Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
SCHOOL OF COMMUNICATION
B.Sc.VISUAL COMMUNICATION
(Under Choice Based Credit System)

DI-01
2020-21

EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

Programme Outcome	
PO1	To apply the knowledge of communication and media fundamentals for better perception and understanding of the media industry.
PO2	To Identify, formulate and analyze media and Communication theories and practice for comprehending the functions of the media in the society.
PO3	Design solutions for complex media and Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the cultural, societal, and environmental considerations.
PO4	Use research-based knowledge to impact analytical skills for interpretation and synthesis of information to be applied in the day to day activities.
PO5	Acquire an in-depth knowledge to create and design emerging media content/platforms such as blogs, digital audio, digital video, social media, digital photography and multimedia.
PO6	Understand the impact of the professional media and communication solutions in societal and environmental contexts, to demonstrate the knowledge of media and communication and need for sustainable development.
PO7	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
PO8	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO9	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
PO10	Acquire ability to write correctly and lucidly in the forms and styles appropriate for communication profession.

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Programme Specific Outcome	
PSO1	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
PSO2	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PSO3	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
PSO4	Acquire ability to write correctly and lucidly in the forms and styles appropriate for communication profession.
PSO5	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)
SCHEME OF EXAMINATIONS

SEM	PART	COURSE CODE	COURSE NAME	CREDITS	MARKS			Hrs / Week	EXAM DURATION (Hrs.)	CATEGORY
					CA	TEE	TOTAL			
I	I	20100T	Tamil-I	3	25	75	100	5	3	Theory
		20100M	Malayalam-I							
		20100H	Hindi-I							
		20100F	French-I							
I	II	20100E	English-I	3	25	75	100	5	3	Theory
I	III	20111A	Core: Introduction to Communication	4	25	75	100	6	3	Theory
I	III	20111B	Core: Writing for Media	3	25	75	100	6	3	Theory
I	III	20111P	Core: Visual Arts (Practicals - I)	4	40	60	100	8	6	Practical
I	IV	20100G	Skill Based Subject: General Awareness	2	25	75	100	2	3	Theory
I	III	20111S	Skill Based Subject: Street Theatre (Practicals)	2	40	60	100	2	3	Practical
			Total for Semester I	**21**			**700**	**34**	**24**	
II	I	20200T	Tamil-II	3	25	75	100	5	3	Theory
		20200M	Malayalam-II							
		20200H	Hindi-II							
		20200F	French-II							
II	II	20200E	English-II	3	25	75	100	5	3	Theory
II	III	20211A	Core: Media Management	3	25	75	100	5	3	Theory
II	III	20211B	Core: Advertising	3	25	75	100	6	3	Theory
II	III	20211P	Core: Introduction to Visual Design (Practicals - II)	4	40	60	100	6	6	Practical

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SEM	PART	SUBJECT CODE	COURSE NAME	CREDITS	MARKS			Hrs. / Week	EXAM. DURATION (Hrs.)	CATEGORY
					CA	TEE	TOTAL			
II	III	20211S	Skill Based Subject: Advertising Campaign (Practicals)	2	40	60	100	2	3	Practical
II	III	20211Q	Skill Based Subject: Media Analysis (Practicals)	3	40	60	100	3	3	Practical
II	IV	20200G	Environmental Studies: Environmental Awareness	2	25	75	100	2	3	Theory
			Total for Semester II	**23**			**800**	**34**	**27**	
III	III	20311A	Core: Communication Theories	3	25	75	100	6	3	Theory
III	III	20311B	Core: Gender and Media	3	25	75	100	5	3	Theory
III	III	20311C	Core: Integrated Marketing Communication	3	25	75	100	4	3	Theory
III	III	20311D	Allied: Computers in Communication Media	3	25	75	100	4	3	Theory
III	III	20311P	Allied: Computers in Communication Media (Practicals-III)	3	40	60	100	6	6	Practical
III	IV	20311Q	Skill Based Subject : Script Writing	2	40	60	100	3	3	Practical
III	IV	20300G2	Skill Based Subject : Professional Communication	2	25	75	100	4	3	Theory
III	IV	20300A	Advanced Tamil I	2	100	NA	100	2	3	Theory
		20300B	Basic Tamil I							
III	IV	20300N	Non Major Elective:1 Personality Development and Soft Skills		40	60			3	Theory
III	III	20311S	Core: Internship Viva-Voce	4	NA	100	100		3	Practical
III	V	20311T	Extension Activities: NSS – Nature Club Activities	1	***Grade					Practical

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SEM	PART	SUBJECT CODE	COURSE NAME	CREDITS	MARKS			Hrs. / Week	EXAM. DURATION (Hrs.)	CATEGORY
					CA	TEE	TOTAL			
III		20311K	Online Swayam Course	2						
			Total for Semester III	**28**			**900**	**34**	**33**	
IV	III	20411A	CORE: Graphic Production	3	25	75	100	6	3	Theory
IV	III	20411B	CORE: New Media Studies	3	25	75	100	6	3	Theory
IV	III	20411C	CORE: Photography	3	25	75	100	3	3	Theory
IV	III	20411P	CORE: Photography (Practicals - IV)	4	40	60	100	8	6	Practical
IV	III	20411U1	Elective I - Multimedia,2D Animations and Web Graphics (Theory)	3	25	75	100	3	3	Theory
		20411U2	Elective I - An Introduction to Media Databases (Theory)						3	Theory
		20411U3	Elective I - E-Content Development (Theory)						3	Theory
IV	III	20411Q1	Elective I - Multimedia,2D Animations and Web Graphics (Practicals)	4	40	60	100	4	3	Practical
		20411Q2	Elective I – An introduction to Media Databases (Practicals)						3	Practical
		20411Q3	Elective I - E-Content Development (Practicals)						3	Practical
IV	IV	20400A	Advanced Tamil II	2	100	NA	100	2	3	Theory
		20400B	Basic Tamil II						3	Theory
		20400N	Non Major Elective II: Basics in Business Process outsourcing		40	60			3	Theory

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SEM	PART	SUBJECT CODE	COURSE NAME	CREDITS	MARKS			Hrs. / Week	EXAM. DURATION (Hrs.)	CATEGORY
					CA	TEE	TOTAL			
IV	IV	20400G1	Value Education: Indian Society, People and Culture	2	25	75	100	2	3	Theory
			Total for Semester IV	**24**			**800**	**34**	**45**	
V	III	20511A	Core: Television Production	3	25	75	100	5	3	Theory
V	III	20511P	Core: Television Production (Practicals - V)	3	40	60	100	5	6	Practical
V	III	20511B	Core: Media Law And Ethics	4	25	75	100	5	3	Theory
V	III	20511C	Allied: Audio Production	3	25	75	100	4	3	Theory
V	III	20511Q	Allied: Audio Production (Practicals -VI)	3	40	60	100	4	3	Practical
V	III	20511D	Allied: Magazine Production	3	25	75	100	4	3	Theory
V	III	20511R	Allied: Magazine Production (Practicals - VII)	3	40	60	100	6	6	Practical
			Total for Semester V	**22**			**800**	**34**	**30**	
VI	III	20611A	Core: Elements Of Film Studies	4	25	75	100	6	3	Theory
VI	III	20611P	Core: *Mini Project - Short Film And Documentary Making(Practicals VIII)	4	40	60	100	8	6	Practical
VI	III	20611B	Core : Direction	4	25	75	100	6	3	Theory
VI	III	20611C	Allied: Brand Management and Digital Marketing	3	25	75	100	6	3	Theory

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SEM	PART	SUBJECT CODE	COURSE NAME	CREDITS	CA	MARKS			EXAM. DURATION (Hrs.)	CATEGORY
						TEE	TOTAL	Hrs. /Week		
		20611V1	Elective II – Multimedia 3D animation, Digital Sound Editing and Compositing (Theory)	**3**	25	75	100	**4**	**3**	Theory
VI	III	20611V2	Elective II – Web Design (Theory)							
VI	III	20611Q1	Elective II – Multimedia 3D animation, Digital Sound Editing and Compositing (Practicals)	4	40	60	100	4	3	Practical
VI	III	20611Q2	Elective II – Web Design (Practicals)							
			Total for Semester VI	**22**			**600**	**34**	**45**	
			TOTAL	**140**			**4600**	**188**	**180**	

NA – Not Applicable : Mini Project – To Be Evaluated Internally

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Subject Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20100T/20100H/20100F/20100M	Tamil-I / Hindi-I / French-I / Malayalam-I	3	1	3	3	1	2	1	1	2	3
20100E	ENGLISH-I	2	-	1	1	2	1	-	1	2	-
20111A	Core: Introduction To Communication	3	1	1	-	-	1	-	-	1	-
20111B	Core: Writing For Media	3	1	3	3	1	2	1	1	2	3
20111P	Core: Visual Arts (Practicals - I)	2	-	1	1	2	1	-	1	2	-
20100G	Skill Based Subject: General Awareness	2	1	1	-	-	1	2	1	2	-
20111S	Skill Based Subject: Street Theatre(Practicals)	1	-	3	2	-	1	1	3	1	1
20200T/20200H/20200F/20200M	Tamil-II / Hindi-II / French-II / Malayalam-II	3	1	3	3	1	2	1	1	2	3
20200E	English-II	2	-	1	1	2	1	-	1	2	-
20211A	Core: Media Management	2	1	1	-	-	1	2	1	2	-
20211P	Core: Introduction To Visual Design (Practicals - II)	3	2	1	-	1	1	1	-	1	-
20211B	Core: Advertising	3	-	-	1	1	1	-	1	1	-
20211S	Skill Based Subject: Advertising Campaign	2	-	2	3	-	1	1	2	1	2

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20211Q	Skill Based Subject: Media Analysis	2	-	2	2	1	2	1	3	1	1
20200G	Environmental Awareness: Environmental Awareness	2	1	1	-	-	1	2	1	2	-
20311A	CORE: Communication Theories	3	3	3	3	3	3	3	3	3	3
20311B	CORE: Gender and Media	2	2	3	2	2	2	3	1	1	1
20311C	CORE: Integrated Marketing Communication	2	2	2	2	1	3	2	2	1	1
20311D	ALLIED: Computers in Communication Media	2	1	1	2	1	2	2	3	3	3
20311P	ALLIED: Computers in Communication Media (Practicals - III)	2	2	2	2	3	3	3	3	3	3
20311Q	SKILL BASED SUBJECT: Script Writing	2	2	2	2	2	3	2	3	2	2
20300G2	SKILL BASED SUBJECT: Professional Communication	2	1	3	2	1	3	2	1	1	2
20300A	Advanced Tamil I	2	1	2	3	3	2	1	2	1	3
20300B	Basic Tamil I	2	1	2	3	1	1	1	2	2	3
20300N	Non-major Elective-I: Personality Development and Soft Skills	1	1	2	3	2	1	2	2	2	3
20311S	CORE: Internship Viva-Voce	3	3	3	3	3	3	3	3	3	3
20311T	Extension Activities: NSS –	3	3	3	3	3	3	3	3	3	3

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	Nature Club Activities										
20311K	Online Swayam Course	3	2	3	1	1	2	3	3	3	3
20411A	CORE: Graphic Production	2	2	1	2	2	2	3	2	2	2
20411B	CORE: New Media Studies	3	3	2	2	2	3	3	1	1	2
20411C	CORE: Photography	3	2	3	3	3	2	2	1	2	3
20411P	CORE: Photography (Practicals - IV)	3	3	3	3	3	3	3	3	3	3
20411U1	Elective I - Multimedia,2D Animations and Web Graphics (Theory)	3	3	2	3	3	2	3	3	2	2
20411U2	Elective I - An Introduction to Media Databases (Theory)	3	2	2	1	3	2	2	3	1	1
20411U3	Elective I - E-Content Development (Theory)	3	2	2	3	1	2	3	3	2	1
20411Q1	Elective I - Multimedia,2D Animations and Web Graphics (Practical)	3	3	3	3	3	3	3	3	3	3
20411Q2	Elective I - An Introduction to Media Databases (Practical)	2	2	3	1	3	1	1	3	2	1
20411Q3	Elective I - E-Content Development (Practical)	3	3	3	3	3	3	3	3	3	3
20400B	Basic Tamil II	2	1	1	3	1	2	1	2	3	3
20400A	Advanced Tamil II	2	1	2	3	1	1	1	2	2	3
20400N	Non Major Elective-II: Basics in Business Process outsourcing	2	1	2	3	3	2	1	2	1	3

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20400G1	Value Education: Indian Society, People and Culture	3	1	2	1	1	3	1	1	1	1
20511A	Core: Television Production	2	2	3	1	1	3	3	2	1	-
20511P	Core: Television Production (Practicals -V)	2	-	-	-	3	1	-	-	3	3
20511B	Core: Media Law And Ethics	2	2	3	2	1	3	3	2	1	-
20511C	Allied: Audio Production	2	2	2	1	3	2	2	2	3	2
20511Q	Allied: Audio Production (Practicals -VI)	3	3	3	3	3	3	3	3	3	3
20511D	Allied: Magazine Production	2	2	2	2	2	3	3	2	2	2
20511R	Allied: Magazine Production (Practical's -VII)	2	2	2	2	3	2	2	1	3	2
20611A	Core: Elements Of Film Studies	1	1	2	1	2	2	2	1	2	2
20611B	Core: Direction	2	2	2	3	2	3	2	2	1	-
20611P	Core: Mini Project: Short Film And Documentary Making(Practicals VIII)	3	3	3	3	3	3	3	3	3	3
20611C	Allied: Brand Management and Digital Marketing	2	2	2	2	3	2	2	2	1	2
20611S	Skill Based Subject: Script Writing	3	-	2	1	2	1	-	2	-	-

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20611V1	Elective II - Multimedia 3d Animation, Digital Sound Editing And Compositing (Theory)	3	2	1	1	3	3	3	3	3	2
20611V2	Elective II - Web Design (Theory)	3	3	3	1	1	1	1	3	2	2
20611Q1	Elective II - Multimedia 3d Animation, Digital Sound Editing And Compositing (Practicals)	1	1	1	1	1	1	1	1	-	1
20611Q2	Elective II -Web Design (Practicals)	-	-	2	-	3	-	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIRST	20111A	CORE: INTRODUCTION TO COMMUNICATION	4	THEORY	-	100

Objective of the Course:
This paper provides the student with a bird's eye view perspective of the fundamentals of the discipline of communication.To enable the students to understand the theoretical bases of communication practices; with special reference to the contemporary societal structure.

UNIT I: COMMUNICATION AND TYPES **(Teaching Hours 14)**

Definition, Meaning, Nature, scope, Forms and purpose- Function of communication- Barriers to Communication-Types of Communication: Intrapersonal, Interpersonal, Mass, Organizational, Political, Non–Verbal, Verbal and Written communication.

UNIT II: COMMUNICATION PROCESS **(Teaching Hours 08)**
Communication Process - Sources, Message, Channel, Receiver and Feedback- 7C's of Effective communication. Noise: Types of Noise- Encoding Vs Decoding Process. Formal and Informal channels.

UNIT III: MEDIA FOR COMMUNICATION **(Teaching Hours 12)**
Print Media (Books, Newspaper, Magazines, Pamphlets, etc) - Broadcast Media (Radio and Television – Traditional and Folk Media (Puppetry, Storytelling, Dance, Music, Drama, etc) Digital Media. Characteristics of Print Media- Broadcast Media- Traditional and Digital Media.

UNIT IV:VISUAL COMMUNICATION FORMS AND PERCEPTION (Teaching Hours10)
Visual Communication: Definition, Scopes, Forms, Purposes. Visual Process – Visual Elements: Color, Form, Depth and Movement. Sensual theory (Gestalt Theory and Constructivism Theory) and Perceptual Theories (Semiotics Theory and Cognitive Theory) of Visual Communication.

