



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd cycle)
Gandhi Nagar, Vellore – 6.

**DEPARTMENT OF
COMMUNICATION MEDIA
LESSON PLAN
2019-2020**

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

ODD SEMESTER - 2019 - 2020

LESSON PLAN 2019 - 2020

II M.Sc. Electronic Media

Academic Year	2019 - 2020	Semester	III
Subject	3D Graphics and Animation	Subject Code	PCEMO17
Hours/Week	6	Total Hours	90
Credits	3	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	6	-	Basic 3D work Place	Demo classes	e-resources	Practical exercise
II	6	-	Tools and Menus	Demo classes	e-resources	Practical exercise
III	6	-	Ex:1: 3D titling	Demo classes	e-resources	Practical exercise
IV	6	-	Ex:1: 3D titling	Demo classes	e-resources	Practical exercise
V	6	-	Ex:2:Multiple objects with different lightings	Demo classes	e-resources	Practical exercise
VI	6	-	Ex:2:Multiple objects with different lightings	Demo classes	e-resources	Practical exercise
VII	6	-	Ex:3: Character Animation	Demo classes	e-resources	Practical exercise

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
VIII	6	3	Ex:3: Character Animation	Demo classes	e-resources	Practical exercise
IX	6	3	Ex:4: Product Animation	Demo classes	e-resources	Practical exercise
X	6	4	Ex:4: Product Animation	Demo classes	e-resources	Practical exercise
XI	6	4	Ex: 5: . Architecture (interior & exterior)	Demo classes	e-resources	Practical exercise
XII	6	4	Ex: 5: . Architecture (interior & exterior)	Demo classes	e-resources	Practical exercise
XIII	6	5	Ex:6: Walk through using camera	Demo classes	e-resources	Practical exercise
XIV	6	5	Model practical	Demo classes	e-resources	Discussion Method
XV	6	5	Final documentation	Demo classes	e-resources	Practical exercise

LESSON PLAN 2019 - 2020

III B.Sc. Visual Communication

Academic Year	2019 - 2020	Semester	V
Subject	Public Relations	Subject Code	UCVCK17
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	Evolution and Definition of Public relations, History of PR in India Activities of PR,	Lecture / PPT	Text Book, e-resources	Oral
II	5	1	Scope of PR, PR in Government, PR in large organizations,	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	PR in small organizations, SWOT analysis of PR.	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	The PR process, PR, Internal and External Publics,	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	PR in service sector, Roles of a PRO,	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	In-house vs external agencies, PR in crises	Lecture / PPT	Text Book, e-resources	Discussion Method
VII	5	3	Role of a PR Writer, Research for the PR Writer,	Lecture / PPT	Text Book, e-resources	Discussion Method
VIII	5	3	Ethical and legal responsibilities of a PR Writer,	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	Writing for Mass Media Audience, Future of PR	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	Public Utilities and PR, Social responsibilities of PR,	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	CSR, PR and emerging Global Markets, Benefits of PR,	Lecture / PPT	Text Book, e-resources	Oral
XII	5	4	Issues affecting the efficiency of Public Sector and Private sector.	Lecture / PPT	Text Book, e-resources	Oral

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
XIII	5	5	Concepts of Ethics, Public Relations society of India (PRSI),	Lecture / PPT	Text Book, e-resources	Oral
XIV	5	5	The International Public Relations Association (IPRA), Public Relations society of America (PRSA),	Lecture / PPT	Text Book, e-resources	Discussion Method
XV	5	5	Council of Public Relations Firms, Charter on Media Transparency.	Lecture / PPT	Text Book, e-resources	Oral

LESSON PLAN 2019 - 2020

I B.A., B.Sc. B.Com – USCMA117 Skilled Based Elective - BASIC DRAWING

Academic Year	2019 - 2020	Semester	I
Subject	BASIC DRAWING - SBE	Subject Code	USCMA117
Hours/Week	2	Total Hours	60
Credits	2	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	2	1	Unit I: Basic Drawing Basic structure of objects, drawing straight lines, the foundation of perspective, angles of lights and eye view.	Demo classes	e-resources	Practical exercise
II	2	2	Unit II: Light and Shades Lights and dimension –still life – lines and curves of different thickness-creative patterns –effects of lights –and differences-landscape	Demo classes	e-resources	Practical exercise
III	2	3	Unit III: Perspective Principles of Design-Balance-Emphasis, Proportion, Variety and Unity	Demo classes	e-resources	Practical exercise

IV	2	-	Ex:no:1 Alphabets and numbers Ex:no:2 Overlaying (Geometrical Shapes, Irregular shapes)	Demo classes	e-resources	Practical exercise
V	2	-	Ex:no:3 Patterns and structure in day to day life Ex:no:4 Perspectives	Demo classes	e-resources	Practical exercise
VI	2		Final Documentation	Demo classes	e-resources	Practical exercise

LESSON PLAN 2019 - 2020

I B.Sc. Visual Communication

Academic Year	2019 - 2020	Semester	I
Subject	Drawing and Design	Subject Code	UCVCB17
Hours/Week	4	Total Hours	60
Credits	4	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	4	-	Ex: 1:Basic geometrical shapes	Demo classes	e-resources	Practical exercise
II	4	-	Ex: 2: Alphabets, Numbers and 3D Lettering	Demo classes	e-resources	Practical exercise
III	4	-	Ex: 3: Still life	Demo classes	e-resources	Practical exercise
IV	4	-	Ex: 4: Overlaying (Geometrical Shapes, Irregular shapes)	Demo classes	e-resources	Practical exercise
V	4	-	Ex:5: Patterns and structure	Demo classes	e-resources	Practical exercise

VI	4	-	Ex:6: Perspectives	Demo classes	e-resources	Practical exercise
VII	4	-	Ex:7: Light and shades	Demo classes	e-resources	Practical exercise
VIII	4	-	Ex:8: Birds and Animal	Demo classes	e-resources	Practical exercise
IX	4	-	Ex:9: Human forms	Demo classes	e-resources	Practical exercise
X	4	-	Ex:10: Outdoor sketching	Demo classes	e-resources	Practical exercise
XI	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise
XII	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise
XIII	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise
XIV	4	-	Model Practical	Demo classes	e-resources	Practical exercise
XV	4	-	Final documentation	Demo classes	e-resources	Practical exercise

ODD SEMESTER

WORK DONE - 2019 - 2020

**PCEMO17 – 3D Graphics and Animation – II PG
UCVCK17- PUBLIC RELATIONS– III Visual Communication
I B.A., B.Sc. B.Com – USCMA117 Skilled Based Elective - BASIC DRAWING
UCVCB17-Drawing and Design-I UG**

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
18.06.2019 - 21.06.2019	II M.Sc.	Basic 3D work Place	e-Resources,	Demo class
	III Vis. Comm.	Evolution and Definition of Public relations, History of PR in India Activities of PR	Internet Source – clips from Youtube	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Unit I: Basic Drawing Basic structure of objects, drawing straight lines,	e-Resources,	Demo classes
	I B.Sc Viscom	Ex: 1:Basic geometrical shapes	e-Resources,	Demo classes
24.06.2019 - 28.06.2019	II M.Sc	Tools and Menus	e-Resources,	Demo classes
	III Vis. Comm.	Scope of PR, PR in Government, PR in large organizations,	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	the foundation of perspective, angels of lights and eye view.	e-Resources,	Demo classes
	I B.Sc Viscom	Ex: 2: Alphabets, Numbers and 3D Lettering	e-Resources,	Demo classes

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
01.07.2019 - 05.07.2019	II M.Sc	Ex:1: 3D titling	e-Resources,	Demo classes
	III. Vis, Com	PR in large organizations, PR in small organizations, SWOT analysis of PR.	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Unit II: Light and Shades Lights and dimension –still life – lines and curves of different thickness-	e-Resources,	Demo classes
	I B.Sc Viscom	Ex: 3: Still life	e-Resources,	Demo classes
08.07.2019 – 12.07.2019	II M.Sc	Ex:1: 3D titling	e-Resources,	Demo classes
	III. Vis, Com	The PR process, PR, Internal and External Publics,	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Principles of Design-Balance-Emphasis, Proportion, Variety and Unity	e-Resources,	Demo classes
	I B.Sc Viscom	Ex: 4: Overlaying (Geometrical Shapes, Irregular shapes)	e-Resources,	Demo classes
15.07.2019 – 19.07.2019	II M.Sc	Ex:2: Multiple objects with different lightings	e-Resources,	Demo classes
	III. Vis, Com	PR in service sector, Roles of a PRO, In-house vs external agencies	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Ex:no:1 Alphabets and numbers	e-Resources,	Demo classes

	I B.Sc Viscom	Ex:5: Patterns and structure	e-Resources,	Demo classes
22.07.2019 – 26.07.2019	II M.Sc.	Ex:2: Multiple objects with different lightings	e-Resources,	Demo classes
	III. Vis, Com	PR in crises	PPT	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Ex:no:2 Overlaying (Geometrical Shapes, Irregular shapes)	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:6: Perspectives	e-Resources,	Demo classes
Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
29.07.2019 – 03.08.2019	I CA			
05.08.2019 – 09.08.2019	II M.Sc.	Ex:3: Character Animation	e-Resources,	Demo classes
	III. Vis, Com	Role of a PR Writer, Ethical and legal responsibilities of a PR Writer	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Ex:no:3 Patterns and structure in day to day life	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:7: Light and shades	e-Resources,	Demo classes
13.08.2019 – 17.08.2019	II M.Sc.	Ex:3: Character Animation	e-Resources,	Demo classes
	III. Vis, Com	Research for the PR Writer, Writing for Mass Media Audience,	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Ex:no:4 Perspectives	e-Resources,	Demo classes

	I B.Sc Viscom	Ex:8: Birds and Animal	e-Resources,	Demo classes
19.08.2019 – 22.08.2019	II M.Sc.	Ex: 4:Product Animation	e-Resources,	Demo classes
	III. Vis, Com	Future of PR	e-Resources, internet sources	Oral questions, Youtube, Lecture method
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:9: Human forms	e-Resources,	Demo classes

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
26.08.2019 – 30.08.2019	II M.Sc.	Ex: 4:Product Animation	e-Resources,	Demo classes
	III. Vis, Com	Public Utilities and PR, Social responsibilities of PR, CSR,	e-Resources, internet sources	Oral questions, Youtube, Lecture method
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:10: Outdoor sketching	e-Resources,	Demo classes
	II M.Sc.	Ex: 5:Architecture (interior & exterior)	e-Resources,	Demo classes

03.09.2019 – 06.09.2019	III Vis. Com.	PR and emerging Global Markets,	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Working on with exercises	e-Resources,	Demo classes
09.09.2019 – 13.09.2019	II M.Sc.	Ex: 5:Architecture (interior & exterior)	e-Resources,	Demo classes
	III. Vis, Com	Benefits of PR, Issues affecting the efficiency of Public Sector and Private sector	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Working on with exercises	e-Resources,	Demo classes
Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
16.09.2019 – 20.09.2019	Revision			
21.09.2019 – 27.09.2019	II CA			
30.09.2019	II M.Sc.	Ex: 6:Walk through using camera	e-Resources,	Demo classes

– 04.10.2019	III. Vis, Com	Concepts of Ethics, Public Relations society of India (PRSI),	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Working on with exercises	e-Resources,	Demo classes
09.10.2018 – 11.10.2018	II M.Sc.	Ex: 6:Walk through using camera	e-Resources,	Demo classes
	III. Vis, Com	The International Public Relations Association (IPRA), Public Relations society of America (PRSA),	e-Resources, internet sources	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Exercises practiced	e-Resources,	Demo classes
Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
14.10.2019 – 19.10.2019	II M.Sc.	Council of Public Relations Firms, Charter on Media Transparency.	e-Resources,	Demo classes
	III Vis.Com.	New Technology in the film Industry	e-Resources, internet sources	Oral questions, Lecture method

	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Exercises practiced	e-Resources,	Demo classes
21.10.2019 – 25.10.2019	II M.Sc.	Working on with exercises	e-Resources,	Demo classes
	III Vis.Com.	Revision	PPT	Oral questions, Lecture method
	I B.A., B.Sc., B.Com.	Final Documentation	e-Resources,	Demo classes
	I B.Sc Viscom	Exercises practiced	e-Resources,	Demo classes
26.10.2019 – 29.10.2019	REVISION / STUDY HOLIDAYS			
30.10.2019	SEMESTER			

