

**SEMESTER – III - PRACTICAL III**  
**UCVCF20 -COMPUTER GRAPHICS**

<b>Year:</b> <b>II</b>	<b>Course Code:</b> UCVCF20	<b>Title of the Course:</b> Computer Graphics	<b>Course Type:</b> Practical	<b>Course Category:</b> Core	<b>H/W</b> 4	<b>Credits</b> 4	<b>Marks</b> 100
<b>Sem:</b> III							

**Objective:**

- To equip the students to design basic layout designs in print media using Adobe Photoshop software.

**Course Outcomes (CO)**

The Learners will be able to

CO1: Explaining the Tools and Techniques of Adobe Photoshop.

CO2: Applying the knowledge of the tool in designing logos, visiting cards and letter head.

CO3: Creating print advertisements like brochures, pamphlet, banners and magazine with the usage of proper techniques.

CO4: Applying the techniques effectively to create personalizes greeting cards and Cd covers

CO5: Compiling and implementing all the techniques learnt, to create image manipulation.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

**(Low - L, Medium – M, High - H)**

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High – H)

**Course Syllabus:**

**Exercises in Photoshop- Exercise: 1 - 4 (30 hours), Exercise: 5 – 8 (30 hours)**

1. Logo design and Letterhead
2. Visiting Cards
3. Brochures / pamphlet
4. Magazine Cover page
5. Package Designing / CD covers
6. Greeting Card
7. Banner
8. Image manipulation

Cognitive level: K1,K2, K3,K4,K5

The Internal Evaluation (40 marks) is based on the exercises.

The Semester Examination (60 marks) is based on the Practical Examination (45 marks), Record (10 marks) and Viva Voce (5 marks)

**SEMESTER -III - Allied III**  
**UASWA20 - SCRIPT WRITING**

<b>Year:</b> <b>II</b>	<b>Course Code:</b> UASWA20	<b>Title of the Course:</b> Script Writing	<b>Course Type:</b> Theory	<b>Course Category:</b> Allied	<b>H/W</b> 6	<b>Credits</b> 5	<b>Marks</b> 100
<b>Sem:</b> <b>III</b>							

**Objective:**

- To make students understand the guidelines and techniques of script writing and to give them practice in writing scripts for various media

**Course Outcomes (CO)**

The Learners will be able to

CO1: Describing the basic concepts of script preparation and its models.

CO2: Analyze the dramatic structure and forms of script writing.

CO3: Learning the various forms of writing for visual mediums.

CO4: Draw the basic writing elements of radio production.

CO5: Apply and evaluate the writing skills.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

**(Low - L, Medium – M, High - H)**

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High – H)

### Course Syllabus:

#### Unit I: Introduction to script & script preparation (18 hours)

- 1.1. Definition of scripts (K1, K2)
- 1.2. Script formats, Basics of script writing (K2, K3, K4)
- 1.3. The four models of writing (K1, K2, K3)
- 1.4. Script preparation—selecting and contracting with writers (K2, K3, K4)
- 1.5. Adapting the seven methods (K2, K3, K4)
- 1.6. Script review (K3, K4)

#### Unit II: Script development (18 hours)

- 2.1. The stages of script development (K1, K2)
- 2.2. Three act structures for film and television (K2, K3)
- 2.3. Writing a script with and without dialogue (K2, K3, K4)
- 2.4. Dramatic structures and forms (K2, K3, K4)
- 2.5. Role of the script writer (K3, K4)
- 2.6. Screenplay- Story board – Shot, Scene and Sequence. (K3, K4)

#### Unit III: Television & Radio Formats (18hours)

- 3.1. Television formats and genres (K1, K2, K3)
- 3.2. Script formats for corporate videos (K1, K2, K3)
- 3.3. Writing for interactive communication (writing for websites) (K2, K3, K4)
- 3.4. The golden Rule of writing for Radio (K2, K3, K4)
- 3.5. Radio formats (K2, K3, K4)
- 3.6. Genres( K3, K4)

**Unit IV: Radio Programming (18 hours)**

- 4.1. Radio jingle (K1, K2, K3)
- 4.2. Drama for radio (K1, K2, K3)
- 4.3. Commercial advertisement for radio (K1, K2, K3)
- 4.4. PSA (Radio) (K1, K2, K3)
- 4.5. Creating word pictures (K3, K4)
- 4.6. Write a script for an entertainment show (radio).(K1, K2, K3,K4)

