

PCEMD20 - PRACTICAL – I: VIDEO PRODUCTION

Year: I Sem: I	Course Code: PCEMD20	Title of the Course: Video Production	Course Type: Practical	Course Category: Core	H/W 4	Credits 2	Marks 100
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Course Objective

To give a hands-on experience to students in the handling of video-cameras and practice the techniques of Video Production.

Course Outcomes (CO)

The Learners will be able to

CO1: Classify the various parts and function of the video camera.

CO2: Acquiring and applying knowledge in shots, angles and camera movements.

CO3: Applying the lighting and composition techniques.

CO4: Examine the montage recording techniques.

CO5: Creating the short film using proper camera techniques.

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)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
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)

Course Syllabus

The following exercises are performed during the practical sessions.

Exercises:

1. Shots, Angles and Camera movements (5 hours)
2. Lighting and camera techniques (5 hours)
3. Framing and Composition (10 hours)
4. Filters (8 hours)
5. Montage recording (8 hours)
6. Short story using field editing (7 hours)
7. Presentation of a short film using all the techniques with a simple concept,
time not exceeding more than 5 minutes. (7 hours)
8. Video Magazine (10 hours)

COGNITIVE LEVEL: (K1, K2, K3, K4, K5, K6)

The internal Evaluation for 40 marks is based on these exercises and the final short film.

The semester Examination is based on the practical Examination (45 marks), Record(10 marks) and Viva Voce (5 Marks).

PCEME20 - PRACTICAL – II: WRITING FOR BROADCAST MEDIA

Year: I Sem: I	Course Code: PCEME20	Title of the Course: Writing For Broadcast Media	Course Type: Practical	Course Category: Core	H/W 4	Credits 2	Marks 100
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Course Objective:

To train the students in the basics of writing for television news; developing a clear, concise and conversational writing style. This is coupled with emphasis on accuracy, good grammar and strong leads.

Course Outcomes (CO)

The Learners will be able to

CO1: Explain the basic writing skills for Broadcast Media.

CO2: Creating the Advertisement, promo and PSA for Radio.

CO3: Creating the Advertisement, PSA for Television medium.

CO4: Design the Drama for the radio medium

CO5: Compile News Releases for the radio and Television medium.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	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: 1-4 (30 hours), 4-8 (30 hours), 9 & 10 (15 hours)

1. Radio Jingle
2. TV Promo,
3. Radio promo
4. Commercial advertisement for Radio And Television
5. PSA for Radio
6. PSA for Television
7. Radio Drama/play
8. Radio News bulletins
9. TV news bulletins
10. News Release: Announcement, Created News, Spot News, Response Release, Bad News.
11. Hot Spot

COGNITIVE LEVEL: (K1, K2,K3, K4, K5, K6)

Internal Evaluation for 40 Marks is based on 10 exercises

Semester Examination is based on the Practical examination (45 marks), Record (10 marks) and Viva Voce (5 Marks).

Books for Study and Reference:

1. Anthony Friedman - Writing for Visual Media – Focal Press, 2007.
2. Zettl Herbert - Video Basics 3 – Wodsworth, 2001.

PEEMA20 - ELECTIVE – I A: SCRIPT WRITING AND DIRECTION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PEEMA20	Script writing and Direction	theory	Elective	5	4	100

Course Objective

To learn in-depth, the writing techniques and basics of film direction

Course Outcomes (CO)

The Learners will be able to

CO1: Restate the basics of script and script writing process.

CO2: Analysing the various scripts formats for fiction and nonfiction programs.

CO3: Evaluating the role of director from preproduction to post production.

CO4: Acquiring in depth knowledge about the production stage and its related activities.

CO5: Analysing the various methods and techniques in direction.

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

(15 hours)

- 1.1 Script writing basics. (K1, K2, K3)
- 1.2 Script formats. (K1, K2, K3)
- 1.3 Creating concepts. (K2, K3, K4)
- 1.4 Screenplay, storyboard. (K3, K4, K5)
- 1.5 Writing a script. (K3, K4, K5, K6)
- 1.6 Writing process. (K4, K5, K6)

Unit II: Fiction and Nonfiction Formats

(15 hours)

- 2.1 Script writing for fiction, (K3, K4, K5, K6)
- 2.2 Script writing for non-fiction.(K3, K4, K5, K6)
- 2.3 Writing for entertainment programs (Unscripted). (K4, K5, K6)
- 2.4. Writing for special audience. (K3, K4, K5, K6)
- 2.5 Writing for documentaries. (K3, K4, K5, K6)
- 2.6 News writing, Script writing Software (K4,K5,K6)