EVEN SEMESTER - 2019 - 2020

LESSON PLAN 2019 - 2020

II M.Sc. Electronic Media

Academic Year	2019 - 2020	Semester	IV
Subject	ADVERTISING AND INTERGRATED MARKETING COMMUNICATION	Subject Code	PCEMR17
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	Introduction to Advertising Advertising Definition, Brief history of advertising, Role of advertising,	Lecture / PPT	Text Book, e-resources	Oral
II	5	1	Types of advertising, Benefits of advertising, DAGMAR, AIDA and DRIP advertising models,	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	Economic and social effects of advertising – women, children, non-ethical practices	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	Unique Selling Proposition, Product and Brand, Brand Equity, Brand Image,	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	Product Life Cycle, Target Audience, Market Segmentation - types, Advertising Media	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	Advertising Campaign, Advertising appeals	Lecture / PPT	Text Book, e-resources	Discussion Method

VII	5	3	Ad agencies – structure and types, Brief, Accounts Executive, Elements of Ad Layout,	Lecture / PPT	Text Book, e-resources	Discussion Method
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Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
VIII	5	3	Visualization and Copy Writing – Headlines, Subheads, Captions, Taglines,	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	Slogans, Jingles, Use of Illustrations and photographs	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	Marketing Mix, Meaning of Integrated Marketing Communication, Media Planning, Importance of IMC,	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	Elements of IMC – Advertising, Direct Marketing, Sales Promotion, Publicity,	Lecture / PPT	Text Book, e-resources	Oral
XII	5	4	Public Relations, Personal Selling, Internet Advertising	Lecture / PPT	Text Book, e-resources	Oral
XIII	5	5	IMC & Corporate Advertising – Prestige, Issue based, Diversification and Crisis Advertising,	Lecture / PPT	Text Book, e-resources	Oral
XIV	5	5	IMC & Corporate Social Responsibility, International and Intercultural Advertising	Lecture / PPT	Text Book, e-resources	Discussion Method
XV	5	5	Social and professional Ethics in advertising	Lecture / PPT	Text Book, e-resources	Oral

LESSON PLAN 2019 – 2020

III B.Sc. Visual Communication

Academic Year	2019 - 2020	Semester	VI
Subject	INTRODUCTION TO ICT AND NEW MEDIA	Subject Code	UEVCA17
Hours/Week	5	Total Hours	75
Credits	3	Total Marks	50

Week	Hours	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	Introduction to ICT Evolution of ICT (4 stages), From ARPANET to internet,	Lecture	Text Books, e-resources	Test/oral question
II	5	1	New Media as a Mass Medium, Structure and features of Internet	Lecture	Text Books, e-resources	Test/oral question
III	5	1	ISP, TCP/IP, E-mail, WWW.	Lecture	Text Books, e-resources	Test/oral question
IV	5	2	New source of news – blogs, citizen journalism, hyper-local news,	Lecture	Text Books, e-resources	Test/oral question
V	5	2	the converged or single man journalist, Change in News flow,	Lecture	Text Books, e-resources	Test/oral question

Week	Hours	Unit	Topics to be covered	Teaching Methodolog	Learning Resources	Methods of Evaluation
VI	5	2	Online-only Newspapers, e-Newspapers, Replica editions, Limitations of online newspapers	Lecture	Text Books, e-resources	Test/oral question
VII	5	3	Scroll News, Image and video digitization,	Lecture	Text Books, e-resources	Test/oral question
VIII	5	3	Digitization of radio and television news, On-the-spot broadcast,	Lecture	Text Books, e-resources	Test/oral question
IX	5	3	User-generated content, Privacy, Copyright issues	Lecture	Text Books, e-resources	Test/oral question
X	5	4	Traditional vs Web journalism, Interactivity,	Lecture	Text Books, e-resources	Test/oral question
XI	5	4	Archiving, News feeds, Syndicated Content,	Lecture	Text Books, e-resources	Test/oral question
XII	5	4	Future: Evernet and Internet of things	Lecture	Text Books, e-resources	Test/oral question
XIII	5	5	ISP and browsers, Server, Proxy server, Security Socket Layer	Lecture	Text Books, e-resources	Test/oral question
XIV	5	5	Firewalls Open Source, 4G, Uplink and Downlink,	Lecture	Text Books, e-resources	Test/oral question
XV	5	5	Last mile connectivity	Lecture	Text Books, e-resources	Test/oral question

LESSON PLAN 2019 - 2020

I B.A., B.Sc. B.Com – USCMA217 Skilled Based Elective - BASIC DRAWING

Academic Year	2019 - 2020	Semester	I
Subject	BASIC DRAWING - SBE	Subject Code	USCMA217
Hours/Week	2	Total Hours	60
Credits	2	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	2	1	Unit I: Basic Drawing Basic structure of objects, drawing straight lines, the foundation of perspective, angles of lights and eye view.	Demo classes	e-resources	Practical exercise
II	2	2	Unit II: Light and Shades Lights and dimension –still life – lines and curves of different thickness-creative patterns –effects of lights –and differences-landscape	Demo classes	e-resources	Practical exercise
III	2	3	Unit III: Perspective Principles of Design-Balance-Emphasis, Proportion, Variety and Unity	Demo classes	e-resources	Practical exercise
IV	2	-	Ex:no:1 Alphabets and numbers Ex:no:2 Overlaying (Geometrical Shapes, Irregular shapes)	Demo classes	e-resources	Practical exercise
V	2	-	Ex:no:3 Patterns and structure in day to day life Ex:no:4 Perspectives	Demo classes	e-resources	Practical exercise
VI	2		Final Documentation	Demo classes	e-resources	Practical exercise

LESSON PLAN 2019 - 2020

I B.Sc. Visual Communication

Academic Year	2019 - 2020	Semester	II
Subject	Practical II:Computer Graphics	Subject Code	UCVCD17
Hours/Week	4	Total Hours	60
Credits	4	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	4	-	Basic about Photoshop	Demo classes	e-resources	Practical exercise
II	4		Ex: 1: Logo design and Letterhead	Demo classes	e-resources	Practical exercise
III	4	-	Ex:2: Visiting Cards	Demo classes	e-resources	Practical exercise
IV	4	-	Ex :3 :Brochures / pamphlet	Demo classes	e-resources	Practical exercise
V	4	-	Ex:4: Magazine Cover page	Demo classes	e-resources	Practical exercise
VI	4	-	Ex:5: Package Designing / CD covers	Demo classes	e-resources	Practical exercise
VII	4	-	Ex:6: Greeting Card	Demo classes	e-resources	Practical exercise
VIII	4	-	Ex:7: Banner	Demo classes	e-resources	Practical exercise
IX	4	-	Ex:8: Image manipulation	Demo classes	e-resources	Practical exercise
X	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise

XI	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise
XII	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise
XIII	4	-	Working on with exercises	Demo classes	e-resources	Practical exercise
XIV	4	-	Model Practical	Demo classes	e-resources	Practical exercise
XV	4	-	Final documentation	Demo classes	e-resources	Practical exercise

EVEN SEMESTER - 2019 - 2020

WORK DONE 2019 - 2020

PCEMR17- – ADVERTISING AND INTERGRATED MARKETING COMMUNICATION

– II PG

UEVCA17- – INTRODUCTION TO ICT AND NEW MEDIA– III Visual Communication

PRACTICAL II:COMPUTER GRAPHICS- UCVCD17-IIUG

I B.A., B.Sc. B.Com – USCMA117 Skilled Based Elective - BASIC DRAWING

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
18.11.2019 – 22.11.2019	II M.Sc.	Advertising Definition, Brief history of advertising, Role of advertising,	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Introduction to ICT Evolution of ICT (4 stages), From ARPANET to internet,	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Unit I: Basic Drawing Basic structure of objects, drawing straight lines,	e-Resources,	Demo classes

	I B.Sc Viscom	Basic about Photoshop	e-Resources,	Demo classes
25.11.2019 – 30.11.2019	II M.Sc.	Types of advertising, Benefits of advertising, DAGMAR, AIDA and DRIP advertising models,	Text Books, e- resources	Lecture/PPT
	III Vis. Com.	New Media as a Mass Medium, Structure and features of Internet	Text Books, e- resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	the foundation of perspective, angels of lights and eye view.	e-Resources,	Demo classes
	I B.Sc Viscom	Ex: 1: Logo design and Letterhead	e-Resources,	Demo classes
Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
02.12.2019 – 06.12.2019	II M.Sc.	Economic and social effects of advertising – women, children, non- ethical practices	Text Books, e- resources	Lecture/PPT
	III Vis. Com.	ISP, TCP/IP, E-mail, WWW.	Text Books, e- resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Unit II: Light and Shades Lights and dimension –still life –lines and curves of different thickness-	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:2: Visiting Cards	e-Resources,	Demo classes
	II M.Sc.	Unique Selling Proposition, Product and Brand, Brand Equity, Brand Image	Text Books, e- resources	Lecture/PPT

09.12.2019 – 13.12.2019	III Vis. Com.	New source of news – blogs, citizen journalism, hyper-local news	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Principles of Design- Balance-Emphasis, Proportion, Variety and Unity	e-Resources,	Demo classes
	I B.Sc Viscom	Ex :3 :Brochures / pamphlet	e-Resources,	Demo classes
16.12.2019 – 20.12.2019	II M.Sc.	Product Life Cycle, Target Audience, Market Segmentation - types, Advertising Media	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	e-Newspapers, Replica editions,	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Ex:no:1 Alphabets and numbers	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:4: Magazine Cover page	e-Resources,	Demo classes
Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
03.01.2020 – 04.01.2020	II M.Sc.	Advertising Campaign, Advertising appeals	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Limitations of online newspapers	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Ex:no:2 Overlaying (Geometrical Shapes, Irregular shapes)	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:5: Package Designing / CD covers	e-Resources,	Demo classes

06.01.2020 – 11.01.2020	I - CA			
17.01.2020 – 24.01.2020	II M.Sc.	Ad agencies – structure and types, Brief, Accounts Executive,	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Scroll News, Image and video digitization,	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Ex:no:3 Patterns and structure in day to day life	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:6: Greeting Card	e-Resources,	Demo classes
27.01.2020 – 31.01.2020	II M.Sc.	Elements of Ad Layout, Visualization and Copy Writing – Headlines, Subheads, Captions, Taglines	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Digitization of radio and television news, On-the-spot broadcast,	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Ex:no:4 Perspectives	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:7: Banner	e-Resources,	Demo classes
Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
03.02.2020 – 06.02.2020	II M.Sc.	Slogans, Jingles, Use of Illustrations and photographs	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	User-generated content, Privacy, Copyright issues	Text Books, e-resources	Lecture/PPT

	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Ex:8: Image manipulation	e-Resources,	Demo classes
10.02.2020 – 13.02.2020	II M.Sc.	Marketing Mix, Meaning of Integrated Marketing Communication,	Text Books, e- resources	Lecture/PPT
	III Vis. Com.	Traditional vs Web journalism, Interactivity,	Text Books, e- resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Working on with exercises	e-Resources,	Demo classes

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
17.02.2020 – 22.02.2020	II M.Sc.	Media Planning, Importance of IMC, Elements of IMC – Advertising, Direct Marketing,	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Archiving, News feeds, Syndicated Content,	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Working on with exercises	e-Resources,	Demo classes
24.02.2020 – 28.02.2020	II M.Sc.	Sales Promotion, Publicity, Public Relations, Personal Selling, Internet Advertising	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Future: Evernet and Internet of things	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Working on with exercises	e-Resources,	Demo classes
29.02.2020 – 02.03.2020	II CA			
09.03.2020 – 13.03.2020	II M.Sc.	IMC & Corporate Advertising – Prestige, Issue based, Diversification and Crisis Advertising	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	ISP and browsers, Server, Proxy server, Security Socket Layer, Firewalls	Text Books, e-resources	Lecture/PPT

		Open Source, 4G,		
	I B.A., B.Sc., B.Com.	Exercises practiced	e-Resources,	Demo classes
	I B.Sc Viscom	Model Practical	e-Resources,	Demo classes

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
16.03.2020 – 20.03.2020	II M.Sc.	IMC & Corporate Social Responsibility, International and Intercultural Advertising, , Social and professional Ethics in advertising	Text Books, e-resources	Lecture/PPT
	III Vis. Com.	Uplink and Downlink, Last mile connectivity	Text Books, e-resources	Lecture/PPT
	I B.A., B.Sc., B.Com.	Final Documentation	e-Resources,	Demo classes
	I B.Sc Viscom	Final Documentation	e-Resources,	Demo classes
23.03.2020 – 31.03.2020	PRACTICAL EXAMINATION / REVISION			
07.04.2020	SEMESTER EXAMINATION			

SEMESTER - I (2019-2020) odd Semester
VAHCAIT-ALLIED - I HUMAN COMMUNICATION.

LESSON PLAN.