UNIT V: COMMUNICATION IN DIGITAL ERA **(Teaching Hours: 8)**

Challenges in Visual Communication: Transition from Analogue to Digital communications –ICT and Communication- Role of Internet in Communication - Emerging trends in communication.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Details the meaning, functions and types of communication.	K1 K2
CO2	Develop insights and in-depth explains the communication process.	K1 K2
CO3	To introduce to different types of media for communication	K1 K2
CO4	To initiate the understanding of visual communication forms and perception through theories.	K1 K2
CO5	To develop the skills of using technology to communicate effectively in various settings and contexts.	K1 K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Mass Communication in India	Keval J Kumar	Jaico Books,	2007, Third Revised Edition
REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Culture and Communication –A world View	K.S.Sitaram	McGraw Hill	1995
2	Communication Studies – an introductory reader	John Corner, Jeremy Hawthorm,	E. Arnold	1993, Fourth Edition
3	Dynamics of Mass Communication– Media in the Digital Age	Joseph R. Dominick	Mc Graw Hill	2008, Tenth Edition.
4	Media Semiotics – An Introduction	Jonathan Bignell	Manchester University press, New York	2002
5	The Dynamics of Mass Communication	Joseph R Dominick	Tata Mcgraw Hills	2006, Paperback edition
6	Text Book of Mass Communication and Media	Uma Joshi	Anmol Publications	2005
7	Visual Communication	Arun Bhatia	Rajat publications New Delhi	2005
8	Visual Communication: Messages with images	Paul Martin Lester	Thomas Wadsworth publication	Third Edition

Pedagogy: Lectures, PPT Presentations , Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIRST	20111B	CORE : WRITING FOR MEDIA	3	Theory	-	100

Objective of the Course:
This paper provides the student with a perspective of the fundamentals of editing and proof reading skills.To enable the students to understand the principles and elements of writing.

UNIT I: NEWS: CONCEPT, ELEMENTS AND VALUES (Teaching Hours: 10)
Writing: Definition and Techniques. Types of writing: Narrative, Descriptive, Persuasive, Informative, Argumentative, Explorative & Interpretative. Effective writing – principles and methods –Meaning and importance of language – Word choice - Word difference. Creative writing - principles and practice. Technical writing: Significance – Structure and Style.

UNIT II: STYLE AND TYES OF LEAD (Teaching Hours 12)
Writing for print media - Principles and methods - Definition of news – News Values, News Writing –Inverted pyramid style- Lead, Types of lead, Headlines, types of headlines Attribution, Basics of editing – Proof reading symbols – Assignments and Practical exercises.

UNIT III: REPORTING (Teaching Hours 10)
Writing for Radio - Characteristics - Treatment of News for Radio, News features, Docudramas- Interviewing techniques for radio - Radio Language - Editing for radio. Assignments and Practical exercises.

UNIT IV: EDITING (Teaching Hours 10)
Television writing - Characteristics - Principles and methods of script writing - News – features - Interviews - Techniques of narration – Writing to picture - Assignments and Practical exercises.

UNIT V: PRESS RELEASE AND REWRITING SPEECHES (Teaching Hours 10)
Writing for advertising - Characteristics - Copy writing – writing for print media, Preparing Radio & TV commercials, PR - Writing - Press release, Rewriting speeches - Assignment and Practical exercises.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To gain information and knowledge on basics of writing.	K1 k2
CO2	To introduce writing principles and methods of print media.	K1 k2k3 k4
CO3	To develop on the content for radio and to educate and entertain its listeners.	K2 k3
CO4	To develop on the content for television and details on narration techniques and writing to picture	K2 k3 k4
CO5	To widen the required industrial skill for advertising and public relations content creation	K2 k3 k5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Writing for media	Usha Raman	Oxford university press	2009
2	News Reporting & Editing	K. M. Srivastava	Sterling publishers pvt ltd	2012, 1st Edition
3	Professional Journalism	M.V kamath	Vikas Publication House Pvt Ltd	1st January 2018
4	Mass Communication in India	Keval.j.kumar	Jaico Publishers	4th Edition (4 February 2013)
5	Mass Communication Principles and Concepts	Seema Hasan	CBS publishers	2nd Edition (30 september 2020)

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	News Editing	Bruce Westley	CENGAGE Learning	6 Sub edition (December 2, 1996)
2	Newsman English	Harold Evans,	Butterworth-Heinemann Ltd;	New edition (31 Dec.1986).
4	Professional Journalism	M.V. Kamath,	Vikas Publication House Pvt Ltd	1 January 2018
5	Journalism in Modern India	R E Welseley.	Asia Publishing House	1 Jan. 1964 (2nd Revised Edition
6	Effective English Usage	William Strunk,	Macmillan publishers	1918
7	Effective writing	Robert Gunning,	Industrial Education Institute	(1962)

Pedagogy: Lectures, PPT Presentations , Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY%
FIRST	20111P	CORE : VISUAL ARTS (PRACTICALS - I)	4	PRACTICAL	-	100

Objective of the subject:

To make the students understand the importance of art and it's part in communication media. Training the students to perform well in visual arts (drawing) which would help them to be more creative and aesthetic in this field.

UNIT I: ELEMENT OF DRAWING **(Teaching Hours 8)**

POINT LINE SHAPE VOLUME

1. Types of lines - (pencil)
2. Types of lines- (pen)
3. Types of lines- (brush)

Types of shapes - Geometrical and organic shapes-(positive and negative)

Triangle Square Circle

Applications of the shapes in different area.

4. Types of Triangles
5. Types of shapes
6. Movement of circle

Types of volumes

7. Liner volume
8. Planner volume
9. Solid.

UNIT II : LIGHTS AND SHADE AND COLOUR **(Teaching Hours 8)**

Colour wheel - Additive colours - Subtrative colours - Partitive colours

Colour – Value – Intensity – temperature – (native and application in various areas-painting – photos – logos – layouts – designs etc)

10. Light and Shade 0% to 100 %(pencil)
11. Light and Shade 0% to 100 %(Rotring pen)
12. Colour Intensity (Bright to Dull)
13. Colour Value (Light to Dark)
14. Colour Wheel (primary and secondary)
15. Colour Wheel (primary, secondary & tertiary)
16. 2D patterns (principle of light and shade)

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UNIT III: PERSPECTIVE **(Teaching Hours 8)**

17. One point perspective
18. Two point perspective
19. Three point perspective
20. One point perspective solid form
21. Two point perspective solid form
22. Three point perspective solid form

UNIT IV: TEXTURE IDENTIFYING AND CREATING TEXTURE USING THE ELEMENTS

(Teaching Hours 8)

23.Point
24.line
25.light and shade.

UNIT V: COMPOSITION **(Teaching Hours 8)**

Principle of composition – Balance – Rhythm – Movement – Contrast – etc.

26. Composition: Vertical format
27. Composition: Horizon format
28. Composition: Square format

UNIT VI: NATURE STUDY **(Teaching Hours 8)**

Study of landscape – Birds – Animals – Human.

29. Human form of standing figure
30. Portrait (child)
31. Portrait (young)
32. Portrait (aged)
33. Domestic Animals
34. Wild Animals
35. Birds+

UNIT VII: MODEL MAKING **(Teaching Hours 8)**

36. Creating 3d models using different materials.

UNIT VIII: TYPOGRAPHY LOGOS – ORIGIN – DEVELOPMENT – APPLICATION MODERNITY AND CULTURE **(Teaching Hours 8)**

37. Typography
38. Gohic
39. Serif
40. Sanserif
41. Old (Goudy)
42. Traditional (Baskerville)

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43. Modern (Bodony)
44. Creative Typography
45. Typograph in 2D shadow
46. Typograph in 3D shadow
47. Letters in one point perspective
48. Letters in two point perspective
49. Letters in three point perspective
50. Rendering
51. Illustration
52. International Logos (Institution / Organization / Industries)
53. National Logos (Institution / Organization / Industries)
54. Local logos (Institution / Organization / Industries)
55. Symbols

UNIT 9: ILLUSTRATION AND STORY BOARD **(Teaching Hours 10)**

56. Caricature
57. Cartoon (International personalities)
58. Cartoon (National personalities)
59. Cartoon (State personalities)
60. Scale Drawing
61. Representation of ideas and thinking (story board)

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		EXTERNAL MARKS	
Record	20	Practical exercises (3x15)	45
(Completion of Exercises on time – 5;		Record	05
Creativity – 5 ;		Viva	10
Presentation (neatness) – 5			
Overall Performance – 5)			
Assignments	10		
Model Exam	05		
Attendance	05		
	---		----
	40		60
	---		----

(Internal 40 & External 60 marks)

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COURSE OUTCOMEMAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To make them to learn and practice Types of lines and shapes using pencil, pen and brush tools. To look into the relevance of lights and shade and colour. To give an overview on One point,two point and three point perspective and solid forms. To appraise the students on the knowledge about texture identifying and creating texture using the elements. To understand the Principle of composition Balance , Rhythm , Movement and Contrast. To make them to learn and draw the landscape, Birds , Animals, and Human. To have a glance and Creating 3d models using different materials. To give an overview typography Logos, origin development, application modernity and cultures. To make the students to learn illustration and story board caricature and cartoon.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	The complete guide to Drawing and painting	Gill W.Robert	Quantum publishing Ltd New Delhi	2006

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Year of Publications
1	Drawing Master Class	RON BOWEN	Leopard Books, London	1995
2	How to Paint Still Life	JOSE.M.PARRAMON	Watson Guptill Publications Newyork	1990
3	Sketch Book	MILIND MULICK	Jyotsna Prakashan, Pune	2004
4	The Thames and Hudson Manual of Rendering with Pen and Ink	ROBERT.W.GILL	Thames and Hudson Ltd., London,	1994
5	The Artist's Manual	Stansmih and Prof.Ten Holt	Grange Books, Lodon	1997
6	Sketching	Prathap Mulick	Jyotsna Prakashan, Pune	2004
7	Walt Stanchfield How To Draw Cartoons	Leo Brodie Zimmerman E-C Mathews	Frederick J Drake & co	1936

Pedagogy: Teaching /learning methods Making the students to draw by Lectures, PPT presentations, assignment and drawing on board by placing objects on perspective.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIRST	20111S	SKILL BASED SUBJECT: STREET THEATRE (PRACTICALS)	2	PRACTICAL	-	100

Objective of the Subject:
The main objective of the subject is to make the students understand the theatre and it's forms and perform accordingly for the current social needs.

Outline of the laboratory Programs: **(Teaching Hours 48)**

1. Guest Lectures and workshops on Street Play Therukoothu (Tamil Nadu), puppetry – any form by eminent people from the field.
2. Students will be trained on Puppetry and will enact the same for the following topics.

a. Water Scarcity
b. Dowry
c. Road Safety
d. Keep Your City Clean
e. Green City / Plant trees
f. Child Labour
g. Blood Donation
h. Aids Awareness
i. Women Empowerment
j. Illiteracy

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

Internal		**External**	
Presentation	20	Exercise (2*20)	40
Concept	05	Record	10
Assignments	05	Viva Voce	10
Record	05		
Attendance	05		
	---		----
	40		60
	---		----

(Internal 40 & External 60 marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To help the students on learning and practicing the workshops on Street Play Therukoothu puppetry any form by eminent people from the field. Students will be trained on Puppetry and will enact the same for the Water Scarcity Dowry, Road Safety, Keep Your City Clean, Green City / Plant trees , Child Labour, Blood Donation, Aids Awareness,Women Empowerment, Illiteracy.	K1 K2 K3 K4 K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3			1						3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	The Actor's Life A Survival Guide	Jenna Fischer	Andycat Productions Inc	2017
2.	Indian Theatre	Gupta Jyotirindra Das	Publisher: Gyan Publishing House	1st Edition
3	Modern Indian Theatre (English, Paperback, unknown)	unknown	Publisher: OUP India	Edited by nandhi baita

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Year of Publications
1	Child labor in city streets	Edward n. clopper, ph.d.	The macmillan company, Secretary of national child labor committee for mississippi valley New york	1913
2	The effectiveness of road safety education	Nina Dragutinovic & Divera Twis	SWOV Institute for Road Safety Research, The Netherlands	2006
3	The Image of the City	Kevin Lynch	The M.I.T. Press Massachusetts Institute of Technology Cambridge, Massachusetts, and London, England	1959

Pedagogy: Lectures, PPT Presentations , Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SECOND	20211A	CORE : MEDIA MANAGEMENT	3	THEORY	-	100

Objectives of the Subject

To make the students understand media management and to c to apply media management knowledge for development of an organisation.

UNIT I: INTRODUCTION TO NATURE AND SCOPE **(Teaching Hours: 10)**

Management science, objectives, scope and nature - Principles of media management and its significance - Departments and their functions

UNIT II: DIFFERENT MEDIA ORGANISATION **(Teaching Hours: 10)**

Media as an industry and profession - Media ownership structures in India: Sole proprietorship, partnership, private limited company, public limited companies, trusts, cooperatives, religious institutions, franchises Organization structures of different media organizations (public as well as private ownerships).

UNIT III: FUNCTIONS IN MEDIA ORGANISATION **(Teaching Hours: 10)**

Functions in media organization: Organizing – Leading – Communicating - Coordinating and Controlling – Planning – Scheduling – Budgeting – Production - Monitoring – Distribution – Documentation.

UNIT IV: MEDIA ADVANTAGES AND DISADVANTAGES **(Teaching Hours: 10)**

Media management for advertising - Unique features of print media advertising - Advertising in print media - Advertising in television and film - Selecting the appropriate media - Television advertising advantages and disadvantages.

UNIT V: SOCIAL MEDIA **(Teaching Hours: 10)**

Social Media Marketing – Blogging for Business - Copywriting for the Web – Face book and Twitter management - Going Viral with Social Media - Politics and Social Media – Measuring ROI.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To enable the students to understand the Ability to Facilitate management science an d principles of management.	K1 K2
CO2	To understand the process of Ability to use and evaluate best practices and tools to design and develop dynamic, rich-media content.	K1 K2
CO3	To give an overview of the structure of an Ability to Coordinate the development, budgeting, planning and professional presentation in media.	K1 K2 K3
CO4	To give an Ability to apply media management knowledge for advertising.	K1 K2
CO5	To introduce students about social media marketing.	K1 K2 K3 K5

Note: ***K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.***

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Media Management	Singhal, M	Random Publication	2014
2	Newspaper Management in India	Gulab Kothari	Intercultural Open University	1995
3	Media Ownership	Gillian Doyle	Sage publication	2002
4	The Indian Media Business	Vanita Kohli	Sage publication	2013

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Media planning and buying, Principles and practices in the Indian context	Arpita menon	Tata McGraw Hill	2010
2	Indian Media Business	Vanita Kohli Khandekar	Sage Publications	2010
3	Media Planning Workbook	Jack Z.Sissors, Roger B.Baron	Tata McGraw Hill Publishers	2001
4	Media Planning: A Practical Guide	Jim Surmanek	McGraw-Hill	1 January 2001
5	The Social Media Handbook, Principles and practices	Nancy Flinn	Wiley – India Edition	2012

Pedagogy: Lectures, PPT Presentations , Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SECOND	20211B	CORE : ADVERTISING	3	Theory	-	100

Objective of the Subject:

To enable students to gain knowledge in advertising its functions and scope in national and global level. To give them an insight into types of advertising, advertising and marketing, different types of advertising agencies, agency and its role, advertising campaign, culture and ethics in advertising.

UNIT I: TYPES OF ADVERTISING **(Teaching Hours 10)**

Advertising-Definition,importance, scope, role and functions of advertising - advertising pyramid - Types of advertising — Classification of advertisement – purpose, media used, geographic area and target audience. Structure of advertising agency – Types of advertising agency – Full service agencies – Creative boutiques – Media services – Functions of an advertising agency.

UNIT II: CREATIVE PROCESS **(Teaching Hours 10)**

Creative Process: Orientation, Preparation, Analysis, Ideation, Incubation, Synthesis and Evaluation.Visualizing and production - Hard thinking, soft thinking, convergent thinking, divergent thinking and brain storming.Design principles - Balance, Sequence, proportion, unity, emphasis - Layout – Art Creative brief – Copy department – Copy platform -Ad campaigns - T plan.

UNIT III: ADVERTISING AND MARKETING **(Teaching Hours 10)**

Advertising and marketing – Advertising in marketing context – Marketing mix- Marketing tools, product Life Cycle curve, SWOT analysis – Marketing plan.IMC and its relevance. Advertising and marketing models – AIDA model and HOE model.

UNIT IV: ADVERTISING PLANNING **(Teaching Hours 10)**

Advertising planning – advertising objectives – positioning – brand image and brand personality. Creative strategy, message strategy, media strategy, advertising budget, implementation and evaluation – DAGMAR approach.

