

SEMESTER - I
UCVCA20 - INTRODUCTION TO VISUAL COMMUNICATION

Year: I Sem: I	Course Code: UCVCA20	Title of the Course: Introduction to Visual Communication	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To give an overview about the field of Visual communication and Visual language and to enable them to understand the various fields of work in this area

Course Outcomes (CO)

The Learners will be able to

CO1: Indicating the Basic Concepts of Communication.

CO2: Analyzing the concepts of Visual cues and Visual Theories.

CO3: Acquiring an in-depth knowledge in Visual Analysis and Visual Stereotypes

CO4: Identifying the Essential aspects of Visual Language.

CO5: Exploring the insights of Visuals in Media.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	M	H	H	M
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: Basics of Visual Communication (18 hours)

- 1.1. Definition: communication. (K1, K2)
- 1.2. Need for and Importance of Communication. (K1, K2)
- 1.3. Introduction to Visual Communication: Sensing, Selecting and Perceiving (K1,K2,K3, K4)
- 1.4. Visual Cues: Color, Form, Depth. (K1, K2, K3, K4)
- 1.5. Eight Depth Factors. (K1, K2, K3, K4)
- 1.6. Movements. (K3, k4)

Unit II: Visual Theories and Persuasion(18 hours)

- 2.1. Sensory Theories of Visual Communication: Gestalt. (K3, k4)
- 2.2. Sensory Theories of Visual Communication: Constructivism. (K1, K2, K3, K4)
- 2.3. Perceptual Theories of Visual Communication: Semiotics –Charles sanders Peirce, (K1, K2, K3, K4)
- 2.4. Cognitive Theory, (K1, K2, K3, K4)
- 2.5. Visual Persuasion in Advertising, (K1, K2, K3, K4)
- 2.6. Visual Recurring. (K3, k4)

Unit III: Visual Stereotypes and Analysis (18 hours)

- 3.1. Visual Stereotypes: Reinforcing Stereotypes with Images.(K1, K2, K3, K4)
- 3.2. Visual Analysis: Composition.(K1, K2, K3, K4)
- 3.3. Semiotic Signs and Codes (K3, K4)

- 3.4. Cognitive Elements(K1, K2, K3, K4)
- 3.5. Purpose of the Work, (K3, K4)
- 3.6. Image Aesthetics (K3, K4)

Unit IV: Visual Language (18 hours)

- 4.1. Principles of Visual & other Sensory Perceptions. (K1, K2, K3, K4)
- 4.2. Color Psychology & theory (some aspects) (K1, K2, K3, K4)
- 4.3. Color symbolism, Visual Thinking (K3, K4)
- 4.4. Principles of Design (K1, K2, K3, K4)
- 4.5. Elements of Design(K1, K2, K3, K4)
- 4.6. Process of developing creative ideas, Visual Culture(K3, K4)

Unit V: Visuals in Media (18 hours)

- 5.1. Definition: Media. (K1, K2)
- 5.2. Types of Media – Traditional Media & folk Media (K1, K2, K3, K4)
- 5.3. Print Media, Electronic Media and New Media.(K1, K2, K3, K4)
- 5.4. Visual language.(K3, K4)
- 5.5. Visual pleasure. (K3, K4)
- 5.6. Concept of gaze. (K3, K4)

Books for Study and Reference:

1. Seeing is Believing: An introduction to visual communication, 4th edition, – Arthur Asa Berger, McGraw Publication, 2012
2. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011.
3. KevalJ.Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
4. Joseph R. Dominick – The Dynamics of Mass Communication: Media in the Digital Age, 10th Edition - Tata McGraw Hill, 2010.
5. Stanley J. Baran – Introduction to Mass Communication: Media Literacy and Culture, 5th Edition - Tata McGraw Hill, 2010.
6. Uma Joshi, Rameshwari Pandya, AnuradhaMathu – Folk Media and Harmony, Swastik Publications, 2010.
7. Jonathan Baldwin, Lucienne Roberts – Visual Communication - AVA Publishing SA, 2006.
8. John Morgan, Peter Welton,1992 - See what I Mean?: An Introduction to Visual Communication

SEMESTER III – PAPER III
UCVCE20 - TELEVISION PRODUCTION

Year: II	Course Code: UCVCE20	Title of the Course: Television Production	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
Sem: III							

Objective:

- To introduce to the students, the field of television media and to train them to produce any type of television programmes

Course Outcomes (CO)

The Learners will be able to

CO1: Describing the phases and development of television production.