DATE	PORTIONS TO BE COMPLETED.	BOOK FOR REFERENCE.
19.6.2019 to 21.6.2019	Introduction to Communication - Definitions.	Mass communication in India. - Keral J Kumar.
24.6.19 to 28.6.19.	Types of communication - Functions of communication - Models of communication - Perceiving others and self.	Mass communication in India.
1.7.19 to 5.7.19.	Language : power and nature Gender and culture of Language - Listening.	Mass communication in India - - Keral J Kumar
8.7.19 to 12.7.19.	Challenges of effective listening - strength and weakness of listening style.	Mass communication. in India. - Keral J Kumar
15.7.19 to 19.7.19.	Types of informative speaking - informative speaking Vs. persuasive speaking.	Net source.

DATE	PORTIONS TO BE COMPLETED	Book for Reference
22.7.19 to 26.7.19.	Techniques of Informative Speaking - Building Credibility as a speaker.	Net Source
29.7.19 to 2.8.19.	ICA Examination.	
5.8.19 to 9.8.19	Introduction to verbal Communication - Functions of verbal Communication - Types of verbal communica- tion.	"Human Communication" - R Wolvin.
12.8.19 to 17.8.19.	Characteristics of non-verbal Communication - Functions of non-verbal communication. Influence of non-verbal communication and its types.	"Communication Theory" - David.
19.8.19 to 23.8.19.	Influence of non-verbal communication - Characteristics of interpersonal and intra- personal communication.	"Communication Theory" - David.

DATE	PORTIONS TO BE COMPLETED.	BOOK FOR REFERENCE
26.8.2019 to 30.8.19.	Thoughts and patterns of Communication - Relational Development. Models of self disclosure - Group.	"Communication theory" - David.
3.9.19 to 6.9.19.	Characteristics of groups - Types of groups - pattern of interaction.	Net source.
9.9.19 to 13.9.19.	Characteristics of verbal communication - Goals of a group.	
16.9.19 to 17.9.19.	Revision.	
18.9.19 to 27.9.19	<u>II</u> CA.	
30.9.19 to 4.10.19	Public communication - Effective public communication.	

DATE	PORTIONS TO BE COMPLETED	BOOKS REFERRE
9.10.19 to 11.10.19	Purpose of public communc - nication - speech structure - Analysis. and public speaking	Mass communc in India - J. Keenan
14.10.19 to 19.10.19	Rhetoric, persuasion. and propoganda.	Net source
21.10.19 to 25.10.19	Revision	Shri 2/1/19
		Public communication Effective public communication

SEMESTER - III

UCVCFIT - PRACTICAL - III - PHOTOGRAPHY

DATE	PORTIONS TO BE COMPLETED	BOOKS REFERED
19.6.2019 to 21.6.2019	Introduction about Photography.	
24.6.19 to 28.6.19	Camera handling and Compositions.	
1.7.19 to 5.7.19	Basic shots - Long - mid - closeup - Angles - high and low angles.	DSLR camera.
8.7.19 to 12.7.19.	Portraiture - 2 shots.	
13.7.19 to 19.7.19	Reflection, play of light.	
22.7.19 to 26.7.19.	Shadow and Motion.	
29.7.19 to 2.8.19.	ICA. Examination.	

DATE	PORTIONS TO BE COMPLETED	Books Passed
5.8.19 to 9.8.19	Freezing movement & silhouette photographs	
12.8.19 to 17.8.19	Landscape (animal, people, birds, monuments)	
19.8.19 to 23.8.19	Indoors & industrial photos	
26.8.19 to 30.8.19	Sports and action	DSLR Camera
3.9.19 to 6.9.19	Ad photographs.	
9.9.19 to 13.9.19	picture story Designment.	
16.9.19 to 17.9.19	Removing marks and retouching the photos.	
18.9.19 to 27.9.19	II CA	

DATE
19.6..
to
21.6
24.6
to
28.6
1.7.
to
5.7
8.7
to
12.
15.
19.
22
26

PCEMM17 - PUBLIC RELATIONS AND CORPORATE COMMUNICATION.

DATE	PORTIONS TO BE COMPLETED	Books FOR REFERENCE
19.6.19 to 21.6.19.	Brief history of Public Relation - Definition - PR & Communication - Functions of PR	PR and media Relations. - G.C. Banik
24.6.19 to 28.6.19.	Benefits of PR - Models of PR PR and politics - Government PR.	PR and media Relations.
1.7.19 to 5.7.19.	The lobby - Spin and image management - political communication and public sphere.	PR writing form and style. - Bob Carrell.
3.7.19 to 12.7.19.	Triads of PR - Internal and External PR - Tools and activities of internal PR	PR and media. - G.C. Banik.
15.7.19 to 19.7.19.	Necessity and Goals of Employee communication - Tools for External PR - PR writing - writing speeches - Scripts -	PR writing form and style. - Bob Carrell.
22.7.19 to 26.7.19	writing for newsletters - annual report - mail - brochures - proposals - web	PR writing form and style. - Bob Carrell.

27.7.19 to 2.8.19.	ICR Examination.	
5.8.19 to 9.8.19.	Press Releases - Types - writing tips and distribution Audio news Release and video.	PR hard book - Alison
12.8.19 to 17.8.19.	Press conference - prime time - Photo-op and joint PC - press briefing - Embargoes,	PR hard book. - Alison.
19.8.19 to 23.8.19.	Background briefings - Media Relations - Corporate Communication.	PR in India - J.V. Vilar
26.8.19 to 30.8.19.	Corporate image and Identity - House Magazines and newsletters - Risk - Issues and crisis management	PR in India.
3.9.19 to 6.9.19.	Corporate Social Responsibility Corporate Community.	Effective PR. - Pearson.
9.9.19 to 13.9.19.	Community involvement and cause - related marketing.	PR and media Relation.

<p>16.9.19 to 17.9.19</p>	<p>Business to Business PR, Financial PR.</p>	<p>PR in Digital Era. - km. Shrivasth - va.</p>
<p>18.9.19 to 27.9.19</p>	<p>II CA Examination.</p>	
<p>30.9.19 to 4.10.19</p>	<p>PR in the Digital Era - revolution or evolution - social media influences - writing for websites -</p>	<p>PR and India.</p>
<p>9.10.19 to 11.10.19</p>	<p>Futures challenges for PR - and corporate communication. PR Agencies - Structure.</p>	<p>PR and media. - G.C. Banik.</p>
<p>14.10.19 to 19.10.19</p>	<p>Hierarchy - professional organisation - Ethics in PR. Codes of practice.</p>	<p>PR and media. - G.C. Banik.</p>
<p>21.10.19 to 25.10.19</p>	<p>Revision.</p>	

WORK DONE

DATE	PORTIONS COMPLETED	BOOKS REFERRED
19.6.19 to	Photography: Introduction about	DSLR Camera
21.6.19.	Photography - options and settings. PR and corporate communication	
	PR Definition and history of PR. SBE (PR): Groups were divided and concepts were explained.	PR and media. - GC Banik
24.6.19 to	HUMAN COMMUNICATION: Communication -	
28.6.19.	Definition and types of communication.	Mass communication - J. Kumar
	Photography: Camera handling and compositions.	DSLR camera.
	PR and Corporate communication Functions of PR and Benefits of PR	PR and media - GC Banik

1.7.2019
to
5.7.2019

Human communication:
Nature and power of language
- Gender and culture of
language - listening style.
Types of communication.

Mass communication
in India.
- keral J. kumar

Photography:

Exercise-I started.

DSLR camera.

PR and corporate communication.

Lobby - Spin - image
management - politics and
public sphere.

PR writing forms and
style.
- Bob Carrell.

8.7.19
to
12.7.19.

Human Communication:
Functions - models -
Challenges - strength and
weakness of listening

Mass communication
- keral J. kumar.

Photography:

Exercise - I completed.

DSLR camera.

PR and CC:

Forms of PR - Internal
and External of PR - Tools
and activities of PR.

"Writing for PR".

18.7.2019
to

Human communication:

Types of informative

19.7.2019

speaking - informative speaking
vs. persuasive speaking.

Net source.

Photography:

Exercise - II started.

DSLR camera.

PR and cc:

Necessity and goals of
employee communication - Tools
for internal PR - PR writing -
Speeches and scripts

"Writing for

Public relations

22.7.2019
to

Human communication:

Techniques of informative

26.7.2019

Speaking - Building credibility
as a speaker.

Net source.

Photography:

Exercise - II completed.

DSLR camera.

PR and cc:

Writing for newsletter -
annual reports - mails -
Brochures - Proposals -
Web.

Writing for PR.

29.7.19
to
2.8.19.

ICA - Examination.

5.8.2019
to
9.8.2019.

Human communication:
Introduction to verbal
communication.

Human communication
- Rwoolin.

Photography:
Exercise - III shadow
and reflection.

DSLR Camera.

PR and cc:
Introduction about
press releases.

Writing for PR.

12.8.2019
to
17.8.2019.

Human communication:
Functions of verbal
communication - Types of
verbal communication.

Human communication
- Rwoolin.

Photography:
Exercise - IV started.
Silhouette photography.

DSLR camera.

PR and cc:
Types of writing press
releases - writing tips.

PR hand Book.
- Alison.

19.8.2019

Human Communication:

Influence of non-verbal -

Mass comm
- Karel

to
23.8.2019

Characteristics of non-verbal

Communication - characteristics

of interpersonal and intra

personal communication.

Photography:

Exercise 1 completed.

D8LR camera

Public Relation:

Background Briefing -

PR writing

Media Relations - corporate

- Doug

Communication

26.8.19

Human communication:

to

Thoughts and patterns

30.8.19

of communication - Relational

net source.

Development - models of

self disclosure.

Photography:

Exercise 2 started.

D8LR camera

PR and cc:

Corporate image and

identity - Hype magazine

PR and writing

6/7/19
10/19/19

DATE

PORTIONS COMPLETED

BOOKS REFERED

3.9.2019

Human communication:

Types of non-verbal

"mass communication"

to
6.9.2019

Communication - characteristics
of intrapersonal communication

- Kveljuna

photography:

Exercise VI started.

DSLR camera.

PR and ce:

Corporate social responsi-

PR in India.

- lity - corporate community?

News - Letter.

9.9.19

Human communication:

Thoughts and patterns of
communication - Relational

Net source.

to
13.9.19

Development - models of

Self disclosure - Group.

Photography:

Exercise - VI completed.

DSLR camera.

PR and ce:

Issues and crisis
management - community
involvement - Cause related
marketing.

PR in India.

- Daug.

LESSON PLAN (2019-2020)

Even Semester

Programme	BSc. visual communication
Programme code	VC
Semester	ii
Course	Basics in Advertising
Course code	UABBA17
Hours	6
Credits	5
Total hours	90
Max Marks	100
Course instructor/ Coordinator	H. G. Priyanga (5 hours per week)

Week / DATE	No of Hours	UNITS	TOPICS	Teaching Methodology & Students centric Methods.	Learning Resources	Method of Evaluation.
Week 1 13.11.19 to 22.11.19.	6	Unit - I	Advertising - Definitions History of ad in India.	Lecture.	S. N. Murthy's Ad IMC perspective.	Discussion.
Week 2 25.11.19 to 29.11.19	6	Unit - I	Benefits of Advertising - Role of advertising - Logo designing and execution.	Lecture & PPT	Advertising & Sales.	Oral presentation
Week 3 2.12.19 to 6.12.19	6	Unit - I	Types of ads - Market Segmentation	Lecture & activity.	Ad and Sales. - Channels	Small oral test.