Unit III: Directors Techniques

(15 hours)

- 3.1 Direction basics: Techniques of TV direction. (K1, K2, K3, K4)
- 3.2 From planning to post production. (K3, K4, K5, K6)
- 3.3 The director's role. (K4, K5, K6)
- 3.4 The director's as active observer. (K4, K5, K6)
- 3.5 Job of the director. (K5, K6)
- 3.6 Shooting script. (K4, K5, K6)

Unit IV: Preparation and Production

(15 hours)

- 4.1 The director prepares: benefits of rehearsing at actual location, (K4, K5,K6)
- 4.2 Before the take – after the take. (K4, K5, K6)
- 4.3 Planning coverage. (K4, K5, K6)
- 4.4 Camera placement. (K4, K5, K6)
- 4.5 Shot and scene identification. (K5, K6)
- 4.6 Daily organization. (K4, K5, K6)

Unit V: Direction Methods

(15 hours)

- 5.1 Direction Methods: (K2, K3, K4, K5)
- 5.2 Directing Documentaries. (K3, K4, K5, K6)
- 5.3 Directing fiction. (K3, K4, K5, K6)
- 5.4 Directing non-fiction, (K4, K5, K6)
- 5.5 Directing non-script programs. (K4, K5, K6)
- 5.6 Case studies of directing. (K4, K5, K6)

Books for Study and Reference:

1. Michael Rabiger – Directing film Techniques and Aesthetics – Focal Press, 2007.
2. Ken Dancyger - The Director's Idea – Focal Press, 2006.
3. Anthony Friedmann - Writing for Visual Media, 2nd Edition - Focal Press, 2006.
4. Michael Rabiger – Directing the Documentary, Fourth Edition – Focal Press, 2004.
5. Esta De Fossard - Writing and Producing Radio Dramas, Communication for Behaviour Change, Vol. 1, 4th and 5th Edition - Sage Publications, 2000.
6. Dwight V. Swain with Joye R. Swain – Scriptwriting: Film, 2nd Edition - Focal Press, 1988.

PCEMF20 - ADVANCED TELEVISION PRODUCTION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PCEMF20	Advanced Television Production	Theory	Core	5	4	100

Course Objective

To prepare students for professional challenges of today and tomorrow and to expose them to real world production scenario.

Course Outcomes (CO)

The Learners will be able to

CO1: Describing the basics of Television production and its standard formats.

CO2: Acquiring the knowledge on Production management and production elements.

CO3: Examine the basic work process in the preproduction stage.

CO4: Analysing the production process and production techniques.

CO5: Adopting the post production process and its techniques

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	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: Understanding the Television Production (15 hours)

- 1.1 Generating a television picture, picture scanning (K1, K2, K3)
- 1.2 Basic video signals, CMOS (K1, K2, K3)
- 1.3 CCD, Digital television (K2, K3, K4)
- 1.4 Types of Production - Production Team (K3, K4, K5)
- 1.5 Production Environment (K2, K3, K4, K5)
- 1.6 Television Standards and formats – PAL, NTSC, SECAM (K3, K4, K5, K6)

Unit II: Organization and Management (15 hours)

- 2.1 Production Management: Organizing crew – Scheduling (K1, K2, K3)
- 2.2 Team work - shooting Spots (K3, K4, K5)
- 2.3 Final Package (show copy) (K3, K4, K5)
- 2.4 Audience Ratings and Feedback (K3, K4, K5)
- 2.5 Structure and working of a Television Production Centre (K2, K3, K4, K5, K6)
- 2.6 Production elements and equipment (K3, K4, K5, K6)

Unit III: Pre-Production Process (15 hours)

- 3.1 Pre-Production - Planning of story (K1, K3, K4)
- 3.2 Discussion - Storyboard – Screenplay (K1, K2, K3)
- 3.3 Dialogue Writing - Selection of Characters, Costumes and Location (K2, K3, K4, K5)
- 3.4 Production planning and coordination - Background of Production (K2, K4, K5, K6)
- 3.5 Directors Role - Production practices: Single Camera (K2, K3, K4, K5, K6)
- 3.6 Multi Camera techniques (K3, K4, K5, K6)

Unit IV: Production Techniques (15 hours)

- 4.1 Production Process - Planning and Management (K1, K2, K3)
- 4.2 Understanding different Production Environments (K1, K3, K4)
- 4.3 Floor Management and Studio Management (K2, K3, K4, K5)
- 4.4 Set Design background - Budgeting - Talent management (K3, K4, K5)
- 4.5 Auditions - Organizing the production Team - delivering the finished product (K2, K4, K5, K6)
- 4.6 Types of telecasting. Field Production and Big Remotes (K4, K5, K6)