UNIT V : ADVERTISING TYCOONS **(Teaching Hours 10)**

Broad societal and cultural implications of advertising. Advertising and society: Culture and advertising – Ethical issues in advertising – Rules and regulations. Well known case studies- Advertising tycoons in India.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To introduce the role and functions of advertising.	K1 K2 K3 K4 K5
CO2	To familiarize the students about Creative Process on soft thinking and hard thinking.	K2 K3 K4 K5
CO3	To enable the students to apply the advertising Marketing tools.	K2 K4 K5
CO4	To help the students to understand the Advertising planning and positioning brand image.	K2 K3 K5
CO5	To give a knowledge about society, Culture and advertising.	K2 K4 K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Advertising and Promotion	George E Belch	Tata McGraw Hill company Ltd	First Edition ,(2010).
2	Advertising Management	Rajeev Batra	Jain Books, New Delhi	First Edition , 2009

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Advertising Procedure	Otto Kleppner, J.Thomas Resuell	Prentice hall	1993
2	Advertising and media planning	Jack z scissors	NTC books	1995
3	Advertising principles and practices	William wells	Prentice hall	1995
4	Advertising manager	David A. Aker, John G. Myer.	Prentice hall	1987
5	Contemporary Advertising	William F. Arens, Richard D. Irwin	Irwin Mc Grawhill	1994
6	Fundamentals of advertising	John Wilmshurst	Routledge	31 March 2017
7	Marketing management	Philip T Kotler	Pearson	8 February 2011
8	Corporate Advertising	Thomas F garbett	McGraw Hill higher Education	1 Mrach 1981
9	The advertising principles and practices	William wells	A Simon and Schutter Company	1992

Pedagogy: Lectures, PPT Presentations , Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SECOND	20211P	CORE : INTRODUCTION TO VISUAL DESIGN (PRACTICALS -II)	4	PRACTICAL	-	100

Objective of the subject: **(Teaching Hours 75)**

To expose the students in visual designing by assigning them some basic exercises and to introduce them the basic pre - production process in advertising like layouts, colour composition and expression of ideas.

List of Exercises:

1. Creative Text
2. Creative Characters
3. Creative different facial Expressions
4. Colours and Expressions
5. Idea Visualization (Verbal, Visual, Thematic combination)
6. Character Walk Cycle
7. Concept Art
8. Sequence
9. Create a Comic Book
10. Create Advertisements Awareness Concept
11. Create a Comic Character
12. Copy Platform
13. New Concepts for existing products
14. Create Advertisements using spray paints
15. Compose advertisements with collage

INTERNAL		**EXTERNAL**	
Record (neatness – 2; completion of exercises – 05; creativity – 5 Overall performance - 3)	15	Exercises (3x15)	45
		Record	05
		Viva Voce	10
Assignments	15		
Model Exam	05		
Attendance	05		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOMEMAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To make them to learn and practice Creative Text and Creative Characters, Creative different facial Expressions and Colours and Expressions, an overview on Idea Visualization (Verbal, Visual, Thematic combination), Character Walk Cycle and Concept Art, the Principle of Sequence and Create a Comic Book, to learn and draw to Create Advertisements Awareness Concept and Create a Comic Character, a glance on Copy Platform and New Concepts for existing products,an overview to Create advertisements using spray paints, the students to learn Compose advertisements with collage.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

COURSE OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Visual Communication Design: An Introduction to Design Concepts in Everyday Experience	Meredith Davis (Author), Jamer Hunt	Bloomsburry visual arts	Kindle Edition
2.	Logo Design Love	David Airley	Peachpit Press	Second edition 20 August 2014

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Year of Publications
1	The Visual Experience	Jack Hobbs & amp	Richard Salome Publisher - Davis Publication	1987
2	Design Manuals	Shirl Brainard	Prentice-Hall	1998
3	The Creative Connection – Advertising Copywriting and Idea Visualization	Winter,Arthur A.	Fairchilds Books	1 June 1981
4	Winters	Shirley.F.Milton	Fair Child publications	1989

Pedagogy: Lectures, Drawing and Assignments will be the Teaching and Learning Methods Adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SECOND	20211S	SKILL BASED SUBJECT : ADVERTISING CAMPAIGN (PRACTICALS)	2	PRACTICAL	-	100

Objective of the subject:
To impart students with hands on expertise in a simulated,Advertising Agency environment. The training shall encompass – working on real or imaginary Clients / brands / accounts.

Outline of the laboratory Programs:

The process involves – group exercises in **(Teaching Hours 35)**

I Research
(i) Secondary Research apropos brand / client.
(ii) Preparing a prospective client database.
(iii) Analyzing the strengths & weakness of the client / competitors.

II Client servicing / Account Management
Client Relationship.
Getting acquainted with the client's needs.
Suggesting remedial measures (to client)
Briefying creative department of about particular campaigns.

III Creative – Concept Development
Print – Advertising Copy
Visualization
Advertising layout
Campaigns and single
Advertisements
Audio visual advertisements
Outdoor Advertising
Areas
i) Environmental protection
ii) Anti-smoking / drug – addiction
iii) Digital Divide

IV Media Planning
Planning, Strategy
Scheduling
Newspapers Magazines, Satellite Television, Internet, Allied Media.

V Final Output
i) Dummy Magazines / Newspaper Advertisements
ii) Seminar presentation.

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PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		EXTERNAL MARKS	
Production techniques (Designing, Concept, Overall Appearance)	15	Exercises (I, II, III)	45
		Record	05
Assignments (Content and Reference Completion on time)	10	Viva	10
Model Exam	05		
Record	05		
Attendance	05		
	---		----
	40		60
	---		----

(Internal 40 & External 60 marks)

COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To make the students to lerarn on Preparing a prospective client database.	K1 K2 K3 K4 K5
	To familiarize the students about Creative Process on Suggesting remedial measures (to client)and Briefying creative department of about particular campaigns.	K2 K3 K4 K5
	To enable the students to learn and write on Advertising layout Campaigns and single Advertisements and Audio visual advertisements.	K2 K4 K5
	To help the students to understand the Planning, Strategy Scheduling the Newspapers Magazines, Satellite Television, Internet, Allied Media.	K2 K3 K5
	To gain knowledge on preparing Dummy Magazines / Newspaper Advertisements.	K2 K4 K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1									1
	1				3		3			1
	1	2	3					2		1
	1	2	3					2		1
	1	2	1					2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	The Advertising Effect	Adam Ferrier, Jennifer Fleming	Oxford university Press	2014
2.	Advertising Campaign Design	Robyn Blakeman	M.E. Sharpe	2011
3	The Advertising Concept Book: Think Now, Design Later	Pete Barry	Thames and hudson	3rd edition July 26, 2016

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Year of Publications
1	Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan	Jim Avery	Melvin & Leigh	2015 (5th Edition)
2	Advertising for Dummies	Gray R. Dahl	For Dummies	2007

Pedagogy: Lectures, PPT Presentation, Assignments and Group discussion will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SECOND	20211Q	SKILL BASED SUBJECT : MEDIA ANALYSIS (PRACTICALS)	3	PRACTICAL	-	100

Objective of the subject:

This project work imparts the students with firsthand knowledge and experience of print and television media news and content analysis. The project focuses on special issues and features such as sports, social issues, politics, and contemporary trends.

Outline of the laboratory Programs: **(Teaching Hours 25)**

A Comparative Analysis of the Contents of the Newspaper and Television should be critically evaluated on the following basis:-

1. Political News (News Coverage – Ruling and Opposition parties in the centre).

2. Opinion story (Editorial policy, public opinion about articles).

3. Sports (Cricket/Football – Recent matches – Coverage Analysis. Tennis Grand Slam Tournament analysis).

4. Human Interest (Social Issues - Child Labour, Dowry, Female Feticide, Illiteracy, and

Drug Addiction/ Eradication (For 2 issues only).

5. Entertainment (Cinema, Media, etc.).

6. Advertisements (Ratio of advertisement to news).

7. Comparative Analysis of Television news with Print news.

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		EXTERNAL MARKS	
Record	05	Exercises	30
Political news analysis	05	Record	10
Opinion story	05	Viva	20
Sports news analysis	05		
Human Interest analysis	05		
	---		----
	40		60
	---		----

(Internal 40 & External 60 marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To make the students to lerarn on Political News Coverage of Ruling and Opposition parties in the centre and Opinion story on Editorial policy, public opinion about articles. Familiarize the students about Creative Process on Sports about Cricket/Football , Recent matches , Coverage Analysis and about Tennis Grand Slam Tournament analysis. The students to learn and write on analysis of the Human Interest stories such as Social Issues , Child Labour, Dowry, Female Feticide, Illiteracy, and Drug Addiction/ Eradication only For 2 issues.The students to understand the Entertainment on Cinema, Media and Advertisements Ratio. Comparative Analysis of Television news with Print news.	K1 K2 K3 K4 K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	1		3					

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Manufacturing Consent: The Political Economy of the Mass Media	Edward S. Herman	Pantheon	(first published 1988) Reprint edition, 2002
2.	The Postcolonial Jane Austen (Postcolonial Literatures)	Rajeswari Sunder Rajan	Kindle Edition Published	(first published May 7th 2004)

REFERENCE BOOKS				
S.No	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Writing and Reporting the News as a Story	Robert Lloyd, Glenn Guzzo	Pearson	8 February 2008 (1st edition)
2	Advertisement in Print Media	Kaptans	Book Enclave	2013

Pedagogy: Lectures, PPT Presentation, Assignments and Group discussion will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
THIRD	20311A	CORE: COMMUNICATION THEORIES	3	THEORY	-	100%

Objectives of the Subject: To acquaint students with the fundamental theories of Communication.

UNIT I: INTRODUCTION TO THEORY **(Teaching Hours 10)**
Introduction to Theory. What is a Theory? What is a Model? Importance of Communication Theories and Models. Basic Models of Communication. Linear and Circular Models of Communication.

UNIT II: THEORIES OF INTERPERSONAL **(Teaching Hours 14)**
Theories of Interpersonal, Communication.-Self Disclosure, Social Penetration Theory, Uncertainty Reduction Theory, Relational Dialectics. Basic Theories of Computer Mediated Communication.

UNIT III: THEORIES OF MASS MEDIA **(Teaching Hours 14)**
Theories of Mass Media – The Magic Bullet Theory, Theories of Propaganda and Persuasion, Four Theories of the Press , Theories of Agenda Setting and Gate Keeping Westley-Mc Clean , White and other theories. Two Step Flow Theory and limited effects paradigm.

UNIT IV: MEDIA AUDIENCES AND EFFECTS **(Teaching Hours 10)**
Media Audiences and Effects – Uses and Gratification –Gerbner's Model and Theory of Cultivation Analysis, , Catharsis Effect, Desensitisization, Narcotic Effect .

UNIT V: SOCIETAL AND CULTURAL THEORY **(Teaching Hours 12)**
Societal and Cultural Theory -Social Learning Theory- Media as a Socializing Agent, Cognitive Dissonance Theory, Symbolic Interactionism, Developmental Communication Theory.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Theory Students learn about the history and evolution of Communication theory	K2 & K3
CO2	Theories of Interpersonal Students understand the nature and function of communication theory	K2 & K3
CO3	Theories of Mass Media Students understand and relate the importance of communication theory	K2, K3 & K4
CO4	Media Audiences and Effects Gain knowledge of mass communication theory, specifically the theories related to persuasion and the organization	K3 & K4
CO5	Societal and Cultural Theory Be familiar with the basic theories in the various areas of study within the communication discipline	K3, K4 &K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Fundamentals of Communication Systems	J.G.Proakis, M.Salehi	Pearson Education	2006
2	Digital Communications	S. Haykin	John Wiley	2005

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Communication Theories in Action	Wood	Cengage Learning	2003 Third Edition
2	Human Communication	De Vito Allyn and Bacon		2007 Edition
3	Mass Communication Theory	Mc Quail's	Sage Publications	2002
4	Reader in Mass Communication Theory	Mc Quail's	Thousand Oaks	2005
5	Mass Communication Theory	Baron and Davis Thomson and Wadsworth	Wadsworth	(1999) Second Edition
6	Human Communication	Watson Mac	Millan Press	2004

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
THIRD	20311B	CORE: GENDER AND MEDIA	3	THEORY	_	100%

The Objective of this course is:

To introduce to the evolution of communication and the emergence of different Mass media in our society.

To sensitize the students on the presentation of gender in different media and develop a critical thinking.

To enable the students to create alternative media with the gender perspective.

Unit I: INTRODUCTION **(Teaching Hours 12)**

Definition of gender, difference between sex and gender- Types of media and their Characteristics: traditional, theatre, folk media, print, electronic, audio, video and New Media.

Unit II: FEMINIST COMMUNICATION THEORIES **(Teaching Hours 10)**

The Structuralist Paradigm-Muted Group Theory-Standpoint Theory- Feminist Theory- Transgender and Cyborg theories.

Unit III: GENDER STEREOTYPING IN MEDIA **(Teaching Hours 10)**

Gender stereo typing in Media -Portrayal of Gender in Print Media-Portrayal of Gender in Audio Visual Media-Radio Programmes- Television-Gender Presentation in Serials / Reality Shows / Talk Shows / Game Shows / Advertisements / Comedy / News –TV Culture.

Unit IV: GENDER AND FILM **(Teaching Hours 12)**

Films -Gender construct through the history of cinema -Hero Vs Heroine Centric-Representation and Gender Stereotyping-Commercialization and Objectification –Censor Board –Film Appreciation.

Unit V: GENDER AND ALTERNATIVE MEDIA **(Teaching Hours 10)**

Gender in Mass media-Need for Alternative Media – case studies related to women representation in the media (Producing Commercials, Documentaries and Short films related to Women issues). Assignment mark to be evaluated for Continuous Assignment (CA) based on students work.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Introduction To introduce the student to the types of media and sensitize their perception of gender.	K2,K1
CO2	Feminist Communication Theories To appraise the students to the different feminist communication theories.	K2,K3
CO3	Gender Stereotyping in Media To give an overviews of the portrayed of gender in the different media, in various genres of programs.	K3,K4,K5
CO4	Gender and Film To enable the students to understand the representation of women in films.	K3, K4,K5
CO5	Gender and Alternative Media To critically analyze the gender representation and help them develop a positive approach to the concept of gender portrayal.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Gender Communication; Theories and Analysis	Charlotte Krolokke, Anne Scott Sorensen	Sage Publication	(2006)
2	Communication and Mass Communication in India,	J.V. Vilainilam,	New Delhi: Publishing Corporation	(2004)
3	Visual Media Communication	Pradeep Mandav,	New Delhi: Authors Press	(2005)
4	Print Media and Electronic Media: Implications for the Future	Jitendra Kumar Sharma	New Delhi: Authors Press	(2005)
5	Women and Media: Challenging Feminist Discourse	Kiran Prasad	NewDelhi,The women Press	(2005)
6	Embodying Gender	Alexandra Howson	Sage Publication	(2005)
7	Gender Relations and Cultural Ideology in Indian Cinema	Indubala Singh,	New Delhi : Deep & Deep Publication. (RGNIYD Department	(2007)
8	The Beauty Myth	Naomi Wolf	London: Vintage Books.	(1991)
9	Television & Social Change in Rural India	Kirk Johnson	New Delhi: Sage Publication	(2000)
10	Media and Society; A critical Perspective	Arthur Asa Berger	USA: Rowman& Little field Publishers	(2003)
REFERENCE BOOKS				
1	The Sage Handbook of Media Studies	John D.H. Downing	New Delhi: Sage Publication,	(2004)
2	The Sage Hand book of Gender and Communication	Bonnie J. Bow, Julia T. Wood	New Delhi: Sage Publication	(2006)
3	Women and Media: Changing Roles, Struggle and impact,	Pooja Kataria,	New Delhi: Regal Publications	(2007)

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4	Media Communication: An introduction to Theory and Process	James Watson	New York: Palgrave McMillan	(2003) Second Edition
5	Communicating Gender Diversity: A critical Approach	Victoria Pruin De Francisco, Catherine Helen Palczewski,	New Delhi: Sage Publication	2007
6	Media and Society	JitenderaSingh,	New Delhi; Sumit Enterprises.	(2005)
7	Women in Mass Communication	Pamela J. Creedon& Judith Cramer	New Delhi:Sage Publication	(2007) (Third Edition)
8	Gender, Race and Class in Media	Dines, Gain And Jean M. Humez.	Sage	1994.

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURS CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
THIRD	20311C	CORE: INTEGRATED MARKETING COMMUNICATION	3	THEORY	-	100%

Objective of the Subject:
To orient students towards the new marketing scenario and theoretical approaches towards Marketing Communication.

UNIT I: INTRODUCTION TO IMC **(Teaching Hours 10)**
IMC - Tools of IMC (Promotion Mix) - Communication process and IMC - The emergence and relevance of IMC - The IMC golden triangle - Establishing objectives & budgeting for IMC.