**Unit V: Writing for Television(18 hours)**

- 5.1. Script Writing Software (K1, K2, K3)
- 5.2. Studio Binder, Script for PSA (K1, K2, K3)
- 5.3. Advertisement (K2, K3)
- 5.4. Short story(K3, K4)
- 5.5 Drama and Documentary (K3, K4)
- 5.6. News writing (K3, K4)

**Books for Study and Reference:**

1. Keval J. Kumar - Mass Communication in India – 4<sup>th</sup> Revised Edition – Jaico Publication, 2011.
2. Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR, 3<sup>rd</sup> Edition – Routledge, 2009.
3. Angel Wadia - Film, Television and Radio Production, Elements, Dimensions and Trends - Kanishka Publishers, 2008.
4. Anthony Friedmann – Writing for Visual Media, Second Edition, Sage Publication, 2006
5. Esta DE Fossard John Riber – Writing and Producing for TV and Film, Vol. 2 – Sage Publications, 2005.
6. Pat Cooper Ken Dancy Gel – Writing the Short Film, Third Edition – Focal Press, 2005.
7. Sharda Kaushik – Script to Screen: An Introduction to TV Journalism – Macmillan India Ltd., 2003.

**SEMESTER IV – PAPER IV**  
**UCVCG20 - MEDIA, CULTURE AND SOCIETY**

<b>Year:</b> <b>II</b>	<b>Course Code:</b>	<b>Title of the Course:</b>	<b>Course Type:</b>	<b>Course Category:</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
<b>Sem:</b> <b>IV</b>	UCVCG20	Media culture and society	Theory	Core	6	4	100

**Objective:**

- To enable the students to understand the theories of media and the impact of media on society and culture

**Course Outcomes (CO)**

The Learners will be able to

CO1: Report and Restate the elements of society and its theories.

CO2: Illustrate the characteristics of culture and its models.

CO3: Analyze the various models of media and Categories the ecological perspective of media audience

CO4: Analyze the various models of media.

CO5: Evaluate the social issues of media.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

## **Course Syllabus:**

### **Unit I: Concepts of society (18 hours)**

- 1.1. The definition of society (K1, K2)
- 1.2. Essential elements of society (K1, K2)
- 1.3. Understanding Mass Media (K1, K2, K3)
- 1.4. Theories of society: the mass society theory, functionalism, uses and Gratification theory, social construction theory (K2, K3, K4)
- 1.5. Communication technology determinism (K3, K4)
- 1.6. The information society. (K3, K4)

### **Unit II: Concept of culture (18 hours)**

- 2.1. The definition of culture, characteristics of culture, (K1, K2)
- 2.2 Components of culture, functions of culture. (K1, K2, K3)
- 2.3. Media and popular culture,(K1, K2, K3)
- 2.4. Mass media culture and development (K1, K2, K3)
- 2.5. Development communication, modernization, (K1, K2, K3)
- 2.6. Models of development, dependency/structuralism model.(K1, K2, K3, K4 )

### **Unit III: Media Audience (18 hours)**

- 3.1. Reception, (K1, K2)
- 3.2. Audience positioning, (K1, K2,K3)
- 3.3. Subjectivity, Pleasure (K1, K2)
- 3.4. Audience dynamics (K3, K4)
- 3.5. Impact of Media on Society (K1, K2,K3)
- 3.6. Ecological perspectives.(K3, K4)

### **Unit IV: Media Analysis: (18 hours)**

- 4.1. Media Text, (K1, K2)
- 4.2. Media Ideology, (K1, K2, K3)
- 4.3. Media and Realism (class, Gender, Race, Age, Minorities, children),(K1, K2, K3, K4)
- 4.4. Approaches to Media Analysis (K1, K2, K3)
- 4.5. Marxist theory, semiotics, (K1, K2, K3)
- 4.6. Psychoanalytic.(K1, K2 K3, K4)

### **Unit V: Alternate Media (18 hours)**

- 5.1. Alternative approaches to developments, (K1, K2, K3)
- 5.2. Revival of modernization models, (K1, K2, K3)
- 5.3. Peculiarity of Indian Society, Media in Indian society, (K1, K2, K3, K4)
- 5.4. Internet initiatives for rural development,(K1, K2, K3, K4)
- 5.5. Communication for development (K1, K2, K3)

