information technology in Environment and Human health - Case study

Total: 30 Hrs

TEXT BOOK:

1. Environmental studies by Dr. Shradha sinha, Dr.Manisha shukula, Dr. Ranjana Shukla

REFERENCE BOOK:

1. Environmental studies by Dr. N. Arumugam, Prof.V. Kumaresan, Thangamani & Shyamala Thangamani.

ETHICS AND VALUES**2 0 0 2**

Course objective: To help students understand significance of ethics and values in business. To understand ethical issues and not to fall prey to unethical practices and to be socially responsible.

UNIT I INTRODUCTION**6**

Definition of ethics and values, Character and conduct, Nature and scope of ethics, Use of ethics, self-realization and harmony, Rules and regulations, Rights and duties, Good and obligation, Integrity and conscience.

UNIT II TYPES OF ETHICS**6**

Western ethics, Happiness and prosperity, Lesson from Socrates, Indian ethics, Lessons from Mahatma Gandhi, Society and trusteeship, Indian constitution, Fundamental rights, Directive principles of state policy, Professional ethics.

UNIT III KINDS OF VALUES**6**

Kinds of Values S.Ignacimuthu S.J – Living Excellence Anthony Robbins – Concern for Others – Student's Definition why Concern.

UNIT IV GOALS AND HUMAN RIGHTS**6**

Human goals, Four purusarthas, Use Goals to help you grow David J.Schwartz – essential Characteristics of Human Rights. - H. Victor Conde

6

Total: 30 Hrs

1. In harmony- Value Education at College Level- Dept. of Ethics and Religious Studies Loyolla College, Madras.

SYLLABUS
GENERIC ELECTIVE COURSES

1. Learnt to analyze the business model of firm, and determine the role that the internet (and related technologies) can play to support or even enable this model
2. Understand the key issues involved in managing electronic commerce initiatives
3. Utilize the internet to collect information to conduct research.

Introduction- LAN-WAN- internet- what is electronic commerce- brief history of electronic commerce- advantages and limitations of electronic commerce- types of electronic commerce- integrating electronic commerce key questions for management.

The internet today- history of the web- unique benefits of the internet- internet architecture – world wide web concepts and technology- creating web pages- launching a business on the internet.

Overview of the electronic payment technology- requirements for internet based payments – electronic payment medias- electronic commerce and banking.

Security in the cyberspace- designing for security- virus- security protection and recovery encryption- the basin algorithm system- authentication and trust- key management internet security protocols and standard- other encryption issues.

Business-to-business electronic commerce- intranets and extranets- intranets and supply chain management- legal and ethical issues- case studies.

TEXT BOOK:

1. Elias.m. Awad,” Electronic Commerce” prentice- hall of India Pvt Ltd, 2002.

1. Ravi kalakota, andrew b. Whinston, “Electronic Commerce – a managers guid”, addison-wesley, 2000.

Course objective:

- To make the student understands the overall view of internet.
- To inculcate the students about the various facilities available in internet.
- To gain practical knowledge about internet.

UNIT I INTRODUCTION**06** Internet

and its history, defining and describing the Internet, Brief history, discussing the future of the Internet, Internet Resources. Describe the important features of the Web and Web browser software, Evaluate e-mail software and Web-based e-mail services

UNIT II EMAIL**06** Email,

Parts of email, Email software, Web based email, Email address, List servers, Newsgroups, Newsgroups names, Newsgroups readers, Chat rooms, Conferencing.

UNIT III INTERNET RESOURCES**06** Internet

Resources, Games, File transfer protocol, Telnet, World Wide Web, Behavior on the Internet, Accessing the Internet, Types of access, Online services, Internet services providers, How and where to look for the service Browsing the Web, Browsing the Web.

UNIT IV FTP**06**

Use FTP and other services to transfer and store data, Demonstrate the use of real-time chat and briefly describe the history of the wireless Internet. Use mailing lists, newsgroups, and newsfeeds, Create HTML documents and enhance them with browser extensions

UNIT V APPLICATIONS**06**

Applications of Internet- education, business, government, Communication, Job searches, Health and medicine, Travel, Entertainment, Shopping, Stock market updates, Research.