UNIT II: MODELS OF CONSUMER BEHAVIOR **(Teaching Hours 10)**
Consumer Behavior - The Black Box Model of Consumer Behavior - Understanding Consumer Needs - Maslow's theory of Hierarchy of Needs - AIDA Model, Think-Feel-Do-model, ELM-Elaboration likelihood model.

UNIT III: CONSUMER RESEARCH **(Teaching Hours 10)**
Consumer Research - Audience Research - Identifying Target Audiences - Situational Analysis-SWOT Niche Marketing, Agency - Client Relationship - Developing and Implementing media strategies– T-plan - Evaluation and follow-up.

UNIT IV: PR PROCESS IN RESEARCH **(Teaching Hours 10)**
Direct Marketing: Strategies and evaluation - Sales promotion: Consumer oriented sales promotion - Trade oriented sales promotion - Public Relations: Role of PR - PR process - Measuring the effectiveness of PR - Personal selling: Role of personal selling and measuring Effectiveness; CRM & Brand management.

UNIT V: EVOLUTION OF MEDIA **(Teaching Hours 10)**
Evaluation of media: Magazines – Newspapers - Traditional support media & Non-traditional support media - Internet media – Contemporary case studies - student project

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Introduction of IMC To introduce the concept of IMC snd understand the fundamentals of IMC	K2, K4
CO2	Models of Consumer Behavior To enable the students to understand the consumer behavior patterns through various models and theories	K2, K3, K4
CO3	Consumer Research To enhance the students to develop strategies relevant to the marketing environment and to analyze audiences.	K2, K3, K4,K5
CO4	Pr Process in Research To develop analytical skills to apply PR activities sales promotion and direct marketing activities for better marketing communication.	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Strategic Integrated Marketing Communication: Theory and Practice	Larry Percy	Butterworth Heinemann	2008 Paperback Edition
2	Introduction to Advertising and IMC	Duncan Tom	Mc Graw Hills	2004
3	Integrated Marketing Communication	Dr. Niraj Kumar	Himalaya Publication,	2009, Ist Edition

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Integrated Marketing Communication: Concepts and Cases	Gopalakrishnan P.S	ICFAI	
2	Strategic Integrated Marketing Communication: Theory and Practice	Larry Percy	Butterworth Heinemann	2008 Paperback Edition.
3	Integrated Marketing Communication	Dr. Niraj Kumar,	Himalaya	2009, First Edition
4	Advertising and promotion An IMC	Perspective Belch and Belch	Tata Mc Graw	2005
5	Introduction to Advertising and IMC	Duncan Tom	Mc. Graw Hills	2004

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
THIRD	20311D	ALLIED: COMPUTERS IN COMMUNICATION MEDIA	3	THEORY	-	100%

Objective of the Subject:
To enable the students to gain knowledge in computer application, internet services, multimedia, websites, content planning for websites, design fundamentals and basics of animation.

UNIT I: BASIC COMPUTER AND INTERNET **(Teaching Hours 10)**
Introduction to Computers - Hardware and software - Basics of digital computers –The internet - concepts-an overview - evolution of internet – structure/architecture -protocols, browsers - search engines – features - types of internet connections - internet services – email - newsgroups.

UNIT II: MS OFFICE SUITE AND VECTOR SOFTWARE **(Teaching Hours 10)**
Desktop publishing –Small Business suites and its applications: MS Word- features – MS PowerPoint-features-Image manipulation and vector designing softwares-Adobe Photoshop and Illustrator-Pagination softwares- Adobe Indesign and CorelDraw.

UNIT III: INTRODUCTION TO MULTIMEDIA **(Teaching Hours 10)**
Multimedia: Definition - Multimedia Applications - Animation - Introduction to principles and methods of digital animation - Analysis of current techniques used in computer animation– Virtual Reality-Cell animation - Fundamentals of 2D animation-Application of 2D softwares, Adobe Flash– The fundamentals of 3D modelling and animation, 3D Applications.

UNIT IV: INTRODUCTION TO WEB DESIGN **(Teaching Hours 10)**
Web designing fundamentals-Elements of design-Factors in implementation-HTML-DHTML-Web authoring- Dreamweaver(IDE) - Applications and features-tools and functionalities.

UNIT V: TYPES OF WEBSITE **(Teaching Hours 10)**
Websites–features-portals-horizontal and vertical portals-content- corporate sites-commercial sites-functions-community websites-Content planning-analysis-objectives-defining content matter.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	BASIC COMPUTER AND INTERNET To enable students to understand basic of computer technology and internet	K2
CO2	MS OFFICE SUITE AND VECTOR SOFTWARE Describe the usage of computers software essential components in business.	K3, K4, K5
CO3	INTRODUCTION TO MULTIMEDIA It prepares students to use application software to solve business problems and increase efficiency in the workplace.	K1, K2
CO4	INTRODUCTION TO WEB DESIGN To develop skills in analyzing the usability of a web site.	K1, K2
CO5	TYPES OF WEBSITE Utilize and apply the technical, ethical and interpersonal skills needed to function in a cooperative environment.	K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Design Fundamentals: Notes on Visual Elements and Principles of Composition	Rose Gonnella, Christopher J. Navetta, Max Friedman	Peachpit Press	2015, 2nd edition
2	Peachpit Press David A. Lauer, Stephen Pentak	Design Basics	Wadsworth Cengage Learning.	Eighth edition, 2012

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REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Digital Animation Bible	George Avgerakis,	Tata McGraw Hill Edition	Tata McGraw Hill Edition
2	Internet Bible	IDG books	New Delhi	1998.
3	Internet for everyone	Leon et al,	Loon Techworld, Chennai	1998
4	MS Office 2000, for windows for Dummies	Wallace wang& Roger Parker	IDG Books	2000.
5	Coral Draw 7 for Dummies	Deke MC Celland,	IDG Books, New Delhi	1997.
6	Animation Writing and Development	Jean Ann Wright,	Focal Press Visual Effects and Animation Series	
7	Animators Guide to 2D Computer Animation	Avgeranis George	Focal press	2 January 2001
8	Multimedia - Making it work	Tay Vaughan	McGraw Hill,	1998.
9	Multimedia and CD Roms for Dummies	Deke McCelland,	IDG Books, New Delhi	1998.
10	Electronic Post Production & Video Tape Editing	Schneider, Arthur	Focal press	6 August 1989
11	Understanding Animation	Paul Wells, Routledge	London	1998.
12	Photoshop for Dummies	Peter Bauer	For Dummies	16 February 2018
13	Building a website	Tim Worsley, Orling Kindersley	Oxford University Press	2008.
14	Web Design fundamentals	Daniesel Gray	Dreamtech Press	2001.
15	How the internet works	Preston Gralla	Preston Gralla, paper back	1998millennium edition
16	Practical HTML – 4	Lee Anne Philips	Prentice hall	2003
17	Flash Action Script Sander	Bill Sanders	Coriolis publisher	2002

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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SCHOOL OF COMMUNICATION
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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
THIRD	20311P	ALLIED: COMPUTERS IN COMMUNICATION MEDIA (PRACTICALS – III)	3	PRACTICAL	-	100%

To enable the students to gain practical knowledge in this software: Adobe Photoshop, Illustrator, Dream Weaver, flash and Photoshop.

Outline of the laboratory programs: **(Teaching Hours 45)**

1. Classified Advertisement (5Nos.)
2. Classified Display B & W (1Col. X 20 cms)
3. Display (3 col X 20 cms, corner)
4. Magazine Display (vertical half page)
5. Magazine full page (multicolour A4 size)
6. Ear panels (2 N0s)
7. Strip Advertisement
8. Product Advertisement
9. Non – Product Advertisement
10. Industrial Advertisement
11. Public service Advertisement
12. Sales promotional ad with a tear off discount / free coupon
13. Design of handbills (2 Nos.)
14. Creating Table top calendar using CorelDraw
15. Designing Logos with Illustrator (2 Nos.).
16. Creating business cards using coral draw
17. Creating Danglers using coral draw
18. Creating Formal and Informal Advertisements
19. Designing Magazine Front Page
20. Designing Event Posters and Hoarding
21. Designing Two fold brochure using CorelDraw
22. Designing carton box using CorelDraw
23. Photo collage, photo manipulation,
24. Different types of animation in flash

Softwares Handled: Adobe Photoshop, Illustrator, Indesign, Flash, Dreamweaver, CorelDraw

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		EXTERNAL MARKS	
Production techniques (Designing, Concept, Overall Appearance)	15	Exercises (I, II, III)	45
		Record	05
Assignments (Content and Reference Completion on time)	10	Viva	10
Model Exam	05		
Record	05		
Attendance	05		
	---		----
	40		60
	---		----

(Internal 40 & External 60 marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Analyze, synthesize, and utilize design processes and strategy to solve communication problems.	K4 & K5
	An understanding of design history and theory	K2
	The ability to create and develop visual form in response to communication problems	K3 &K5
	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.	K3, K4 &K5
	An understanding of basic business practices, including the ability to organize design projects	K1, K3 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	2	2	2	3	3	3	3	3	3
	2	3	1	2	3	2	2	2	3	3
	2	3	2	3	3	2	3	1	3	3
	2	3	3	2	3	2	2	2	3	3
	2	2	2	2	3	3	1	1	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	PageMaker for Windows for Dummies	Deke Mc Celland	IDG Books	1998
2	Corel Draw for Dummies	Deke Mc Celland	IDG Books	1997
3	Teach Yourself Photoshop	Jennifer Alspach & Linda Richards	IDG Books, New Delhi	2000
REFERENCE BOOK				
1	Designing Effective Communications:- Creating Contexts for Clarity And Meaning	Jorge Frascara	Allworth Press.U.S.A	First edition, 2001

Pedagogy: Tutorials, Assignment and Group Discussion will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY%
THIRD	20311Q	SKILL BASED SUBJECT - SCRIPT WRITING	2	PRACTICAL	-	100%

Objective of the Subject:
To learn the various genres and techniques of script writing.
Outline of the laboratory programs:

- Terminology, Concepts, Themes & Loglines - Story board - Dramatic structure (3 acts / 4 acts) – Exercises.
- Beat Sheets, Treatments & Outlines – Approaches to Developing Character and Dialogue. Exercises
- Writing Scenes and Exposition - Teleplay Structure - Sitcoms & Hour Dramas Rewriting - Practical Exercise.
- Soap, Talk Shows, Music, Variety and Live Event scripts - Documentaries, Docu-dramas and Multi-media - Practical Exercise.
- Subplots, Pitches, Commercial Campaign Troubleshooting, Marketing, Screenplay Format and Conflict and - Practical Exercise. (Narration adoption from short story). **(Teaching hours 30)**

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		EXTERNAL MARKS	
Concept Development & Idea Generation	10	Record	10
Plot and story line	10	Viva Voce	20
		Exercice 2 x 15	30
Scene to scene presentation	10		
Attendance + Record	10		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To know about the basics of script writing.	K2, K4
	To learn the art of visualizing a written script.	K2, K3, K4
	To acquire knowledge on idea generation for creative writing.	K2, K3, K4,K5
	Students learn about the elements of script writing.	K2, K3, K4
	Students learn how to build a screenplay.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	2	2	3	3	1	1	3	3
	2	3	2	2	1	3	3	1	1	2
	2	1	2	3	2	3	2	2	1	1
	2	3	3	2	1	3	3	2	2	2
	2	1	3	3	2	2	2	1	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	The Complete Book of Scriptwriting	J Michael Straczynski,	Writer's Digest Books	2002
2	Secrets of Film Writing	Tom Lazarus Jun 2	St. Martin's Griffin, St. Martin's Press	2002
3	Introduction to Media production	Gorham Kindem, Robert B. Musburger	Taylor & Francis	2005
4	Writing the Short Film	Patricia Cooper and Ken Dancyger Taylor & Francis	Third Revised Edition	2012
5	Documentary Storytelling for Video and Filmmakers	Sheila Curran Bernard	CRC Press	2015
REFERENCE BOOK				
1	The Art of Dramatic Writing	LajosEgri	Trouchstone	15 February 1972
2	Screen writing for Narrative film and Television	William Miller	Virgin Books	19 May 1988
3	Film script writing	Dwight V. Swain	Routledge	24 August 1988
4	Aspects of the Novel	E.M. Forster	Rosetta Books	July 2010
5	Screenplay writing	Eugen vale	Grosset's Universal Library	1 January 1976

Pedagogy: Tutorials, Assignment and Group Discussion will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
THIRD	20311S	CORE: INTERNSHIP - VIVA-VOCE	4	PRACTICAL	-	100%

MARKS SPLIT UP

SUBJECT		MARKS
Print Media	By lines/Bytes/published articles/photographs	20
Broadcast Media	Jingle/commercials/television events	
Event Management / PR	No. of Events conducted	
Reference from Organization	(Detailed feedback from organization)	10
Report	(Daily/weekly detailed report	25
Attendance	Minimum 15 days = 10 marks Maximum 30 days = 15 marks One week = 5 marks	15
Time of Report Submission *		10
Viva-voce		20
	Total Marks	**100**

After Completion of the Internship, report should be submitted to the staff-in-charge within a month. For those who fail to submit within a month marks for submission will deteriorate in the following order:

1st deadline (within first 30 days) = 10 Marks
IInd deadline (After 30 days ; before 60 days) = 6 Marks
IIIrddeadline (After 60 days ; before 10 days of viva-voce) = 3 Marks

FORMAT OF THE REPORT

1. Declaration
2. Certificate
3. Acknowledgement
4. List of contents
5. Chapters about the organization
6. About the Nature of work
7. Dairy of Events
8. Experience (Students Experience)
9. Conclusion

FORMAT OF THE RECORD

1. Soft Bound Record
2. Minimum of 40 Pages
3. Contents = 12 Font size
4. Heading = 16 Font size, Bold, underlined

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basics of Industry	K2, K4
CO2	To apply the techniques in Professional industry	K2, K3, K4
CO3	To solve practical problems in the real life situations.	K2, K3, K4,K5
CO4	To gain knowledge of contemporary professional, societal and global issues..	K2, K3, K4
CO5	To understand the commitment to quality, timeliness, and continuous improvement	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411A	CORE: GRAPHIC PRODUCTION	3	THEORY	-	100%

UNIT I: HISTORY OF PRINTING **(Teaching Hours 11)**

History of Printing, an over view of printing and publishing industry in India. Fundamentals of Graphic reproduction processes: Type - Face - Body - Measurement - Unit system - Spacing. Type: Classification - Identification - Characteristics. Typography: Principles - Elements - Essentials for good typography.

UNIT II: TYPE COMPOSITION **(Teaching Hours 13)**

Type composition: Hot and Cold - its types. Photo typesetting - Desktop publishing. Art and Copy Preparation: Copy: Design - Designing elements and principles - Layout planning - Types of Layout - Markup of Copy. Art Preparation: Enlargements and Reductions - Cropping. Block making: Line block - Halftone block.

UNIT III: PRINTING PROCESS **(Teaching Hours 14)**

Printing Process: Relief Printing Process (Principles of relief printing process)- The Gravure Process (Plate making and printing) - Offset Litho Process (Plate making and printing) – Silk Screen printing Process (Stencil preparation and printing) - Flexography Process (Plate making and printing)

UNIT IV: COLOUR PRINITING PROCESS **(Teaching Hours 8)**

Colour printing processes: Primary and secondary colours- Colour scanning - Colour separation - Colour correction - Progressive proofs - Colour filters.

UNIT V: PRINT MANAGEMENT **(Teaching Hours 13)**

Print management - Printing press organization and structure - Different types of paper, ink, and plates,New technological development in printing process (3D Printing technology, zero ink printing technology, etc.,).