5.6. Sensationalism, 4G, VR, gaming, mobile addiction.(K1, K2, K3, K4)

**Books for Study and Reference:**

1. Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013.
2. KevalJ.Kumar - Mass Communication in India, 4<sup>th</sup> Edition - Jaico Publication, 2011.
3. Graeme Burton - Media and Society Critical Perspectives, 2<sup>nd</sup> Edition - Tata McGraw Hill, 2010
4. PaulHodkinson,Media,Culture and Society:An Introduction,SAGE Publication Ltd,2010.
5. Michael O’Shaughnessy,JaneStadler,Media and Society an Introduction,Oxford University press,2005
6. Amos Owen Thomas - Media, Culture and Politics Across India, Sage Publication, 2005
7. McQuail Denis – Mass Communication Theory, 4<sup>th</sup> and 5<sup>th</sup> Edition - Sage Publication, 2000.
8. Silverstone rogers – Why study Media? –sage Publications- 1999
9. Berger, AsaAuthur,- Media Analysis Techniques- Sage Publications -1998.

**SEMESTER IV - ALLIED – IV  
UAJLA20 - JOURNALISM**

<b>Year: II</b>	<b>Course Code: UAJLA20</b>	<b>Title of the Course: Journalism</b>	<b>Course Type: Theory</b>	<b>Course Category: Allied</b>	<b>H/W 6</b>	<b>Credits 5</b>	<b>Marks 100</b>
<b>Sem: IV</b>							

**Objective:**

- To introduce the field of Visual Nature of journalism in various media and to develop journalistic skills in students

**Course Outcomes (CO)**

The Learners will be able to

CO1: Explaining the basic concepts of journalism.

CO2: Analyzing the newspaper organization and its ethical codes.

CO3: Evaluating the role of journalist in the stream of electronic media.

CO4: Classifying the duties and responsibilities of Television journalist.

CO5: Acquiring the Knowledge and process of online journalism.



CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

### Course Syllabus:

#### Unit I: Introduction to Journalism (18 hours)

- 1.1.Evolution of Journalism (K1, K2)
- 1.2.News, Types of news, News values (K1, K2, K3)
- 1.3.Structure of news story (K1, K2, K3)
- 1.4.Journalism ethics (K2, K3)

1.5.Functions of news (K3, K4)

1.6.Journalism in action (finding, choosing, sourcing, gathering, writing, editing and taking news further) (K1, K2,K3,K4 )

### **Unit II: Print Journalism (18 hours)**

2.1.History of newspaper, Press council (K1, K2, K3)

2.2. Code of ethics of Indian journalist (K1, K2, K3)

2.3. News agencies (K1, K2,)

2.4. Newspaper organizations (ABC – RNI – INS - India Press council (K2, K3, K4)

2.5. Style of writing, journalist as investigator, journalist as entertainer (K3, K4)

2.6. Difference between newspaper and news magazine, Types of news magazine (K2, K3, K4)

### **Unit III: Electronic Journalism-Radio Journalism(18 hours)**

3.1. News flow in broadcast media (K1, K2, K3)

3.2. Basics of Radio News, Sources and contacts (K1, K2, K3)

3.3. Wire services, Components of News (K1, K2, K3)

3.4. Radio news room setup, Radio News Reporting, (K2, K3, K4)

3.5. News writing and presentation, Elements of editing, integrating audio bytes (K2, K3, K4)

3.6. Radio talks and discussions, radio interviews. Writing for packages- local, regional, national (Voice over, Sound on Tape) (K2, K3, K4)

### **Unit IV: Television Journalism (18 hours)**

4.1. TV News room work process (K1, K2, K3)

4.2. Basics of TV News, Structuring TV News (K1, K2, K3)

4.3. News gathering and writing (K1, K2, K3)

4.4. Integrating sound bites, visualization of News, voice-overs (K1, K2, K3)

4.5. TV interviews, Process of Live inputs, News Debates News analysis (K1, K2, K3, K4)

4.6. Gate keeping, News anchoring (K1, K2, K3)

### **Unit V: Online Journalism (18 hours)**

5.1. Newspapers and News reporting in the digital age (K1, K2, K3)

5.2. News flow in online media (K1, K2, K3)

5.3. Media differences in news coverage (K1, K2, K3)

5.4. Organization of online newspapers, Internet news producing strategies (K1, K2, K3, K4)

5.5. Future of internet news (K1, K2, K3)

5.6. Citizen journalism.(K1, K2, K3)

### **Assignments:**

Students can produce their own production of tabloids, newspapers. Journals, magazine.