<p>Week 4 9.12.19 to 13.12.19</p>	<p>6. Unit - <u>i</u></p>	<p>Advertising Agency - Marketing mix - Product life cycle - USP</p>	<p>Lecture</p>	<p>Ad Line - S.N. Murthy</p>	<p>Creating a new advertisement.</p>
<p>Week 5 16.12.19 to 20.12.19</p>	<p>6. Unit - <u>ii</u></p>	<p>Brand image - Types of media used for Ad Media planning.</p>	<p>Lecture</p>	<p>Net source</p>	<p>Discussion.</p>
<p>Week 6 3.1.2020 to 10.1.2020</p>	<p>CA - I</p>	<p></p>	<p></p>	<p></p>	<p></p>
<p>Week 7 20.1.20 to 24.1.20</p>	<p>6. Unit - <u>iii</u></p>	<p>The process of visualization - copy writing - photography.</p>	<p>Lecture & PPT.</p>	<p>Advertising.</p>	<p>Performance in CA Examination.</p>

Week/ Date	No. of hours	Units	Topics	Teaching Methodology & Student centric Method.	Learning Resources	Method of Evaluation.
Week 8 27.1.20 to 31.1.20	6	Unit - III	Illustration - Image manipulation - Layout design.	Reading and discussion on materials pre- scribed for study.	Advertising. - Frank Jefkins	Discussion
Week 9 3.2.20 to 7.2.20	6	Unit - III	Grid - Thumb nail- roughs and compressive layout - Final output.	PPT and Lecture.	Advertising. - Frank Jefkins	Discussion
Week 10 01.2.20 to 5.2.20	6	Unit - IV	Social, psychological and economic effects of advertising on society.	Lecture.	Net source.	Quiz
Week 11 7.2.20 to 11.2.20	6	Unit - IV	Current issues on Ad. commercialism in Ad- Ad and children.	Lecture.	Net source. Best ads from social media.	Quiz

<p>Week 12 24.2.20 to 25.2.20.</p>	<p>6</p>	<p>Unit - IV</p>	<p>Ad and women. Ethics in Advertising.</p>	<p>Lecture & PPT.</p>	<p>Advertising, - R.e. Bhatia.</p>	<p>Quiz</p>
<p>Week 13 26.2.20 to 6.3.20</p>	<p>6</p>	<p>II - CA.</p>				
<p>Week 14 9.3.20 to 13.3.20</p>	<p>6</p>	<p>Unit - V</p>	<p>How to write Ad for Print - Radio - and television.</p>	<p>Slide share.</p>	<p>Examples shown from websites</p>	<p>Test</p>
<p>Week 15 16.3.20 to 20.3.20</p>	<p>6</p>	<p>Unit - V</p>	<p>Concept creations. and layout designing.</p>	<p>Slide share.</p>	<p>Examples shown from websites.</p>	<p>Discussion.</p>
<p>Week 16 23.3.20 to 31.3.20</p>	<p>1/2 7</p>	<p>h 23/1/2020</p>	<p>Revision.</p>			

Programme	Bsc. visual communication.
Programme Code	VC.
Semester	VI
Course	Media Law, Regulations & Ethics
Course Code	UCVCO17
Hours	5
Credits	4
Total hours	75
Max Marks	100
Course instructor	C. Priyanka (5 hours per week)

. 100 marks
 . 5 hours per week
 . 4 credits
 . 75 total hours
 . 100 max marks
 . C. Priyanka (5 hours per week)

Week / Date	No. of hours	units	TOPICS	Method.	Learning Resources	Evaluation.
Week 1 3.11.19 to 2.11.19	5	Unit - I	Concepts of media freedom - Evolution of Article 19(1).	Lecture.	Media Ethics - Paranjay Guha.	Discussion.
Week 2 25.11.19 to 29.11.19	5	Unit - I	Rights and Restrictions - Theories of press - Rights - IPC Sections.	Lecture.	Media Ethics - Paranjay Guha	Discussion
Week 3 2.12.19 to 6.12.19	5	Unit - II	Defamation - official Secrets Act - Intellectual Rights - Issues of privacy	PPT	Media Ethics	Discussion
Week 4 9.12.19 to 13.12.19	5	Unit - II	Copy right Act - Obscenity - Source Confidentiality.	Lecture.	media Ethics	Quiz 2

Week/ Date	No. of Hours	Units	TOPICS	Teaching Methodology & Student Centric Method	Learning Resources	Method of Evaluation.
Week 5 16.12.19 to 20.12.19	5	Unit - II	Parliamentary Privileges Act - Rights to Information Act.	Lecture	Media Ethics	Quizzes
Week 6 21.12.20 to 0.1.20	5	ICA	- ICA Provisions of ICA	ICA	Media Ethics	Quizzes
Week 7 20.1.20 to 24.1.20	5	Unit - III	Cable Regulation Act Indian Cinematography Act - Film Censorship.	PPT	Media Ethics	Discussion
Week 8 27.1.20 to 31.1.20	5	Unit - III	Contempt of Court - press and Registration of Book Act -	PPT	Media Ethics	Discussion

Week	Date	Unit	Topic	Activity	Subject	Assessment
Week 9	2.2.20 to 7.2.20	Unit - III	Regulations related to Broadcast, media - Broadcasting codes.	"	Media Ethics	Class test
Week 10	10.2.20 to 15.2.20	Unit - IV	Laws regulating Foreign Direct investment in media - IT Act.	Video presentation	Media Ethics	Class test
Week 11	17.2.20 to 21.2.20	Unit - IV	Cyber laws in India - Cyber security concerns	"	Media Ethics	Discussion
Week 12	24.2.20 to 25.2.20	Unit - IV	Preventive measures - Penalties - Network Service providers.	Ppt	Media Ethics	Quiz
Week 13	26.2.20 to 5.3.20	II. CA.				

Week / Date	No. of hours	Units	Topics	Teaching Methodology & Student Centric Method	Learning Resources	Method of Evaluation
Week - 14 9.3.20 to 13.3.20	5	Unit - V	Ministry of information and Broadcasting - DAVP Registrar for newspaper Press Council.	PPT + lab		
Week 15 16.3.20 to 20.3.20	5	Unit - V	Directorate of publicity Central Board of Film Certification.	Discussion		
Week - 16 23.3.20 to 27.3.20	5	Unit - V	Advertising Standards Council of India - Copyright Board - Telecom Authority.	Discussion		
Week - 17 30.3.20 to 01.3.20	2		Revision.			

Teaching plan

Course name : Basics in Advertising.
Course Code : UABAA17
Course instructor : C. Priyanga.
No. of hours / week : 6

Course name : PRACTICAL in Video Editing.
Course Code : UEVCH17
Course instructor : C. Priyanga.
No. of hours / week : 4

Course name : Media Laws, Regulations & Ethics
Course Code : UEVCO17
Course instructor : C. Priyanga.
No. of hours / week : 5

Course name : Development communication.
Course Code : PCEM@17
Course instructor : C. Priyanga.
No. of hours / week : 5.

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
13.11.2019 to 22.11.2019	1 st vis.com	Basics in Advertising: Introduction to Advertising - Definitions - Introduction to History.	S. or. Meethy's Ad IMC perspective.	- Lecture. - Discussion
	2 nd vis.com	Video Editing: Exercise - I Started with Basics about the software and tools.	Premier pro ce Software.	Hands on training
	3 rd vis.com.	Media Laws Regulations & Ethics: Introduction to media Laws - Concepts of media. Evolution of article 19 (a)	Media Ethics - Paranjoy Gupta.	- Lecture. - Student centric method

Teaching Methodology

o. D.

Method of

53

<p>13.11.19 10 15.11</p>	<p>IInd PG. (Msc. Ele. Media)</p>	<p>Development communication: Critical perspective on Communication - Introduction to development communication.</p>	<p>Mass communication - Keral J. Kumar.</p>	<p>Lecture Slide share.</p>
<p>25.11.19 to 29.11.19 54 11.12.19 10 15.12.19</p>	<p>Ist vis.com 2nd vis.com 3rd vis.com</p>	<p>Basics in Advertising: Benefits of Advertising - Role of Advertising - Logo designing - Execution: Video Editing: Exercise - I - Song Remix. Media Laws and Ethics: Rights and Restrictions - Theories of press - Rights 3pe sections. Development communication:.</p>	<p>- S. M. Muthy's Ad Line perspective: Adobe premier pro. Media Ethics - paranjay.</p>	<p>Lecture. PPT. Hands of training: Lecture. - Word file.</p>
<p>10.12.19</p>	<p>II. PG.</p>	<p>Modernization Models of development comm' - Kerala Communication Project.</p>	<p>Mass communication in India - Keral J. Kumar</p>	<p>- Video presentation - Slide share. - Lecture.</p>

Date

Class

TOPIC COVERED

LEARNING RESOURCES

METHODOLOGY

2.12.19

1st vis. com

Basics in Advertising:

Ad and sales.

- video clip.

to

6.12.19

2nd vis. com

Types of advertisement and what is market segmentation

- Chitawalla.

- Group discussion.

55

3rd vis. com

Video Editing: Exercise - I started.

Adobe premiere pro.

Laboratory method.

4th PC.

Media Law, Regulation and Ethics

Media Ethics.

- Historic method of Discussion.

Defamation - official secret Act - Intellectual rights - Issues of Privacy

Development communication:

Development Communi

- Slide share.

Information and communication technologies for rural development

- caution.

- PPT.

Basics in Advertising:

- net source.

- PDF.

12.19

2nd vis. com.

Basics in Advertising:

Ad and sales

- Team teaching

to

3.12.19.

Advertising Agency Marketing - product life

Chitawalla.

<p>2nd vis.com</p> <p>3rd vis.com</p> <p>2nd PC</p>	<p>Video Editing :- Exercise - I completed.</p> <p>Media Laws, Regulation and Ethics :- Copy right Act - obscenity - Source confidentiality.</p> <p>Development Communication :- Modernization paradigm - Main stream development Discou se.</p>	<p>Adobe premier pro.</p> <p>Media Ethics</p> <p>Mass communication.</p> <p>Keral J. Kumar.</p>	<p>Computer Assisted Instruction.</p> <ul style="list-style-type: none"> - Discussion - Discussion. - Assignment - Computer Assisted. - Video. - Slide share. - etc
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<p>5.12.19</p> <p>1.12.19</p> <p>6.12.19.</p> <p>DATE</p>	<p>1st vis.com</p> <p>2nd vis.com</p> <p>3rd vis.com</p> <p>Basic in Advertising :- Brand image - types of media used for advertisement - Media planning.</p> <p>Video Editing :- Exercise 2: Scene revision Started.</p> <p>Media Laws and Ethics :- Parliamentary privileges. Act - Rights to information Act.</p>	<p>Ad and sales - chunawalla.</p> <p>Adobe premier pro.</p> <p>Mass Communication.</p>	<p>- Role play -</p> <p>- peer tutoring.</p> <p>- Laboratory method.</p> <p>- Discussion.</p>
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ACADEMIC YEAR 2019-2020 - SEMESTER III

LESSON PLAN:

ELECTIVE IIIA: BUSINESS COMMUNICATION

DATE	PORTIONS TO BE COMPLETED	BOOK REFERENCE
19/6/19 to 21/6/19	Business Communication - Introduction - Need and importance,	Introduction to Business communication Uma Bhusan
24/6/19 to 26/6/19	Patterns of Business communication Main categories of Business Communication	Introduction to Business Communication Uma Bhusan
1/7/19 to 5/7/19	Communication networks of an organisation, Business communication Process Marketing, Sales and Persuasive Communication	Introduction to Business Communication Uma Bhusan
8/7/19 to 12/7/19	Group communication, working and communication in teams.	Browed Material
15/7/19 to 19/7/19	Teamwork Theory, Theories of Small group communication	R. C. Bhatia - Business Communication
22/7/19 to 26/7/19	Functional theory - Symbolic convergence theory Structuration theory	Browed Material

LESSON PLAN:

DATE	PORTIONS TO BE COMPLETED	BOOK REFERENCE
27/7/19 to 02/08/19	I CA Exam	
05/08/19 to 09/08/19	Conflict management, Negotiation, Meetings - Types of group decision making.	R. C. Bhatia - Business Communication
12/08/19 to 17/08/19	Definition, meaning and importance of Business correspondence	N. C. Jain and Shakshi - Essentials of Business Communication
19/08/19 to 23/08/19	Parts of a Business letter and its layout, letters - circular, Sales, Bank Correspondence	N. C. Jain and Shakshi - Essentials of Business Communication
26/8/19 to 30/8/19	Memorandums, Email, Text messaging, Instant Messaging, Reports - contents, types and format, Technical writing	N. C. Jain and Shakshi - Essentials of Business Communication
03/9/19 to 06/9/19	Visual aids in oral Presentation	Beaured Material

DATE	Portions to be completed	Book Reference
09/9/19 to 13/9/19	audience awareness, guide lines for making a good speech.	Browsed Material
16/9/19 to 17/9/19	Practical Exercises 1. Oral Presentation using visual aids	-
18/9/19 to 27/9/19	2. Audience awareness 3. Public speaking (II (A Exam))	-
30/9/19 to 4/10/19	Intercultural business communication	Browsed Material
9/10/19 to 11/10/19	Ethics and business communications, communication of cross- cultural messages	Browsed Material
14/10/19 to 19/10/19	Business communication and the law, Business communication and technology	Browsed Material
21/10/19 to 25/10/19	Revision 59	Browsed Material 5/11/19

DATE	Portions to be completed	Book Reference
19/6/19 to 21/6/19	Definition of Scripts, script formats, Basics of Script writing	Writing for Visual Media, Anthony Faced Mann
24/6/19 to 28/6/19	The four models of writing - Script Preparation -	Browed Material
01/07/19 to 05/07/19	Selecting and Contracting with writers -	Writing for Visual Media, Anthony Faced Mann
08/07/19 to 12/07/19	Adapting the Seven methods - Script review - The stages of Script development	Writing for Visual Media, Anthony Faced Mann
15/07/19 to 19/07/19	Three act structure for film and television - writing a Script with and without dialogue	Writing for Visual Media, Anthony Faced Mann
22/07/19 to 26/07/19	Dramatic structures and forms - Role of the Script writer	Browed Material

