

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

NAAC CYCLE IV SSR 2023

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
Ι	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	Learning	Methods of
				Methodology	Resources	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

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	Learning	Methods of
				Methodology	Resources	Evaluation
Ι	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
Х	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	Learning	Methods of
				Methodology	Resources	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

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

Academic Year	2019 - 2020	Semester	Ι
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, angels of lights and eye view.		e-resources	Practical exercise
Ш	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		e-resources	Practical exercise
III	2	3	Unit III: Perspective Principles of Design-Balance- Emphasis, Proportion, Variety and Unity		e-resources	Practical exercise

IV	2		Ex:no:1 Alphabets and numbers Ex:no:2 Overlaying (Geometrical Shapes, Irregular	Demo classes	e-resources	Practical exercise
V	2	-	shapes) 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

I B.Sc. Visual Communication

Academic Year	2019 - 2020	Semester	Ι
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	Learning	Methods of
				Methodology	Resources	Evaluation
Ι	4	-	Ex: 1:Basic geometrical shapes	Demo classes	e-resources	Practical exercise
П	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
Х	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
	II M.Sc.	Basic 3D work Place	e-Resources,	Demo class
18.06.2019 - 21.06.2019	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
	II M.Sc	Tools and Menus	e-Resources,	Demo classes
24.06.2019 - 28.06.2019	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	II M.Sc	Ex:1: 3D titling	e-Resources,	Demo classes	
05.07.2019	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	
	II M.Sc	Ex:1: 3D titling	e-Resources,	Demo classes	
08.07.2019 	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	
15.05.0010	II M.Sc	Ex:2: Multiple objects with different lightings	e-Resources,	Demo classes	
15.07.2019					
19.07.2019	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	

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	
Class	Portions to be covered	Learning Resources	Teaching Methodology	
	I CA	A	-	
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	
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	
	III. Vis, Com I B.A., B.Sc., B.Com. I B.Sc Viscom II M.Sc. III. Vis, Com I B.A., B.Com. I B.Sc Viscom I B.Sc Viscom	Ex:2: Multiple objects with different lightingsIII. Vis, ComPR in crisesI B.A., B.Sc., B.Com.Ex:no:2 Overlaying (Geometrical Shapes, Irregular shapes)I B.Sc ViscomEx:6: PerspectivesI B.Sc ViscomPortions to be coveredI M.Sc.Ex:3: Character AnimationIII. Vis, ComRole of a PR Writer, Ethical and legal responsibilities of a PR WriterI B.A., B.Sc., B.Com.Ex:no:3 Patterns and structure in day to day lifeI B.Sc ViscomEx:7: Light and shadesIII. Vis, ComEx:3: Character AnimationI B.Sc ViscomEx:7: Light and shadesI B.Sc ViscomEx:3: Character AnimationI B.Sc ViscomEx:7: Light and shadesI B.Sc ViscomEx:3: Character AnimationI B.Sc ViscomEx:3: Character AnimationI B.Sc ViscomEx:3: Character AnimationI B.Sc ViscomEx:3: Character AnimationI B.Sc No ComEx:3: Character AnimationI B.A., B.Sc., B.Sc., B.Sc.,Ex:0:4 Perspectives	EX.2: Multiple objects with different lightingsPPTIII. Vis, ComPR in crisesPPTI B.A., B.Sc., B.Com.Ex:no:2 Overlaying (Geometrical Shapes, Irregular shapes)e-Resources,I B.Sc ViscomEx:6: Perspectivese-Resources,ClassPortions to be coveredLearning ResourcesII M.Sc.Ex:3: Character Animatione-Resources,III. Vis, ComRole of a PR Writer, Ethical and legal responsibilities of a PR Writere-Resources,I B.A., B.Sc., B.Com.Ex:7: Light and shadese-Resources,II M.Sc.Ex:7: Light and shadese-Resources,II. Vis, ComResearch for the PR Writer, Writing for Mass Media Audience,e-Resources,III. Vis, B.Com.Research for the PR Writer, Writing for Mass Mediae-Resources,II. B.A., B.Sc., B.Com.Ex:no:4 Perspectivese-Resources,II. A., B.Sc., B.Com.Ex:no:4 Perspectivese-Resources,	

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

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
	II M.Sc.	Ex: 4:Product Animation	e-Resources,	Demo classes
26.08.2019 	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
	II M.Sc.	Ex: 5:Architecture (interior & exterior)	e-Resources,	Demo classes
09.09.2019 13.09.2019	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		Revis	ION	
21.09.2019				
27.09.2019		II C.	A	
	II M.Sc.	Ex: 6:Walk through using camera	e-Resources,	Demo classes
30.09.2019				

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
		Ex: 6:Walk through using camera	e-Resources,	Demo classes
09.10.2018 	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	II M.Sc.	Council of Public Relations Firms, Charter on Media Transparency.	,	Demo classes
-				
19.10.2019	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		
	II M.Sc.	Working on with exercises	e-Resources,	Demo classes		
21.10.2019 25.10.2019	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		Subject Code	PCEMR17
	ADVERTISING AND INTERGRATED MARKETING COMMUNICATION		
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
Π	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		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	Lecture / PPT	Text Book,	Discussion
			and types, Brief,		e-resources	Method
			Accounts Executive,			
			Elements of Ad Layout,			

Week	Hrs	Unit	Topics to be covered	Teaching	Learning	Methods of
				Methodology	Resources	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

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
Π	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

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

Academic Year	2019 - 2020	Semester	Ι
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
Ι	2	1	Unit I: Basic Drawing Basic structure of objects, drawing straight lines, the foundation of perspective, angels of lights and eye view.	Demo classes	e-resources	Practical exercise
Π	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
Ш	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 18	Demo classes	e-resources	Practical exercise

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

Ι			Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
1	4	-	Basic about Photoshop	Demo classes	e-resources	Practical exercise
Π	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

