

SEMESTER I

UCVEB20 - PRACTICAL - 1 - DRAWING AND DESIGN

Year: I Sem: I	Course Code: UCVEB20	Title of the Course: Drawing and Design	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100
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Objective:

- To develop basic drawing and modeling skills in students and to enable them to expand their visual expression skills.

Course Outcomes (CO)

The Learners will be able to

CO1: Classifying the Basic Drawing Skills

CO2: Acquiring Knowledge about Geometrical Shapes, Alphabets and Numbers and create Still life.

CO3: Applying the Perspective Techniques in outdoor sketching using appropriate Lights and Shades

CO4: Practicing Colors Using Watercolor and Poster colors

CO5: Implementing the Techniques to create Animals Birds and Human Forms

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	M	H	M	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:

Exercises: Each exercise: 6 hours

1. Basic geometrical shapes
2. Alphabets, Numbers and 3D Lettering
3. Still life
4. Overlaying (Geometrical Shapes, Irregular shapes)
5. Patterns and structure
6. Perspectives
7. Light and shades
8. Birds and Animal
9. Human form
10. Outdoor sketching
11. Human portrait with Light.
12. Water color Landscape.

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

The drawing record should contain exercise completed by each student on every practical class. All exercises must be in pencil, charcoal and different medium – water color, poster color.

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 - II
PAPER II -BASIC PHOTOGRAPHY

Year: I Sem: II	Course Code: UCVCC20	Title of the Course: Photography	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objective:

- To inculcate in students an in-depth knowledge on the theoretical aspects of photography including concepts and techniques used in photography

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the key elements of photography and its evolution.

CO2: Analyzing the compositional techniques and exposure controls.

CO3: Acquiring an in-depth knowledge about the characteristics of light, color and various lighting setup.

CO4: Categorizing about types of camera, lens and digital image processing.

CO5: Apply and practice the photography techniques in a practical way.

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	M	H	H	H
CO4	H	H	H	H	M	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. History of Photography. (K1, K2, K3)
- 1.2. Analog Photography. (K1, K2, K3)
- 1.3. Digital Photography. (K1, K2, K3)
- 1.4. Parts and function of a Digital Camera Works – The Sensor – Angle of View – Shutter Speed
- 1.5. Aperture – Focal Length – Depth of Field. (K1, K2, K3, K4)
- 1.6. Camera Features. (K1, K2, K3) , Camera Modes. (K1, K2, K3)

Unit II: Camera Composition (15 hours)

- 2.1. Composition – Rules – Subject – Focal Point – Centre of Interest – Rule of Thirds. (K1, K2, K3)
- 2.2. Perspective and choosing the Viewpoint. (K1, K2, K3)
- 2.3. Viewfinder and View Screen. (K1, K2, K3)
- 2.4. Exposure Controls. (K1, K2, K3)
- 2.5. Texture – Pattern – Shapes and Forms – Emphasis – Filters. (K1, K2, K3)
- 2.6. Basic Shots – High and Low Angle. (K1, K2, K3)

Unit III: Color and Lighting (15 hours)

- 3.1. Characteristics of Light and color. (K1, K2, K3)
- 3.2. Quality of light, guidelines for lighting (K1, K2, K3)
- 3.3. Color Temperature, Lighting Control and lighting equipment – Diffused Light – Bounced Light – Reflection Light – Refraction Light (K1, K2, K3)
- 3.4. Natural Light – Artificial Light – Flash Light – Portraiture Light (K1, K2, K3)
- 3.5. Three Point Lighting (K1, K2, K3)
- 3.6. Four Point Lighting (K1, K2, K3)

Unit IV: Digital Imaging (15 hours)

- 4.1. Lens and special lens Types.(K1, K2, K3)
- 4.2. Camera Types – Zoom Types.(K1, K2, K3)
- 4.3. Image Resolution – Types of Resolution.(K1, K2, K3)
- 4.4. Image File Format – Raster and Vector Formats, Properties of common image file format.(K1, K2, K3, K4)
- 4.5. Image Adjustment Tools. (K1, K2, K3)
- 4.6. Editing Digital image – Manipulating an Image.(K1, K2, K3)

Unit V: Photography techniques (15 hours)

- 5.1. Darkroom Techniques (K1, K2, K3)
- 5.2. Film Processing. (K1, K2, K3)
- 5.3. Developing and Printing.(K1, K2, K3)
- 5.4. Printer Resolution and its types. (K1, K2, K3)
- 5.5. Types of Photography: Nature – Architecture – Landscape – Wildlife –Sports – Fashion. (K1, K2, K3, K4)
- 5.6. Photo Journalism.(K1, K2, K3)

Books for Study and Reference:

1. Michael Langford, Efthimia Bilissi – Langford’s Advanced Photography: The Guide for aspiring `Photography, 7th edition, Focal Press, 2008.
2. Michael Langford, Philip Andrews – Langford’s Starting Photography: The Guide to great Images with Digital or film, 5th Edition, Focal Press, 2007.
3. Arnaud Frich – Panoramic Photography: From Composition and Exposure to Final Exhibition, Focal Press, 2007.
4. Rick Sammon – Complete Guide to Digital Photography, W.W. Norton, 2004
5. Fred S. Parrish – Photojournalism: An Introduction, Wardsworth Thomson Learning, 2002.
6. Ralph E. Jacobson, Sidney F. Ray, Geoffrey G. Attridge, Norman R. Axford – The Manual of Photography: Photographic and Digital Imaging, 9th Edition, Focal Press, 2000.

SEMESTER - II
PRACTICAL – III – PROFESSIONAL PHOTOGRAPHY

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	UCVCD20	Professional Photography	Practical	Core	4	4	100

Objective:

- To enable students to try first-hand, the basic techniques of photography and to develop the skills for a good photographer

Course Outcomes (CO)

The Learners will be able to

CO1: Discussing the various parts and functions of the camera.

CO2: Acquiring knowledge in lighting and exposure techniques

CO3: Applying composition skills.

CO4: Utilizing the various filters and lenses.

CO5: Creating various genres of photography.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	H	H	M	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:

Photography record / Album should include all the necessary details (colour, shutter speed, lens type etc..)

Final practical examination will test students' knowledge on photography (either viva or written exam or practical work on fundamentals of photography) the following exercises should be covered.

EXERCISES: 1 – 3 (20 hours), 3 – 6 (20 hours), 6 – 9 (20 hours)

(Include the basic Elements and principles in photographic Composition)

1. Basic shots (Long, Mid, Close-up, low angle, high angle)
2. Portraiture
3. Reflection, play of light, shadow
4. Motion and freezing movement
5. Landscape (scenic, people, birds / animals, monuments)
6. Silhouette
7. Indoor Photography with three point lighting
8. Industrial, Sports/action
9. Advertising photography
10. Picture story assignment

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

The Internal Examination (40 Marks) is based on the exercises and Album preparation.

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

**SKILLED BASED ELECTIVE
BASIC DRAWING (I Years students of other Department)**

Year:	Course code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
I		Basic drawing	Practical	Skill Based Elective	2	2	100
Sem: II	USCMA120/ USCMA220						

Objective:

- To develop basic drawing and modeling skills in students and to enable them to expand their visual expression skills.

Course Outcomes (CO)

The Learners will be able to

CO1: Classifying the Basic Drawing Skills.

CO2: Acquiring Knowledge about Geometrical Shapes, alphabets and Numbers to create Still life.

CO3: Identifying the concept of angles of Lighting and Shading.

CO4: Applying the Perspective Techniques in outdoor sketching using appropriate Lights and Shades.

CO5: Practicing the Design and patterns in the form of Zen tangle Art.

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	M	H	H	H
CO4	H	H	H	M	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: Basic Drawing (2 hours)

Basic structure of objects, drawing straight lines, the foundation of perspective, angles of lights and eye view. (K1, K2, K3)

Unit II: Light and Shades (2 hours)

Lights and dimension –still life –lines and curves of different thickness-creative patterns – effects of lights –and differences-landscape. (K1, K2, K3, K4)

Unit III: Perspective (2 hours)

Principles of Design-Balance-Emphasis, Proportion, Variety and Unity (K1, K2, K3, K4)

Unit IV: Exercises:

(6 hours)

1. Alphabets and numbers
2. Overlaying (Geometrical Shapes, Irregular shapes)

3. Patterns and structure in day-to-day life

4. Perspectives

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

The drawing record should contain exercise completed by each student on every practical class. All exercises must be in pencil and different medium – water color, poster color.

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 - 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 V – PAPER VII

UCVCK20 - DIGITAL PUBLIC RELATIONS

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

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)
- 5.5 Council of Public Relations Firms. (K2, K3)
- 5.6 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 Sem: V	Course Code: UCVCM20	Title of the Course: Internship	Course Type: Practical VI	Course Category: Core	H/W 2	Credits 4	Marks 100
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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 Sem: V	Course Code: USCMD520	Title of the Course: E- Content Production	Course Type: Practical	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100
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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 – PRACTICAL VII UCVCQ20 -WEB DESIGNING

Year:	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
III	UCVCQ20	Web Designing	Practical VII	Core Elective	5	4	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:	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
III	UEVCA20	E- Content Development	Theory	Skilled Based Elective	5	3	100
Sem: V							

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.