DATE	Positions to be completed	Book References
29/07/19 to 02/08/19	JCA Exam	
05/08/19 to 07/08/19	Screenplay - story board - Shot, scene and sequence	Brownsed Material
12/08/19 to 17/08/19	Television formats and genres Script formats for corporate videos	Mass Communication in India
19/08/19 to 23/08/19	writing for interactive communication (writing for websites)	writing for visual Media
26/08/19 to 30/08/19	The golden rule of writing for Radio	Brownsed Material
08/09/19 to 06/09/19	Radio formats and genres	Mass Communication in India
09/09/19 to 13/09/19	Script for PSA, Advertisement, short story, drama and Documentary - News	Brownsed Material

DATE	Portions to be completed	Book Reference
16/9/19 to 17/9/19	Radio jingles	writing for Radio
18/9/19 to 27/9/19	II CA Exam.	
30/9/19 to 4/10/19	Exam for radio - Commercial advertisements for radio - PSA (Radio) -	writing for Radio
09/10/19 to 11/10/19	creating word Pictures - writing a script for an entertainment show (radio)	Browse Material
14/10/19 to 19/10/19	Revision	
21/10/19 to 25/10/19	Revision	

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2/7/19

SEMESTER - I
 UC VCA17 - Introduction to Visual Communication

DATE	Portions to be completed	Book Reference
19/6/19 to 21/6/19	Definition: Communication, Need and Importance of Communication,	Mass Communication in India
24/6/19 to 28/6/19	Introduction to Visual Communication. Sensing, selecting and perceiving	Visual Communication. Images with messages. Paul Martini Lester.
01/07/19 to 05/07/19	Visual cues: color, Form, Depth - Eight depth factors and Movement.	Visual Communication Images with messages.
08/07/19 to 12/07/19	Sensory theories of visual communication: Gestalt, Constructivism;	Brownsed material
15/07/19 to 19/07/19	Perceptual theories of visual communication: Semiotics, Cognitive theory, visual persuasion	Brownsed Material

Date	Portions to be Completed	Book Reference
22/07/19 to 26/07/19	Visual stereotypes: Reinforcing stereotypes with Images, Specific;	Visual Communication Images with Messages.
29/07/19 to 02/08/19	ICA Exam	
05/08/19 to 09/08/19	Visual Analysis: composition, Semiotic signs and codes	Visual communication Images with Messages.
12/08/19 to 17/08/19	Cognitive Elements, Purpose of the work, Image Aesthetics	Visual communication Images with Messages.
19/08/19 to 23/08/19	Principles of Visual & other sensory Perceptions, Color Psychology & theory	Browse material
26/08/19 to 31/08/19	Visual thinking, Principles of design, Elements of design, Process of developing creative ideas.	Browse material

Date	Portions to be Completed	Book Reference
03/09/19 to 06/09/19	Visual Culture	Browsed Materials
09/09/19 to 13/09/19	Definition: Media, Types of Media	Mass Communication in India
16/09/19 to 17/09/19	Traditional Media	Browsed Material
18/09/19 to 27/09/19	<u>Ti</u> CA Exam	P/23/10
30/9/19 to 04/10/19	Print Media, Electronic Media, and New Media	Browsed Material
09/10/19 to 11/10/19	Vision - Visual - Visuality, Visual pleasure, concept of gaze.	Browsed Material
14/10/19 to 19/10/19	Revision	4/10/19
21/10/19 to 25/10/19	Revision	2/7/19

Date	Portions to be completed	Book Reference
19/06/19 to 21/06/19	Basics of character Animation - Drawing Exercises	
24/06/19 to 28/06/19	Basics of Adobe Animate software, tools and Menus.	Browseed Material
01/07/19 to 05/07/19	Key frame animation. Concept & story board submission	
08/07/19 to 12/07/19	Completion of I Exercise	
15/07/19 to 19/07/19	Concept & Story board submission for Greeting Card	
22/07/19 to 26/07/19	Completion of II Exercise	

date	Portions to be Completed	Book Reference
29/07/19 to 02/08/19	ICA Exam	
05/08/19 to 09/08/19	Submission for (Animated cartoon, concept & story board)	
12/08/19 to 17/08/19	III exercise works	
19/08/19 to 23/08/19	Continuation of III exercise	
26/08/19 to 30/08/19	Completion of III exercise	
03/09/19 to 06/09/19	online or web Advertisements (concept submission)	

Date	Portions to be completed	Book Reference
16/09/19 to 17/09/19	IV exercise works	-
18/09/19 to 27/09/19	II CA Exam	
30/09/19 to 04/10/19	slide show (V exercise)	Introduction to Business
09/10/19 to 11/10/19	completion of V exercise works	11/10/19 to 11/10/19
14/10/19 to 19/10/19	Documentation Submission of records.	
21/10/19 to 25/10/19	Revision	

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21/10/19

Work Done - Subjects -

Business Communication, Script Writing,
Introduction to Visual Communication,
2D Animation (Practical)

Date	Portions Completed	Book Reference
19/06/19 to 21/06/19	PG: BC: Introduction to Business communication UG: SW: Introduction, Activity - Writing works. 2D: Principles of Animation & Drawing works	Browsed Material -
24/06/19 to 28/06/19	SW:- Basics of Script writing IVC:- Introduction to Communication (Need, importance and its types) 2D: Basics of Adobe Animate software (tools & Menus) PG: BC: Patterns of Business communication, Main Categories of Business communication.	Browsed Material Mass communication in India Introduction to Business communication - Uma Bhushan.

2/7/19

Date	Portions completed	Book Reference
<p>01/07/19 to 05/07/19</p> <p>Practical assignment</p> <p>of selected visual media last period</p> <p>General assignment</p>	<p>Sw:- Selecting and contracting with writer.</p> <p>Ivc: visual cues: color, form, Depth - Eight depth factors and Movement.</p> <p>Bc: communication networks of an organisation, Business communication Process, Marketing Sales and Persuasive communications</p> <p>Practical - key frames, animation Concepts, story board submission</p>	<p>writing for visual Media, Anthony fried Mann. Visual communication Images with Messages.</p> <p>Introduction to Business communication Uma Bhushan.</p>
<p>08/07/19 to 12/07/19</p> <p>Practical assignment</p>	<p>Sw:- Adapting the seven methods - Script review - the stages of script development.</p> <p>Ivc: sensory theories of visual communication: Gestalt, Constructivism</p>	<p>writing for visual Media, Anthony fried Mann. Broued Material.</p>

Date	Portions Completed	Book Reference
08/07/19 to 12/07/19	BG: Group communication, working and communication Practical: Completion of Exercise.	Broused material
15/07/19 to 19/07/19	SC: Three act structure for films and television - writing a script with and without dialogue. IVC: - perceptual theories of visual communication: semiotics, cognitive theory, visual persuasion. BC: Team work theory & theories of small group communication Practical: Concept & story board submission	writing for Visual Media, Anthony Fried Mann. Broused material Broused material at P1/10/20
22/07/19 to 26/07/19	SC: - Dramatic structure and forms - Role of the script writer	Broused material

Date	Topics Completed	Book Reference
<p>22/07/19 to 26/07/19</p> <p>Visual Communication Images with Messages Blaised Historical</p>	<p>Ivc:- visual stereotypes in advertising the process of Bc:- Functional theory - symbolic convergence theory - structuration communication theory Practical:- starting of II Exercise</p>	<p>Blaised Material Visual Communication Images -</p>
<p>29/07/19 to 01/08/19</p> <p>R. of Blaised Communication Blaised 21/8/19</p>	<p>BC:- Definition, meaning and I CA EXAM Blaised Practical:- II exercise</p>	<p>Blaised Communication Images with Messages</p>
<p>05/08/19 to 09/08/19</p> <p>Visual Communication Images with Messages Blaised Historical</p>	<p>Ivc:- Visual Analysis Introduction SW:- Script with and without dialogue BC:- Conflict Management, Negotiation</p>	<p>Visual Communication Images with Messages Blaised Material</p>

Date	Portions Completed	Book Reference
05/08/19 to 09/08/19	Practical :- Proceeding in the II Exercise	Book Reference
12/08/19 to 17/08/19	IVC :- Visual Analysis - Composition, visual cues SW :- Script for PSA, Advertisement (discussions) BC :- Definition, meaning and importance of Business Correspondence Practical :- submission of III exercise concept	Visual Communication Images with messages. Browsed material R. C. Bhatia Business Communication
19/08/19 to 23/08/19	IVC :- Semiotic sign and codes, Gestalt law, cognitive elements SW :- Television formats and genres	Visual Communication Images with Messages Mass Communication in India

Date	Portions Completed	Book Reference
19/08/19 to 20/08/19	Bc:- parts of a Business Letter and its layout, Letters. Practical:- Com. stating of <u>II</u> exercise	R.C. Bhatia Business Communication -
26/08/19 to 30/08/19	Ivc:- Purpose of the work, Image Aesthetics Sw:- Radio formats and genres Bc:- circular, Sales & Bank Correspondance Practical:- continuation of <u>III</u> exercise	Visual Communication Images with Messages Mass Communication in India R.C. Bhatia Business Communication -
03/09/19 to 06/09/19	Ivc:- Visual stereotypes, Reinforcing the stereotypes with images	Visual Communication Images with Messages.

Date	Portions Completed	Book References
03/09/19 to 06/09/19	<p>IVC :- Gender stereotype</p> <p>SW :- script for drama and Documentary (Discussions)</p> <p>BC :- visual aids in Oral Presentation</p> <p>Practical :- completion of III exercise</p>	<p>Browsed material</p> <p>Browsed Material</p> <p>Browsed Material</p> <p>at</p>
16/09/19 to 17/09/19	<p>IVC :- Visual thinking, Principles of Design, Elements of Design</p> <p>SW :- script format for Corporate video, the golden rule of writing for Radio</p> <p>BC :- audience awareness</p> <p>guidelines for making a good Speech</p> <p>Practical :- completion of IV exercise with</p>	<p>Browsed Material</p> <p>writing for Visual media</p> <p>Browsed Material</p>

Date	Portions completed	Book Reference
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18/09/19
to
27/09/19

II CA Exam

30/09/19
to
04/09/19

IVC:- Visual thinking and
Visual culture

Sw:- Discussions about
II CA question paper,
Assignments & Seminars

Bc:- Assignment - Oral
Presentation Using
Visual aids

Practical: Completion of IV
exercise.

Browsed
Material

R/S
19/9/19

TEACHING PLAN

PROGRAMME : B.Sc VISUAL COMMUNICATION

PROGRAMME CODE : VC

SEMESTER : II

COURSE : PHOTOGRAPHY

COURSE CODE : UC VCC 17

HOURS : 5

CREDITS : 4

TOTAL HOURS :

MAX MARKS : 100

COURSE INSTRUCTOR : P. SARANYA

NO OF HOURS / WEEK : 5

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
19.11.19 to 22.11.19 (Week 1)	First year Viscom	Unit 1: Basics about photography Introduction: - Basic elements of photography - Shutter speed, Aperture lens.	<ul style="list-style-type: none"> + Michael Langford, Philip Andrews - Langford's starting photography: + Browsed Material 	<ul style="list-style-type: none"> • LECTURE + PPT • 'Student centric Method' + Discussion.
25.11.19 to 29.11.19 (Week 2)	First year Viscom	Focal length, Depth of field, Exposure, Angle of view - Perspective and choosing the viewpoint, Viewfinder and view screen - Exposure controls	<ul style="list-style-type: none"> + Browsed Material + Michael Langford, Philip Andrews - Langford's starting photography. 	<ul style="list-style-type: none"> + Lecture, PPT + load file + Discussion • student centric Method

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
WEEK-3 (2.12.19 to 6.12.19)	First year VISCOM	History of photography. Analog photography. Composition - Rules - Subject - focal point - centre of interest - Rule of thirds	Browsed Material - Langford's starting photography	<ul style="list-style-type: none"> * PPT * Lecture * Discussion
WEEK-4 (9.12.19 to 13.12.19)	First year VISCOM	Parts and functions of a digital camera works - Digital photography - The sensor - Basic shots - high and low angle	Browsed Material - Langford's starting photography	<ul style="list-style-type: none"> * Lecture, PPT, wad files, discussion
WEEK-5 16.12.19 to 20.12.19 DUIS 20/12/2020	First year VISCOM	Camera features. Camera Modes - Texture - Pattern - Shapes and forms - letters	Langford's starting photography	<ul style="list-style-type: none"> * Lecture in Discussion