Unit V: Post Production Techniques (15 hours)

- 5.1 Switcher Function - Layout - Operations - Types and Functions (K3, K4, K5)
- 5.2 Video Editing - Editing modes (offline, online) - Editing systems (Linear, Non-Linear) (K2, K3, K4, K5)
- 5.3 Editing Principles - Computer Editing - Video Effects (K2, K4, K5, K6)
- 5.4 Analog, Digital, Optical, Mechanical, Graphics for Television - Graphic Equipment (K2, K3, K4, K5)
- 5.5 Titling - Special Effects - Audio Dubbing - Background Music (K2, K3, K4, K5)
- 5.6 Synchronizing Audio and Video - Voice Over - Compeering Skills - Anchoring Live Programs (K3, K4, K5, K6)

Note: Compulsory Media Exposure in Television Production

Books for Study and Reference:

1. Aleksandar Louis Todorovic – Television Technology Demystified – Focal Press, 2007.
2. Philippe, Brian, Lynne - Programming for TV, Radio and the Internet - Focal Press, 2005.
3. Mitch Mitchell - Visual Effects for Film and Television - Focal Press, 2004.
4. Paul Martin Lester - Visual Communication, 3rd Edition - Thomson Wadsworth, 2003.
5. Zettl Hebert - Video Basics 7 - Wadsworth, 2012.
6. Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning, 2000.
7. Gerald Millerson - Television Production, 13th Edition - Focal Press, 1999.

PCEMG20 - RADIO PRODUCTION

Year: I Sem: II	Course Code: PCEMG20	Title of the Course: Radio Production	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Course Objective

To introduce students to the principles of sounds and the art of making audio programmes

Course Outcomes (CO)

The Learners will be able to

CO1: Review the basic sound principles and psychophysics of sound.

CO2: Evaluating the uses of sound equipment's and production of multichannel sounds.

CO3: Acquiring the knowledge on Acoustical requirement of ideal studio.

CO4: Analysing on the types of special audience programming on radio

CO5: Examine the innovative developments in radio communication.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	H	M	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: Principles of Sound

(15 hours)

- 1.1 Basic sound Principles - Sound wave(K1, K2, K3)
- 1.2 Psychophysics of sound – Frequency (K1, K2, K3, K4)
- 1.3 Timbre - Loudness – amplitude– velocity (K1, K3, K5)
- 1.4 Recording studio - Control room (K2, K3, K5)
- 1.5 Project studio - Portable studio. (K1, K3, K5, K6)
- 1.6 Recording Process-Audio Formats (K3, K5, K6)

Unit II: Sound Equipments

(15 hours)

- 2.1 Sound equipment – transducers (K1, K3, K5, K6)
- 2.2 Types of Mikes - Pickup Patterns (K1, K2, K3, K4)
- 2.3 Mixers – Console - Loud speakers (K2, K3, K4)
- 2.4 Monitors - Audio meters – Dubbing (K3, K4, K5, K6)
- 2.5 Voice over - Audio Editing Procedures - sound aesthetics (K2, K3, K4, K6)
- 2.6 Production of multi-channel sound: DTS, Dolby digital, mono, stereo (K3, K4, K5, K6)

Unit III: Studio Acoustics

(15 hours)

- 3.1 Sound design elements – Acoustics –Psychoacoustics (K1, K2, K3, K4)
- 3.2 Spatial hearing - Acoustical requirement of an ideal studio (K2, K3, K4)
- 3.3 Types and application of sound proofing (K2, K3, K4)
- 3.4 Reflection-Sound isolation (K3, K4, K6)
- 3.5 Basic of psychoacoustics (K3, K4, K5, K6)
- 3.6 Sound transmission - Sound Absorption (K4, K5, K6)

Unit IV: Special Audience Programming

(15 hours)

- 4.1 Types of Radio programming - Radio talks (K3, K4)
- 4.2 Features – discussion (K3, K4, K5)
- 4.3 Interviews - Radio play (K2, K3, K4)
- 4.4 Special Audience programme on Radio
- 4.5 Programme for Children (K3, K4, K5, K6)
- 4.6 Women and Youth etc (K4, K5, K6)

Unit V: Innovative Development in Radio Communication

(15 hours)