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	HISTORY OF PRINTING To understand the basic principles of traditional printing and evolutions of the discipline.	K1, K2, K3
CO2	TYPE COMPOSITION Students will learn printmaking technique with technical innovation	K1, K2
CO3	PRINTING PROCESS PROCESS To understand the concept of contemporary practices in intaglio, relief, lithography and screen print.	K1, K2, K4
CO4	COLOUR PRINITING To examine the process of colour system	K2, K4
CO5	PRINT MANAGEMENT To gain knowledge in print production technology and materials	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Handbook of Printing Processes	Deborah L. Stevenson GATF	Printing Industries Press	31 December 1994
2	Graphic Communication	Aruthur Turnbull	Sage publications	1999, First edition
	Newspaper design	N Y Harlod Evans	Sage publications	2000
	Designing Effective Communications			2001
	Creating Contexts for Clarity And Meaning	Jorge Frascara	Allworth Press.U.S.A	First Edition

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Handbook of advertising art production	Richard Schlemmer,	Prentice Hall.	1 June 1967
2	Graphics of Communication	Arthur Turnbull	Harcourt College Publications.	2nd Ed
3	Golden trends in printing technology	V.S. Krishnamurthy,	Sage publication	1996
4	Basic Typography	John Biggs, Faber,	London	1968
5	Contemporary newspaper design	Mario Garcia,	Prentice Hall College Div	3 Sub edition (January 1993).
6	Designing the total newspaper	Arnold Edmond,	Journalism Quarterly; Winter81, Vol. 58, Issue 4, p. 660-660, 3/4p.	Journalism Quarterly; Winter81, Vol. 58, Issue 4, p. 660-660, 3/4p.
7	Designing with type:	James Craig	Watson	3rd edition (February 1, 1992)
8	Printing & Practical introduction to Graphic Arts	Jackson Hartley	New York; McGraw-Hill	1957, 8 Vol., 286 pages].
9	Printing Technology SE	J. Michael Adams, Penny Ann Dolin,	Albany, NY : Delmar,	5th Edition.

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411B	CORE: NEW MEDIA STUDIES	3	THEORY	-	100%

Objectives of the Subject:
This paper shall acquaint the students with the technological, societal and theoretical aspects of the New Media. It shall integrate aspects of contemporary as well as traditional theories of Communication.

UNIT I: INTRODUCTION TO NEW MEDIA **(Teaching Hours 10)**
Introduction to New Media Technologies- Internet and Telecommunication, Computers, FM Radio, Satellite and Cable Television, E Journals and E Books. Features and Trends. Media Convergence, Virtual Communities.

UNIT II: USES OF SOCIAL MEDIA **(Teaching Hours 8)**
Technology Uses and functions– Interpersonal, Mediated Communication, Mass Communication, Organizational Communication, Information, Education, Entertainment, Synchronous and Asynchronous Communication. (Instant Messaging, Chat, Blogs, Email, SMS Games, Computer Games, Web Browsing.)

UNIT III: LEARNING THEORIES **(Teaching Hours 12)**
Information and Knowledge Society: Definition and characteristics.Information society: Daniel Bell. Regulation School Theory: Keynes. Network Society: Manuel Castells. Information & Democracy: Habermas. Information, Reflexivity and Surveillance - Information and Post Modernity: Anthony Giddens.

UNIT IV: Technological determinism **(Teaching Hours 10)**
Social and cultural effects of new media: Social Networking, Information Overloaded. Digital divide - Cultural alienation - New media impact on old media. Technological determinism.

UNIT V: NEW MEDIA ISSUES **(Teaching Hours 10)**
New media issues: Invasion of Privacy, Piracy, Cybercrimes - IT policies, Information Bill and Regulations.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to new media To understand the Introduction about new media	K1, K2
CO2	Uses of social media To teach how to use and uses of different Technologies	K2,K3 &K4
CO3	Learning theories To know about information and knowledge society and Theories using for new media	K1 , K4
CO4	Technological determinism To know social and cultural effects, social networking and Technological determinism	K1,K5
CO5	New media issues To learn New Media Issues , cybercrimes and IT policies	K1,K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	New Media Technology And Communication	Chaturvedi B. K.	Global Vision Publishing House	2010
2	Mass Communication and Journalism in India	Mehta.D.S	Allied Publishers Ltd, New Delhi	2001

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Theories of Information Society	Webster F Routledge	Press London	2002.
2	Understanding Media	Mc Luhan,	Powell Books	(1964 -1994).
3	The Language of New Media	Lev Manovich	MIT Press	2001 2nd Edition.
4	A Social History of the Media from Gutenberg to the Internet	Asa Briggs	Peter Burke Polity Press	2009 3rd Edition.
5	New Media Techonology - Cultural and Commercial Perspective	John v. Pavlik, Allyn	Bacon Publication.	21 November 1997

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURS CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411C	CORE: PHOTOGRAPHY	3	THEORY	-	100%

Objectives of the Subject:
To train the students about the different types of camera angles, shots, various techniques in photography.

UNIT I: INTRODUCTION TO PHOTOGRAPHY **(Teaching Hours 10)**
Language of photography: Communicating through photography - Visual literacy - Meaning of photographs - The photographer's vocabulary - Subject, Lighting: Key, Fill, Back - Perspective: Parallel, Linear, Ariel, - Composition.

UNIT II: BASICS OF PHOTOGRAPHY **(Teaching Hours 10)**
Equipment: Camera - Types - Popular formats - Lens - Types and functions - Film - Types and functions - Accessories.

UNIT III: PHOTO JOURNALISM **(Teaching Hours 10)**
Photo journalism - News values of pictures - Techniques of photo journalism - Photo feature - Photo essay -Photo journalism - Qualities & functions of photo journalist-introduction to Digital photography-Functions of digital camera-Role of Photoshop in photography.

UNIT IV: PHOTOGRAPHIC SUBJECT **(Teaching Hours 10)**
Photographing subjects: People & Still life- Portrait (Bust) - Full-length - Group objects Advertising photography - Types & purposes.

UNIT V: STUDIO EQUIPMENTS AND SETUPS **(Teaching Hours 10)**
Photography studio: printing photographs - Types of papers - Studio setup - Studio equipments. Filters –Types & purpose. Post production. Copyright in Photography.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to photography To learn about history and basics of photography	K2&K1
CO2	Basics of photography To know the basic of camera and it types	K3&K4
CO3	Photo journalism To learn about photo journalism	K5&K1
CO4	Photographic subject To learn about different type of portrait.	K1&K5
CO5	Studio equipments and setups. To know about the equipment and studio setup	K4&K1

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	The Handbook of Digital Photography	Hands Geoffrey	Silver Dale Book	2004

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Handbook of Photography	James Folts, Ronald P. Lovell, Jr. Fred Zwahlen	Delmar Cengage Learning	9 June 2005
2	Photography	Bruce Warren, Delmar Thomson Learning	Delmar Cengage Learning	6 August 2002 (2nd edition)
3	The photographer's practical handbook	Paul Harcourt Davies	F&W Publications	2005
4	Master Lighting Guide for Portrait Photographers	Christopher Grey	Amherst Media	1 May 2014
5	Photojournalism the Professionals' Approach	Kenneth Kobre	Focal Press	(Paperback - Feb. 19, 2008) Sixth Edition.

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURS CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411P	CORE: PHOTOGRAPHY (PRACTICALS – IV)	4	PRACTICAL	-	100%

Objectives of the Subject: To introduce the basic applications and functions of camera. And also to make them familiar with various techniques involved in photography.

Outline of the laboratory programs: **(Teaching Hours 45)**

1. Elements of photography (Composition & Subject).
2. Depth of field (3 Photographs).
3. Shutter speed (3 Photographs).
4. Perspective (4 Photographs).
5. Texture (2 Photographs).
6. Silhouette (2 Photographs).
7. Lighting (3 Photographs).
8. Photo features (2 Photographs).
9. Photo Essay (4 Photographs).
10. Fashion Photography (2 Photographs).
11. Architectural Photography (2 Photographs)
12. Industrial Photography (2 Photographs).
13. Still Photography (2 Photographs).
14. News photography (2 Photographs).
15. Food Photography (2 Photographs).
16. Nature (2 Photographs).
17. Sports (2 Photographs).
18. Candid (2 Photographs).
19. Wildlife (2 Photographs).
20. Product (2 Photographs).
21. B-setting (2 Photographs).
22. Macro (2 Photographs).
23. Colour correction (2 Photographs).
24. Travel (2 Photographs)
25. Colours (2 Photographs)
26. Street (2 Photographs)
27. Black & White (2 Photographs)
28. Light & Shade (2 Photographs)
29. Beautiful (2 Photographs)
30. Collage

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PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNALMARKS		EXTERNAL MARKS	
Photography album	20	Record & Viva	10
Model Exam	10	Album	10
Record	05	Practical Work	40
Attendance	05		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Students gain fundamental knowledge on basic photography.	K2&K1
	Students gain knowledge on different functions of a DSLR camera.	K3&K4
	Students learn about the different storage processes & digital processes in photography.	K5&K1
	Students gain knowledge on different types of lighting in photography.	K1&K5
	Students were thought about the composition, aesthetics & different types in photography	K4&K1

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	3	1	3	1	2	3	3	1
	2	2	2	2	3	2	2	2	2	2
	1	2	3	1	2	2	2	2	1	3
	3	3	2	2	2	2	1	3	2	2
	3	2	2	3	3	2	3	2	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Understanding Exposure: How to Shoot Great Photographs with Any Camera	Bryan Peterson	Amphoto Books	2010
2	Darkroom basics and beyond	Roger hicks &Francis schultz	Patterson	2000
3	The Art of Photography: An Approach to Personal Expression	Bruce Barnbaum	Rocky Nook	2010
4.	Pro Secrets to Dramatic Digital Photos	Jim Zuckerman	Pixiq	2010
5	The Digital Photography Book	Scott Kelby	Peachpit Press	2014

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Better Photo Basics: The Absolute Beginner's Guide to Taking Photos like a Pro	Jim Miotke	Amphoto Books	2010
2	New Introductory Photographic Course	John hedgecoe"s	Mitchell Beazley	1990
3	35mm Photographers Handbook	Julian Clader, John Garrelt	Pan Macmillan	1990
4	How to take great Photographs at Night	Richard New man	Collins Brown	2003
5	Photo-Journalism	Rotovision SA	Terry Hope	2001

Pedagogy: Lectures, Drawing and Assignments will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURS CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411U1	ELECTIVE I – MULTIMEDIA, 2D ANIMATIONS AND WEB GRAPHICS	3	THEORY	-	100%

Objective of the subject: The new syllabus is designed in such a way that students will understand the basic requirements, considerations and constrains that are involved in developing a 2D graphics or animation in Theory.

UNIT I: INTRODUCTION TO 2D ANIMATION **(Teaching hours 10)**

Introduction to 2D traditional animation - 2D animation principles - Animation techniques. (Anticipation, Action, Follow through, Staging and Compositing)

UNIT II: CONCEPTUALIZING THE ANIMATION **(Teaching hours 10)**

Conceptualizing the Animation - Story telling- Character development-Screenplay - Story board - Background - Introduction to anatomy - Character design - Character profiling - Special feature - Facial expression - Basic lip movements - Propositions and scale - Perspective theories.

UNIT III: SEQUENCES **(Teaching hours 10)**

Sequences - Scenes - Key frames - In betweens - Exposure sheet or Timeline - Camera techniques - Panning - Tucking - Zoom in Zoom out - Sound track - Lip sync and Background Score.

UNIT IV: INTERACTIVE 2D ANIMATIONS **(Teaching hours 10)**

Interactive animations for 2D games and web design: Design considerations for interactive 2D animation - Platforms - Spatial constrains - Memory constrains - File formats and constrains - Buttons - Rollovers - Multimedia and internet: Brief idea of internet and working - Tools for world wide web - Plug-ins and delivery vehicles - Designing for the WWW: Text - images - sound - animation and video for the WWW - Introduction to HTML and CSS.

UNIT V: MULTIMEDIA PROJECT **(Teaching hours 10)**

Assembling & delivering a Multimedia Project: Planning and costing a multimedia project. Designing and producing a multimedia product - Content and talent - Testing - Deploying a multimedia based product - Multimedia output media - CD ROM - DVD – BLUERAY.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to 2D animation Students understand the basic of 2D animation	K1, K2 & K3
CO2	Conceptualizing the Animation To enable the students to learn 2D animation technique	K3 & K4
CO3	Sequences To inculcate professional and ethical attitude at the workspace	K3 & K4
CO4	Interactive 2D Animations To apply the 2D technique in professional industry	K3, K4 & K5
CO5	Multimedia Project To develop understanding of technical aspect of multimedia system	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	2	3	2	2	2
CO2	3	2	2	3	3	2	3	2	2	2
CO3	3	3	2	2	2	2	3	3	2	2
CO4	3	3	2	3	3	3	2	3	2	2
CO5	3	3	2	3	3	3	2	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Multimedia: Making it Work (with CD),	Tay Vaughan	McGraw Hill Education	9 th Edition
2	Art Of Animation Drawing	Don Bluth	DH Press	First Edition, 2014
3	Dreamweaver CS6The Missing Manual	McFarland	Shroff/O'Reilly;	First edition, 2012

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cartoon Animation	Preston Blair	Foster Walter Publishing	1994, First Edition.
2	The Complete Animation Course	Chris Patmore	Thames and Hudson	2003, First Edition.
3	Digital Animation Bible, Creating professional animation with 3ds Max, Lightwave and Maya.	George Avgerakis	McGraw-Hill Education	16 November 2003

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411U2	ELECTIVE I: AN INTRODUCTION TO MEDIA DATABASES (Theory)	3	THEORY	-	100

Objective of the Course:
This subject would provide inputs on the fundamentals on Databases, Media Databases, Structures, Query Processing and a Case study for the Under graduate Students.

UNIT I: OVERVIEW OF DATABASE SYSTEMS **(Teaching hours: 10)**
Introduction: Database System Applications- Purpose of Database systems- View of Data – Database Languages – Database Architecture - Database Users and Administrator. Data Models: Types of Data Models

UNIT II: STRUCTURED QUERY LANGUAGE **(Teaching hours: 10)**
Structured Query Language: DDL commands - Create Table – Alter table – Drop Table. DML Commands – Insert records – Update a record – Delete a record.

UNIT III: MULTIMEDIA DATABASES AND META DATA **(Teaching hours: 10)**
Managing Multimedia Databases – An Introduction – Multimedia Data and Information Models – Data Modeling – Information Modeling – Meta data for Multimedia Databases – Meta data for text – Meta data for Image – Meta data for Audio – Meta data for Video data.

UNIT IV: MULTIMEDIA DB QUERY PROCESSING AND STORAGE METHODS
(Teaching hours: 10)
Multimedia Query Processing – Data Manipulation for Multimedia Databases – Data Manipulation functions – Query Processing – SQL for multimedia queries. Multimedia Storage Management: Access methods and Indexing – Storage methods.

UNIT V: CASE STUDY **(Teaching hours: 10)**
Case Study: tinyMediaManager – Installation – Minimum H/w and S/w requirements – Multi-OS functionality – Features - File formats – Import and Export methods- Command line support.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Aware and understand the fundamentals of Database Systems.	K1
CO2	Perceive the significance of Structured Query Language of a DB.	K1 & K2
CO3	Employ the concepts of different types Databases prospect to the Media Industry using Data and Meta Models.	K3
CO4	Explore and apply the Query Processing on Multimedia DB and various Storage methods.	K3 & K4
CO5	Competent to Deploy a Media DB associated with an Open Source and inquire the features.	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Database System Concepts	Henry F.Korth, Abraham Silberschatz, & S. Sudarshan,	Tata McGraw-Hill Publishing Company	2019, 7th Edition,
2	SQL The Complete Reference	James Groff	McGraw Hill Education	2017, 3rd Edition

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Introduction to Database Systems	CJ Date	Pearson Education	2006, 8th Edition
2	Managing and Mining Multimedia Databases	Bhavani Thulasingam	CRC Press LLC	2001, 1st Edition,
3	Database System Concepts	Henry F.Korth, Abraham Silberschatz, & S. Sudarshan,	Tata McGraw-Hill Publishing Company	2011, 6th Edition,

WEB REFERENCES	
S.No.	Title
1	http://www.tinymediamanager.org
2	https://github.com/tinyMediaManager/tinyMediaManager/wiki/Quick-Start-Guide

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411U3	ELECTIVE I: E-CONTENT DEVELOPMENT (Theory)	3	THEORY	-	100%

Objective of the subject:
To understand the basic concepts of e-learning. To understand the technology communication in e-learning. To know the teaching and learning processes in e-learning environment.

UNIT I: INTRODUCTION **(Teaching hours 10)**
E-LEARNING EVOLUTION: The role of technology in learning. E- Learning and distance learning. An overview of E-learning concepts and techniques - The importance of E- learning in knowledge management and organizational learning. Barriers to E-Learning - Roles and Responsibilities. E-learning softwares.

UNIT II: ECONTENT PRODUCTION **(Teaching hours 10)**
Definition of E-content, Designing of E-content, Structures, Modules, E-content Planning, Production Techniques, Softwares, Life Cycle of E-content, Content Management Systems, Templates, Standard Characteristics and, Delivery, Effectiveness of E-content, case studies, simulations, games, exercises, evaluation, SCORM Model, E-Publishing Processes -E-Author, E-Editing, E-Publishing.