Class	Portions to be covered	Learning Resources	Teaching Methodology
II M.Sc.	Advertising Definition, Brief history of advertising, Role of advertising,	Text Books, e- resources	Lecture/PPT
III Vis. Com.		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
	II M.Sc. III Vis. Com. I B.A., B.Sc.,	II M.Sc. Advertising Definition, Brief history of advertising, Role of advertising, III Vis. Introduction to ICT Com. Evolution of ICT (4 stages), From ARPANET to internet, I B.A., Unit I: Basic Drawing B.Sc., B.Com.	ClassPortions to be coveredResourcesII M.Sc.Advertising Definition, Brief history of advertising, Role of advertising,Text Books, e- resourcesIII Vis.Introduction to ICT Evolution of ICT (4 stages), From ARPANET to internet,Text Books, e- resourcesI B.A., B.Sc., B.Com.Unit I: Basic Drawing Basic structure of objects,e-Resources,

	I B.Sc	Basic about	e-Resources,	Demo
	Viscom	Photoshop	C-NC5001005,	classes
	II M.Sc.	Types of	Text Books, e-	Lecture/PPT
25.11.2019 			resources	
	III Vis. Com.	New Media as a Mass	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	II M.Sc.		Text Books, e- resources	Lecture/PPT
02.12.2019 06.12.2019	II M.Sc. III Vis. Com.	effects of advertising – women, children, non- ethical practices ISP, TCP/IP, E-mail, WWW.		Lecture/PPT Lecture/PPT
_	III Vis.	effects of advertising – women, children, non- ethical practices ISP, TCP/IP, E-mail, WWW.	resources Text Books, e- resources e-Resources,	
_	III Vis. Com. I B.A., B.Sc.,	effects of advertising – women, children, non- ethical practices ISP, TCP/IP, E-mail, WWW. Unit II: Light and Shades Lights and dimension –still life –lines and curves of	resources Text Books, e- resources e-Resources,	Lecture/PPT Demo

09.12.2019	III Vis. Com.	New source of news – blogs, citizen journalism, hyper-local news	Text Books, e- resources	Lecture/PPT
13.12.2019	I B.A., B.Sc., B.Com.	Principles of Design- Balance-Emphasis, Proportion, Variety and Unity	,	Demo classes
	I B.Sc Viscom	Ex :3 :Brochures / pamphlet	e-Resources,	Demo classes
	II M.Sc.	Product Life Cycle, Target Audience, Market Segmentation - types, Advertising Media	Text Books, e- resources	Lecture/PPT
16.12.2019 - 20.12.2019	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	II M.Sc.	Advertising Campaign, Advertising appeals	Text Books, e- resources	Lecture/PPT
04.01.2020	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		1 -	CA	
17.01.2020	II M.Sc.	Ad agencies – structure and types, Brief, Accounts Executive,	Text Books, e- resources	Lecture/PPT
24.01.2020	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	II M.Sc.	Elements of Ad Layout, Visualization and Copy Writing – Headlines, Subheads, Captions, Taglines	Text Books, e- resources	Lecture/PPT
31.01.2020	III Vis. Com.	Digitization of radio and television news, On-the-spot broadcast,	Text Books, e- tresources	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
	II M.Sc.	Slogans, Jingles, Use of Illustrations and photographs	f Text Books, e- resources	Lecture/PPT
03.02.2020 				
	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	II M.Sc.	Marketing Mix, Meaning of Integrated Marketing Communication,	Text Books, e- resources	Lecture/PPT
13.02.2020	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	II M.Sc.	Media Planning, Importance of IMC, Elements of IMC – Advertising, Direct Marketing,	Text Books, e- resources	Lecture/PPT
22.02.2020	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	II M.Sc.		Text Books, e- resources	Lecture/PPT
28.02.2020	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	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,	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
2010202020	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 	PRACTICAL EXAMINATION / REVISION			
07.04.2020	SEMESTER EXAMINATION			

32139 ST Los SEMESTER - I (2019-2020) odd Semester UAHCAIT-ALLIED-I HUMAN COMMUNICATION. svillersson plan saufundest PLAT SS second product production croadelity Net Science DATE PORTIONS TO BE COMPLETED. BOOK FOR RETERENCE. 19.6.2019 Introduction to Communication Mars communication 21.6.2017 - Definitions. in India. T. T. 15 - Keval J Kumar. ल हा .ह. १ 24.6.19 Types of communication to Turchions of communication Mars communication Perceising others and self. 28.6.19. Ladrov 10 Types af 1.7.19 Language : power and nature Maps communication 5.7.19. Gender and culture of Language - Lisstening po population - Keval 7 Kumar communication -- riuncoiens 8.7.19 Challeages of effective to clistening - strength and Hass communication. 12.7.19. Weakness of listening style in India. Weakness of listening style in India. 15.7.19 Types of informative speaking enand at 19.7.19. persuasive speating Vs. John Ned Source. 19.7.19. persuasive speating - Incorrespond & M. J. K. brist - partien anna brosson -

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PG-SEMESTER - 111 PCEMMIT - PUBLIC RELATIONS AND CORPORATE Compunication . . Fl. C. S. doci had 29 - attricted DATE BOOKS FOR REFERENCE 19.6.19 Brief history of public, PR and medice 5 21.6.19. Relation - Definition - Pedus + Oithe Relations. - GC. Banike. Communication - Functions of Pd 24.6.19 Benefits of PR - Models of PR perand median PR and politics - Government - sarelations. 28.6.19. Embargo 12. The Lobby - Spin and Singe PR wording form. 1.7.19 to , ? management - political commen sing Bob carrell. 5.7.19. - rication and public sphere. Velanilar 3.7.19 Torads of PR. - Internal PR and media. 10 and External PR - Tools Bank. 191.8.08 and activities of internal pe 12-7.19. Ne cessity and goals of Employee 15.7.19 PR working form Communication - Tools for 5 a so go and style. 19.7.19. External PR - PR writing starpob carrell. writing speeches - Scarpes -00.000 22.7.19 woitig for newsletters -PR writing form 26. 7.19 brothues - proposale - web 5 Los bress Cand sityle. Bob Carrell