### **Books for Study and Reference:**

1. Lynette Sheridan burns-Understanding Journalism 2<sup>ND</sup> edition-Sage publications-2013

2. KevalJ.Kumar - Mass Communication in India - Jaico Publications, 2011.
3. Rajesh Pandey-Visual Journalism-adhyayan publishers and distributors-edition 2009
4. Ajay Dash-Journalistic Writing-Sonali publications-2008
5. Paul Chantter, Peter Stewart – Basic Radio Journalism – Focal Press, 2007.
6. Brad Schultz – Broadcast News Producing - Sage Publication, 2007.
7. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007.
8. Dr.G.C.Banik – PR and Media Relation - Jaico Publications, 2005.
9. B.N. Ahuja - Theory and Practice of Journalism - Surjeet Publication, Delhi, 2004

**SEMESTER V – PAPER VII**  
**UCVCK20 - DIGITAL PUBLIC RELATIONS**

<b>Year:</b> <b>III</b>	<b>Course Code:</b> UCVCK20	<b>Title of the Course:</b> Digital Public Relations	<b>Course Type:</b> Theory	<b>Course Category:</b> Core	<b>H/W</b> 5	<b>Credits</b> 3	<b>Marks</b> 100
<b>Sem: V</b>							

**Objective:**

- To initiate students to the field of Public Relations by giving them a background, trends and techniques in PR
- the course will teach principles of digital communications management and their application to develop strategy,

**Course Outcomes (CO)**

The Learners will be able to

CO1: Summarize the Concepts and Scope of Public Relations in different sectors.

CO2: Evaluating the Process of PR and acquiring the profound knowledge in Public relation writing.

CO3: Analyzing the corporate, social and ethical Responsibilities of PR.

CO4: Examine the different roles of Digital PR

CO5: Preparing and presenting a PR campaign on social issues

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

### Course Syllabus:

#### Unit I: Public Relations: Introduction (15 hours)

- 1.1. Evolution and Definition of Public relations (K1, K2, K3)
- 1.2. History of PR in India Activities of PR.(K1, K2, K3)
- 1.3. Scope of PR, Roles of a PRO, PR in Government.(K1, K2, K3, K4)
- 1.4. PR in service sector.(K1, K2, K3)
- 1.5. Internal and External Publics.(K1, K2, K3)

1.6. SWOT analysis of PR.(K1, K2, K3, K4)

**Unit II: PR process Writing**

(15 hours)

2.1. The PR process, PR, In-house vs external agency (K1, K2, K3)

2.2. PR in crises, Role of a PR Writer, (K1, K2, K3)

2.3. Ethical and legal responsibilities of a PR Writer(K1, K2, K3)

2.4. Research for the PR Writer,(K2, K3)

2.5. Copy writing for the web (K1, K2, K3)

2.6. Social media & mobiles, Benefits of PR.(K1, K2, K3)

**Unit III: Corporate Social Responsibilities**

(15 hours)

3.1. Public Utilities and PR.(K1, K2, K3)

3.2. Social responsibilities of PR.(K1, K2, K3)

3.3. Corporate social responsibilities.(K1, K2, K3, K4 )

3.4. Benefits of CSR, Types of CSR.(K2, K3)

3.5. Advantages & disadvantages of CSR.(K2, K3)

3.6. PR and emerging Global Markets. (K1, K2, K3, K4 )

**Unit IV: Digital Public Relation**

(15 hours)

4.1. Definition of DPR, Why Digital PR is important. (K1, K2, K3)

4.2. Traditional PR VS Digital PR.(K2, K3)

4.3. Types of Digital PR Strategy. (K2, K3)

4.4. Types of Digital PR- (SEO and Digital Marketing) Overview of digital marketing,

4.5. SEO, Social Media Marketing,.(K2, K3)

4.6. Mastering Google (AdWords advertising, analytics & applications), Benefits of Digital PR.(K1, K2, K3, K4 )

**Unit V: Public Relations Ethics**

(15 hours)

5.1 Concepts of Ethics.(K1, K2, K3)

5.2 Public Relations society of India (PRSI).(K1, K2, K3)

5.3 The International Public Relations Association (IPRA).(K1, K2, K3)

5.4 Public Relations society of America (PRSA).(K1, K2, K3)

5.4 Council of Public Relations Firms.(K2, K3)

5.5 Charter on Media Transparency. (K1, K2, K3, K4)

**Exercise: Campaign Project:**

The students are divided into groups according to the strength of the class and they will choose Any one topic of their choice and the campaign is done in the nearby villages or government or Panchayat or private schools or prison giving awareness on the topics apt for that region or **On any Current issue of the year.**

