FOCUS: SKILL DEVELOPMENT NEEDS

UG B.Sc. VISUAL COMMUNICATION

UCVEB20 - PRACTICAL - 1 - DRAWING AND DESIGN

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

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)

BASIC DRAWING (I Years students of other Department)

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

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, angels 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)Alphabets and numbers
 1. Overlaying (Geometrical Shapes, Irregular shapes)
 2. Patterns and structure in day-to-day life
 3. 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 Sem: III	Course Code: UCVCF20	Title of the Course: Computer Graphics	Course Type: Practical	Course Category: Core	H/W 4	Credits 4	Marks 100

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

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the Tools and Techniques of Adobe Photoshop.

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

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

CO4: Applying the techniques effectively to create personalizes greeting cards and Cd covers
CO5: Compiling and implementing all the techniques learnt, to create image manipulation.

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

(Low - L, Medium – M, High - H)

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

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises in Photoshop- Exercise: 1 - 4 (30 hours), Exercise: 5 – 8 (30 hours)
1. Logo design and Letterhead
2. Visiting Cards
3. Brochures / pamphlet
4. Magazine Cover page
5. Package Designing / CD covers
6. Greeting Card
7. Banner
8. Image manipulation

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

The Internal Evaluation (40 marks) is based on the exercises.
The Semester Examination (60 marks) is based on the Practical Examination (45 marks), Record (10 marks) and Viva Voce (5 marks)

SEMESTER -III - Allied III
UASWA20 - SCRIPT WRITING

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

Objective:

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

Course Outcomes (CO)

The Learners will be able to

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

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

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

CO4: Draw the basic writing elements of radio production.

CO5: Apply and evaluate the writing skills.

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

(Low - L, Medium – M, High - H)

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

(Low - L, Medium – M, High – H)

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

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

Unit II: Script development (18 hours)

2.1. The stages of script development (K1, K2)

2.2. Three act structures for film and television (K2, K3)

2.3. Writing a script with and without dialogue (K2, K3, K4)

2.4. Dramatic structures and forms (K2, K3, K4)

2.5. Role of the script writer (K3, K4)

2.6. Screenplay- Story board – Shot, Scene and Sequence. (K3, K4)

Unit III: Television & Radio Formats (18hours)

3.1. Television formats and genres (K1, K2, K3)

3.2 Script formats for corporate videos (K1, K2, K3)

3.3. Writing for interactive communication (writing for websites) (K2, K3, K4)

3.4. The golden Rule of writing for Radio (K2, K3, K4)

3.5. Radio formats (K2, K3, K4)

3.6. Genres(K3, K4)

Unit IV: Radio Programming (18 hours)

4.1. Radio jingle (K1, K2, K3)

4.2. Drama for radio (K1, K2, K3)

4.3. Commercial advertisement for radio (K1, K2, K3)

4.4. PSA (Radio) (K1, K2, K3)

4.5. Creating word pictures (K3, K4)

4.6. Write a script for an entertainment show (radio).(K1, K2, K3,K4)

Unit V: Writing for Television(18 hours)

5.1. Script Writing Software (K1, K2, K3)

5.2. Studio Binder, Script for PSA (K1, K2, K3)

5.3. Advertisement (K2, K3)

5.4. Short story(K3, K4)

5.5 Drama and Documentary (K3, K4)

5.6. News writing (K3, K4)

Books for Study and Reference:

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

USCMC320 - SKILLED BASED ELECTIVE – IIIART OF STORY BOARD

Year: II Sem: III	Course Code: USCMC320	Title of the Course: Art of Story Board	Course Type: Theory	Course Category: Skilled Based Elective	H/W 2	Credits 2	Marks 100

Objective:

- This subject will explore the basic concepts of Storyboarding and allow students to create and review storyboards of their own.

Course Outcomes (CO)

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

CO1: Discussing the planning processes of visual storytelling.

CO2: Sketching the art of story boarding process

CO3: Experimenting the field view shorts and angle

CO4: Explore the basic storyboard techniques.

CO5: Creating the storyboard with the learned technique.

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	M	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 - The Storyboards Beginnings (6 hours)

Introduction to storyboarding - Preproduction process - Basic of Storyboards - screenplay and picturing - shots and storyboard panels - types of camera shots and angles. (K1, K2,K3)

Unit: II - Basic of Storyboard (6 hours)

Types of Story board - Thumbnail story boards - the planning processes of visual storytelling – continuity - pacing - transitions and sequence - cinematic storyboard. (K1, K2,K3)

Unit: III - Shot Angles (6 hours)
Cuts - Posing - Staging and camera move - tilt - pan - COse-up - Extreme COse up - Establishing Shot - Long Shot background, Medium Shot, low angle, high angle - different perspectives. (K2,K3,K4)

Unit: IV- Storyboard Technique (6 hours)

Techniques of storyboard - Types of lay outs - concept and story developing- Script – Foreground - Middle Ground and Background - Developing Drawing Skills, Building the Storyboard. (K1,K2,K3,K4)

Unit: V – Practical (6 hours)

Practical assignment on basic shots – advertisement –Comics – front page for a book – cartoon – Fantasy – poem.(K2,K3,K4)

Reference Books:

1. Wendy Tumminello - "Exploring Storyboarding (Design Exploration Series)", Delmar Cengage Learning, 1st Edition, 2004 2. John Hart,
2. John Hart - "The Art of the Storyboard A Filmmaker's Introduction", Focal Press; 2 edition 2013
3. Giuseppe Cristiano -" Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising" Michael Wiese Productions, 2012

SEMESTER -IV- PRACTICAL – IV

UCVCH20- POST PRODUCTION EDITING

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

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 - SKILLED BASED ELECTIVE – IV

INTRODUCTION TO ART DIRECTION

Year: II Sem: IV	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

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.

UCVCK20 - DIGITAL PUBLIC RELATIONS

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

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)
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

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

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

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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

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.

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

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 Sem: VI	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

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

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:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: V	UEVCA20	E- Content Development	Theory	Skilled Based Elective	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.,

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.

Exercises - Each Exercise carry: 10 hours

1. Content preparation

2. Production (video presentation, PowerPoint presentation etc)

3. Web Publishing (Overall presentation for uploading in the website)

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 – PROJECT – 2

UCVCR20 - SHORT FILM PRODUCTION

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

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

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.