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18.7. 2019 Human communication : sway have and subrit Types af justormative had schop to 19. J. 2019. Speaking - informative Speaking Med Source. vs. persuasive speaking. Enerciperi stanted. : : photography : Exercise II Started. DSLR Carnera. production stars and have an PR and ce sport - aige - Eadal recessiby and goals of - homenon employée communication - Tools "Writing for for enternal PR - PR writing - Public relation mortesine fores and scripts - soprioner 22.7. 2019 Human Communication: K Techniques aprintproster variable 26.7. doig Speaking - Building creadibility Wet Source. as a speakereddyna 2 - 25 mard Photography: 19 10 Exercise - Il completed. DELR Cornera. PRand cc: 2000- 99 10 longhof b.0 Window for news letter - cottivides bus annual reports - mails. Wriding for Pl. Brochures - proposals -Web.

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LESSON PLAN (2019-2020) Even Demoster BSC. visual communication Programme VC Coole

progr ñ Someste Basics up Advertisi cours Course Code UABAAIT 6 Hours credits S Idal hours 90 100 Max Marks (condinator) NJ. G. Priyanga (5 hours per week)

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	No g Hours	UNITS	JOPICS	Teaching Methodology, Students centric Methodos.		Method af Evalua - Hon.
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ь 22.11.19. 43	6	unit - I	History of adium India.	See 2	Ad IMC perspecti	
week 2 a.s. 11. 19 to 29. 11. 19	6	unit -I	Benefits of Odvertising -Role at advertising Logo designing and encentron.	Leetuse d' ppt	Advertising 2 Sales : 2	oral presentation
Neek3 .12.19 to 0.12.19	6.	unit - I	Types aj ads- Marteet segmentation	lecture d'	Ad and Sales.	Brnall oral test.

Weeky 9:12.19 (to >>> 13.12:19	6.	unit - 12	Advertising Dgeny - Marheding nin - prochul dife cycle - USP	leeture.	Bolizne from - S.N. Merthu	Creating an new advertiment.
Weeles 16.12.19	9 6	cenit - I	Brand Image - Types of media weed for Ad	Leeture.	Net source.	Distussion.
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Week 6 3.1.2020		CA-I	Grid - Thurst hall-	pph audiochure	Advertising.	
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week 7 20.1.20	6	unit - ji	The process of words Visualization - Copy	Reading and discussion		Performance in
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1.52.130)			bayout Final output.		- Frank Defli	Discursion
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⁶⁶ tь 13.3.20	6	นาวิ4 - y	Print - Paelio - and relevision.	Slide share.	from websites	test
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B3c. Visual communica tion Programme VC. Code programme vi Semeste aus , Legelations & Eltice Media Course UCVCDIT Course Code 5 Hours 5ª いたう Credits 4 HY. Total hours 75 100 Max Marks G. Priyanga (5 hours per week) Course instructor . 2/02/ 8 86:18 Pour 1 anoral destruction 000,70000 Ber - ailarof 1 STENE 10 U stand ab worth 200004 33 · how AZ C_{-} · B 8 SN ۶ 47

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22. 11.2.19		Definitions - Introduction to	Ad Inc perspective.	Decusion
2		ideo Editing : Exercise - 7 Started;	E premier pro ce	· · · · · · · · · · · · · · · · · · ·
	and	h Basics Sabout the Saftware	Cocoffware.	Hands on 1 sou ning
Sed.		dia Louas Degulations destrics: Introduction de media	3 Media Ettricz 3 - 1	ecture ;
	Louis	13 - Concepts af média.	- paranjoy Cuba	rulent centric method

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	II PCI. (MSC. Ele. Media) (MSC. Ele. Media)		Mass communication. - Keval i kurpar	Sticle share.
28.11.19 to 29.11.19		Basics in Advertising: Benefits of Advertising - Pole of Advertising - Logo	- wet some . S. M. " Ninthy's	boy. L'esture.
54	2 nd Viscom	designing - Execution	Ad Ine perspective: Polob premier pro.	PPt. mar
2.12.19 Vol G. 12.19	JSI VE. W.	Media Laws and Ettis: Rights Hand Destrictions - Ikeonies of press - Rights Derelopment communication:	Media Ethics Media Ethics Of-pairanjoy. Vog org 20107	- Lecture. metand. - Word: File metand. - More Mit.
Derke ,	C1 258	Vodernization Models et 1 development comm'- karch Communication project.	Mass communication cis India - keval j. kuma	- Slide share. - Lecture.

Consinue antion project. In le el talaloge bere corners cound - kheebi " Judie Reeval ; Rumi Date Inderes Bretion CONERED - Allale shows Class 1 LEARNING RESOURCES METHODOLOGY 1950 Liconyergiou 1 st vis. com Basics in Debreutision miningiou : 2.12.19 Manyor Types of advertisment 15 Ad and sales. - video clips. And vis. com Vicleo Editing 9: Superiors. 6.12.19 Adob - presisor pro. - Group discussion. Laboratory method. 55 III Vis. com Media Louss Regulation and Ethics Media Ethicis ·Historic method Itellectual rights - 28 sues of privay - Discussion. Development communication: 2. Pa. 1-11-13 100 +9 normation and compunication-Development Communi 100 - 8 lide share. technologies, for oural development 9- Perfusionition 8. 5. 11.19 Ppt gove 1st VIS. COM Basics in advertising: - Net Source . - PDF. ·12.19 (ommerce lion Basics in Odvertising : 12 1 vis con 10 Course Adeverbising Agency Ad and sales princip 3.12.19. Tom teaching Markating more - product life