**(Project should be submitted as a video format or as power point presentation with Appendix)**

**Books for study and Reference:**

1. Keith Butterick- Introducing PR (theory and practice)-Sage publications-2012.
2. K.M. Shrinivastava - Public Relations in the Digital Era – Pilgrim’s Publishing, Varanasi, 2007.
3. Dr.G.C.Banik, Public Relation and Media Relations – Jaico Publishing House, 2005.
4. Scott M.Cutlip, Allen H.Centre, Glen M.Broom, Effective Public Relations – Pearson Education, 2003.
5. Dova Newsom, Bob Carrell - Public Relations Writing, Form and Style – Thomas Learning, 2001.

**Websites reference:**

- <http://www.marketingteacher.com/digital-public-relations-dpr/>
- <http://www.omtac.com/h/n/OMTAC/digitalmarketingresi//292#A>
- <https://www.ricemedia.co.uk/blog/digital-pr-important-everything-need-know/>
- <http://www.csrinpractice.com/what-is-csr/>
- <https://www.exposureninja.com/wp-content/uploads/2020/04/what-is-digital-pr-campaign-strategy-checklist.pdf>

**SEMESTER V –PROJECT -1**

**UCVCN20 - DOCUMENTARY PRODUCTION**

<b>Year: III</b>	<b>Course Code: UCVCN20</b>	<b>Title of the Course: Documentary Production</b>	<b>Course Type: Project</b>	<b>Course Category: Core Elective</b>	<b>H/W 3</b>	<b>Credits 5</b>	<b>Marks 100</b>
<b>Sem: V</b>							

**Objective:**

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing through team work.

Students will specialize in Television production and prepare a group project on any chosen theme. The editing of the project should be done with the editing software that is taught to the

students during the course. The master copy of the production in a DVD format must be submitted along with the script and the storyboard.

**Course Outcomes (CO)**

**The Learners will be able to**

CO1: Analyzing the Concepts of Documentary production.

CO2: Implementing the Pre-Production process of Documentary.

CO3: Executing the Production process of Documentary.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

**Exercise:** Documentary - 5 to 7 minutes

1. Proposal Format to be given (5 hours)
2. Script Approval (10 hours)
3. Story Board (15 hours)
4. Documentation (15 hours)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 marks) is based on the production process and the model viva.  
The Semester Evaluation (60 marks) is based on the Viva-voce and the quality of the production presented for the Examination.

### **SEMESTER V - SKILL BASED ELECTIVE – 1**

#### **USCMD520 – E- CONTENT PRODUCTION**

<b>Year: III Sem: V</b>	<b>Course Code: USCMD520</b>	<b>Title of the Course: E- Content Production</b>	<b>Course Type: Practical</b>	<b>Course Category: Skilled Based Elective</b>	<b>H/W 2</b>	<b>Credits 2</b>	<b>Marks 100</b>
---------------------------------	--------------------------------------	---	---------------------------------------	--	------------------	----------------------	----------------------

#### **Objective:**

To enable students know about the production process and techniques of e-content development, implementing effective e-content material for education field.

All students will specialize in e- content development and prepare an individual project with the help of required software and multimedia accessories. The final copy of the production must be submitted along with the script.

#### **Course Outcomes (CO)**

The Learners will be able to:

CO1: Describing the Planning Process of E-content development

CO2: Acquiring the In-depth knowledge about the E-content design

CO3: Selecting the Appropriate Methods to Implement the E-content design

CO4: Applying and testing the E-content course material

CO5: Executing and publishing the E-contents for formal education.



CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

### Course Syllabus:

#### Exercises Each Exercise carry:(10 hours )

1. Students can choose any Program of their choice and Prepare E-Content for a course.
2. Production (video presentation, PowerPoint presentation etc)
3. Web Publishing (Overall presentation for uploading in the website)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 Marks) is based on the process of development of the campaign.