- 5.1 Field Programme Production, Live Programme Production. (K2, K3, K4, K6)
- 5.2 Final editing and mastering (K3, K4, K5, K6)
- 5.3 Producing Edutainment and Infotainment Programmes for Radio (K2, K3, K4)
- 5.4 Disaster Coverage News Bulletins – Emergency Management (K3, K4, K5, K6)
- 5.5 Community Radio; satellite radio (K5, K6)
- 5.6 Private FM Radio stations-Digital Radio Podcast (K3, K4, K5, K6)

Books for Study and Reference:

1. Philippe, Brian, Lynn - Programming for TV, Radio and Internet - Focal Press, 2005.
2. David Miles, Robert Runstein - Modern Recording Techniques, 6th Edition - Focal Press, 2005.
3. Carl, Philip, Firitz, Louis - Modern Radio Production, 6th Edition - Thomson Wardsworth, 2004.
4. Zettl Herbert - Video Basics 3 – Wardsworth, 2001.
5. Zettl Herbert - Television Production Handbook - Wardsworth Thompson Learning, 2000.

PCEMI20 - PRACTICAL III: NON LINEAR EDITING

Year: I Sem: II	Course Code: PCEMI20	Title of the Course: Non-Linear Editing	Course Type: Practical	Course Category: Core	H/W 4	Credits 2	Marks 100
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Course Objective

To teach students the art of editing audio and video through Nuendo/ Adobe Audio Editing and Final Cut Pro software respectively and to complete basic exercises in editing.

Course Outcomes (CO)

The Learners will be able to

CO1: Identify the Final Cut Pro Tools and Techniques.

CO2: Acquiring Knowledge about the Radio Programming.

CO3: Elaborating the Key features of News Production.

CO4: Creating the titling and end credits and Dubbing for Video Production.

CO5: Develop the various formats of Programme Production.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	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	M	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)

The students should use all the techniques while doing the exercises:

- Introducing Keyboard
- Import the clip
- Timeline
- 3 point editing
- EDL
- Transitions (Cut, Wipe, Fade, Dissolve, Digital effect)
- Audio
- Lip Synchronization
- Titling
- Creating a master out

Exercises: 1-3 (30 hours), 2-6 (30 hours), 7 & 8 (15 hours), 9 & 10 (15 hours)

1. Creating sound effects creatively with suitable objects
2. Producing a Radio drama with suitable music and special effects
3. Create a signature tune or a Radio jingle
4. Compilation of a News production
5. Dubbing for a part of animation movie with appropriate music and special effects
6. Remix of a film song with visuals taken from multiple films
7. Dubbing in a different language for part of a feature film and adding subtitles
8. Compilation of a travel episode with suitable video transition and voice-over recording
9. Titling and end credits for a Video presentation
10. Produce programmes in different formats (Talk, comparing, announcement, anchoring, interviews using Chroma key technique).

COGNITIVE LEVEL: (K1, K2, K3, K4, K5, K6)

The Internal Evaluation for 40 marks is based on these 10 exercises.

The Semester Examination is based on the practical examination (45 marks), Viva (5 marks) and the Record (10 marks)

PEEMD20 - ELECTIVE II B: MOBILE COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PEEMD20	Mobile Communication	Theory	Elective	5	4	100

Objective:

It is particularly aimed at equipping with Wireless Communication students with advanced communication theory and technologies, vital for a successful career in digital economy.

Course Outcomes (CO)

The Learners will be able to

CO1: Explain the concepts of Wireless communication.

CO2: Analysing the work process of Analog and digital signal transmission.

CO3: Explain the components of radio system and radio frequency.

CO4: Evaluating the various kinds of wireless network and its uses.

CO5: Analysing the advantages and challenges of wireless communication.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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	(Low- L, Medium- M, High- H)	(Low- L, Medium- M, High- H)	(Low- L, Medium- M, High- H)	(Low- L, Medium- M, High- H)	(Low- L, Medium- M, High- H)	(Low- L, Medium- M, High- 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. Wireless technology. (K1,K2, K3)
- 1.2. Blue tooth. (K1,K2, K3)
- 1.3. Satellite network. (K2, K3, K4)
- 1.4.cellular network. (K3, K4)
- 1.5. Wireless Applications. (K2, K3, K4)
- 1.6. Wireless advantages and disadvantages. (K3, K4, K5, K6)

Unit II: Transmission

(15 hours)

- 2.1. Data representation. (K2, K3, K4)
- 2.2. Binary numbers – wireless signals. (K3, K4)
- 2.3. Radio waves. (K1,K2, K3)
- 2.4. Analog and digital signal – frequency. (K2, K3, K4)
- 2.5. Analog Modulation – AM, FM, PM. (K2, K4, K5)
- 2.6. Digital Modulation. (K2, K4, K5)