method 2nd NS. corp Video Editing : Exercise - I completed. Adobe premior pro. Computer pristed Instruction Hedia Ellice - Discussion 3rd visition. Media Laws Degulation and Ethics: -Discussion. Copy right Act - obseeding -Media Eltres = Assignment-Juzeumaren. Source confidentiality. Adube prencise per 1. grage Brid Pa. - Computer Besized. Development Communication: Modernization paradizing -. Mays communication. - video. Javani Mein Stream Development Dison 1. 9090 - Blide share. We keval J. Kurral. 56 Basice in Advertising: xomingion 14 Vis. Com 0.12.19 Brand incage in Types of 1.4000 Ad and sales - churawalla. -Role play -0.12.19. media used for advertisment -- peer suboring media planning. Vicleo Edition : 100 pre brocker . Keved J. Kunner. . Lecture. did nil com Adoben premier pro. Ederlise 2: Scere renin Laboratory method. 2 d pc Starbed. ... communication :. Media Laws and Phics: DULE CL6355 Mars. Communication, Pailimentary prinleges. MERCODENSEL 3"d vis com - Discussion. Oct - Rights to information

ACADENIC YEAR 2017-2020 - GENESTER IN FLECTIVE TIA . BUSINESS COMMUNICATION SESSON PLAN: PORTIONS TO BE CONPLETED BOOK REFERENCE DATE r 1 80 pi 19 6 19 4 and the strend of a sugar a the second of 19 Businers Communication -Introductions 21/6/19 Introduction - Need Lastra to Business and unportaine. communication Una Bhulay the box at a stand i hadd 24/6/19 Patterens of Business communication to Introduction -Main calegories of Business Communication 28 6/19 Busineer Communication Communication Extension al Jon :- internet Uma Bhushan in silv communication retworks of an 17.19 Introduction to to Organisation, Business 5 7 19 Burners communication Process -: TAH Communication Elm Est Markeling, Sales and Permaine Communication Uma Bhurban MATRICE 8/7/19 Circup communication, Beowled -5 working and communication 12/7/19 Material in teams. S1 40 1 ... - 1-1-14 Teanwork Theory, Theories of 15/7/19 R.C. Bhatiato Small group communication Businers . 19/7/19 communication 22/7/19 Functional thoosy to Beoured Synbolic convergence theory Material 26/7/19 Structuration theory

JESSON PLAN! BOOKREFERENCE PORTIONS TO BE COMPLETED DATE elpleo 27/7/19 I CA Exam -to 0-2/08/19 R.C. Bhatia -Conflict management, Negotiation, 05/08/19 Business Meetings - Typer of geoup ta 01/08/19 communication decision making. 1. Frain 19 - 1 - 1 - 1 Definition, meaning and importance N.C. Jain 12/08/19 and chatchiof Business correspondance 17/08/19 Essentials of Communication 3. Public Apartin (TI CAFSOMI) N.C Jain and Parts of a Businers detter 19 08/19 Shatedin and its dayout, Letters to 1011 Essential of cucular, Sales, Bank unions 23 08/19 Business communication Correspondance ril cil m Sugarity Communications Memorandums, Email, Text 26/8/19 N.C. Jain Mercaging, Instant Mersaging, to and shakshi -Reports - contents, types and 30/8/19 Essentiale of format providenced writing Busines communication Vunal aide in Oral 03/9/19 Beaused to Material Peerentation 06/9/19 مور الدارد PERMINER

Book Reference Portions to be completed DATE 09/9/19 audioince awarenes, BROWNED to guidelines for making a Material 13/9/19 good speech. 16/9/19 Practical Frencises 17/9/19 1. Deal Preventation Using Vyual ails 18/9/19 2. Audience aurainers to 3. Public speaking 27)9)19 (II CAEXam) Broused 30/9/19 Intercultural business Material Communication to 4/10/17 Ethics and business communications 9/10/19 Beoused communication of crossto Lateria 11/10/19 cultural Messages Business Communication and 14/10/19 to Beowled the Daw, Business Nateral 19/10/19 communication and technology ... 21/10/19/19 fra 119

	27 Sunday	SEMERTER -111 - UASWAIZ - ALLIED-		
8		SCRIPT WRITING		
-	DATE	Postions to be completed	Book Reference	
	19/6/19 to 21/6/19	Defunction of Scripts, script formate, Basics of Script writing	Writing for Visual Medie,	
	24/6/19 to 20(6)19	The four models of writing - Suipt Preparation -	Aulting Fried mann Browsed Material	
	01107/19 to 05/07/19 08/07/19	Selecting and contracting with writers - Adapting the Seven methods Swipt review- The stages of	Writing for Viscial Hadia, Anthony Facil Mann Writing for Madia,	
	to 12/07/19 15/07/19 to 19/07/19	Suipt development Three act structure for film and television - writing a Suipt with and without	Vurual Media, Anthony Fried Vurual Madia, Anthony Fried Mann	
	nder 12 m	5	· · · · · · · · · · · · · · · · · · ·	
	22/07/17 to 22/07/19	Dramatic structures and Journs - Role of the Script writer 60	Broused Material	

BATE	Portione to be completed	Book Reference
29/07/19 to 02/02/19	SLOA Exam	
05/08/17 to 07/08/17 10/08/19 17/08/19 19/08/19 23/08/19	Screenplay - story board- Shot, Scone and conjunce Tolevarion formate and goiner Swift formate for corporate Videor Writing for interactive communication currenting for interactive communication	Media
$ \begin{array}{c} & 2 \\ & 2 \\ & 1 \\ & 2 \\ & 3 \\ & 3 \\ & 0 \\ $	The golden Rule of whiting for Bodio Podio formate and genres Shipt for PSA, Advertisement, short story, orame and 620 occurrentary - Neurs	Drowsed Material Hass Communication in India Deorwsed Material