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
<p>WEEK - 6 (3.1.20 to 10.1.20)</p> <p>ICA</p>	<p>ICA Exam</p>	<p>Unit - 3: color and lighting, characteristics of light and color, quality of light</p>	<p>Browsed Material - Lanford's starting photography</p>	<p>Lecture, PPT, Discussion</p>
<p>WEEK - 7 (20.1.20 to -24.1.20)</p>	<p>First year Vuscom</p>	<p>Unit - 3: color and lighting, characteristics of light and color, quality of light</p>	<p>Browsed Material - Lanford's starting photography</p>	<p>Lecture, PPT, Discussion</p>
<p>Week - 8 27.1.20 to 31.1.20</p>	<p>First year Vuscom</p>	<p>guidelines for lighting. color Temperature, lighting control and lighting equipment.</p>	<p>Browsed Material - Lanford's starting photography</p>	<p>Lecture, PPT, Discussion.</p>
<p>Week - 9 3.2.20 to 7.2.20</p>	<p>First year Vuscom</p>	<p>Diffused Light - Bounced Light</p>	<p>Browsed Material - Lanford's starting photography</p>	<p>Lecture, PPT, Discussion</p>

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week - 10 (10.2.20 to 15.2.20)	First year Viscom	Reflection Light - Refraction Light, flash Light - Portraiture Light	Browed Material - Langford's starting photography	PPT, Lecture Discussion
Week - 11 (17.2.20 to 21.2.20)	First year Viscom	Natural Light - Artificial Light - Three point lighting Four point lighting	Browed Material - Langford's starting photography	PPT, Lecture - 18 Discussion
Week - 12 (24.2.20 to 25.2.20)	First year Viscom	Lens and Special lens Types, Camera Types, Zoom Types, Image Resolution - Types of Resolution, Image file format	Browed Material	PPT, Lecture Discussion
Week - 13 (26.2.20 to 06.03.20)	CA II			

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
WEEK-14 (09.03.20 to 18.03.20)	First year Viscom	Raster and vector format, Properties of common image file format, Image Adjustment Tools, Editing Tools, Digital image.	Browsed Material	PPT, Lecture Discussion
Week - 15 (16.03.20 to 20.3.20)	First year Viscom	Manipulating Image Darkroom Techniques -	Browsed Material	PPT, Lecture Discussion
week - 16 (23.03.20 to 27.3.20)	First year Viscom	Film (Lock down period - Pandemic) online classes started	Browsed Material	PPT, Online Lecture (Google Meet)
week - 17 (30.3.20 to 31.3.20)	First year Viscom	Developing and printing - Resolution and its types; Types of photography (Assignment part)	Browsed Material	PPT, online Lecture (Google Meet)

COURSE : ALLIED - IV : JOURNALISM

COURSE CODE : UAF1A17

NO OF HOURS/WEEK : 6

CREDITS : 5

COURSE INSTRUCTOR : SARANYA P.

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week I (18.11.19 to 22.11.19)	II year Viscom	Unit I: Introduction to Journalism, Types of News, Objective of Journalism, Functions of Journalism	Mass communication Principles and concepts- Seema Hasan	* Lecture, Discussion (Student's centric Method)
Week-II 25.11.19 to 29.11.19	II year Viscom	News Values, structure of News story, functions of News	Mass communication Principles and concepts Seema Hasan, Browsed Material	* Lecture, Discussion PPT.
Week-III 02.12.19 to 06.12.19	II year Viscom	Journalism ethics, Journalism in action (finding, choosing, sourcing, gathering, writing, and editing & Taking news further)	Mass Communication Principles and concepts Seema Hasan, Browsed Material	* Lecture, Discussion PPT

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
WEEK-4 (9.12.19 to 13.12.19)	II year Viscom	* Evolution of Journalism, History of News paper	* Browsed Material	* PPT, Discussion
week-5 (16.12.19 to 20.12.19)	II year Viscom	* code of ethics of Indian Journalist, style of writing Journalist as investigator, Journalist as entertainer Press Council- News paper organizations (ABC-RNI-INS-India Press Council - News Agencies Difference between News paper and News magazine, Types of News magazine	Mass communication in India Keral. J. Kumar Browsed Material	* Lectures discussion * Record file
week-6 (3.1.20 to 10.1.20)	ICA Exam			
week-7 (20.1.20 to 24.1.20)	II year Viscom	News flow in broadcast media, Basics of Radio News, sources and wire services	Browsed Material	Lectures, discussion

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week 8 27.1.20 to 31.1.20	II year Viscom	News-room structure (Station manager - news director - assignment editor - Production and engineering department)	Brad Schultz - Broadcast News producing - Sage publication 2007 Browsed Material	Lecture, Discussion PPT.
Week 9 03.02.20 to 07.02.20	II year Viscom	Writing for packages, local, regional, national (Voice over, Sound on Tape).	Brad Schultz - Broadcast News producing - Sage Publication 2007	Lecture, Discussion, PPT.
Week 10 10.2.20 to 15.2.20	II year Viscom	Broadcasting, reporter and audio production, Bulletin analysis and construction	Browsed Material	Lecture, Discussion, PPT.
Week - 11 17.2.20 to 21.2.20	II year Viscom	Introduction to photojournalism, Basic photojournalism - Responsibilities of photojournalist	B. K. Desh Pandey - photojournalism -	Lecture, Discussion PPT
Week - 12 24.2.20 to 25.2.20	II year Viscom	Papua; Photojournalism Profession, picture story assignment	B. K. Desh Pandey Photojournalism	Lecture, Discussion PPT.

<p>Week-13 06.03.20 to 13.03.20</p>	<p>CAT II</p>	<p>-</p>	<p>-</p>	<p>-</p>
<p>Week-14 13.03.20 to 20.03.20</p>	<p>II year Viscom</p>	<p>Difference between photojournalist and photographer Photo truth, Photo journalism ethics.</p>	<p>B.K. Desh Pandey Photojournalism</p>	<p>Lecture, Discussion, PPT</p>
<p>Week-15 20.03.20 to 27.03.20</p>	<p>II year Viscom</p>	<p>Challenges in photojournalism Newspapers and News reporting in the digital age.</p>	<p>B.K. Desh Pandey Photojournalism</p>	<p>Lecture, Discussion, PPT</p>
<p>Week-16 27.03.20 to 03.04.20</p>	<p>II year Viscom</p>	<p>(Lock down period - Pandemic) online classes - started News flow in online Media, Media Differences news coverage.</p>	<p>Browsed material</p>	<p>PPT, Online Lecture and discussion (Google Meet)</p>
<p>Week-17 03.04.20 to 10.04.20</p>	<p>II year Viscom</p>	<p>Organization of online newspapers, Internet news producing strategies, Future of internet news</p>	<p>Browsed Material</p>	<p>PPT, Online Lecture and discussion (Google Meet)</p>

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
WEEK-1 (12.11.19 to 20.11.19)	III year Viscom	Unit I: Managing Media Concepts of Management Principles, Levels of Management. Agenda Setting	Alan B. Albeuan- Management of Electronic Media	* Lecture * Discussion C Student's creative Method,
Week-2 25.11.19 to 29.11.19	III year Viscom	Management skills - Management functions - Management roles - Strategic alliances - Implications for Management	Alan B. Albeuan- Management of Electronic Media	* Lecture, * Discussion * PPT.
Week-3 02.12.19 to 06.12.19	III year Viscom	structure of Media Companies - kinds of Media ownership	* Broward Malisai * Dennis F. Henick. Media Management in the Age of Quant -	* Lecture * PPT. * Discussion
Week-4 9.12.19 to 13.12.19	III year Viscom	Financial Management Meeting Financial goals	Alan B. Albeuan- Management of EMedia	* Lecture, C Discussion

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week-5 (16.12.19 to 20.12.19)	III year Viscom	Budgeting - Cross Media Ownership	Alan B. Alberman - Management of Electronic Media	* Lecture * Discussion
Week-6 (3.01.20 to 10.01.20)	III year Viscom	I CA EXAM		
Week-7 20.1.20 to 24.1.20	III year Viscom	The Internet and Electronic media management - online Management	Alan B. Alberman - Management of Electronic Media	* Lecture, Discussion
Week-8 27.1.20 to 31.1.20	III year Viscom	Utilization of the Internet - The web department - web formations and management	Alan B. Alberman - Management of Electronic Media	* Lecture, Discussion.
Week-9 03.02.20 to 07.02.20	III year Viscom	Revenue streams: advertising - e-commerce - ERP - Local Postal	Alan B. Alberman - Management of Electronic Media	* Lecture, Discussion.

20/1/20

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week 10 10.02.20 to 15.02.20	III year Viscom	Live Streaming - e-zines, webTV.	Alan B. Albeian - Management of Electronic Media	PPT, Lecture Discussion.
Week 11 17.02.20 to 21.02.20	III year Viscom	Unit IV: Patterns of Media organization and Case studies on ownership of Radio and television station.	Browsed Material	PPT, Lecture, Discussion
week-12 24.02.20 to 28.02.20	III year Viscom	Obtaining a Broadcast license - ownership limits - station organization.	Browsed Material	PPT, Lecture, Discussion
week-13 26.02.20 to 06.03.20	III year Viscom	II CA Exam	-	-

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week-14 09.03.20 to 13.03.20	III year Viscom	ownership patterns in cable television - Cable TV Structure.	Browed Material	PPT, Lecture, Discussion
Week-15 16.03.20 to 20.03.20	III year Viscom	Unit V: Ethics of Management Ethical codes and Media Management, Fairness doctrine	Alan B. Alkewan - Management of Electronic Media +	PPT, Lecture, Discussion.
Week-16 23.03.20 to to 27.03.20	III year Viscom	(Lockdown period - online classes started) Controversies over programming Ethics in news and public affair.	Alan B. Alkewan - Management of Electronic Media	PPT, Online Lecture (Google Meet)
Week-17 30.03.20 to 3.03.20	III year Viscom	Media Conglomeration, affecting media agenda, Predatory Marketing - News journalist vs News Managers.	Browed Material	PPT, Lecture, Discussion

COURSE : ELECTIVE IV A :

COURSE CODE : PEEMEB17

NO OF HOURS / WEEK : 5

CREDITS : 1 A

COURSE INSTRUCTOR : SARANYA P.

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week - 1 (12.11.19 to 22.11.19)	II year (Electronic Media Pa)	The web and Internet - Introduction to web design - Evolution of www - Features of www - www - server and Browser - HTTP - URL	Principles of web design - Joel Sklar	* PPT * Discussion (Student Centric Method)
Week - 2 (25.11.19 to 29.11.19)	II year (EN-PG)	www - Hypertext - web workings Search Engines - Basic features of web browser	Principles of web design - Joel Sklar * Textbook of Internet and web design - Rajkumar shivastava	* online material. * Discussion and lecture.
Week - 3 (02.12.19 to 06.12.19)	II year (EN-PG)	web page design considerations Principles for designing a web site - web site hosting	Principles of web design - Joel Sklar	- Lecture, online Material.
Week - 4 7.12.19 to 13.12.19	II year (EN-PG)	Dreamweaver CC - New features in Dream weaver - Basic webpage Elements - Working with Dreamweaver - Adding Texts and links -	Principles of web design - Joel Sklar	lecture, online Material. Discussion.

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week-5 16.12.19 to 20.12.19	II year (EM-PG)	Displaying Image - Adding flash and other Multimedia- Making hypertexts- Anchors and Mailto links - Frames	Browsed Material - Principles of webdesign - Joel sklar	Lecture, + Discussion + PPT.
week-6 (3.01.20 to 10.01.20) 20/1/2020	II year (EM-PG)	IICA Exam.		
Week-7 20.1.20 to 24.1.20	II year (EM-PG)	II - HTML - HTML Documents - Document Layout of an HTML Page - Creating and Saving HTML Document.	Textbook of Internet and webdesign - Rajkumar Shrivastava.	Lecture, Discussion + PPT.
Week-8 27.1.20 to 31.1.20	II year (EM-PG)	HTML Elements - formatting styles - Hypertext links - Images - HTML Tables - Table properties	Principles of webdesign - Joel sklar.	Lecture, Discussion + PPT.
Week 9 03.02.20 to 07.02.20	II year (EM-PG)	Planning the site - Create the site Specification.	Principles of webdesign - Joel sklar	Lecture, Discussion, + PPT.