The Semester Evaluation (60 Marks) is based on the (45 Marks) practical examination on conduct of the campaign and submission of the report (10 marks) and Viva voce (5 Marks)

## SEMESTER VI

### UCVCP20 - INTRODUCTION TO ICT AND NEW MEDIA

<b>Year:</b> III	<b>Course Code:</b> UCVCP20	<b>Title of the Course:</b> Introduction to ICT and New Media	<b>Course Type:</b> Theory	<b>Course Category:</b> Core Elective	<b>H/W</b> 5	<b>Credits</b> 3	<b>Marks</b> 100
---------------------	--------------------------------	--	-------------------------------	--	-----------------	---------------------	---------------------

#### Objective:

- To give students a brief idea of the evolution of the Communication and Information Technology, its effects on Economics and working in the New Media

#### Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the Concept of Internet and its Features.

CO2: Acquiring the Knowledge in Usage of ICT in Print Media.

CO3: Applying the Techniques of ICT in Electronic Media.

CO4: Implementing the ICT tools and techniques in New Media.

CO5: Analyzing the Connectivity issues in New Media.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

### Unit I: Introduction to ICT (15 Hours)

- 1.1. Evolution of ICT (4 stages). (K1, K2, K3)
- 1.2. From ARPANET to internet. (K2, K3, K4)
- 1.3. New Media as a Mass Medium. (K3, K4, K5)
- 1.4. Structure and features of Internet. (K1, K2, K3)
- 1.5. ISP, TCP/IP. (K2, K3, K4)
- 1.6. E-mail, WWW. (K2, K3, K4)

### Unit II: ICT for Print media (15 Hours)

- 2.1. New source of news – blogs, citizen journalism. (K2, K3, K4)
- 2.2. Hyper-local news, the converged or single man journalist. (K2, K3, K4)
- 2.3. Change in News flow (K2, K3, K4)
- 2.4. Online-only Newspapers, e-Newspapers. (K2, K3, K4)
- 2.5. Replica editions. (K3, K4)
- 2.6. Limitations of online newspapers. (K2, K3, K4)

### Unit III: ICT for Electronic media (15 Hours)

- 3.1. Scroll News (K1, K2, K3)
- 3.2. Image and video digitization. (K2, K3, K4)
- 3.3. Digitization of radio and television news (K2, K3, K4)
- 3.4. On-the-spot broadcast (K3, K4)
- 3.5. User-generated content. (K1, K2, K3, K4)
- 3.6. Privacy, Copyright issues. (K3, K4)

**Unit IV: ICT for New media (15 Hours)**

- 4.1. Traditional vs Web journalism. (K2, K3, K4)
- 4.2. Interactivity, Archiving (K1, K2, K3)
- 4.3. News feeds (K2, K3, K4)
- 4.4. Syndicated Content. (K3, K4)
- 4.5. Future: Evernet. (K3, K4)
- 4.6. Internet of things (K2, K3, K4)

**Unit V: Browsers & Servers (15 Hours)**

- 5.1. ISP and browsers. (K2, K3)
- 5.2. Server, Proxy server. (K2, K3)
- 5.3. Security Socket Layer. (K2, K3)
- 5.4. Firewalls Open Source, 4G. (K2, K3, K4)
- 5.5. Uplink and Downlink. (K2, K3, K4)
- 5.6. Last mile connectivity(K3, K4)

**Books for Study and Reference**

1. Harley Hahn, The Internet, Tata Mc-Graw-Hill Publishing, 2<sup>nd</sup>. ed., 2005
2. Joseph R. Dominick, The Dynamics of Mass Communication, Tata McGraw-Hill Publishing House, 10<sup>th</sup> ed. 2010
3. SeemaHasam, Mass Communication Principles and Concepts, CBS Publishers, 2010

**SEMESTER VI – PRACTICAL VII**  
**UCVCQ20 -WEB DESIGNING**

<b>Year:</b> <b>III</b>	<b>Course Code:</b> <b>UCVCQ20</b>	<b>Title of the Course:</b> Web Designing	<b>Course Type:</b> <b>Practical VII</b>	<b>Course Category:</b> Core Elective	<b>H/W</b> 5	<b>Credits</b> 4	<b>Marks</b> 100
<b>Sem:</b> <b>VI</b>							

**Objective:**

- To teach students the art of designing basic websites using Adobe Dreamweaver software

**Course Outcomes (CO)**

The Learners will be able to

CO1: Acquiring the Basic Knowledge about Adobe Dreamweaver.

CO2: Locating the Various Tags used for Creating web pages.

CO3: Designing the Navigation Structure for Web Pages.

CO4: Creating the Webpage and Making Links.