Book Portions to be completed ODATE Reference writing for 16 19/19 Radio jungles Radio -17/9/19 A jonal for which 18/9/19 27/9/19 -1/ 2/ 466-IL CA Exan. service contraction products writing for 30) 9/19 Deame for radio -Commerciail adverturements for edio - PSA (Radio) -4/10/19 Radio FI FF (13 creating word Pictures 09/10/19 Blowser writing a script for an Material 11/10/19 entertainment show radio) Spice a said Revulon institution 行行的 14/10/19 PJ (TH) 51 19/10/19 Frank Stan Browner Stranger 21/10/19 Reversion and have to a communication : Consolice, 25/10/19 larris a provide anticipo frankland 217119 T PTILIZED AS LONG

	UC VCAIT	- Introduction to Visual Con	nnurication
	DATE	Portions to be completed	Book Reference
	19/6/19	Definition: communication,	Mars
	21/6/19	Need and Importance of	Communication in
		communication,	India
	24)6/19 to	Introduction to Visual Communication	Vulual
	adelia	Sensing, salecting and perceiving	communication.
20	productor. Aread	it is a sub allocation in the second second in the second	Images with Nessayes. Paul Maitur
	01/07/19 to 05/07/17	Visual cues: color, Form, Depth - Eight Depth factor	Paul Maitur Lester Vurual Communication
	97 (198 ⁴ -	and Movement.	Images with rienages.
	08/07/19 to 12/07/19	Communication: Crestalt, constructivism;	Beoursed reaterial
	15/07/19 な 19/07/19	Perceptual theories of virual communication: Semiotics, Cognitive theory, Virual persuasion	Browsed
1		63	

Portions to be completed Book Eference Date Visual stereolypes: Rainforcing 22/07/19 Vincal to communiation sterealypes with Images, 26/07/19 Images with epecific; Nessages. state for require a state of miles for 09/07/19 ICA Exam ri of plai to 02/08/19 AI TI SI Visual Visual Analycis: composition, communication 05/08/19 Semiotic signs and codes Images with Hersages to 09/08/19 TI CA DWD Vineal Cognitive Elements, Puipose communication 12/08/19 of the work, Image Aerthetics Images with riensages to and Marin Health 17/08/19 Principles of Vusial & 19/08/19 other sensory Perceptions, to Blowsed 23/08/19 color Prychology & theory Material Visual thinking, 26/08/19 Browned -60 Punciples of Design, Material Elements of Derign, Process 30/08/19 of developing creative Pilatas

and and the point Postions to be completed Date Book Reference 03/09/19 Browsed Visual culture to Malaual sapped and 06/09/19 andrea of onloalia Defunction : Media, Types of Hadia Mays to Communication 13/09/19 max 1 BOLL in Inder Malles 16/02/19 Teadetional Media Preserver to Bloused 17/09/19 Naterial Berniche Signe and cule 18/09/19 P1/23/10 TI CA Exam 27/09/19 contrue Elanantes Purport 30/9/19 Beaused Print Hedia, Electionic Media, Naterial and New Media 04/10/19 17/09/17 09/10/19 Vision - Visual - Visuality to Browered 11/10/19 Visual Pleasure, concept of Material Nucle 11 gaze probably rulas P1/80/86 14/10/19 to Revuion estable. 19/10/19 41/83/00 la selle 21/10/19 James / 石 Permion 2/1/19 25/10/19 65 uplance jo

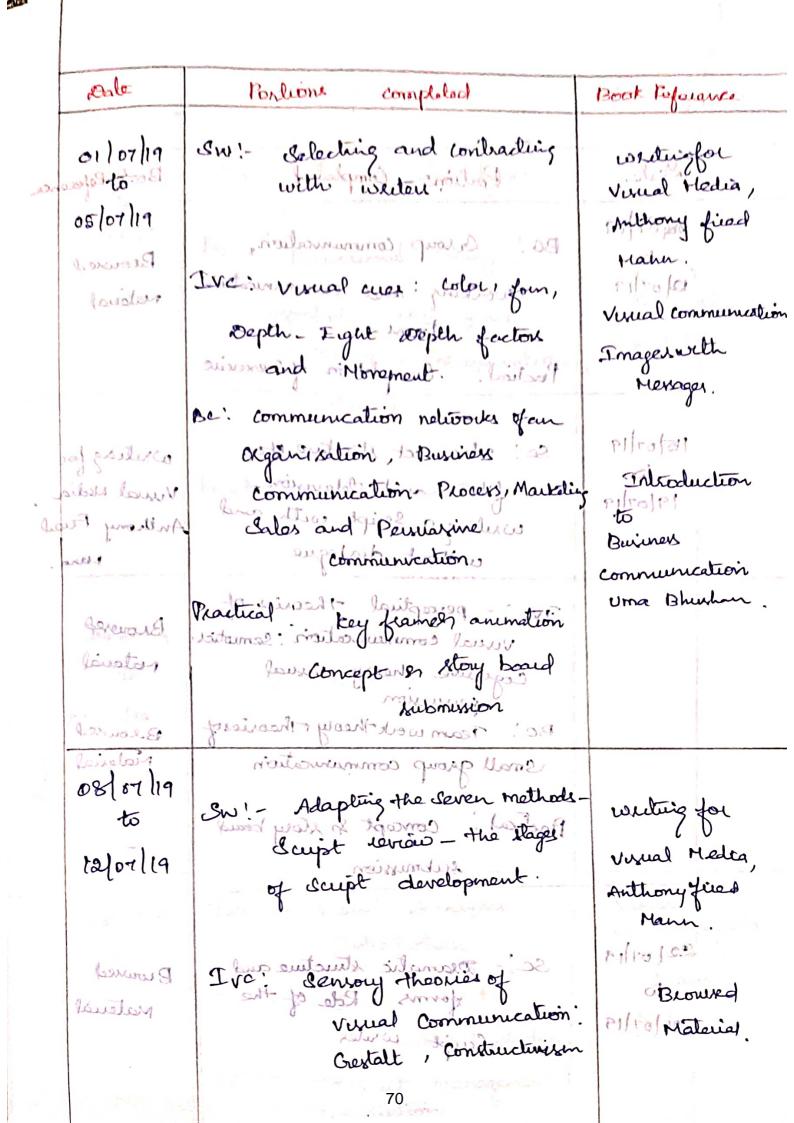
SEMESTER V			
ULVELIT- PRACTICAL -V: 2DANIMATION			
Date	Portions to be completed	Book Référence	
19/06/19 to 22/06/19	Basics of character Ammation - Drawing Excucises	54(-5)1P2 57- 1-1)25/525	
24/06/19 to 28/06/19	Barics of Adobe Animate roftware, tools and Nenus.	Beouered Naterial Files 100	
01 07 19 to 05 107 119	key frame animation. Concept & story board submission	ni la ofes al- pileolti	
02/07/19 70 12/07/19	completion, of not Exercise	PIPOS PI	
15/07/19 to 19/07/19	Concept & Story board Debruinion for Greeting Card	P1/20/22	
22/07/19 to 22/07/19	completion i of II and a completion i of the service typerate	es]en/14 -to .E[e1]17	
	66		