CO2: Acquire an in-depth knowledge about preproduction stages of television production.

CO3: Explaining the camera operation techniques and implementation.

CO4: Analyze the lighting techniques and production management.

CO5: Acquire a profound knowledge in post-production techniques.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	M	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 Television medium (15 hours)

- 1.1.Introduction to Television production (K1, K2)
- 1.2.Origin of television in the World – The Coming of Indian Television (K1, K2, K3)
- 1.3.Phases and development of television (K1, K2, K3)
- 1.4.Generating ideas (K1 ,K2,K3)
- 1.5.Clustering and Brain storming (K2, K3)
- 1.6.The Production team members and their Responsibility (K2, K3,K4)

Unit II: Pre Production Activities (15 hours)

- 2.1. Creative Script writing (K1, K2)
- 2.2. Screen play Writing (K1, K2, K3)
- 2.3. Talent, COthing, Makeup: Performer Techniques - Acting Techniques (K1, K2, K3)
- 2.4. Audition – COthing - Make up (K2, K3)
- 2.5. Indoor set - outdoors set (K2, K3)
- 2.6. Budget preparation. (K2, K3)

Unit III: Production Elements (15 hours)

- 3.1. Basic Camera function and elements (K1, K2)
- 3.2. Parts of the Camera – Camera operations – techniques (K1, K2, K3)
- 3.3. Types of Cameras (K3, K4)
- 3.4. Framing a shot (K2, K3)
- 3.5. Angle and Movements (K2, K3, K4)
- 3.6. Single Camera set up and multiple camera set up. (K2, K3, K4)

Unit IV: Production (15 hours)

- 4.1. Lighting - Lighting Instruments (K1, K2)
- 4.2. Lighting Techniques (K3, K4)
- 4.3. Production Standard NTSC, PAL, SECAM etc., (K2, K3, K4)
- 4.4. Various kinds of Mike and their Usage – Sound Pickup Pattern (K2, K3, K4)
- 4.5. The role of the Director - Art Direction (K2, K3, K4)
- 4.6. Scenery Properties and set Dressing - Floor Management - Production Management. (K2, K3, K4)

Unit V: Post Production (15 hours)

- 5.1. Editing Functions (K2, K3, K4)
- 5.2. Aesthetic Principles of Continuity editing, complexity editing (K2, K3, K4)
- 5.3. Voice over (or) Narration (K3, K4)
- 5.4. Music – Dubbing (K2, K3, K4)
- 5.5. Video Editing: Linear Editing - Nonlinear Editing (K1, K2, K3, K4)
- 5.6 Types of Editing Modes (Assemble, Insert, Online Modes) (K1, K2, K3, K4)

Exercises: Presentation of Talk shows, Cultural Programs, News Desk etc,

Books for Study and Reference:

1. Keval J. Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
2. Lan Hutchby – Media Talk Conversation Analysis and the Study of Broadcasting - Tata McGraw Hill, 2010.
3. Matt Briggs - Television Audiences and Everyday Life, Tata McGraw Hill, 2010.
4. David Miles, Robert Runstein - Modern Recording Techniques, 6th Edition – Focal Press, 2005.
5. Carl, Philip, Firtiz, Louis - Modern Radio Production, 6th Edition – Thomson Wardsworth, 2004.
6. Zettl Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000.
7. Zettl Herbert – Video Basics 3 – Wardsworth, 2001

SEMESTER – III - PRACTICAL III
UCVCF20 -COMPUTER GRAPHICS

Year: II	Course Code: UCVCF20	Title of the Course: Computer Graphics	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100
Sem: 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 -IV- PRACTICAL – IV

UCVCH20- POST PRODUCTION EDITING

Year:	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
II	UCVCH20	Post Production Editing	Practical	Core	4	4	100
Sem: IV							

Objective:

- To teach students the art of editing videos through Adobe Premier CC software and to complete basic exercises in editing.