UNIT III: MANAGEMENT & TEACHING LEARNING PROCESS **(Teaching hours 10)**
Content: Knowledge acquisition and creation, Sharing of knowledge, Utilization of knowledge – Knowledge Management in E-Learning. Interactions: Teacher-Student –Student-Content – Teacher-Content –-Content – Blended Learning – Cooperative Learning – Collaborative Learning – Multi Channel learning.

UNIT IV: E-LEARNING APPLICATIONS **(Teaching hours 10)**
E-Learning: Multimedia Learning, Technology-Enhanced Learning (TEL), Computer-Based Instruction (CBI), Computer-Based Training (CBT), Computer-Aided Instruction (CAI), Internet-Based Training (IBT), Web-Based Training (WBT), Online Education, Virtual Education.

UNIT V: DEVELOPMENT ISSUES **(Teaching hours 10)**
Assembling and Developing an E-Learning Project – Stages in Developing E-learning content – Applications of E-Learning Technology – Careers in E-Learning Technology - Advantages and Disadvantages of E-Learning Technology – E-Learning Output Formats.

COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

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Course Outcome	CO Statement	Knowledge level
CO1	E-learning concept and techniques To introduce students an insight into the concept of e-learning and its techniques.	K1, K2
CO2	E Content production and publication To impart students the knowledge of e-learning production and publishing process.	K2, K3, K4
CO3	E learning different techniques To develop the understanding of different e-learning methods and knowledge management.	K3, K4, K5
CO4	E-content various training and learning methods To understand the students e-learning application and its process.	K3,K4.K5
CO5	E-content development and carriers. To provide students with knowledge on e-learning development and issues.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Contemporary issues in curriculum	Ornstein, A.C., Pajak, E.F., and Ornstein, S.B.	Boston, Pearson	2015 & sixth edition
2	Connecting teachers, students and standards: Strategies for Success in Diverse and Inclusive Classroom	Voltz, D. L., Sims, M.J., & Nelson, B.	ASCD	2010
3	E learning fundamentals a practical guide	Diane Elkins & Desiree Pinder	American society for training and development	2015
4	E-learning Methodologies A Guide for Designing and Developing E-learning Courses	Beatrice Ghirardini	FAO, USA	2011

REFERENCE BOOKS				
S.No	Title	Author	Publishers	Publication Year & Edition
1	E-Learning:New Trends and Innovations	P.P.Singh, Sandhir Sharma, Deep	Deep Publications	2005 (Unit II, IV, V)
2	Michael Allen's Guide to E-Learning	Michael W. Allen	Wiley Publication	2002
3	Managing e-learning : design, delivery, implementation, and evaluation.	Khan, B.	Idea Group Inc	(2005)
4	Simulations and the Future of Learning : An Innovative (and Perhaps Revolutionary) Approach to e-Learning	Aldrich, C.	San Francisco : Pfeiffer	(2004)

Pedagogy: Lectures, PPT Presentations, Seminars, Assignments and Group Discussions will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411Q1	ELECTIVE I - MULTIMEDIA, 2D ANIMATIONS AND WEB GRAPHICS (PRACTICALS)	4	PRACTICAL		100%

Objective of the subject: To understand multimedia and web, 2D animation process and its uses. It also helps the students to gain the knowledge and experiment come-out with their innovative ideas.

Outline of the laboratory Programs:

Exercise :

- Creating an animation sequence of a Story or Advertisement for 30 seconds.
  - a) Simple story for 30 Sec
  - b) Screenplay.
  - c) Character design (Front back and Side views).
  - d) Facial expression.
  - e) Story board
  - f) Background.
  - g) Animation of Keyframes
  - h) Tweening
  - i) Frame by frame
  - j) Camera techniques.
  - k) Shot break-down.
  - l) Adding soundtrack.
- Creating a webpage using Adobe Photoshop
- Designing a Webpage in Dreamweaver with Flash buttons.
- Create an Interactive Presentation using Adobe Flash. **(Teaching hours 30)**

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		**EXTERNAL MARKS**	
Record	10	Exercices (2x20)	40
Assignments	20	Record	10
Model Examination	5	VivaVoce	10
Attendance	5		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Gain proficiency in techniques of 2D software.	K2 &K3
	Design Principles, 2D animation principles and concepts	K1 &K2
	Create 2D characters and environment that incorporate the principles	K3, K4 & K5
	Incorporate technology effectively in the development of animation projects	K3
	Gain in-depth knowledge on designing and developing websites.	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	3	3	3	3	3	3	3	3
	2	2	1	2	2	3	3	3	3	3
	3	2	3	1	3	3	2	3	3	3
	2	3	2	1	2	3	2	2	3	3
	2	2	3	1	3	3	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Computer Graphics	Donald Hearn& Pauline Baker	Prentice Hall	2nd Edn.), 1994
2	CG Film Making - From Concept to completion	Barrett Fox	Tata McGraw-Hill	2004
3	Flash Bible	Robert Reinhardt	IDG Books, New Delhi	2000
REFERENCE BOOK				
1	Producing Independent 2D Character Animation: Making and Selling a Short Film	Mark Simon	Focal Press	2nd edition, 2012
2	Web Design Fundamentals	Daniel Gray	Dreamtech Press, New Delhi	2000

Pedagogy: Tutorials, Assignment and Group Discussion will be the Teaching and Learning Methods Adopted.

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SEMESTER	COURS CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411Q2	ELECTIVE I -AN INTRODUCTION TO MEDIA DATABASES (PRACTICALS)	4	PRACTICAL	-	100%

Objective: This Lab course will introduce basic query processing using Structured Query Language (SQL) and an Open Source software for Media Databases Handling.

I: Core SQL exercises with Oracle/MS-Access

1. Create a Table for storing the Movie Catalog. The Catalog may contain the fields Movie id, Volume No, Movie name, Poster/sample image, Director name, Actor/Actress name, Year of Release, Language etc.
2. Insert and Update records for the Movie Catalog Table
3. Delete a Record in the Movie Catalog Table by selecting a movie with a query.
4. Create a Table for Audio songs Catalog. Select a song with a query and list using where clause.

II: Media Databases: tiny Media Manager - An Open Source S/w

1. Open the tiny Media Manager Software to set the data sources using Movie section.
2. Open the tiny Media Manager Software to set the data sources using TV show section.
3. Create an Artwork (Posters, Logos etc) for a Movie or a TV Show.
4. Create a trailer for a Movie/Short film and upload.
5. Create subtitles or Title cards for a Movie/short film/TV show.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Explore a DBMS Software and an Open Source Tool	K1
	Apply the Structured Query Language commands in the Software tool.	K1 & K2
	Correlate the SQL to a Media based DB creation.	K3
	Implement and Practice the Media DB tool	K1 & K2 & K4
	Evaluation of Query concepts in Media based DB with relevant exercises.	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3					1	3	3	
					3				2	
	1		3	1	2					
		3			2		1	3	2	
			2	3				2		

Indicators: 1. Reasonable 2. Significant 3.Strong

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Introduction to Database Systems	CJ Date	Pearson Education	2006, 8th Edition
2	Managing and Mining Multimedia Databases	Bhavani Thulasingam	CRC Press LLC	2001, 1st Edition,
3	Database System Concepts	Henry F.Korth, Abraham Silberschatz, & S. Sudarshan,	Tata McGraw-Hill Publishing Company	2011, 6th Edition,

Pedagogy: Tutorials, Assignment and Group Discussion will be the Teaching and Learning Methods Adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FOURTH	20411Q3	ELECTIVE I: E-CONTENT DEVELOPMENT (PRACTICALS)	4	PRACTICAL	-	100%

Objectives of the subject:
To understand the basic concepts of e-learning practically. And also to understand the technology of communication in e-learning.

List of Exercises:

1. Developing concept for E-Learning Technology
2. Layout for E-Learning Technology
3. Story Board for E-Learning Project
4. Developing Computer Based Instruction Module
5. Developing Computer Based Training Module
6. Developing Internet Based Training Module
7. Developing Web Based Training

(Teaching hours 30)

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL MARKS		EXTERNAL MARKS	
Record	10	Exercices (2 x 20)	40
Assignments	20	Record	10
Model Examination	5	Viva Voce	10
Attendance	5		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To develop e-teaching materials in a creative way without IT expertise.	K1
	Enable exploration of more usable presentation in the context of e - learning content creation through models, practical examples and checklists.	K1 & K2
	To develop e-content using contemporary ICT.	K3
	To maintain uniformity	K1 & K2 & K4
	To follow appropriate standards for interoperability.	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	3	1	2	3	3	1	2	2	1
	2	2	2	2	3	2	2	2	2	2
	1	2	3	1	2	2	2	2	1	3
	3	3	2	2	2	2	1	3	2	2
	3	2	2	3	3	2	3	2	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Contemporary issues in curriculum	Ornstein, A.C., Pajak, E.F., and Ornstein, S.B.	Boston, Pearson	2015 & sixth edition
2	Connecting teachers, students and standards: Strategies for Success in Diverse and Inclusive Classroom	Voltz, D. L., Sims, M.J., & Nelson, B.	ASCD	2010
3	E learning fundamentals a practical guide	Diane Elkins & Desiree Pinder	American society for training and development	2015
4	E-learning Methodologies A Guide for Designing and Developing E-learning Courses	Beatrice Ghirardini	FAO, USA	2011

REFERENCE BOOKS				
S.No	Title	Author	Publishers	Publication Year & Edition
1	E-Learning:New Trends and Innovations	P.P.Singh, Sandhir Sharma, Deep	Deep Publications	2005 (Unit II, IV, V)
2	Michael Allen's Guide to E-Learning	Michael W. Allen	Wiley Publication	2002
3	Managing e-learning : design, delivery, implementation, and evaluation.	Khan, B.	Idea Group Inc	(2005)
4	Simulations and the Future of Learning : An Innovative (and Perhaps Revolutionary) Approach to e-Learning	Aldrich, C.	San Francisco : Pfeiffer	(2004)

Pedagogy: Tutorials, Assignment and Group Discussion will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511A	CORE: TELEVISION PRODUCTION	3	THEORY	-	100

Objective of the Subject:
To train the students in the usage of camera, types of camera, handling television shows etc.

UNIT I: INTRODUCTION TO CAMERA **(Teaching Hours 11)**
Camera – Types: Analog to Digital Camera, Studio Camera, ENG/EFP Camera, Camcorders, Consumer camcorders. Mounting Devices. Multi Camera Directing, Single Camera Directing. Lighting – Studio Lighting Instrument, Field Lighting Instrument, Lighting Control Equipment, Colour Temperature – Lenses and types.

UNIT II:STUDIO AND THE CONTROL ROOM **(Teaching Hours 10)**
The Television Studio – Physical Layout, Major Installations. The Studio control room – Program control, Image control, Audio Control, Lighting control. Master Control – Program input, Program storage, Program retrieval. Studio support areas – Scenery and Properties, Makeup and Dressing rooms.

UNIT III: TELEVISION PROGRAMMES AND ITS TYPES **(Teaching Hours 9)**
TV Programmes – Interviews, Documentary, Cinema Based, Cultural Programmes, Soaps and other genres. Multi Camera Programmes - Panel Discussion, Round Table Conference, Sports, and Live Show Programme-TRP-GRP.

UNIT IV: PRE PRODUCTION **(Teaching Hours 10)**
T.V. Commercial Ideation – Brainstorming, Planning and Presentation – Preparing for the Presentation. The pre-production meeting – The Agenda – The Shooting Day – The Crew– The Client Sources of Casting – The Importance of a Casting Director – Casting Models-Previse -PAF-Programme approval form.

UNIT V: POST PRODUCTION **(Teaching Hours 10)**
Production of the Commercial – Shooting on a set, Location – Sources of Music – Music as Atmosphere – Pre –scoring and Post – scoring Music. Editing the Commercial: Editing by Computer – Finishing the Audio Elements – Conforming the Picture – Special Effects – Animation.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement
CO1	To Introduce students about the types of cameras and lightings with techniques
CO2	To understand the television studio setup and to have a knowledge about major installations with properties.
CO3	To have an overview of television programmes and to learn about the television rating point through agencies.
CO4	To generate idea through brainstorming for quality in TV media and to learn about casting directors and models.
CO5	To develop knowledge in audio elements with source of music and scores.

Note: *K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.*

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Video basics	Zettl Herbert, Thomson Wada Worth,		2004, 1st edition
2	The Creative Connection – Advertising Copywriting And Idea Visualization	A.Winters, Shirley F. Milton	Fairchild publication Newyork,	1989 3rd edition.
3	How to produce effective TV commercial:	Hooper White	Ntc business books, lincolnwood,iii inois Usa.	Third edition.
4	The audio visual hand book – a complete guide to the world of audioVisualtechniques..	Alan Mcpherson &Howad Timms.	Watson-Guptill	1 September 1988

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Media Production A Practical Guide to Radio & TV	Amanda Willett	Routledge	December 11, 2012
2.	Television Production	Jim Owens, Gerald Millerson	Taylor & Francis,	Illustrated 2012

Pedagogy: Lectures, PPT Presentations, E-Content seminars, assignments will be the teaching and learning methods adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511P	CORE: TELEVISION PRODUCTION (PRACTICALS -V)	3	PRACTICAL	-	100

Objective of the Subject:
To make the students create socially relevant video commercials. To make them produce television programmes like panel discussion, interview, news, etc with multi camera handling

NOTE: APPROVAL
The Concept, Script and Story board has to be formed and it has to be approved by the staff before the student goes for the shoot.

VIDEO COMMERCIALS
1. Social Awareness
2. Product Advertisement
3. Travelogue

PROGRAMME MAKING
4. Floor Management (Set Design, Art Work)
5. Costume and Make-up
6. News Production
7. Multi Camera
8. Single camera

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		**EXTERNAL**	
Production Technique	20	Production Techniques	30
Model Exam	05	Programme presentation (CD)	10
Viva Voce	05	Record	10
Record	05	Viva Voce	10
Attendance	05		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Demonstrate the ability to work as an individual as well as an effective team member.	K1,K2,K3,K4
	Understand and be able to create concepts, treatments, storyboards, scripts, budgets, and be able to "pitch" these preproduction tools in a professional manner.	K3,K4,K5
	Demonstrate knowledge of and be able to use modern digital video studio cameras and digital camcorders and camera mounting equipment as required by the industry. Plan and execute Post-production	

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	2	2	3	3	3
	3	3	3	2	2	3	3	3	3	3
	3	3	3	2	3	3	3	3	2	3
	3	3	3	2	3	3	3	3	2	3
	3	3	3	3	3	2	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Effective TV production	Millesson, Gerald	Routledge	11 April 1994

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Media Production A Practical Guide to Radio & TV	Amanda Willett	Routledge	December 11, 2012
2.	Television Production	Jim Owens, Gerald Millerson	Taylor & Francis,	Illustrated 2012

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511B	CORE:MEDIA LAW AND ETHICS	4	THEORY	-	100

Objective of the Subject:

To Acquaint the students with the laws and rules for media pertaining in India, to make them understand the importance of ethical practice in Media, to make students aware of the issues and problems faced by media professionals in fair practice of ethics.

UNIT I: FUNDAMENTALS OF ETHICS **(Teaching Hours 12)**

Ethics and law –Indian Constitution-salient features: Preamble, History of press legislation in India - Freedom of the Press Article 19(1) (2)-Reasonable Restrictions

UNIT II: FUNDAMENTAL RIGHTS AND DUTIES **(Teaching Hours 12)**

Constitutional Provisions - Fundamental Rights and Duties- - The Press and the legislature, executive and Judiciary

UNIT III: INDIAN MEDIA LAWS **(Teaching Hours 12)**

Indian Media Laws: The law of Copyright - The Working Journalist Act 1955, 1956 and 1958 - The Contempt of Court Act, 1971 - The Official Secrets Act, 1925 - The Indian Penal Code- section 124-A, 499- 500 -The Criminal Procedure Code Section 108 and 144.