Book Reference to be completed Portions Date 29/07/19 Fig las pi TLA Examines to ILA Ammitten Beause PI / d / RE 02/08/19 Previcipal 11/20/100 05/08/19 Submission for (Ahundted) cartoon, concept & to 0100000 09/08/19 Filral na 12/08/19 Til exercise works bud 1/10/20 to Concept 20 17/08/19 Propherick and I 1-15000 19/08/19 continuation of III exercise to PILTOISI 23)08/19 completion of III exercise rilrotal 26/08/19 to Jellimetereno ritoles 30/08/19 A mature Cardway online of web 03/09/19 ritrol 030 to Advertisements 06/09/19 10/00 (concept submission > 67

to plain with some

Portione to be completed Date Book Reference 16/09/19 IV exercise works 17/09/19 relatory , TI CA Exam to 27/01/19 Wants Biket - - - - Vicebrotien 30/09/19 elide show (I overcise) 04/10/19 In Bernery I exercise completion of works? 11/35/45 09/10/19 ai 11/10/19 Davia pt PI Jades IVC -Intratuction Documentation to Submission of lecords. 14/10/19 to 19/10/19 Adrice Avint Revuien 2/10/19 to 25/10/19 Per. P.C. Pattices Basices contractionation \$11/19 MARIN Cottagenics Commences ANG 80 COM March Bhash

Subjects -Klork Done -Business communication, Suipt writing, Introduction to Vuccal Communication, 20 Animation (Practical) Book Reference Portions Completed Date 19/06/19 PG: BC: Introduction to Beouved to Buriners communication Material 21/06/19 11/10/20 Un 'Serv' Introduction, Activity - Writing Works. Principles of Animation 80/09/19 04/10/19 In Drawing works VI ENE KINK 24 06 19 PJ di Pasi completion of SW!to Barics of Swipt writing Beouved Naterial 28/06/19 IVC:- Introduction to Nass Communication (Need, importance communication and its types, in India 2D' Basics of Adobe Animate software PJ (0) 13 (tools & Menus) PCn? BC: Patterens of Introduction Business communication, to Main Categories of Business Business communication communication. Uma Bhushan. 69 AR: , 21+119



Portions Completed the Nate Volte Book Reference 51113/20 08(07)19 BO! Croup communication, atory Beoweg (al orlig working and commanication National Venued Communities Septim Eight Strapped and fortight Practical: Completion of Texescile. APROVIDE be : communication relieves from 15/07/19 Sc. Three act structure of on writing for micharlion fildent films ? and televering 19/07/19 Vunal Matia writing a Script with and Anthony Fred BENERAL without dialogue. communitation plann. Una Bhillin Ive in perceptual theories of Browner Vurual communication : comptice Cognitive theory visual raterial BC! Team work theory stheories of Beouved Naterial Small group communication Andreal in concept on story bound pil 10/80 estima for 3 selst Laurov ralor 119 Submission Jano à air pradica Man. 22/07/19 SC. - Deamatic structure and L' forms - Role of the mailson winter writer writer that and Browned azeraned Material 101/07/19 71

Portions completed Book Reference Date electer !! 22/07/19 Ive: - Nisual itereo types 3 to missing the I proveril 26/07/19 BC:- Functional theory -Browned sympolic convergence Material - is theory - stratecturation a)-Journa ight a man theory and your a PI)20 TI CEMMUNICALIEN Images with Matriages . Practical: - Staiting of II , A29 rof Jq Ereicine Bround Almetriencent · discussioner Daustor P.C .- Befurtion, meaning and 29/07/19 I CAEXan ban R. Cat Bhattah 02/08/19- C Businers A to 19 Courses pendance Practical :-Enpumbron of III exercise concept Visual Ivc' - Visual Analysis Tertes duction -: OVI , cuel they of celas Communication 05/08/19 Images with Herages to ver v the sponit Sul in Sceipting with material and without dealogue Filesand . BC .- Negotiation NOM monuncation

Portions Completed 1 Book Relevin Durale Pate 05/08/19 Practical Proceeding in rilial St to -11 09/08/19 the I Exercise ril rolds · Knowl. Be - Functional BINLUS SET andretix connections 12/08/19 Iva'- Wishal Analysis to Virual 17/08/19 Composition ugal fundentory, Communication Visual cues Images with Messages SW! - I putick - Liston! Broused Advettiement (discussion) Naterial BC' - Definition, meaning and FILTORES importance , A of 1? R.C. Bhatia Business Business courers pondence Communication 10/5 Practical: - submusion of Ill exercise concept lever IVC: - Semiotic right and 19/08/19 Pileoteo Emples with Visual codes, Gestalt law, 23/08/19 the cognitive relement we Communication Images with und water dualized Nerrages Swiger Television formations Mars Communication