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the various tools and workspace of adobe premiere pro.

CO2: Using various effects and techniques.

CO3: Applying the titling and adding sound effects

CO4: Creative synchronization of song and scene remix

CO5: Create a short film or documentary using editing techniques.

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: 1 - 3 (30 hours), Exercises 3 - 6(30 hours)**

Students must make a 5 minutes edited version of the following:

1. Song remix and scene remix with masking, blur, color and reverse effects
2. Subtitles for part of a feature film other than English
3. Prepare a movie Trailer and add Titling and End credits
4. Teaser for any programme.
5. Shoot and Edit a short film or documentary (Max 1 minute)
6. Prepare a video presentation with a voice over.

Cognitive level: K1,K2,K3,K4

The Internal evaluation for 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 IV - ALLIED – IV
UAJLA20 - JOURNALISM

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

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 2ND 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 – IV - SKILLED BASED ELECTIVE – IV
INTRODUCTION TO ART DIRECTION**

Year: II	Course Code: USCMD420	Title of the Course: Introduction to Art Direction	Course Type: Theory	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100
Sem: IV							

Objective of the Course

1. This course examines the visual history and development of art direction and production design.
2. This course focuses on the Indian and Hollywood Art Department, their responsibilities and relationships both intra-departmentally and with the other crafts and departments.
3. This course focuses on introduction to set design and basics of set construction, design visualization.
4. Students will see how design elements enhance story theme, character, plot, tone, location, period, lighting techniques, cinematography, editing, and visual effects.
5. Students will learn budgeting, stage management and scheduling.
6. Students will design a mini set model.

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the basic concepts of art direction.

CO2: Analyzing the various works of the prominent art directors.

CO3: Acquiring in-depth knowledge about the creation of set models.

CO4: Compiling the technical aspects of set direction.

CO5: Acquiring the stage management skills.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	M	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 art Direction

History and Development of Art Direction – Role of Art director – Responsibilities – Colour Basics – Colour – colour psychology –Basics of design - Exploring Form, Space, Mass, Volume – Thematic elements (K1, K2,K3,K4)

Unit II: Roles of an Art Director

Prominent Indian Art Directors’ work in movies – Hollywood Art Directors – Works in movies – Qualities of an Art Director - Scenic Building Blocks – Types of flats and materials – blueprint of the construction of set – Perspectives – constructional methods – slab building (K1,K2,K3,K4)

Unit III: Properties

Model Creation types of set models in a TV program – Set decoration – Types of properties used in Set Decoration. Historical Techniques: Painted glass, mattes, foreground miniatures, forced perspective.(K1, K2,K3,K4)

Unit IV: Set Design

Location Scouting, Interiors and Exteriors. How to photograph the location for Set designing. Taking measurements. Other details of importance – Camera angles and movements - Design for performance through areas such as lighting, set design and costume, design visualization.(K1, K2, K3,K4)

Unit V: Budget

Types of layout – Concept and idea for story creation - symbols used – foreground –middle ground and background - Budgeting for set design – Stage Management – Role and Responsibilities – Scheduling for programmes.(K1, K2,K3,K4)

Reference Books –

1. Michael Rizzo -“The Art Direction Handbook for Film” Second Edition
2. Nicholas Proferes - “Film Directing Fundamentals”, Focal Press, 3rd Edition, 2008.
3. Fionnuala Halligan - “Filmcraft: Production Design”, Focal Press 2012.
4. Colin Winslow - “The Handbook of Model Making for Set Designers Paperback”, Crowood Press, 2008.
5. Tony Davis –“Stage Design”,Rotovision, September,2001.

SEMESTER V – PAPER V

UCVCI20 - MEDIA RESEARCH

Year: III	Course Code: UCVCI20	Title of the Course: Media Research	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
Sem: V							

Objective:

- To orient students on the need for media research and the techniques and process of research studies

Course Outcomes (CO)

The Learners will be able to

CO1: Restating the Types and Characteristic of Research.

CO2: Analyzing the Research Process.

CO3: Acquiring an in depth Knowledge in Sampling Techniques.