Unit III: Radio Frequency

(15 hours)

- 3.1. Components of a Radio system. (K1,K2, K3)
- 3.2. Filters, mixers. (K2, K4, K5)
- 3.3. Amplifiers, antennas. (K2, K3, K4)
- 3.4. Design of a radio system. (K3, K4, K5)
- 3.5. Transmission direction. (K2, K4, K5)
- 3.6. Radio frequency spectrum. (K3, K4, K5, K6)

Unit IV: Wireless Network

(15 hours)

- 4.1. Metropolitan Area Network – Broadband. (K2, K3, K5)
- 4.2 Free Space Optics. (K2, K3, K4)
- 4.3 Local multipoint Distribution. (K2, K3, K4)
- 4.4 Multi channel multi point. (K3, K4, K5)
- 4.5 Wide Area Network – Cellular phone application. (K2, K3, K4)
- 4.6 Cellular challenges and outlook – Satellite broadband. (K4, K5, K6)

Unit V: Wireless Communication

(15 hours)

- 5.1. Advantages of wireless technology. (K2, K3, K5)
- 5.2. Challenges of using wireless technology. (K3, K4, K5)
- 5.3. Building a wireless infrastructure. (K2, K3, K4)
- 5.4.Overview of Wifi, Wimax and ff basic features and specifications. (K3, K4, K5, K6)
- 5.5. Ethical aspects of social media. (K2, K4, K5)
- 5.6. The Pros and Cons of Social media and its impact on the society. (K3, K4, K5, K6)

Books for Study and Reference:

1. Mark Ciampa& Jorge Olenewa – Wireless Communication – Cengage Learning, 2007
2. H.Labioud,H. Afifi,C.D. Santis- Wifi, Bluetooth, Zigbee and Wimax –Springer-2007
3. Raj Kamal – Mobile Computing – Oxford, 2007
4. Asoke & Roopa – Mobile Computing – Tata McGraw Hill, 2005
5. Theodore S.Rappaport – Wireless Communications: Principles and practice- PHI Publication, 1996.

PCEMO20 - PRACTICAL – VI: BASIC 3D GRAPHICS AND ANIMATION

Year: II Sem: III	Course Code: PCEMO20	Title of the Course: Basic 3D Graphics and Animation	Course Type: Practical	Course Category: Core	H/W 6	Credits 3	Marks 100
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Course Objective:

1. To enable students to learn the art of 3D animation and modelling using 3D graphics software.

Course Outcomes (CO)

The Learners will be able to

CO1: Locating the Various tools and workspace of 3D Studio Max.

CO2: Acquiring the knowledge in basic Animation Techniques.

CO3: Analyze and usage of Character Animation Techniques.

CO4: Creating a Product and Architecture Design.

CO5: Compile the Concept of Lighting and Camera effect in 3d Animation.

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

Software: 3D Studio Max

- ✓ Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
- ✓ Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
- ✓ Material Editor- Applying on Objects & Giving Effects
- ✓ Modifier- Bend, Smooth, Special Feature; UV Map & Effects
- ✓ Modeling- Logo, Architecture & Titling
- ✓ Special Effect- Bomb & Particles
- ✓ Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles 8.
Lighting- Photometric & Standard Lighting
- ✓ Camera- Target & Free
- ✓ Animation- Rendering in Photocopy & Rendering Setup

Exercises: (Each exercise 15 hours)

1. Animated 3D titling
3. Multiple objects with different lightings
4. Character Animation
6. Product Animation
7. Architecture (interior & exterior)
8. Walk through using camera

Cognitive level:K1,K2,K3,K4,K5,K6

Books for Study and Reference:

1. 3D Modeling and Animation: Synthesis and Analysis Techniques for the Human Body by Nikos Sarris and Michael G. Strintzis, 2005
2. Maya Character Animation, Jaejin Choi, Dec 16, 2002.
3. Peter Ratner - 3D Human Modeling and Animation, third Edition - 2009

The Internal Evaluation for 40 marks is based on the process of development of the project.

The Semester Evaluation is based on the practical Examination (50) marks, Viva (5) marks and the record (5 marks).

PEEME20 - ELECTIVE III A: TECHNICAL BUSINESS COMMUNICATION

Year: II Sem: III	Course Code: PEEME20	Title of the Course: Business Communication	Course Type: Theory	Course Category: Elective	H/W 5	Credits 4	Marks 100
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Course Objective:

To initiate students to the types and techniques of organisational communication

Course Outcomes (CO)**The Learners will be able to**

CO1: Describe the concepts of Business communication.