CO5: Adding Various Effects to Web Pages

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

**(Low - L, Medium – M, High - H)**

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

### Course Syllabus:

Developing a static web site with embedded multimedia elements using Dreamweaver, supported by Flash for graphics and animation, Swish for Flash authoring and Adobe Photoshop for image editing.

Introduction to Web design - Elements of Hypertext – markup language – heading section, body section, other HTML tags, advanced tags, frame tags – up linking the sites.

### Kindly Note: Each exercise carries: 15 hours

1. No objects / elements downloaded from the Internet should be used. The static images should be created by the student using appropriate software's.
2. A minimum of Five exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record.
4. All exercises should be accompanied by "paper-page" and "paper-design" in record form along with the original file containing the exercises.
5. The above mentioned are the minimum requirement for external examination.

### Order of details expected in the Record

1. Bonafide Certificate
2. Table of Contents
3. Introduction
4. Software Specification

5. Web Content
  6. Web Structure
  7. Web Page Samples
  8. Bibliography
- (Cognitive Level : k1, k2, k3, k4)

The Internal Evaluation (40 Marks) is based on the process of development of the web page.

The Semester Evaluation (60 Marks) is based on the (45 Marks) practical examination on development of a small website with a minimum of 5 web pages, Record (10 marks) and Viva voce (5 Marks)

**SEMESTER – V - ELECTIVE II A**  
**UEVCA20 - ELECTIVE II A: E\_CONTENT DEVELOPMENT**

<b>Year:</b> <b>III</b>	<b>Course Code:</b> UEVCA20	<b>Title of the Course:</b> E- Content Development	<b>Course Type:</b> Theory	<b>Course Category:</b> Skilled Based Elective	<b>H/W</b> 5	<b>Credits</b> 3	<b>Marks</b> 100
<b>Sem: V</b>							

**Objective:**

To enable students, know about the production process and techniques of e-content development, implementing effective e-content material for education field.

**Course Outcomes (CO)**

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



CO1: Explain the basic concepts of E-content

CO2: Analyzing the types and models of E-content

CO3: Acquiring the knowledge and presentation on E-content.

CO4: Evaluating the E-learning platforms and technologies

CO5: Executing and publishing the E-contents for formal education

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

## **Course Syllabus:**

### **Unit I: E - Content Production (15 hours)**

- 1.1. Introduction –Evolution of E-learning Standards (K1, K2, K3)
- 1.2. Characteristics of e-content development. (K1, K2, K3)
- 1.3. Phases of e –content development: Analysis Phase (K2, K3)
- 1.4. The design phase-the development phase-testing phase (K1, K2, K3)
- 1.5. Implementation phase (K2, K3)
- 1.6. The evaluation phase. (k1, k2, k3)

### **Unit II: Types and Models of E-content (15 hours)**

- 2.1. Models of E-content development, SCORM Model (k1, k2, k3)
- 2.2. e-Publishing processes –e-Author, e-Editing, e-Publishing. (k2, k3, k4)
- 2.3. LMS-Learning Object Design. (k1, k2, k3)
- 2.4. Types of e-content-OER\_RLOS-E-Books. (k2, k3, k4)
- 2.5. Web content-video Streamer-Blogging. (k2, k3, k4)
- 2.6. Instructor`s role in the development of e-content. (k1, k2, k3, k4)

### **Unit III: Guidelines and presentations of E-content (15 hours)**

- 3.1. Guideline for E-content development. (k1, k2, k3)
- 3.2. UGC-E-content scheme-UGCINFONET-CEC. (k2, k3)
- 3.3. Content Management Systems – Templates, standard characteristics and, delivery, effectiveness of content. (k1, k2, k3)
- 3.4. Media: Animations, illustrations, slideshows, interactivities, Video, photographs and audio clips. Animation. (k1, k2, k3)
- 3.5. Self-running, non-interactive 2D animations. (k2, k3, k4)
- 3.6. Audio narrative of the onscreen-text. - Audio toggle on/Off-Video Streaming, Assessment and feedback options. (k1, k2, k3, k4)

### **Unit IV: E-Learning –Technology (15 hours)**

- 4.1. e-Learning and e-learners. (k1, k2, k3)
- 4.2. e-courses, e-learning ability. (k1, k2, k3)
- 4.3. Open educational resources – Learning authoring. (k2, k3, k4)
- 4.4. e-learning technologies-: Computer and Internet Enabled Learning. (k3, k4)
- 4.5. IP Learning – Mobile learning – Videoconferencing – VSAT. (k2, k3, k4)
- 4.6. Online learning – Web conferencing – Standalone e-learning – Assisted e-learning – e-Cooperative learning – Blended learning – Info Learning. (k1, k2, k3, k4)