CO4: Discussing the Qualitative and Quantitative Research Methods.

CO5: Acquiring Knowledge in Data Analysis and Presentation.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	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: Introduction(15 hours)

- 1.1.Research: Definition of research-Characteristics of Research (K1,K2,K3)
- 1.2.Research Process- Research Problem –Research Design (K1,K2,K3)
- 1.3.Types of Research –Anthropological Research, Historical Research (K1,K2,K3,K4)
- 1.4.Experimental Research (K1, K2, K3)
- 1.5.Content Analysis and other types- Hypothesis (K1, K2,K3)
- 1.6.Types of Hypothesis. (K1, K2,K3)

Unit II: Research Process(15 hours)

- 2.1.Objective of the Research – Review of literature.(K1,K2,K3)
- 2.2.Research Design - Data collection.(K1,K2,K3,K4)
- 2.3.Survey methodology -Techniques and Analysis.(K1,K2,K3,K4)
- 2.4. Questionnaire, Audience Survey.(K1, K2,K3)
- 2.5.NRS-IRS,TAM-TRP, Election Related survey.(K1,K2,K3,K4)

2.6. Opinion poll, Exit poll.(K2, K3,K4)

Unit III: Research tools(15 hours)

- 3.1. Sampling Definition.(K1, K2, K3)
- 3.2.Sampling Terminology.(K2, K3)
- 3.3.Principles of Sampling.(K1, K2, K3)
- 3.4. Aims in Selecting a Sample.(K1, K2, K3)
- 3.5.Types of Sampling: Probability Sampling.(K1, K2, K3, K4)
- 3.6. Non-Probability Sampling.(K1, K2, K3, K4)

Unit IV: Media Research methods(15 hours)

- Quantitative Research: Descriptive Research.(K1, K2, K3)
- 4.1. Co-Relation Research. - Participant observation.(K1, K2, K3, K4)
 - 4.2. Interviews and Depth interview – focus group.(K2, K3)
 - 4.3. Qualitative Research methods: Qualitative content Studies - case study- cross cultural Research-Action Research.(K1, K2, K3)
 - 4.4. Ethno Methodological Research- Triangulation Method.(K1, K2, K3, K4)
 - 4.5. Marketing Media Research.(K1, K2, K3)

Unit V:Data Analysis(15 hours)

- 5.1. Data Analysis - Interpretation of Results.(K1, K2, K3)
- 5.2. Statistical analysis – Mean and standard deviation. (K1, K2, K3)
- 5.3. Chi square Test-T-test. (K1, K2, K3)
- 5.4. Computer Assisted handling and Analysis (SPSS). (K1, K2, K3)
- 5.5. Data Presentation – Charts and graphs. (K1, K2, K3, K4)
- 5.6. Preparing research report. (K1, K2 , K3)

Practical Exposure:

Pilot Study Research (Should be done by the students on their desired topic.)

Books for Study and Reference:

- 1. Kenneth S. Borden, Bruce B. Abbott - Research Designs and Methods, 6th Edition -Tata McGraw Hill, 2005.
- 2. R. Panneerselvam - Research Methodology - Prentice Hall, 2004.
- 3. Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches - Sage Publication, 2000
- 4. Klaus Krippendorff - Content Analysis: An Introduction to its Methodology, 2nd Edition - Sage Publication, 2000.
- 5. Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners - Sage Publication, 1996.
- 6. Wimmer, D Roger and Dominick R Joseph, Mass Media Research: An Introduction, Wadsworth publishing Company, California, 2013

SEMESTER V - PAPER VI
UCVCJ20 –FILM APPRECIATION

Year: III	Course Code: UCVCJ20	Title of the Course: Film Appreciation	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
Sem: V							

Objective:

- To introduce films as a form of visual communication and develop technical knowledge and critical outlook towards film making

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the concepts of Film as a Mass medium and its Production Stages.

CO2: Acquire an In-depth knowledge in Film Language.

CO3: Analyze about origin of Indian Cinema.

CO4: Exploring the Film making Techniques in World Cinema

CO5: Distinguish the Film genres.