UNIT IV: ETHICS IN MEDIA **(Teaching Hours 12)**

Ethics in Print Media (PCI code of ethics) - Ethics for Television (Broadcasting code) - New Media Ethics (Cyber laws in India) – Code for self-regulation in advertising - Ethics in Photography

UNIT V: ISSUES IN MEDIA **(Teaching Hours 12)**

Press Commissions- Press control bodies in India –Issues in ethical practice: private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporate - Contemporary National and International issues in Media – Case study of an ethical issue.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To Introduce students to ethics & laws and to enable the students to appreciate the concept of freedom of the press.	K1, K2
CO2	To understand the constitutional provisions and to have a knowledge of fundamental rights and duties.	K1,K2,K3,K4
CO3	To have an overview of media law for better functioning of the society.	K2,K3,K4,K5
CO4	To access the need for regulation in order to monitor the quality of media content.	K2,K3,K4,K5
CO5	To appreciate the students of ethical issues in media both in national and international levels.	K1,K2,K3,K4

Note: *K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.*

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Journalism Ethics and Regulations	Chris Frost,	Longman	2007 Edition
2	Media Law and Ethics Readings in Communication Regulation	Kiran Prasad	BR Publishing Corporation	2008 First Edition
3	Media Law and Ethics	Neelamalar, M	Prentice Hall of India	paperback edition
4	Laws of Press in India	Durga Das Basu	Prentice Hall of India	1986 Edition
5	History of Press, Press Laws and Communications	Ahuja, B.N.	Surjeet Publications	1988

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Indian Press Laws	Radhakrishna murthi	India Law House	1980
2	Media Law and Ethics	M. Neela malar	PHI learning publication, Delhi	2010
3	Media & Press Laws	Gaurav Oberoi	Murari Lal & Sons	2009
4	Media & Ethics	S. K Aggarwal	Shipra Publication	1993

Pedagogy: Lectures, PPT Presentations, E-Content seminars, assignments will be the teaching and learning method

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511C	ALLIED:AUDIO PRODUCTION	3	THEORY	-	100 %

Objective of the Subject:
Students are given an input into sound and various aspects of sound. This paper also introduces the students into learning the various equipments used in sound and also the uses of sound in video production.

UNIT I: PERCEPTION OF SOUND **(Teaching Hours 12)**

Perception of sound – hearing sensitivity – frequency of range – sound wave length- Acoustics and psycho-acoustics, spatial Hearing, Reverberant Sounds. Matching Acoustics to Program Material Studio Design-Noise.

UNIT II: SOUND DESIGN **(Teaching Hours 10)**

Sound Aesthetics, Sound Design - Sound Equipment – Mics, mixers/Consoles. Analogue Recording, digital Recording, Synchronization, Signal Processing, Loud speakers and Monitors, Audio Meters, etc.

UNIT III: ELEMENTS OF SOUND **(Teaching Hours 09)**

Elements of sound structure, Functions of speech in media, sound effects and its functions, functions of sound in relation to picture, Strategies in designing sound.

UNIT IV: SOUND PRODUCTION **(Teaching Hours 08)**

Sound Production-Studio and Live. Miking speech, music, live shows, etc. Sound Editing, Scripting Sound, chorusing – noise reduction audio sweetening - dubbing – The mastering process - Computers in music technology.

UNIT V: DUBBING **(Teaching Hours 11)**

Audio dubbing for video production – synchronization time – code – storage – output devices – file transfer protocols – archival – Digital Audio Broadcasting.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Understanding the basic of sound	K1, K2, K3
CO2	Effectively use the sound equipment during the audio recording	K3, K4
CO3	Knowledge on the role of sound and its important	K2, K3
CO4	Produce quality audio mixes for visual media projects	K3, K4 & K5
CO5	Fundamental knowledge of how sound is digitally produced, recorded and broadcasted.	K3, K4 & K5

Note: *K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.*

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Recording Studio Design	Philip Newell, Elsivier	Oxford: Focal press	2005
2	The Theory of Sound	Strutt, John Williams, Baron.		1996.
3	Frank Foundations of Engineering Acoustics	Fahy	Academic Press	2001
4	Dictionary of Acoustics	Morfey, Christopher	Academic Press	2001

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	The Theory of Sound	Strutt, John Williams, Baron	Rayleigh.	1996.
2	The Use of Microphones.	Alec Nibet.	Oxford: Focal Press	2004.
3	Sound Recording and Reproduction.	Salkin, Glyn.	Oxford: Focal Press.	1996.
4	Broadcast Sound Technology	Michael Talbot – Smith.	Oxford: Focal Press.	2002.
5	Sound and Recording: An Introduction.	Francis Rumsay and TimMick.	Oxford: Focal	9 March 1992

Pedagogy: Lectures, PPT Presentations, E-Content Seminars, Assignments Will Be The Teaching And Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511Q	Allied: Audio Production (Practicals -VI)	3	PRACTICAL	-	100

Objective of the Subject:

To make the students create practical exercise related to audio production.

AUDIO PRODUCTION

1. Surprise element, Unique Production, Create a signature tune
2. Public Service advertisement
3. Radio advertisement
4. Radio jingle
5. Produce programme in different formats (RJ Talk/Anchoring/Compeering/Interviews etc.,)
6. Sync audio and video with BGM, ambience and effects

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		EXTERNAL	
Production Technique	20	Production Techniques	30
ModelExam	05	Programme presentation (CD)	10
Viva Voce	05	Record	10
Record	05	Viva Voce	10
Attendance	05		
	----		----
	40		60
	----		----

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Demonstrate the use of audio recording and production equipment	K2,K5
	Demonstrate a working knowledge of the principles of digital audio recording	K1.K2,K3,K5
	Use digital recording software to record, mix, edit, master and process audio.	K2,K5
	Plan and execute a complete recording session including the final mix down	K2,K3,K4,K5
	Demonstrate ability to write and produce for audio, video, podcasting, radio and internet.	K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	2	2	3	3	3
	3	3	3	2	2	3	3	3	3	3
	3	3	3	2	3	3	3	3	2	3
	3	3	3	2	3	3	3	3	2	3
	3	3	3	3	3	2	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Modern Recording Techniques	David Miles Huber & Robert E.Runstein	Focal Press	2013. 8Th Edition
2	The Mixing Engineer's Handbook	Bobby Owsinski	Delmar Cengage Learning	2013, 3rd revised Edition

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Audio Postproduction for Film and Video	Jay Rose	Routledge	2018, 2nd Edition
2	Audio Production Work text: Concepts, Techniques, and Equipment	Samuel J sauls & Craig A Stark	Routledge	2018, 8th Edition
3	Audio Production and Postproduction (Digital Filmmaker)	Woody Woodhall	Jones & Bartlett Learning	2010
4	Audio Post Production: For Film and Television	Mark Cross	Berklee Press	2013
5	The Mastering Engineer's Handbook	Bobby Owsinski	Bobby Owsinski Media Group	2017,4th edition

Pedagogy: Lectures, Drawing and Assignments will be the Teaching and Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511D	ALLIED: MAGAZINE PRODUCTION	3	THEORY	-	100

Objectives of the Subject:

To impart students the following concepts:

- Introduction to Magazine production
- A thorough study of types of magazine
- Importance of design – Concepts of layout and content
- The methods of printing adaptable for magazine
- The economy of magazine production

UNIT I: MAGAZINE CLASSIFICATION **(Teaching Hours 08)**

Magazine Classification - General and Specialized magazines –periodicity – weekly, fortnightly, monthly, bimonthly, annual. Characteristics of News & Non News magazines – Significance of magazines today.

UNIT II: WRITING FOR MAGAZINES **(Teaching Hours 12)**

Magazine language – Leads, Quotation and Structure – News Gathering Techniques – Research for writing – Writing Feature and Article for general Magazines and Specialized magazines

UNIT III:DESIGN AND LAYOUT **(Teaching Hours 12)**

Magazine content & layout – Typography – Graphics Pictures and Illustrations, Order and Continuity – types of Magazine Layout. Design principles – Page architecture – Cover page – back cover – classification of pages – treatment identity – designing sports, and entertainment pages.

UNIT IV: TRENDS IN MAGAZINE PRODUCTION **(Teaching Hours 10)**

Centre of Visual impact (CVI) and its significance – Colour: how to use it and how readers perceive it – Photography and design – dummy – latest trends in magazine production.

UNIT V: ANALYSIS OF CASES **(Teaching Hours 12)**

Analysis of cases: News Magazines – The Week, India Today, Frontline and Outlook. Special audience Magazines – Women's Era, Society, Femina, Gentleman. Entertainment magazines – Star Dust, Film fare. General Magazines – Reader's Digest.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	A thorough study of types of magazines.	K1, K2 & K5
CO2	To know about news gathering techniques	K1, K3 & K4
CO3	To understand typography, apply basic magazine layout & design	K2,K3 & K4
CO4	To introduce students to magazine design styles.	K2,K3 & K5
CO5	To analysis the cases of different magazines	K1,K2 & K5

Note: *K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.*

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	News Reporting and Writing	Mencher, Melvin.	MC Graw Hill	NY. 2003.
2	Professional Journalism"	MV Kamath	Vikas Publications	New Delhi 1980
3	Magazine Editig	John Morrish	Routledge Publications	2nd edition

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	News paper Design	Harold Evans	Prentice Hall	New edition (31 Dec 1986)
2	Design and Layout	Edmund Arnold, Ancient Axioms	Typography for Publications Edition	Chicago, IL: Ragan Report Press, 1978
3	Editing a small magazine	Ravenna Ferguson.	Columbia University Press	15 october 1976 (2nd Edition)
4	Understanding Magazines	Bruce Westly	CENGAGE Learning	3d edition.
5	Contemporary Newspaper Design	Mario Garcia	Prentice Hall.	March 17th 1987

Pedagogy: Lectures, PPT Presentations, E-Content Seminars, Assignments Will Be The Teaching And Learning Methods Adopted.

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
FIFTH	20511R	ALLIED: MAGAZINE PRODUCTION (PRACTICALS VII)	3	PRACTICAL	-	100

Objective of the Subject:

To introduce students to produce a magazine with special of layout and content. To make them adapt to the printing concepts of magazine.

Outline of the laboratory programs: **(Teaching hours 45)**

1. Identification of typefaces
2. Formal design
3. Informal design
4. Editorial page design
5. Design of sports page
6. Design of Feature page
7. Design of special page
8. Poster design
9. Development of photographs
10. Colour combinations
11. Designing magazines
12. Dummying of newspaper page
13. Cover page designing
14. Preparations of Graphs and Charts
15. Picture editing, creating captions and outlines
16. Dummying of magazine pages
17. Positioning of contents
18. Comparative evaluation of design
19. Any other practical work for which facilities are available in the college

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		EXTERNAL	
Production Techniques (Designing)	20	Production Techniques (Designing)	35
Model Exam	10	Magazine Lab Journal Production	15
Record	05	Record	05
Attendance	05	Viva Voce	05
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Develop imagination over magazine cover designing	K1 & K3
	Training with software	K2 & K3
	Visualize attractive page layouts	K5
	Inculcate the capacity to choose one's own themes with researched contents.	K3 & K4
	Training in creating fully fledged magazines	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	1	2	1	3	2	2	1	3	1
	2	2	2	3	2	2	2	1	3	1
	1	3	3	1	3	2	3	2	3	2
	3	2	3	2	3	2	2	1	3	2
	3	1	2	1	3	2	3	1	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Magazine Design that Works	King, Stacey	Routledge	2001
2	Magazine Editing	Morrish, John	Routledge	1996
3	Picture Editing: An introduction	Tom Ang	Oxford: Focal Press	1996
REFERENCE BOOK				
1	Magazine Handbook	Mc Kay, Jenny	Routledge	2000
2	Volume series on Picture Editing and Newspaper Design	Evans, Harold	Heinemann	1976

Pedagogy: Lectures, PPT Presentations, E-Content Seminars, Assignments Will Be The Teaching And Learning Methods Adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611A	CORE: ELEMENTS OF FILM STUDIES	4	THEORY	-	100

Objective of the subject: To make the students well trained in the field of cinema, editing, and to encourage them to bring out innovative concepts.

UNIT I: HISTORY OF CINEMA **(Teaching Hours 10)**

Cinema - The beginnings. Indian Cinema - Satyajitray era. Parallel cinema, Popular Cinema. The Concept of Film forms - Principles of film form - Non-narrative forms, Narrative forms, Fiction and Non-Fiction. Typology of film genres.

UNIT II: FILM THEORY **(Teaching Hours 10)**

Film as medium: Characteristics – Perception, Levels of understanding – Film theory and semiotics – formalism and neo formalism, Film language. Film as cultural identity – Ideology. Impact of globalization on Indian Cinema. Film reception aesthetics and interpretation.

UNIT III: STAGES OF PRODUCTION **(Teaching Hours 10)**

The Director's role: as artist, as psychologist, as technical advisor, as coordinator. Stages of production Pre-production activities Concept development, visualization

UNIT IV PRE PRODUCTION **(Teaching Hours 10)**

Pre-production activities -script formats, script writing, production method, production team, scheduling, and storyboard – Pre – production meeting. Casting – importance of casting for a film – Role of casting director.

UNIT V:POST PRODUCTION **(Teaching Hours 10)**

Production & Post – Production: Camera angles, shots, composition props. Theatric Acting Vs Cinematic acting. Editing – montage, linear editing, nonlinear editing, continuity editing – basic transition devices. Sound in cinema – The power of Sound, Fundamentals of Sound, Dimensions of film sound. Current trends in film sound.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To provide Students to understand the basics of cinema and forms.	K2,K1
CO2	To provide students an in-depth understanding of film language and theory	K2,K3
CO3	To give Students the knowledge about story development and directors role in film making.	K3,K4
CO4	To give an overview of various stages of film production	K3, K4,K5
CO5	To create conceptual understanding about film editing and sound	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Handbook Of American Film Genres	Edited by wes d. Gehring	Greenwood Press New York	1988
2	The Oxford history of World cinema	Edited By Geoffrey Nowell-Smith	Oxford University press	1997

Reference Books

S.No.	Title	Author	Publishers	Publication Year & Edison
1	The Cinema of Satyajit Ray	Darius Cooper	Cambridge University Press	2000, 1st Edition
2	Film Production Technique	Bruce Mamer	Thomson Wadsworth	2003, 3rd Edition.
3	Writing your own scripts and speeches	Suzan St. Maur	Mcgraw Hill	1991, Ist Edition
4	Film Art: An Introduction	David Bordwell and Kristin Thompson	Paperback	Nov. 27, 2006 Edition 7
5	An Introduction to Digital Video	John Watkinson	Focal Press	1994, 2nd Edition
6	Sound and Digital Video	Tomlinson Holman	Focal press	2007, 1st Edition

Pedagogy: Lectures, PPT Presentations, E-Content Seminars, Assignments Will Be The Teaching And Learning Methods Adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611P	CORE: MINI PROJECT: SHORT FILM AND DOCUMENTARY MAKING (PRACTICALS - VIII)	4	PRACTICAL	-	100

Objective of the Subject:

The main objective of this subject is to make the students learning practically about Film production techniques, Pre-production, Production and Post Production, Editing, Research for documentary films, Film Criticism.

Outline of the laboratory programs:

Students have to develop the concept, write narratives and scripts, to create story board and to handle video cameras and post production work (Editing, Sound, special effects, to cover the following.

1. Concept Development
2. Script writing
3. Story Board
4. Thumb nail sketch
5. Editing Techniques
6. Diffusing
7. Writing Narratives
8. Film Criticism
9. Location Identification
10. Format Preparation
11. Character creation
12. Character evaluation

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		**EXTERNAL**	
Documentary screening	10	Short Film/Documentary	30
Research/Script	10	Record	10
Storyboard	10	Viva Voce	20
Proposal with budget.	05		
Attendance	05		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	Demonstrate an understanding of the entire film production process.	K2 & K1
	Demonstrate an ability to handle film production crew.	K2,K3
	Demonstrate an ability to write script, screenplay and story board for a feature/short film/documentary.	K2,K3,K4,K5
	Plan and direct the film/documentary based on the developed script.	K2,K3&K5
	Plan and organize editing and post production.	K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	3	3	3	3	3	3	3
	3	3	3	3	3	3	3	3	3	3
	3	3	3	3	3	3	3	3	3	3
	3	3	3	3	3	3	3	3	3	3
	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Writing the Short Film	Pat Looper & Ken Dancyger	Focal Press	2005
2	Documentary Story Telling for Film and Video Makers	Sbeila Curran Bernard	Focal press	2004

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Film Script Writing	Dwight V.Swain	Focal press	2007
2	Writing your own scripts and speeches for Audio-Visual	Suzan.St.Maur	McGraw Hill	1997
3	Writing, Directing, and Producing Documentary Films and Digital Videos	Alan Rosenthal & Ned Eckhardt	Southern Illinois University Press	5th Edition, 2015

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611B	CORE - DIRECTION	4	THEORY	-	100

Objectives of the Subject:
To make the students aware of direction, roles and responsibilities of the director. Different movie genre and film criticism and appreciation.