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
Week 10 10.02.20 to 15.02.20	II year (Electronic Media) PG	Identify the Content Goal - Analyse the Audience -	A Text book of Internet and web Design - Rajkumar shiwastava.	* Lecture * Discussion * PPT
Week 11 17.02.20 to 21.02.20	II year (EM-PG)	Build a website Development Team - filenames and URLs Directory structure	A Text book of Internet and web Design - Rajkumar shiwastava.	* Lecture * Discussion * PPT
Week 12 24.02.20 to 25.02.20	II year (EM-PG)	Diagram the site - Managing site files - creating page templates - creating page from templates, user Experience.	Browsed Material, Principles of web Design - Joel sklar.	* Lecture * Discussion * PPT
Week 13 26.02.20 to 06.03.20	II year (EM-PG)	II CA Exam	-	* PPT

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
<p>Week 14</p> <p>09.03.20 to 13.03.20</p>	II year (EM-PG)	Cascading style sheet - styling texts with CSS	A Text book of Internet and web Design - Rajkumar Ishwastava	<ul style="list-style-type: none"> * Lecture * Discussion * PPT
<p>Week - 15</p> <p>16.03.20 to 20.03.20</p>	II year (EM-PG)	Creating external style sheets CSS page layout - Positioning DIV - Floating Page element.	A Text book of Internet and web Design - Rajkumar Ishwastava	<ul style="list-style-type: none"> * Lecture * Discussion * PPT
<p>Week - 16</p> <p>23.03.20 to 27.03.20</p>	II year (EM-PG)	<p>Lock down period 2 online classes started</p> <p>Centering your design on the page</p>	Browsed Material	<ul style="list-style-type: none"> * online Lecture, Discussion, PPT
<p>Week - 17</p> <p>30.03.20 to 31.03.20</p>	II year (EM-PG)	Previewing with browser tabs.	Browsed Material	<ul style="list-style-type: none"> * online Lecture, Discussion, PPT

ODD SEMESTER - 2019 - 2020

LESSON PLAN 2019 - 2020

II M.Sc. Electronic Media

Academic Year	2019 - 2020	Semester	III
Subject	Film Studies	Subject Code	PCEMC17
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	History of Indian Cinema, Early Silent era – talkies – Modern Cinema	Lecture / PPT	Text Book, e-resources	Oral
II	5	1	A brief account of World Cinema, Film makers: Indian, Hollywood, European, and South Asian	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	Study of some Indian classics, Main stream and Alternate cinema	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	Film as an art - Film as a social document, Film as a medium of communication - conceptual issues.	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	Film language, Macro and Micro structure, Critical and technical terms used in film production	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	Types of Films – fiction and Non-fiction, Mis-en-scene	Lecture / PPT	Text Book, e-resources	Discussion Method
VII	5	3	Soviet theories – European theories, German Expressionism – Neo-realist, Classical.	Lecture / PPT	Text Book, e-resources	Discussion Method

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
VIII	5	3	New Wave in cinema, Film Theories. Post Modernism, Auteur, Apparatus, Feminist, Marxist	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	Recent approaches to – Cine structuralism, cine feminism, cine semiotics, Film analysis –technical, psychoanalytical, social analysis, techniques, reviews	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	Genres - Documentary Films – Films Division. Study of leading Documentary film maker in the world and India Western Genres	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	Indian film genres, South Indian film genres. Diaspora films	Lecture / PPT	Text Book, e-resources	Oral
XII	5	4	Animation movies, Women and Children, Film and Politics in India	Lecture / PPT	Text Book, e-resources	Oral
XIII	5	5	Film Awards and festivals, New developments in film industry	Lecture / PPT	Text Book, e-resources	Oral
XIV	5	5	Computer Graphics –Digital film making, Future of Cinema in India	Lecture / PPT	Text Book, e-resources	Discussion Method
XV	5	5	Film Management, Multi languages release -Budgeting and schedules	Lecture / PPT	Text Book, e-resources	Oral

LESSON PLAN 2019 - 2020

III B.Sc. Visual Communication

Academic Year	2019 - 2020	Semester	V
Subject	Element of Film	Subject Code	UCVEJ17
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	An over view of Indian cinema (from silent to talkies)	Lecture / PPT	Text Book, e-resources	Oral
II	5	1	Study of some Indian classics	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	Study of the works of Leading Indian Film makers today.	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	A brief account of World Cinema	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	Study of Some World film classics	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	Study of Well Known Film makers in the world	Lecture / PPT	Text Book, e-resources	Discussion Method
VII	5	3	Documentary Films - Films Division -	Lecture / PPT	Text Book, e-resources	Discussion Method
VIII	5	3	Study of leading Documentary film maker in the world and India,	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	The Ministry of Information and Broadcasting, Central Board of Film Certification	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	Types of Films - Film Genres – Elements of film	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	Language of Film - Characteristics of Film Medium	Lecture / PPT	Text Book, e-resources	Oral
XII	5	4	Film making – Cinema as a medium of Mass Communication	Lecture / PPT	Text Book, e-resources	Oral

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
XIII	5	5	Film Festivals, Film Awards, Challenges to Cinema from TV serials,–	Lecture / PPT	Text Book, e-resources	Oral
XIV	5	5	Future of Cinema in India	Lecture / PPT	Text Book, e-resources	Discussion Method
XV	5	5	New Technology in the film Industry	Lecture / PPT	Text Book, e-resources	Oral

LESSON PLAN 2019 - 2020

II B.A., B.Sc. B.Com – Skilled Based Elective - PHOTOGRAPHY

Academic Year	2018 - 2019	Semester	III
Subject	Photography - SBE	Subject Code	USCMB317
Hours/Week	2	Total Hours	60
Credits	2	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	How a Digital Camera Works - The Sensor - Optical Resolution - Image Capture: Choosing the Format and Angle - Using the "Rule of Thirds" -	Lecture / PPT	Text Book, e-resources	Oral
II	5	1	The Subject - Composition - Camera Features - Lenses - Fixed Focal Length Lens	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	Cameras – Zoom Lens, Zoom types - Viewfinders and Viewscreens - Flash	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	Nature – Architecture – Life – Landscape – Wildlife —	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	Sports – Advertising – Portraits - Travel – Fashion	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	Industrial – Product – News – Photojournalism.	Lecture / PPT	Text Book, e-resources	Discussion Method

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
VII	5	3	Card Readers - Scanners - Types of Scanners	Lecture / PPT	Text Book, e-resources	Discussion Method
VIII	5	3	Image Types - Image Resolutions - Image Adjustment	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	Thumbnail Views - Viewing Images – Image file formats - Slide Shows	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	CCD vs. CMOS - Image Files - Bit channel - Uncompressed File Formats - Compressed File Formats	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	Image Processing: Imaging Software Programs	Lecture / PPT	Text Book, e-resources	Oral
XII	5	4	System requirements - Manipulating an Image - Effects - Filters - Saving Image Files	Lecture / PPT	Text Book, e-resources	Oral
XIII	5	5	Printing a Digital Image - Prints from Digital Cameras - Prints from Scanned Images - Prints From CD's	Lecture / PPT	Text Book, e-resources	Oral
XIV	5	5	Printers: Inkjet Printers - Dye Sublimation Printers - Thermal Dye Printers - "Real" Photographic Quality Paper prints - Printer Resolutions (dpi) - Printer Inks - Printing Paper.	Lecture / PPT	Text Book, e-resources	Discussion Method
XV	5	5	Setting the Printer - Matching Monitor and Printer - Print Preview - Page Setup - Print Command - The Final Print	Lecture / PPT	Text Book, e-resources	Oral

ODD SEMESTER**WORK DONE - 2019 - 2020****PCEMK17 – FILM STUDIES – II PG****UCVEJ17- ELEMENTS OF FILM – III Visual Communication****USCMB317- SBE – PHOTOGRAPHY – II B.A., B.Sc., B.Com.**

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
18.06.2019 - 21.06.2019	II M.Sc.	History of Indian Cinema, Early Silent era – talkies – Modern Cinema	e-Resources, internet sources	Oral questions, Lecture method
	III Vis. Comm.	An over view of Indian cinema (from silent to talkies)	Internet Source – clips from Youtube	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	How a Digital Camera Works - The Sensor - Optical Resolution - Image Capture: Choosing the Format and Angle - Using the "Rule of Thirds" -	PPT	Oral questions, Lecture method
24.06.2019 - 28.06.2019	II M.Sc	A brief account of World Cinema, Film makers: Indian, Hollywood, European, and South Asian	e-Resources, internet sources	Oral questions, Lecture method
	III Vis. Comm.	Study of some Indian classics	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	The Subject - Composition - Camera Features - Lenses - Fixed Focal Length Lens	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
01.07.2019 - 05.07.2019	II M.Sc	Study of some Indian classics, Main stream and Alternate cinema	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Study of the works of Leading Indian Film makers today.	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Cameras – Zoom Lens, Zoom types - Viewfinders and Viewscreens - Flash	PPT	Oral questions, Lecture method
08.07.2019 - 12.07.2019	II M.Sc	Film as an art - Film as a social document, Film as a medium of communication - conceptual issues.		Oral questions, Lecture method
	III. Vis, Com	A brief account of World Cinema	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Nature – Architecture – Life – Landscape – Wildlife	PPT	Oral questions, Lecture method
15.07.2019 - 19.07.2019	II M.Sc	Film language, Macro and Micro structure, Critical and technical terns used in film production	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Study of Some World film classics	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Sports – Advertising – Portraits - Travel – Fashion	PPT	Oral questions, Lecture method
22.07.2019 - 26.07.2019	II M.Sc.	Types of Films – fiction and Non-fiction, Mis-en-scene		Oral questions, Lecture method
	III. Vis, Com	Study of Well Known Film makers in the world	PPT	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Industrial – Product – News – Photojournalism.	e-Resources, internet sources	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
29.07.2019 – 03.08.2019	I CA			
05.08.2019 – 09.08.2019	II M.Sc.	Soviet theories – European theories, German Expressionism – Neo-realist, Classical.	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Documentary Films - Films Division	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Card Readers - Scanners - Types of Scanners	PPT	Oral questions, Lecture method
13.08.2019 – 17.08.2019	II M.Sc.	New Wave in cinema, Film Theories. Post Modernism, Auteur, Apparatus, Feminist, Marxist	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Study of leading Documentary film maker in the world and India	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Image Types - Image Resolutions - Image Adjustment	PPT	Oral questions, Lecture method
19.08.2019 – 22.08.2019	II M.Sc.	Recent approaches to – Cine structuralism, cine feminism, cine semiotics, Film analysis –technical, psychoanalytical, social analysis, techniques, reviews	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	The Ministry of Information and Broadcasting, Central Board of Film Certification	e-Resources, internet sources	Oral questions, Youtube, Lecture method
	II B.A., B.Sc., B.Com.	Thumbnail Views - Viewing Images – Image file formats - Slide Shows	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
26.08.2019 – 30.08.2019	II M.Sc.	Genres - Documentary Films – Films Division. Study of leading Documentary film maker in the world and India Western Genres	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Types of Films - Film Genres – Elements of film	e-Resources, internet sources	Oral questions, Youtube, Lecture method
	II B.A., B.Sc., B.Com.	CCD vs. CMOS - Image Files - Bit channel - Uncompressed File Formats - Compressed File Formats	PPT	Oral questions, Lecture method
03.09.2019 – 06.09.2019	II M.Sc.	Indian film genres, South Indian film genres. Diaspora films	e-Resources, internet sources	Oral questions, Lecture method
	III Vis. Com.	Language of Film - Characteristics of Film Medium	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Image Processing: Imaging Software Programs	PPT	Oral questions, Lecture method
09.09.2019 – 13.09.2019	II M.Sc.	Animation movies, Women and Children, Film and Politics in India	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Film making – Cinema as a medium of Mass Communication	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	System requirements - Manipulating an Image - Effects - Filters - Saving Image Files	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
16.09.2019 - 20.09.2019	Revision			
21.09.2019 - 27.09.2019	II CA			
30.09.2019 - 04.10.2019	II M.Sc.	Film Awards and festivals, New developments in film industry	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Film Festivals, Film Awards, Challenges to Cinema from TV serials,-	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Printing a Digital Image - Prints from Digital Cameras - Prints from Scanned Images - Prints From CD's	PPT	Oral questions, Lecture method
09.10.2018 - 11.10.2018	II M.Sc.	Computer Graphics –Digital film making, Future of Cinema in India	e-Resources, internet sources	Oral questions, Lecture method
	III. Vis, Com	Future of Cinema in India	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Printers: Inkjet Printers - Dye Sublimation Printers - Thermal Dye Printers - "Real" Photographic Quality Paper prints	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
14.10.2019 – 19.10.2019	II M.Sc.	Film Management, Multi languages release - Budgeting and schedules	e-Resources, internet sources	Oral questions, Lecture method
	III Vis.Com.	New Technology in the film Industry	e-Resources, internet sources	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Printer Resolutions (dpi) - Printer Inks - Printing Paper - Setting the Printer - Matching Monitor and Printer -	PPT	Oral questions, Lecture method
21.10.2019 – 25.10.2019	II M.Sc.	Budgeting and schedules	e-Resources, internet sources	Oral questions, Lecture method
	III Vis.Com.	Montage (Battleship Potemkin) Cross-cutting (The Great train Robbery) and techni-colour (The Wizard of Oz)	PPT	Oral questions, Lecture method
	II B.A., B.Sc., B.Com.	Print Preview - Page Setup - Print Command - The Final Print	e-Resources, internet sources	Oral questions, Lecture method
26.10.2019 – 29.10.2019	REVISION / STUDY HOLIDAYS			
30.10.2019	SEMESTER			