Book Reference Portions Completed Date 19/08/19 BC: - parts of a Business R.C. Bhatia 20/08/19 Letter and its dayout, Business communication Katters . 1 of Jairos - ics2-Bernard und Boundary Practical: - Corr starting of prista11 The exercise -: 38 MARCON, EI Ive' - purpose of the Vunal Communiation Joutine 26/08/19 Images with to maile Aerthetics to Mercages 30 08/19-Mars communication Sw:- Radio formats and r India and genessiv .: NI Bientra Bc'- circular, Sales on Bank correspondance R.C_ Bhatia Rouder Bureness Communication formal tor is reting for Practical: - continuation of ماديد بدار وله اليم milion of all III exercise 03 09 19 IVC' .- Visual stereotypes, Virual to Jain Reinforcing the stareotyper Communication 06/09/19 to indepress with images Images with Mersager.

Book Reference Portions Completed Pate Ive - Gender steres type Browing 03/09/19 Matailal PJ/20/00 06/09/19 Sw: - Script for oranna and Documentary Browsed Materia to puterte (Divensions) that Bc:- Visual aids in Browsed ett & Oral Presentation Material Unrus Communication 26/08/19 Images within Practical :- Completion of La companyan 30/08/19-III exercise - - - Locho Jormals . 16/09/19 IVC: - Visual thenking, to Principles of Design Browsed inter 17/09/19 Material puelosque Elements of Design Burney Communication Sw! - scupt format for writing for to maintain video the de video the de video the de video the de video de vi Visual Media BC :- audience ausurers Browsed 1 1 guiddings for making Verenel V Material in speech a good i Speech Convenience Images outro 96 09 19 O ressay. Practical :- completion of

	CIEDE PIDE HERADIA DAMAN					
ł	alato	Book Reference				
		Arings : B.Sc VI.SUAL COMP	Proom			
	to 27/09/19	I CA Exam	P Recard			
	<u> </u>		• MATE2			
	30/09/19 ta 0A/09/19	IVC: - Visual thirkingand Visual culture FLOOV SU 3000 Sw! - Discussions about I CA question paper,	COURSE			
		Bc'- Assignment - Oxal work Presentation Using Visual socials 27 3 AM	JATOT JATOT			
		Practical : completion of TV exercise.				
	(g) (1 ^e)					

EVEN SENESTER - 2017-2020

TEACHING PLAN

PROGRAMME : B.SC VISUAL COMMUNICATION PILPO (R) TO CA PRIM PROGRAMME CODE ! NC Pilpalite SEMESTER : II Pilis jas. COURSE : PHOTO GIRAPHY enally level Variation COURSE LODE! UCNCC 17 Lundes 5 marrien Joe + + L/ Sil HOURS TO CA MARCAMENT AST CREDITS Marka 4 an aprest CARICLE TOTAL HOURS I han apres :08 MAX MARKS i Gridoner's COURSE INSTRUCTOR: P.SARANYA Oster Cife. NO OF HOURS/ WEEK: 5

	1			12.3
DATE	CLASS	TOPIC COVERED	LEARNINUL RESOURCES	METHODOLOGY
12.11.19 to 22.11.19 Week 1)	Frûst year Viscom	Unit I: Basics about photography Introduction: - Basic clements of Photography- Shutter Speed, Aperture Jens.	· Michael Langford, philip Andrews - dangford's slarting photography: * Browesed Material	· LE CTURE * PPT c Student Centric Method, * Disursion. 8
25.11, 19 to 29.11.19 (week 2)	Furt your Vision	Focal length, Depth of field, Exposite. Angle & view - Perspective and choosing the viewpoint, y cew finde and view scien- Exposure controls	+ Broured Material + Broured Material + Michael Langford, Philip Andrewin - Jangford's starting photography.	* Lecline, PPT & wood file * Discussion c student centric Method he mechod

DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	METHODOLOGY
WEEK-3 [2.12-19 to 6.12.19)	Füst year Viscom	Hutory of photography, Analog photography, composition - Rules - Subject- focal Point - Centre of Interest - Rule of Thirds	Browered Material- Langford 's starting photography	· PPT · secture · Discursion
(WEEK- 4 9.12.19 to 13.12.19)	Fust year Viscom	- + D bunctions of a	Broured Fathing Langford's Starting photography	* Lecture, PPT, wad file, Discurio CRIMATER CHIME
WEEK - 5 16. 12.19 to 20.12.19 DULG DULG	Furt year Vurum Cruiz	Camera features. Camera Modes_ Texture - Patlern - Shapes and forms-	Langford's starting photography. IEVENIMON	+ decture A Discussion. HE LADDORDEN

		TOPIC COVERED	RESOURCES	METHODOLOGY	23 Su
DATE	CLASS				nday
WEEK-6 (3.1.10 to 10.1.20)	ICA Exam	wear cheldren - Types of		Six baugtern	
ICA WEEK-7	I TERY Amon	Lens and special but gper.	Breather Halteral	Uni former	
@0-1.20to-24.1.20)	Fust year Viscom	Unit-3. color and righting, characteristics of right and color, quality of right	Baouered Material Kanford's starting photography	Lecluse, PPT, Discussion	80
weet - 8 27. 1.20to 31. 1. 20	Futyeau	guidelines for lighting. color Temperature Highting	Beowerd Material -	Lobi Marpine Lecture, PPT,	
week- 9 3.2. 20to 7.2.20	Furt year	control and spring equipment is a c	photography	Disursion.	
	Vu com	Dyfused Light - Bounced Light	Betweed Material - Janjord's starting plo	beature, PPT Discusses	/ n