Total: 30 Hrs**TEXT BOOKS:**

1. Rohit Khurana, "COMPUTER FUNDAMENTALS and INTERNET BASICS", Aph Publishing Corporation, 2010
2. Margaret Levine young, douglas Muder, David C. Kay, Alison Barrows and Kathy warfel, "Internet" : The Complete Refernce, 2nd Edition 1999.
3. Jasson Whittaker, "The Internet: The Basics", Routledge, 2002.

REFERENCE BOOK:

1. Schneider and Evans, "New Perspectives on the Internet", Comprehensive, Sixth Edition, 2007.

Objective:

- To know the common applications available for office work.
- To learn how to work in MS-OFFICE.
- To learn how to work in MS-EXCEL and POWERPOINT.

UNIT I MSWORD**6**

Text Manipulations- font size, style, color. Alignment- left, right and justify, paragraph alignment, Usage of Numbering, Bullets, Footer and Headers, Usage of Spell check, and Find & Replace, Text Formatting, Picture insertion and alignment.

UNIT II MSWORD**6**

Insertion – Table, chart, clip art, shapes, borders. Creation of documents, saving of documents, using templates, Creation templates, Mail Merge Concepts, Copying Text & Pictures from Excel.

UNIT III MS – EXCEL**6**

Creating of Excel sheet, Cell Editing, Usage of Formulae and Built-in Functions, File Manipulations, Data Sorting (both number and alphabets), Worksheet Preparation, Drawing Graphs, Usage of Auto Formatting.

UNIT IV POWER POINT**6**

Start power point, create blank presentation, selecting slide layout, insert new slide, editing presentation, Designing and formatting presentation, Change font, font color, size, style of text, Bullet and numbering, Slide design, layout, change background, preparing slide show presentation.

UNIT V POWER POINT**6**

Inserting Clip arts and Pictures, Frame movements of the above, Insertion of new slides. Preparation of Organization Charts, Presentation using Wizards, Usage of design templates, working with tables, graphics and animation, working with graphs and organization charts.

Total: 30 Hrs**TEXT BOOK:**

- 1) Joyce Cox, Joan Lambert and Curtis Fryc, “Step by Step Microsoft Office Professional 2010”, Microsoft press, 2011 edition.

Course objective:

- To make the student understand the special concepts in MS EXCEL.
- To practice the students how to work in list, data forms and records.
- To understand the concepts of filtering data.

UNIT I ADVANCED EXCEL FORMULAS**6**

Uses of Advance Excel Formulas -VLOOKUP, HLOOKUP, SUMIF, SUMIFS, SUMPRODUCT, DSUM, COUNTIF, COUNTIFS, IF, IFERROR, ISERROR, ISNA, ISNUMBER, ISNONTTEXT, OR, AND, SEARCH, INDEX, MATCH etc

UNIT II IF CONDITIONS**6**

Various Methods and Uses of IF Conditions, when should use the "IF" Conditions? Creation of Multiple IF Conditions in One Cell, Use the IF Conditions with the Other Advance Functions, how to use nested IF statements in Excel with AND, OR Functions. Sorting, Data Forms, Adding Data Using the Data Form, Finding Records Using Criteria

UNIT III FILTERING AND SORTING**6**

Filtering Data, AutoFilter, Totals and Subtotals Total, Row, Various Methods of Filter and Advance Filter options, Creating and Updating Subtotals, Various Method of Sorting Data, Creating, Formatting and Modifying Chart.

UNIT IV DATA VALIDATION AND GOAL SEEK**6**

Uses of Goal Seek and Scenarios Manager, Data Validation, creating drop down lists, using different data sources, Linking Workbooks and Uses of Edit Link options, Excel Options, Customizing the Quick Access Tool Bar, Managing Windows, Multiple Windows, Splitting Windows.

UNIT V PIVOT TABLES**6**

Various Methods and Options of Pivot Table, Using the Pivot Table Wizard, Changing the Pivot Table Layout, Subtotal and Grand Total Options, Formatting, and Grouping items
Inserting calculated fields, Pivot Table Options, Display and hide data in fields
Select, Move & Clear Pivot data, Creating and Modifying a PivotChart

Total: 30 Hrs**TEXT BOOK:**

1. Jordan Goldmeler, “Advanced Excel Essentials”, APress, 2015 edition.

2002

UNIT I	INTRODUCTION TO TRAVEL AND TOURISM	10
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UNIT II THE TRAVEL AGENTS, TOUR OPERATORS AND TOURIST ORGANIZATIONS 10

UNIT III TOURISM-REGULATIONS AND IMPACT OF TOURISM 10

Total: 30 Hrs

1. Tourism operations and management-Oxford higher education-sunetra roday, archana biwal, vandana joshi
2. Tourism management - steven page - el sevier

SYLLABUS

**SKILL ENHANCEMENT ELECTIVE
COURSES**

Course Objective: To Make Aware About the Importance of Personality and Development in The Business World. To Make the Students Follow the Good Personality and Create a Good Relationship with Others.