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	M	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: Film as a Medium(15 hours)

- 1.1.Film History: Early Cinema with special reference to Tamil Nadu and India. (K1, K2, K3)
- 1.2. Cinema as a mass medium. (K1, K2, K3)
- 1.3. Persistence of vision, Phi phenomenon. (K1, K2,)
- 1.4. Film Production Process: Pre Production.(K2, K3, K4)
- 1.5. Production. (K2, K3)
- 1.6. Post Production. (K3,K4)

Unit II: Film Concepts (15 hours)

- 2.1. Film Concepts:Screenplay.(K1, K2, K3)
- 2.2. Mise-en-scene, Mise-en-shot.(K1, K2, K3)
- 2.3. Cinematography,Cinematic codes.(K3 K4)
- 2.4. Film Concepts and Film Grammar-Lighting.(K1, K2, K3)
- 2.5. Make-up, Performance, Sets.(K1, K2, K3)
- 2.6. Editing, Sound, Music and dubbing, Direction.(K1, K2, K3,K4)

Unit III: Indian Classics(15 hours)

- 3.1.Origin of Classical Narrative Cinema.(K1, K2, K3,K4)
- 3.2. Soundless film - Development of classical Indian Cinema.(K3 K4)
- 3.3. Film Movement- popular Indian classic.(K3 K4)
- 3.4. Films:PatherPanchali, ApurSansar.(K3 K4)
- 3.5. 36 ChowrangeeLane.(K3 K4)
- 3.6. Mughal-e-Azam, Pyasaa (discussion of film elements).(K3 K4)

Unit IV: World Classics(15 hours)

- 4.1. History of Global film-Development of Hollywood Cinema.(K1, K2, K3,K4)

- 4.2. World movies – Lumier Brothers and cinematograph.(K1, K2, K3,K4)
- 4.3. Static to Multi-shot, Beginning of Narrative (Trip to Moon, Birth of a Nation).(K3 K4)
- 4.4. Editing – multiple exposure (The Four Troublesome heads).(K3 K4)
- 4.5. Montage (Battleship Potemkin), cross-cutting (The Great train Robbery) and techni-colour (The Wizard of Oz).(K3 K4)
- 4.6. Essays on The Good, bad and the ugly, Rebecca, Schindler’s list, Avatar(discussion of film elements).(K1,K2,K3 K4)

Unit V: Genres (15 hours)

- 5.1. Film genres –Documentary and Fiction (K1,K2,K3 K4)
- 5.2. Historic, drama, horror.(K3 K4)
- 5.3. Science fiction, comedy.(K3 K4)
- 5.4. Romantic, action and animation(K3 K4)
- 5.5. Essays on classics: Citizen Kane, The Tramp, Psycho.(K3 K4)
- 5.6. Rashomon, Bicycle thieves (Discussion of film elements).(K1,K2,K3 K4)

Movies to be watched: Citizen Kane, The Tramp, Psycho, Rashomon, Bicycle thieves, PatherPanchali, ApurSansar, 36 Chowrangee Lane, Mughal-e-Azam, Pyasaa, The Good, Bad and the Ugly, Schindler’s list, Avatar, Rebecca

Books for Study and Reference:

1. Bywater and Thomas – Film Criticism, 1st Edition – Pearson Education, 2009
2. BhawanaSomaaya - Fragmented Frames, 1st Edition – Pustak Mahal, 2008
3. Bastian Cleve - Film Production Management, 3rd Edition - Focal Press, 2006
4. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004
5. Michael Rabiger -Directing Film Techniques and Aesthetics,3rdEdition-Local Press, 2003
6. Paul Martin Lester - Visual Communication, 3rd Edition - Thomson Wadsworth, 2003
7. Thomas A. Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000
8. Keval J. Kumar - Mass Communication in India - Jaico Publications, 2011.
9. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000

SEMESTER V – PAPER VII

UCVCK20 - DIGITAL PUBLIC RELATIONS

Year: III Sem: V	Course Code: UCVCK20	Title of the Course: Digital Public Relations	Course Type: Theory	Course Category: Core	H/W 5	Credits 3	Marks 100
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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 socialresponsibilities.(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)