CO2: Analysing the theories of organizational group communication.

CO3: Assessing the importance of business correspondence and the writing skills.

CO4: Applying and presenting the visual aids in oral presentation.

CO5: Evaluating the ethics and business communication in the global context.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	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 Business Communication (15 hours)

- 1.1. Business Communication – need and importance. (K1,K2, K3)
- 1.2. Patterns of business communication. (K1,K2, K3)
- 1.3. Main categories of business communication. (K3, K4, K5, K6)
- 1.4. Communication networks of an organisation. (K2, K3, K4)
- 1.5. Business communication process. (K2, K4, K5)
- 1.6. Marketing, sales and persuasive communication. (K3, K4, K5, K6)

Unit II: Organisational Group Communication (15 hours)

- 2.1. Group communication. (K1,K2, K3)
- 2.2. Working and communication in teams, Teamwork theory. (K3, K4, K5, K6)
- 2.3. Theories of small group communication. (K2, K3, K4)
- 2.4. Functional theory – Symbolic convergence theory. (K2, K4, K5)
- 2.5. Structuration theory, Conflict management, Negotiation, Meetings. (K1,K2, K3)
- 2.6. Types of group decision making. (K3, K4, K5, K6)

Unit III: Business Correspondence and writing skills: (15 hours)

- 3.1. Definition, meaning and importance of Business Correspondence. (K1,K2, K3)
- 3.2. Parts of a business letter and its layout. (K2, K3, K4)
- 3.3. Letters – Circular, Sales, Bank correspondence. (K1,K2, K3)
- 3.4. Memorandums, Email, Text Messaging. (K3, K4, K5, K6)
- 3.5. Instant Messaging, Reports – contents. (K2, K3, K4)
- 3.6. Types and format, Technical writing. (K3, K4, K5, K6)

Unit IV: Forms of Technical Communication: (15 hours)

- 4.1. Technical Report: Definition & importance. (K1,K2, K3)
- 4.2. Thesis/Project writing: structure & importance. (K3, K4, K5)
- 4.3. Synopsis writing: Methods; Technical research Paper writing: Methods & style. (K2, K4, K5)
- 4.4. Seminar & Conference paper writing: Key-Note Speech: Introduction & Summarization. (K2, K3, K4)
- 4.5. Expert Technical Lecture: Theme clarity; Analysis & Findings. (K2, K3, K4)
- 4.6. 7 Cs of effective business writing: concreteness, completeness, clarity, conciseness, courtesy, correctness, consideration. (K3, K4, K5, K6)

Unit V: Technical Presentation: Strategies & Techniques (15 hours)

- 5.1. Presentation: Forms; interpersonal Communication. (K1,K2, K3)
- 5.2. Class room presentation; style; method. (K2, K3, K4)
- 5.3. Individual conferencing: essentials: Public Speaking: method; Techniques. (K3, K4, K5)
- 5.4. Clarity of substance; emotion; Humour; Modes of Presentation. (K2, K3, K4)
- 5.5. Overcoming Stage Fear: Confident speaking; Audience Analysis & Retention of audience interest. (K3, K4, K5, K6)
- 5.6. Methods of Presentation: Interpersonal; Impersonal; Audience Participation: Quizzes & Interjections. (K3, K4, K5, K6)

Practical Exercises:

Exercise 1: Oral presentations using visual aids (charts, flip cards, presentation, objects)

Exercise 2: Audience awareness (attention, response, interaction)

Exercise 3: Public speaking - Informative and persuasive (following etiquette)

Practical: Making a visual aided presentation to a large audience

Books for Study and Reference

1. Uma Bhushan, Introduction to Business Communication, Jaico Publishing House, 2012
2. N.C Jain and Saakshi, Essentials of Business Communication, AITBS Publishers, 2012
3. Raymond V. Lesikar, Business Communication Making Connections in a Digital World, Tata-McGraw-Hill, 2009
4. R.C. Bhatia, Business Communication, Ane books Pvt. Ltd., 2008

PCEMP20 - ELECTRONIC MEDIA MANAGEMENT

Year: II Sem: IV	Course Code: PCEMP20	Title of the Course: Electronic Media Management	Course Type: Theory	Course Category: Elective	H/W 5	Credits 4	Marks 100
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Course Objective:

To offer an in-depth understanding of the working of media organizations and the function and ethics of media professionals in electronic media.

Course Outcomes(CO)

The Learners will be able to

CO1: Explain the basic responsibilities of media and journalism.

CO2: Analysing theories and modern approaches to Management.