EVEN SEMESTER - 2019 - 2020

LESSON PLAN 2019 - 2020

II M.Sc. Electronic Media

Academic Year	2019 - 2020	Semester	IV
Subject	ELECTRONIC MEDIA MANAGEMENT	Subject Code	PCEMP20
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	Historical perspective on media, Public ownership of media,	Lecture / PPT	Text Book, e- resources	Oral
II	5	1	New media world, Managing electronic Media, Television, cable, telecommunication	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	Levels of Management, Management skills Management function and Management roles	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	Unionism in media companies, Approached to managing employees	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	Scientific management, Humanistic management. Maslow's Hierarchy of needs, Management objectives	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	Modern approaches to management – System approaches to Management, Total quality management	Lecture / PPT	Text Book, e-resources	Discussion Method
VII	5	3	Leadership practices – exercise of power, Characteristics of a leader, effective manager	Lecture / PPT	Text Book, e-resources	Discussion Method

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
VIII	5	3	Personnel management, Hiring process – Interviewing orientation	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	Performance reviews, Legal issues in personal management, Labour issues: working with unions, other labour laws, structure, communication and personnel	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	Media Organization – culture and structure, The ethics of media	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	Partnership, corporation, structure of media companies, Entrepreneurship and managers, traits of entrepreneurship, secrets of business success	Lecture / PPT	Text Book, e-resources	Oral
XII	5	4	Marketing structure, Market analysis, Marketing strategies, Sales Management, Promotions as form of marketing	Lecture / PPT	Text Book, e-resources	Oral
XIII	5	5	Radio programming, Television programming	Lecture / PPT	Text Book, e-resources	Oral
XIV	5	5	Cable programming. Issues in programming	Lecture / PPT	Text Book, e-resources	Discussion Method
XV	5	5	Brand development and brand extension, Budget and planning, Financial analysis	Lecture / PPT	Text Book, e-resources	Oral

LESSON PLAN 2019 – 2020

III B.Sc. Visual Communication

Academic Year	2018 - 2019	Semester	VI
Subject	PRINTING AND PUBLISHING	Subject Code	USCMD617
Hours/Week	2	Total Hours	60
Credits	2	Total Marks	50

Week	Hours	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	2	1	Paper types, Unusual Substrates,	Lecture	Text Books, e-resources	Test/oral question
II	2	1	Show thorough, Imposition,	Lecture	Text Books, e-resources	Test/oral question
III	2	1	Tipping in and on, Dulpexing	Lecture	Text Books, e-resources	Test/oral question
IV	2	2	Lithography and CTP, Wash printing, silk screen printing, letter press printing	Lecture	Text Books, e-resources	Test/oral question
V	2	2	Hot metal printing, Thermography, Lino-cut printing,	Lecture	Text Books, e-resources	Test/oral question

Week	Hours	Unit	Topics to be covered	Teaching Methodolog	Learning Resources	Methods of Evaluation
VI	2	2	Offset Printing, Tele printing	Lecture	Text Books, e-resources	Test/oral question
VII	2	3	Vanish, Die cut, folding, Embossing and Debossing,	Lecture	Text Books, e-resources	Test/oral question
VIII	2	3	Foil blocking, Deckle edge, Fore- edge printing	Lecture	Text Books, e-resources	Test/oral question
IX	2	3	End papers, perforation.	Lecture	Text Books, e-resources	Test/oral question
X	2	4	Rasters and vectors, channels and plates,	Lecture	Text Books, e-resources	Test/oral question
XI	2	4	Print order, overprinting techniques,	Lecture	Text Books, e-resources	Test/oral question
XII	2	4	Halftones, Tonal images, Tints	Lecture	Text Books, e-resources	Test/oral question
XIII	2	5	Wiro, spiral and comb binding	Lecture	Text Books, e-resources	Test/oral question
XIV	2	5	Canadian binding, self binds, Perfect binding	Lecture	Text Books, e-resources	Test/oral question
XV	2	5	Alternative binding, Texture.	Lecture	Text Books, e-resources	Test/oral question

LESSON PLAN 2019 - 2020

II YEAR SBE – Photography - B.A., B.Sc., B.COM.

Academic Year	2018 - 2019	Semester	IV
Subject	Photography	Subject Code	USMCB417
Hours/Week	2	Total Hours	60
Credits	2	Total Marks	50

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	How a Digital Camera Works - The Sensor - Optical Resolution - Image Capture: Choosing the Format and Angle - Using the "Rule of Thirds" -	Lecture / PPT	Text Book, e-resources	Oral
II	5	1	The Subject - Composition - Camera Features - Lenses - Fixed Focal Length Lens	Lecture / PPT	Text Book, e-resources	Oral
III	5	1	Cameras – Zoom Lens, Zoom types - Viewfinders and Viewscreens - Flash	Lecture / PPT	Text Book, e-resources	Discussion Method
IV	5	2	Nature – Architecture – Life – Landscape – Wildlife —	Lecture / PPT	Text Book, e-resources	Oral
V	5	2	Sports – Advertising – Portraits - Travel – Fashion	Lecture / PPT	Text Book, e-resources	Oral
VI	5	2	Industrial – Product – News – Photojournalism.	Lecture / PPT	Text Book, e-resources	Discussion Method
VII	5	3	Card Readers - Scanners - Types of Scanners -	Lecture / PPT	Text Book, e-resources	Discussion Method
VIII	5	3	Image Types - Image Resolutions - Image Adjustment -	Lecture / PPT	Text Book, e-resources	Oral
IX	5	3	Thumbnail Views - Viewing Images – Image file formats - Slide Shows	Lecture / PPT	Text Book, e-resources	Oral
X	5	4	CCD vs. CMOS - Image Files - Bit channel - Uncompressed File Formats - Compressed File Formats -	Lecture / PPT	Text Book, e-resources	Discussion Method
XI	5	4	Image Processing: Imaging Software Programs	Lecture / PPT	Text Book, e-resources	Oral

Week	Hrs	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
XII	5	4	System requirements - Manipulating an Image - Effects - Filters - Saving Image Files	Lecture / PPT	Text Book, e- resources	Oral
XIII	5	5	Printing a Digital Image - Prints from Digital Cameras - Prints from Scanned Images - Prints From CD's -	Lecture / PPT	Text Book, e- resources	Oral
XIV	5	5	Printers: Inkjet Printers - Dye Sublimation Printers - Thermal Dye Printers - "Real" Photographic Quality Paper prints - Printer Resolutions (dpi) - Printer Inks - Printing Paper -	Lecture / PPT	Text Book, e- resources	Discussion Method
XV	5	5	Setting the Printer - Matching Monitor and Printer - Print Preview - Page Setup - Print Command - The Final Print	Lecture / PPT	Text Book, e- resources	Oral

EVEN SEMESTER - 2019 - 2020

WORK DONE 2019 - 2020

PCEMP17 – ELECTRONIC MEDIA MANAGEMENT – II PG

USCMD617 – PRINTING AND PUBLISHING – III Visual Communication

USCMB417- SBE – PHOTOGRAPHY – II B.A., B.Sc., B.Com.

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
18.11.2019 – 22.11.2019	II M.Sc.	Historical perspective on media, Public ownership of media,	Media Management in the Age of Giants: Business Dynamics of Journalism – Surjeet Publication, Dennis F. Herrick	Lecture
	III Vis. Com.	Type and Font, (History)	The fundamentals of typography	Lecture
	II B.A., B.Sc., B.Com.	How a Digital Camera Works - The Sensor - Optical Resolution - Image Capture: Choosing the Format and Angle - Using the "Rule of Thirds" -	PPT	Oral questions, Lecture method
25.11.2019 – 30.11.2019	II M.Sc.	New media world, Managing electronic Media, Television, cable, telecommunication	Media Management in the Age of Giants: Business Dynamics of Journalism – Surjeet Publication, Dennis F. Herrick	Lecture
	III Vis. Com.	Type and Font, Font family,	Print and Finish,	Lecture
	II B.A., B.Sc., B.Com.	The Subject - Composition - Camera Features - Lenses - Fixed Focal Length Lens	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
02.12.2019 – 06.12.2019	II M.Sc.	Levels of Management, Management skills Management function and Management roles	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Spacing and design	Print and Finish,	Lecture
	II B.A., B.Sc., B.Com.	Cameras – Zoom Lens, Zoom types - Viewfinders and Viewscreens - Flash	PPT	Oral questions, Lecture method
09.12.2019 – 13.12.2019	II M.Sc.	Unionism in media companies, Approached to managing employees.	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Letterpress, Lithography	Printing Technology, 5 th edition	Lecture, Assignment
	II B.A., B.Sc., B.Com.	Nature – Architecture – Life – Landscape – Wildlife	PPT	Oral questions, Lecture method
16.12.2019 – 20.12.2019	II M.Sc.	Scientific management, Humanistic management. Maslow's Hierarchy of needs, Management objectives	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Gravure, Silk-screen printing,	Printing Technology, 5 th edition	Lecture
	II B.A., B.Sc., B.Com.	Sports – Advertising – Portraits - Travel – Fashion	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
03.01.2020 - 04.01.2020	II M.Sc.	Modern approaches to management – System approaches to Management, Total quality management	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Hot metal printing.	Printing Technology, 5 th edition	Lecture / PPT
	II B.A., B.Sc., B.Com.	Industrial – Product – News – Photojournalism.	e-Resources, internet sources	Oral questions, Lecture method
06.01.2020 - 11.01.2020	I - CA			
17.01.2020 - 24.01.2020	II M.Sc.	Leadership practices – exercise of power, Characteristics of a leader, effective manager	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Substrates - Paper Types,	Print and Finish	Lecture
27.01.2020 - 31.01.2020	II M.Sc.	Personnel management, Hiring process – Interviewing orientation	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Unusual Substrates, Ink.	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	Card Readers - Scanners - Types of Scanners	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
03.02.2020 – 06.02.2020	II M.Sc.	Performance reviews, Legal issues in personal management, Labour issues: working with unions, other labour laws, structure, communication and personnel	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Varnish, Folding,	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	Image Types - Image Resolutions - Image Adjustment	PPT	Oral questions, Lecture method
10.02.2020 – 13.02.2020	II M.Sc.	Media Organization – culture and structure, The ethics of media	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Emboss and Demboss,	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	Thumbnail Views - Viewing Images – Image file formats - Slide Shows	PPT	Oral questions, Lecture method
10.02.2020 – 10.02.2020	II M.Sc.	Partnership, corporation, structure of media companies, Entrepreneurship and managers, traits of entrepreneurship, secrets of business success	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture Lecture
	III Vis. Com.	Binding - Wiro, Spiral, Comb	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	CCD vs. CMOS - Image Files - Bit channel - Uncompressed File Formats - Compressed File Formats	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
17.02.2020 – 22.02.2020	II M.Sc.	Marketing structure, Market analysis, Marketing strategies, Sales Management, Promotions as form of marketing	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Canadian, case binding, Perfect binding.	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	Image Processing: Imaging Software Programs	PPT	Oral questions, Lecture method
24.02.2020 – 28.02.2020	II M.Sc.	Radio programming, Television programming	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Eclecticism,	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	System requirements - Manipulating an Image - Effects - Filters - Saving Image Files	PPT	Oral questions, Lecture method
29.02.2020 – 02.03.2020	II CA			
09.03.2020 – 13.03.2020	II M.Sc.	Cable programming. Issues in programming	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Integrating type and image, Environment	Print and Finish	Lecture
	II B.A., B.Sc., B.Com.	Printing a Digital Image - Prints from Digital Cameras - Prints from Scanned Images - Prints From CD's	PPT	Oral questions, Lecture method

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
16.03.2020 – 20.03.2020	II M.Sc.	Brand development and brand extension, Budget and planning, Financial analysis	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Revision		
	II B.A., B.Sc., B.Com.	Printers: Inkjet Printers - Dye Sublimation Printers - Thermal Dye Printers - "Real" Photographic Quality Paper prints - Printer Resolutions (dpi) - Printer Inks - Printing Paper -	PPT	Oral questions, Lecture method
23.03.2020 – 31.03.2020	PRACTICAL EXAMINATION / REVISION			
07.04.2020	SEMESTER EXAMINATION			

Sr. Juliana Agnes Victor

Department of Communication Media