UNIT I PERSONALITY DEVELOPMENT - INTRODUCTION 6

The Concept Personality - Dimensions of Personality - Term Personality Development - Significance. The Concept of Success and Failure What Is Success? - Hurdles in Achieving Success - Overcoming Hurdles - Factors Responsible for Success – What Is Failure - Causes of Failure - Do's and Don'ts Regarding Success and Failure.

UNIT II ATTITUDES AND VALUES 6

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages - Negative Attitude - Disadvantages - Ways to Develop Positive Attitude – Difference between Personalities Having Positive and Negative Attitude.

UNIT III MOTIVATION 6

Concept of Motivation - Significance - Internal and External Motives - Importance of Self-Motivation- Factors Leading to Demotivation -Theories to Motivation

UNIT IV SELF ESTEEM AND SMART 6

Term Self-Esteem - Symptoms - Advantages - Do's and Don'ts to Develop Positive Self-Esteem – Low Self-Esteem - Symptoms - Personality Having Low Self Esteem - Positive and Negative Self-Esteem. Interpersonal Relationships - Teaming - Developing Positive Personality - Analysis of Strengths and Weaknesses. Concept of Goal-Setting - Importance of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art of Prioritization - Do's and Don'ts About Goals.

UNIT V BODY LANGUAGE, STRESS MANAGEMENT & TIME MANAGEMENT 6

Body Language - Assertiveness - Problem-Solving - Conflict and Stress Management - Decision-Making Skills - Positive and Creative Thinking - Leadership and Qualities of a Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management of Change - Good Manners and Etiquettes (Concept, Significance and Skills to Achieve Should Be Studied.)

Topics Prescribed for Workshop/Skill Lab: 12

- A) Group Discussion
- B) Presentation Skill
- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

Total: 30 Hrs

TEXT BOOKS:

1. Organizational Behavior - S. P. Robbins - Prentice-Hall of India Pvt. Ltd., New Delhi-15th edition,2013
2. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi,1st edition,2012

REFERENCE BOOKS:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.-4th edition,2012
- 2) Media And Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.2011
- 3) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade - Diamond Publications, Pune.2009
- 4) You Can Win - Shiv Khera - Macmillan India Limited.2012
- 5) Group Discussion And Public Speaking - K. Sankaran And Mahendra Kumar - M.I. Publications, Agra .2000
- 6) Basic Managerial Skills For All - Prentice-Hall Of India Pvt. Ltd., New Delhi-2011-E.H.mcgrath
- 7) 8 Habits - Stephen Covey-simon&schusker publisher-2007 edition.
- 8) Management Thoughts - Pramod Batra-HPB publisher-1st edition-2006
- 9) Produced By Prof. Rooshikumar Pandya - Creative Communication And Management Center, Bombay-R&E publisher kindle edition-2012.
- A) Assertive Training: Four Cassettes-hannah Richards-2012
- B) Self Hypnosis For Goal Achievement: Four Cassettes-kindle edition-ryan cooper-2012

Course objective: In this course, students will be provided knowledge and skills in dealing with environmental issues, disaster management, project cycle management and so on.

UNIT I ENVIRONMENT ISSUES 12

Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and afforestation).

UNIT II DISASTER MANAGEMENT 12

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management, hazards and disasters, dimension and typology of disasters, public health and disasters.

UNIT III PROJECT CYCLE MANAGEMENT 12

Project planning - Project implementation - Project monitoring - Project evaluation: impact assessment.

UNIT IV DOCUMENTATION AND REPORTING 12

Collection and analysis of data - Preparation of documentation/reports - Dissemination of documents/reports.

UNIT V PROJECT WORK/ PRACTICAL 12

Workshops/seminars on personality development and improvement of communication skills.

Total: 60 Hrs