CO3: Acquiring the knowledge about Human Resources Management.

CO4: Evaluating the Marketing strategies of Media Management.

CO5: Formulating the Programme budget process of Television and radio

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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: Responsibilities of Media and Journalism (15 hours)

- 1.1 Historical perspective on media (K2, K3, K4)
- 1.2 Public ownership of media (K3, K4)
- 1.3 New media world(K2, K3, K4)
- 1.4 Managing electronic Media, Television, cable, telecommunication(K3, K4, K5)
- 1.5 Levels of Management, Management skills (K3, K4, K5)
- 1.6 Management function and Management roles (K3, K4, K5)

Unit II: Theories in Management (15 hours)

- 2.1 Unionism in media companies (K2, K3, K4)
- 2.2 Approached to managing employees (K3, K4, K5)
- 2.3 Scientific management, Humanistic management. (K3, K4, K5)
- 2.4 Maslow's Hierarchy of needs, Management objectives (K4, K5, K6)
- 2.5 Modern approaches to management – System approaches to Management (K3, K4, K5)
- 2.6 Total quality management (K4, K5, K6)

Unit III: Human Resource Management (15 hours)

- 3.1 Leadership practices – exercise of power (K4, K5, K6)
- 3.2 Characteristics of a leader, effective manager (K3, K4, K5)
- 3.3 Personnel management (K4, K5)
- 3.4 Hiring process – Interviewing orientation (K4, K5, K6)
- 3.5 Performance reviews – Legal issues in personal management (K4, K5, K6)
- 3.6 Labour issues: working with unions, other labour laws, structure, communication and personnel (K4, K5, K6)

Unit IV: Marketing (15 hours)

- 4.1 Media Organization – culture and structure (K3, K4, K5)
- 4.2 The ethics of media (K3, K4, K5, K6)
- 4.3 Partnership, corporation, structure of media companies (K3, K4, K5)
- 4.4 Entrepreneurship and managers, traits of entrepreneurship, secrets of business success (K4, K5, K6)
- 4.5 Marketing structure, Market analysis, Marketing strategies (K3, K4, K5, K6)
- 4.6 Sales Management, Promotions as form of marketing (K4, K5)

Unit V: Programming and Budgeting (15 hours)

- 5.1 Radio programming (K2, K3, K4)
- 5.2 Television programming (K3, K4, K5)
- 5.3 Cable programming (K3, K4, K5)
- 5.4 Issues in programming (K2, K3, K4, K5)
- 5.5 Brand development and brand extension(K3, K4, K5, K6)
- 5.6 Budget and planning, Financial analysis (K4, K5, K6)

Books for Study and Reference:

1. Dennis F. Herrick – Media Management in the Age of Giants: Business Dynamics of Journalism – Surjeet Publication, 2005.
2. Roger L. Sadha – Electronic Media Law – Sage Publication, 2005.
3. Alan B. Albarra – Management of Electronic Media – Thomson Learning, 2002.
4. John Craft, Frederic Leigh, Donald G. Godray-Electronic Media- Thomson Learning, 2001.

PCEMR20 - ADVERTISING & INTERGRATED MARKETING COMMUNICATION

Year: II Sem: IV	Course Code: PCEMR20	Title of the Course: Advertising and Integrated Marketing Communication	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Course Objective:

- To introduce students to the field of Advertising in detail and the nature and challenges in the growing area of Integrated Marketing Communication

Course Outcomes (CO)

The Learners will be able to

- CO1: Discuss the inception of advertising and its benefits.
 CO2: Analysing the Branding and market segmentation of advertisement.
 CO3: Examining the advertising agencies and Elements of Ad layout.
 CO4: Compiling the concepts of integrated marketing communication.
 CO5: Evaluating the concepts of Corporate advertising.

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

- 1.1. Advertising Definition. (K2, K3)
- 1.2. Brief history of advertising, (K2, K3, K4)
- 1.3. Role of advertising. (K3, K4)
- 1.4. Types of advertising, Benefits of advertising. (K3, K4, K5)
- 1.5. DAGMAR, AIDA and DRIP advertising models. (K4, K5, K6)
- 1.6. Economic and social effects of advertising - women, children, non-ethical practices. (K4, K5)

Unit II: Creating the Advertisement (15 hours)

- 2.1. Unique Selling Proposition. (K3, K4, K5)
- 2.2. Product and Brand, Brand Equity, Brand Image. (K2, K3, K4, K5)
- 2.3. Product Life Cycle. (K3, K4, K5, K6)
- 2.4. Target Audience, Market Segmentation. (K4, K5, K6)
- 2.5. Types, Advertising Media. (K3, K4, K5)
- 2.6. Advertising Campaign, Advertising appeals (K4, K5, K6)