**Unit V: Future trends of E-content (15 hours)**

- 5.1. Present trends and future. (k2, k3, k4)
- 5.2. e-Content for different types of industries. (k2, k3, k4)
- 5.3. Education, marketing, training, agriculture, etc., (k1, k2, k3, k4)
- 5.4. Economics of e-content business. (k1, k2, k3, k4)
- 5.5. Budget and market Trends.(k3, k4)
- 5.6. Pedagogical issues in E-content development. (k1, k2, k3, k4)

**References:**

1. Robin Manston and Frank Rennie e-Learning: The Key Concepts, Routledge, London & New York, 2006.
2. Jeong-Baeson and Shirley O’Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007.
3. K.L. Kumar. Educational Technology, New Age International Pvt. Ltd.,

**SEMESTER VI – PROJECT – 2**  
**UCVCR20 - SHORT FILM PRODUCTION**

<b>Year:</b> III	<b>Course Code:</b> UCVCR20	<b>Title of the Course:</b> Short Film Production	<b>Course Type:</b> Project - 2	<b>Course Category:</b> Core	<b>H/W</b> 4	<b>Credits</b> 5	<b>Marks</b> 100
<b>Sem:</b> VI							

**Objective:**

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing
- Students will specialize in Television/Radio Production and prepare an individual project on Documentary / short film on any chosen theme. The master copy of the production must be submitted along with the script.

**Course Outcomes (CO)**

The Learners will be able to

CO1: Identifying the Concepts of Short film production.

CO2: Implementing the Pre-Production process of Short film.

CO3: Executing the Production process of short film.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

**Course Syllabus:****Exercises:**

1. Produce a short film with a good concept not exceeding 10 minutes with suitable visual transitions and sound effects.

(Cognitive Level: K1, K2, K3, K4)

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 Marks) is based on the Viva-Voce and the quality of the production.

**SEMESTER VI - SKILLED BASED ELECTIVE- VI**  
**USCMD620 -DIGITAL PUBLISHING**

<b>Year:</b>	<b>Course Code:</b>	<b>Title of the Course:</b>	<b>Course Type:</b>	<b>Course Category:</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
<b>III</b>	USCMD620	Digital Publishing	Theory	Skilled Based Elective	2	2	100
<b>Sem:</b>							
<b>VI</b>							

**Outcomes Objective:**

- To learn the basic principles of printing and methodologies used for printing and print finishing.

**Course Outcomes (CO)**

The Learners will be able to

CO1: Select the Various Type Faces.

CO2: Acquiring the Knowledge in the process of Printing.

CO3: Analyzing the Substrates used for Printing.

CO4: Acquiring the Knowledge in final Printing Process.

CO5: Implementing the Creative ideas in Printing Process.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

**Course Syllabus:**

**Unit I:Typeface (6 hours)**

Type and Font, Font family, spacing and design. (K1, K2, K3, K4)

**Unit II: Printing principles(6 hours)**

Letterpress, Lithography, Gravure, Silk-screen printing, Hot metal printing.(K1, K2, K3, K4)

**Unit III: Paper and ink(6 hours)**

Substrates - Paper Types, Unusual Substrates, Ink. (K1, K2, K3, K4)

**Unit IV: Print Finish(6 hours)**

Varnish, Folding, Emboss and Demboss, Binding - Wiro, spiral, comb, Canadian, case binding, Perfect binding.(K1, K2, K3, K4)

**Unit V: Application (6 hours)**

Eclecticism, Integrating type and image, Environment. (K1, K2, K3, K4)

Books for Study and Reference

1. Gravin Ambrose and Paul harris-The fundamentals of typography-AVA Publishing,2006.
2. Ambros, Harris – Print and Finish, AVA publishing, 2006
3. John Feather- History of British publishing- Routledge, 2005
4. Helmut Kipphan- Handbook of Print media, 1<sup>st</sup> edition- Springer,2004.
5. J.Michael Adams and penny Ann Dolin- Printing Technology,5<sup>th</sup> edition- Thomson Delmar Learning,2001.
6. David Bann-The Print Production Handbook-A MacDonald Book,1985.