UNIT-I: BASICS OF DIRECTION **(Teaching Hours 8)**

Idea, Theme, Outline – Deep structure of the story, Treatment, Writer's script – Shooting script – Developing the idea through brooding – Scenes & sequences–A simple sequence in terms of long, medium, and close shots.

UNIT-II: ROLE OF DIRECTOR **(Teaching Hours 10)**

Role and responsibilities of the Film Director – Being the 'Captain of the ship' – Technical and aesthetical blend – as administrator and coordinator – Narrative strategies – creating a world using images and sound – location scouting production design – cinematographer as Director's eye – mise-en scene – dynamisation of space and time – various kinds of continuity, cinematic transition from one space and time to another.

UNIT-III: PRE PRODUCTION **(Teaching Hours 8)**

The screen writer's role- screen plan to visual plan- from script to story board-pre visualization-scheduling preparing for production-line producing and creative process and monitoring process.

UNIT -IV: CREW AND DIRECTOR **(Teaching Hours 8)**

Break up into shots based on acting – Different film genres – Economic and Operative Break down schedule and shooting schedule – Dope Sheets – Budgeting – Directing the Actor and crew - casting actors – motivating actors – getting the performance. Role of assistant directors and apprentices – Director and technician.

UNIT-V: SAMPLE FILM ANALYSIS **(Teaching Hours 10)**

Sample Film Analysis - 'Citizen Kane', 'Battleship Potemkin', 'Bicycle Thieves', Shaw shank Redemption 'Run Lola Run', The Way Home, Children of heaven, Inception and satyajith ray movies etc., Focus on composition, action in shot & mise-en-scene. Students will bring in their favorite chase scene for class analysis. Discuss suspense, continuity & cinematic devices used.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

COURSE OUTCOME	CO STATEMENT	KNOWLEDGE LEVEL
CO 1	To orient learners towards the idea, theme, deep structure of story and treatment of script	K 1, K3
CO 2	The Learners will be able to understand the roles and responsibilities of the film director.	K1,K2,,K4
CO 3	To be able to understand screen writer's role in a movie with reference to technical and aesthetical blend.	K1,K2,K4,K5
CO 4	The understand the concept of organizing a film crew by implementing operating breakdown schedule and shooting schedule	K2, K4, K3,K5
CO 5	To orient learners towards the concepts of Film analysis.	K5, K3, K4

Note: *K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.*

COURSE OUTCOME	PO 1	PO 2	PO3	PO4	PO 5	PO 6	PO7	PO8	PO 9	PO 10
CO 1	3	2				3	2	3		2
CO 2	3		2		2		2		2	3
CO 3	3	2	2	1	1		3	2	2	1
CO 4	3		3	2		2	2	2		
CO 5	3		2		1	3	1	2		2

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Film As Film: Understanding And Judging Movies	Victor F. Perkins	Da Capo Press	1993
2	The Film Maker's Hand Book	Ascher Steven, Pinous Edward	Penguin Group, NewYork	1984

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	How to read a film: the world of movies, media, and multimedia: language, history, theory	Monaco, James, and David Lindroth	Oxford University Press	USA, 2000
2.	Directing: film techniques and aesthetics	Rabiger, Michael	Focal Press	2013.
3	Film as Art: 50th Anniversary Printing	Arnheim, Rudolf	Univ of California Press	1957.
4	Notes of a film director	Eisenstein, Sergei	Dover Pubns	1970
5	The five C's of cinematography	Mascelli, Joseph V	Grafic Publications	1965
6	The technique of the professional make-up artist	Kehoe, Vincent	Routledge	1995.
7	The art of the film	Lindgren	Ernest	1970

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611C	ALLIED - BRAND MANAGEMENT AND DIGITAL MARKETING	3	THEORY	-	100

Objectives:
To enable students to gain knowledge in Brand Management - functions and scope. To provide an insight into Digital Marketing and its relevance in the current scenario.

UNIT I: BASICS OF BRANDING **(Teaching Hours 08)**

Basic understanding of Brands – Concepts and Process – Significance of a Brand- Understanding and analyzing competition- Different types of brand- Family Brand-Individual brand- Selecting a brand name- Functions of a brand- Branding decisions – Influencing factors.

UNIT II:BRAND IMAGE **(Teaching Hours 10)**

Brand vision- Brand Ambassador- Brand as a personality and as a trading asset-Brand Extension-Brand Positioning- Co-branding- Brand Image building- Re-launch of a brand.

UNIT III:BRAND LOYALITY **(Teaching Hours 10)**

Branding impact on Buyers and Competitors- Brand Loyalty-Loyalty Programmes-Brand Equity-Monitoring brand Performance over the product life cycle - Role of Brand Manager: Interrelations with manufacturing, Marketing, Finance, Purchase and R&D- Brand Audit.

UNIT IV:INTRODUCTION TO DIGITAL MARKETING **(Teaching Hours 08)**

Digital Marketing: Introduction to digital marketing- Overview, Web Marketing- Search Engine optimization (SEO) - Social Media Marketing (Facebook and LinkedIn)- Mastering Google (Ad words Advertising, Analytics and Applications).

UNIT V:SOCIAL MEDIA MARKETING **(Teaching Hours 8)**

Micro-blogging, Twitter – Copy writing for the web, Social Media and Mobiles, Mobile marketing, E-mail Marketing- Mobile App Marketing- Podcasting (Video and Audio marketing)-You tube- I-tunes, Case studies.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To gain knowledge about Brand Management	K1 & K2
CO2	To know about Brand Personality & Re-launching of a brand	K1 &K5
CO3	To know about roles and responsibilities of a Brand Manager Brand Audit and Research and Development	K1,K2 & K3
CO4	Students can understand digital media marketing and different search engines	K1, K2, K4 & K5
CO5	To provide an copy writing techniques and analyze different case studies about brands	K2,K4 &K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Brand Management:Perspective And Practices	Das,Naveen	The Institute Of Chartered Financial Analysts	2002, 1st edition
2	Brand Management	Varma Harish V	Excel Books	2006, 2nd edition
3	Brand Management	Ajay Kumar	Wisdom Publications	2005, 1st edition

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Strategic Brand Management	Jean Noel Kapferer	Free Press	1992, p 31 -54
2	Measuring Brand Equity across products & markets	D. Aaker	Free Press	p 303 – 338
3	Brand Extensions, the good, the bad and the ugly	Carolin Wobben	AV Akademikerverlag	2012
4	Strategic Brand Management	Kevin Lane Keller	Person Education	New Delhi-2003.
5	Brand Architecture-Concepts and cases	Harish R	Db Db	2008
6	E - Marketing in Digital Age	Vinod V Sople	Dreamtech Press	2nd Edition, 2013.
7	The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns	Ian Dodson	Wiley India Pvt Ltd	Edition: 1, 2016

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611V1	ELECTIVE II - MULTIMEDIA 3D ANIMATION, DIGITAL SOUND EDITING AND COMPOSITING (THEORY)	3	THEORY	-	100

Objective of the subject: The new syllabus is designed in such a way that students will understand the basic requirements, considerations and constrains that are involved in developing a 3D graphics or animation in Practice.

UNIT I: INTRODUCTION TO 3D ANIMATION **(Teaching hours 10)**

Introduction to 3D animation: Working principles – usage in various industries - Hardware requirements - Software requirements – 3D industry scope and opportunities.

UNIT II: MODELLING **(Teaching hours 11)**

Modelling: Modelling considerations -Types of modelling - Polygons, NURBs, Deformation - Advantages. Materials: Creation of materials - Type of colours - Textures - Input for textures - Patterns - Tiling - Normal maps - Bump maps - Opacity maps - Displacement map - Material application.

UNIT III: PROPS AND SCENE BUILDING **(Teaching hours 11)**

Props and Scene Building: Developing props - backgrounds - Developing the scene according to the camera angles and rendering sequences - Input for props and scene building. Lighting: Illuminating the scene - Lighting intensity - Photometric lighting - Sun lighting - Camera - Stationary camera - Moving camera - Camera lenses.

UNIT IV: ANIMATION **(Teaching hours 12)**

Animation: PRS animation - Parametric animation - Inverse kinematics - Biped or Bones - Motion capture - Linking the model with bones. Rendering: Rendering engines - Local illumination - Global illuminations - Output - File Formats - Pixel sizes - Broadcast standards - Alpha channel - Rendering farms and distributed rendering system - Texture baking - On the Fly Rendering or Real time Rendering engines.

UNIT V: POST PRODUCTION AND COMPOSITING **(Teaching hours 11)**

Post Production and Compositing : Considerations on input and output File Formats - Lighting quality and colour correction - Adding and editing the sound track - Sound source - Maintaining the lip sync and fidelity of the audio - Post production rendering and output media.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Students understand the basic of 3d animation	K2
CO2	To enable the students to learn 3d modeling technique	K1 & K2
CO3	To inculcate professional and ethical attitude at the workspace	K2, K3 & K5
CO4	To apply the 3d technique in professional industry	K3, K4
CO5	To create and produce quality output for visual media projects with the technical aspect of post production and compositing	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

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

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Digital Lighting and Rendering	Jeremy Birn	New Riders	3rd Edition,2013
2	The Animator's Survival Kit	Williams, R	Faber & Faber	2011
3	The Illusion of Life: Disney Animation, Disney Editions	Frank Thomas and Olie Johnson	Disney Edition	Rev Sub edition, 2014
4	Art Of Animation Drawing	Don Bluth	DH Press	First Edition, 2014
5	Dreamweaver CS6The Missing Manual	McFarland	Shroff/O'Reilly;	First edition, 2012

REFERENCE BOOKS

S.No.	Title	Author	Publishers	Publication Year & Edison
1	3D Art Essentials	Ami Chopine	Elsevier Inc	2011, First Edition.
2	The Complete Animation Course	Chris Patmore, Thames and Hudson	Barron's Educational Series	2003, First Edition.
3	Multimedia Making it work	Tag Vaughan	McGraw Hill Publicaton	2011
4	Digital Multimedia	Nigel Chapman and Jenny Chapman.	Wiley	20 February 2009

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611Q1	ELECTIVE II - MULTIMEDIA 3D ANIMATION, DIGITAL SOUND EDITING AND COMPOSITING (PRACTICALS)	4	PRACTICAL	-	100

Objective of the subject: To understand the process of creating animations from scratch. To equip the students with basic concepts and work flow of 3D animation, Sound Editing and Compositing.

Outline of the laboratory Programs:

3D Modelling.

Texturing. (Texture creation and application)

Camera and Lighting.

Animation.(PRS animation, Parametric Animation, Timeline, Dopesheet)

Rendering. (Rendering Parameters, Sizes and Output)

Sound Editing and Adding Sound to Animation.

Compositing and Output to Media.

(Teaching Hours 30)

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		**EXTERNAL**	
Record	10	Exercices (2x20)	40
Assignments	15	Record	10
Model Exam	10	Viva Voce	10
Attendance	05		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To gain knowledge to create 3d assets and product development.	K1 & K2
	To apply modeling techniques to animation	K2 & K3
	Create various 3d models and texture them appropriately	K3 & K5
	Create realistic and semi realistic models with appropriate details.	K3, K4 & K5
	Final rendering techniques	K3

Note:K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	2	1	3	2	3	3	2	2
	3	3	2	1	3	2	3	3	2	1
	3	3	2	1	3	2	2	3	2	2
	3	3	3	1	3	2	2	3	2	2
	3	3	4	1	3	3	1	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Directing: Film Techniques & Aesthetics	Michael Rabiger and Mick Hurbis-Cherrier	Focal Press	5th Edition, 2013
2	Maya Animation Rigging Concepts	Tina O'Hailey	Focal Press	1st edition, 2013
REFERENCE BOOK				
1	Cinematography: Theory & Practice: Image Making for Cinematographers and Directors	Blain Brown	Focal Press	2nd Edition, 2011
2	Building a Website	Tim Worsley	Dorling Kindersely	2000

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611V2	ELECTIVE II - WEB DESIGN (THEORY)	3	THEORY	-	100

Objective of the subject:
The goal of this course is to present an overview of the internet and provides the basic knowledge for designing a web page or websites using html. The concept of style sheets is also discussed for formatting the documents.

UNIT I: Introduction to HTML **(Teaching Hours 10)**

Introduction – The World Wide Web (WWW) – HTML History - Fundamentals-Basic layout of HTML scripts-HEAD and BODY section. Hypertext and Hypertext Markup Language – Tags: Format - Representing 2 types of tag - Elements of an HTML Document: Text Elements -Tag Elements - Special Character elements – HTML attributes.

UNIT II: Elements of HTML Documents **(Teaching Hours 10)**

Structural elements of HTML documents: Header tags - Body tags: Paragraphs, Titles - Lists: Numbered list - Non-Numbered lists - Definition lists. Formatting HTML Documents: Fonts, Bold, Italic, underlined, crossed, Styles, color - Controlling Line Breaks and Spaces- Block and Inline Tags - Pre-Formatted Text using the PRE Tag.

UNIT III: Images and Links **(Teaching Hours 10)**

Managing images in HTML: Image format - Importing images - Inline Images and the IMG Tag - Flowing Text around an Image - Breaking Lines around an Image - Image Borders Tags used to insert images. HTML Links - Link Tags - Types of links: Internal Links, External Links - Adding Titles to Your Links – Link to image.

UNIT IV: Tables, Frames and forms **(Teaching Hours 10)**

Introduction - Tables in HTML - Tags used in table definition - Tags used for border thickness, cell spacing, and table size - Cell types: Titles cells - Data cells - Aligning Images with Tables. Frames Overview: Targeting Links to the Correct Frame - Hiding Frame Borders - managing forms: Interactive forms - Filling out HTML forms.

UNIT V: DHTML and Cascading style sheet **(Teaching Hours 10)**

DHTML: Overview – features of DHTML –Cascading style sheets – Setting up style sheets – Formatting text with style sheet- Dynamically changing text attributes – Layout styles

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	Study on WWW, Introduction to HTML, special characters and its attributes	K1, K2
CO2	Provide knowledge on formatting a html document, list and PRE tag	K1, K2
CO3	Describe about inserting images and creating links in a web page	K1, K2, K3
CO4	Detail study on table, frames and form	K1, K2, K3
CO5	Impart knowledge about DHTML, cascading style sheet and dynamically changing text.	K1, K2, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1					1	1			
CO2							1	1		1
CO3			1				1	1		1
CO4		2		1	1		1	1		1
CO5		1		1	2	1		1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1	Web Design in a Nutshell: A Desktop Quick Reference	Jennifer Niederst, Jennifer Niederst Robbins	O' Reilly Media, Inc.	2nd Edition, 2001.

REFERENCE BOOKS				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edison**
1.	HTML 4 for the World Wide Web	Elizabeth Castro	Peachpit Press	Fourth Edition, Reprint 2002

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EFFECTIVE FROM ACADEMIC YEAR 2020 ONWARDS (BATCH 2020 - 2023)

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	20611Q2	ELECTIVE II: WEB DESIGN (PRACTICALS)	4	PRACTICAL	-	100

Objective of the subject: **(Teaching Hours 30)**

The goal of this course is to present an overview of the internet and provides the basic knowledge for designing a web page or websites using html.

WEB DESIGN PRACTICALS

1. Create Application form using various text formats.
2. Create sample website using HTML tags.
3. Create Mark sheet using HTML.
4. Create a page with a link at the bottom of it that when clicked will jump all the way to the top of the page.
5. Create a page with frames. Place text, image, and table in various frames.
6. Create a web Page using href tag having the attribute alink, vlink etc.
7. Create style sheets with the style elements.

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		**EXTERNAL**	
Record	15	Program 1	25
Observation	10	Program 2	25
Model Exam	10	Viva Voce	10
Attendance	5		
	40		60

(Internal 40 & External 60 Marks)

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO	To provide a practical knowledge about creating a web site, formatting text.	K1, K2, K3, K4, K5
	To provide a practical knowledge about creating a web page using inserting images, internal and external links, changing the color of active link and visited link	K1, K2, K3, K4, K5
	To provide a practical knowledge about creating a tables in a web page.	K1, K2, K3, K4, K5
	To provide a practical knowledge about creating a frameset and place images, text ant tables in various frames in a web page.	K1, K2, K3, K4, K5
	To provide a practical knowledge about creating a web page with internal, external and inline cascading style sheet.	K1, K2, K3, K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO			1		3					3
			1		3					3
			1		3					3
			1		3					3
			1		3					3

Indicators: 1. Reasonable 2. Significant 3.Strong

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