Unit III: Advertising Agency (15 hours)

- 3.1. Ad agencies.(K2, K3, K4)
- 3.2. Structure and types. (K3, K4, K5)
- 3.3. Brief, Accounts Executive. (K4, K5,)
- 3.4. Elements of Ad Layout. (K4, K5, K6)
- 3.5. Visualization and Copy Writing – Headlines, Subheads, Captions, Taglines, Slogans, Jingles. (K3, K4, K5, K6)
- 3.6. Use of Illustrations and photographs. (K4, K5, K6)

Unit IV: Advertising & Integrated Marketing Communication (15 hours)

- 4.1. Marketing Mix. (K2, K3, K4)
- 4.2. Meaning of Integrated Marketing Communication.(K2, K3, K4)
- 4.3. Media Planning, Importance of IMC.(K3, K4, K5)
- 4.4. Elements of IMC – Advertising, Direct Marketing, Sales Promotion, Publicity, Public Relations, Personal Selling, Internet Advertising.(K3, K4, K5)
- 4.5. Digital Marketing Methods.(K3, K4, K5)
- 4.6. Social media advertising. (K4, K5, K6)

Unit V: Advertising for Corporate (15 hours)

- 5.1. IMC & Corporate Advertising. (K3, K4, K5)
- 5.2. Prestige, Issue based.(k3, k4, k5)
- 5.3. Diversification and Crisis Advertising. (K3, K4, K5)
- 5.4. IMC & Corporate Social Responsibility.(K3, K4, K5)
- 5.5. International and Intercultural Advertising.(K3, K4, K5)
- 5.6. Social and professional Ethics in advertising.(K3, K4, K5, K6)

(Practical: Preparation of print and radio ads, prepare ad for specific target audience)

Books for Study and Reference

1. Iain Macpury – Advertising – Routledge Publication, 2009
2. Sangeetha Sharma, Raghuvir Singh - Advertising Planning and Implementation – PHI Learning Pvt. Ltd, 2009
3. Manendra Mohan – Advertising Management Concept and Cases – Tata McGraw-Hill, 2008
4. S.N. Murthy, U. Bhojanna– Advertising An IMC Perspective – Excel Books, 2007
5. S.A. Chunawalla -Advertising, Sales and Promotion Management – Himalaya Publishing House, 2006
6. R.C. Bhatia - Marketing Communication and Advertising – Galgotia Publishing Company – 2003
7. Frank Jefkins, Daniel Yadin – Advertising – Dorling Kindersley Publishing Inc, 2000

SEMESTER IV

PCEMT20 - PRACTICAL – VIII: WEB PUBLISHING

Year: II Sem: IV	Course Code: PCEMT20	Title of the Course: Web Publishing	Course Type: Practical	Course Category: Core	H/W 6	Credits 3	Marks 100
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Course Objective:

To teach students the art of designing advanced and dynamic websites using Adobe Dreamweaver software and Java Scripts

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 Web pages and Making Links.

CO5: Compose Various Effects and transitions to Web pages.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	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: Developing the following web pages and preparing a record which explains the steps followed to develop.

Each Exercise: 18 hours

1. Developing a webpage using basic HTML tags and hyperlinks.
2. Creating web pages with transition and visual effects.
3. Programs related to Window and Document objects.
4. Constructing a webpage using FORM tag to enter student bio-data.
5. Constructing an instructional website in Dreamweaver with at least 5 pages and adding Javascript in suitable places to make the above website as dynamic site. Programs related to Event handling, Events, and Error handlings

Cognitive Level: K1,K2,K3,K4,K5,K6

Book for References:

1. Rajkumar Shrivastavan - A Textbook of Internet and Webpage Design – Dominant Publisher and Distributors Pvt. Ltd., 2014.
2. Betsy Bruce, John Ray, Robyn Ness - Adobe Dreamweaver CS5 – Dorling Kindersley India Pvt. Ltd., 2011.
3. Mathew MacDonald - Creating Websites - Pogue Press, 2005.
4. Raywest Tom Muck – Dreamweaver MX: The Complete Reference - Tata McGraw Hill, 2002.
5. Joel Sklar - Principles of web Design - Thomson Learning, 2000.

The Internal Evaluation for 40 marks is based on the process of development of the web.

The Semester Evaluation is based on the Practical examination on development of a small website with a minimum of 5 web pages (45 marks), Viva Voce (5 marks), Record (10 marks).