- 1.1. Concepts of Ethics. (K1, K2, K3)
- 1.2. Public Relations society of India (PRSI). (K1, K2, K3)
- 1.3. The International Public Relations Association (IPRA). (K1, K2, K3)
- 1.4. Public Relations society of America (PRSA). (K1, K2, K3)
- 1.5. Council of Public Relations Firms. (K2, K3)
- 1.6. 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

UCVCL20 -PRACTICAL V - 2D ANIMATION

Year: III Sem: V	Course Code: UCVCL20	Title of the Course: 2D Animation	Course Type: Practical V	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objective:

- To enable students to learn the art of 2-D animation using Adobe Animate CC software

Course Outcomes (CO)

The Learners will be able to

CO1: Locating the Various tools and workspace of Adobe Animate software

CO2: Acquiring the knowledge in basic Animation Techniques.

CO3: Apply and usage of Button in Animated Greeting Cards.

CO4: Prepare an Online Web Advertisement.

CO5: Applying the Concept of Transition in Slideshows.

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)

Exercises: Each exercise carry

(18 hours)

1. Key frame animation
2. Interactive card using buttons
3. Animated cartoon (story /Rhymes)
4. Online or Web Advertisements (horizontal and vertical)
5. Slide show using Transition

Cognitive Level: K1,K2,K3,K4.

The Internal Examination (40 Marks) is based on the Regular performance of exercises.

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

SEMESTER –V - PRACTICAL VI

UCVCM20 – INTERNSHIP

Year: III	Course Code: UCVCM20	Title of the Course: Internship	Course Type: Practical VI	Course Category: Core	H/W 2	Credits 4	Marks 100
Sem: V							

Objective:

- To train students in the field of television production with first-hand experience working in a television news organization for a month as an internee. One month training in media will expose the students to actual working conditions of daily on online news media or electronic media (TV and Radio studio). This internship is intended to enable students

acquire field experience and journalistic skills of reporting, writing and editing for medium of their choice. Students will be required to maintain a journal recording their daily events in detail and submit a report on their activities at the end of the training.

Course Outcomes (CO)

The Learners will be able to

CO1: Outline the concepts of News production in Television Medium.

CO2: Acquiring an in-depth knowledge in the Respective Media Industry.

CO3: Compiling the Types of Work done in News Production.

CO4: Evaluating the Experience gained in News Production.

CO5: Substantiate the Report with proper documents.

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	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:
Order of details expected in the Internship Report

College Certificate
Certificate from Media Industry
Acknowledgements
Table of Contents
List of Figures
Synopsis

1. Introduction
 - 1.1 About the Media in general
 - 1.2 About the Media Industry
 - 1.3 About the Team
 - 1.4 Areas of Field Experience
 - 1.5 Outstanding Individual Works
2. (Divide the successive Chapters based on Issue/Type of Work/Chronological Events, giving a detailed account of the work done, substantiating it with scripts, photographs, clippings of the telecast, etc.)
3. (Second Last Chapter) About the experiences and lessons learnt from them, categorized according to content.
4. Conclusion

Appendix A (Photographs: Workplace, Team)

Appendix B (Photographs: Reported Issues, Press Meets, etc)

Appendix C (Press Release, Hand-Outs, Notices, News Script samples, etc)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation for 40 marks is based on the journal, proof of work (photographs, clippings, script, press release/handouts, etc collected during the internship), and the preparation of the final report.

The Semester examination (60 Marks) is based on the evaluation of the Internship Report (50 marks) and Viva-Voce (10 marks).

SEMESTER V –PROJECT -1

UCVCN20 - DOCUMENTARY PRODUCTION

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

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

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

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

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, 2nd. ed., 2005
2. Joseph R. Dominick, The Dynamics of Mass Communication, Tata McGraw-Hill Publishing House, 10th ed. 2010
3. SeemaHasam, Mass Communication Principles and Concepts, CBS Publishers, 2010

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

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

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

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

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

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

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

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, 1st edition- Springer,2004.
5. J.Michael Adams and penny Ann Dolin- Printing Technology,5th edition- Thomson Delmar Learning,2001.
6. David Bann-The Print Production Handbook-A MacDonald Book,1985.