	A.c.	16 Bounced Light	Rummed Halenay Abby	Brumman
DATE	CLASS	Station Light	LEARNING Joban	METHODOLOGY Dir introduy
week-10 (10.2.20 to 15.2.20)	Furt year Viscom	Reflection Light - Mark Reflection Light - Mark Light - Portraiture Light	Browerd Naterial_ Langford 's stratuig photography	PPT, Lecture Discussion
Week-11 (17.2.20to 21.2.20) Week-1Q	Fuit year Viscom	Dittal Light - Astificial	Browered Material - Langford is starting photographing	PPI, Ledare - 20 Discussion 1962
24.2.20to 25-2.20) week -13	Furt year Viscom	Lens and Special birs Types, Camera Types, Zoom Types, anage Corolution - Types of Resolution, I mage file format	Browsed Material	PPT, Lecture Discussion
126.2.20to 06(03.20)	CATI	LADIE CONERED	- GERENER TENSMINING	HELLODOCODIN

DATE	CLASS	TOPIC COVERED	RESOURCES	NETHODOLOGY N
WEEK-14 (09.03.20 to 13.03.20) WEEK-15 (16.03.20 to 20.3.20)	Furt year Vucom Furst year Vuicom	Raster and Vector format Properties of common Unage file format, Image Adjustment Tools, Eduting Tools, Digital Unage Manipulating Image	muchuine a fealuire Diabaren	PPT, Lecture Discussion
(16.03.202 week - 16 (23.02.20 to 27.3.20) week - 17 (30.3.20 to 31.3.20)	First year Viscom	Darkroom Techniques. Folm (Lock down period - Pardomic) Online classes Harted Developing and punting - Perolution and its hypes ; Types of photography (Ansament part)	Labor Activity	PPT, Online Lecture (Groogle real) PPT, online Lecture (Groogle real)

		1 grate Victo	his consumed	te	Fritter
DATE	CLASS	Topic Covered	LEARNING RESOURCES	HETHODOLOGY US	COURSE , COURSE , NO OF
Wock I 18.11.19 to 22.11.19)	I year Viscom	Unit I: Introduction to Tournalism, Types of News, Objective of Journalism, Functions of Journalism	Mais communication Punciples and concepte- Geerna Hasan	Effecture, Discussion (Student's centric ! Method)	SEMESTER - IV . SE . ALIED - IV . SE . ALIED - IV . OF HOURS/WEEK : 6 OF HOURS/WEEK : 6 OF HOURS/WEEK : 6
Week-1 25.11.19 to 29.11.19	Ji yan Niscom	Neues Values, Structure of Neues Itory, functions of Neues worth of	Hais communication Peinciples and concepts Seena Hasan, Beoriesed Material	* Lecture, Discussion Marianan PPT.	110 5 4
100k-11) 2.12.19to 06.12.19	113	Touration ethics, Touralium in action (funding, choosing, Coursing, galhering, westing, and editing & Taking News	Nass Communication	~ reduce Discussion	pp , Lecture Buseuverien
DAI		futurer 1 49615	COVERED TE	RESOURCES	HEIHOPOTOPA

The second	NEW ANTRON	(1) frances produce blogen	P in a patient in - 9	METHODOLOGY
DATE	CLASS	TOPIC COVERED	RESOURCES	
WEEK-74 9.12.19 to 13.12.19	Il your Viscom	Evolution of Journalism, History of News paper	* Broutsed Material	· PPT- Discussion
2 20 2 20 1 2 2 20	3 you Usern	* code of ethics of Indian Journalist, style of meeting Journalist as investigator,	Brownsed Malouer	l'édére Disterior
16.12.19to 20.12.19 1	I year Viscom	Prouvalist as entertainer Prouveil-News paper organizations (ABC-	Mass communication in	+ Lectures discursion
680 K d	Ju year Mulero	RNI-INS-India Press Council - News Agencies	Broussed Hateral Broussed Hateral	It's levery file a curkicen
31.1.20		Différence betweenveus paper and News magazine, Types of News magazine	Saje publication acct Bionued Material	bbl
Week - 6 .1.20 to 10.1.20>	ICA Example	NGUS-Room Solundane	Brad Schull & Broad cast News producing -	1 Sound in Manager
veck -7 10.1.20to	11 2 Ti year Viscom	News flow in bload cast media, Basics of Radio	Browsed Material	Lectures, discussion and
24. (, 20) 4	e' COVISION	Neurs, douvres and wie services	TEVENIND	discussion o can

DATE	CLASSMON	TOPIC COVERED.	LEARNING RELOURCES	METHODOLOOIY
and the second s	1 Ch a cope	NEWS JURE IN I LOOD Call	Busined Melainer	Lection .
Weeks				
27.1.20 to	Il year Viscom	News-room structure	Brad Schullz - Broadcast	Lecture, Discussion
		(Station marager - news	News producing - Sage publication 2007	PPT.
31.1.20		duector - assessment editor - Production and		
week 9		editor - Production and engineering department;	Browed Material	
03.02.20 to	I year viscom	writing for packages, local,	Brad Schultz - Beordcart	Lecture, Discussion,
07.02.20	I her row	Writing for packages, local, regional, national evoice over, Sound on Taper.	News perducing - Cage Publication 2007	PPT. 00
weeklo		and the state of the Person of the		Discussion
10.2.20 to 15.2.20	I you Viscom	Beardeasting expositer and	Browsed Material	Lecture, Discussion
(S-2 a	u	Bearleasting expositer and audio phoduction, Bulletin grabyics and construction	Broupser	PPT.
week-1)				-
to	Sural Vistom	Introduction to photograinalism		Lecture, Discussion PPT
21.2.20	Tiyed Viscom	Basic photo jouenalism - Responsibilities of photogound	at photogounalism -	· PPT Unice just
Week-12	CTURE	all the mito for maleston	B.K. Desh Panoley	and the of the instances
242-20 25.2.20	Trygar viscom	Profersions, picture story assignment	B.K. Desh Panoley Photo journalisin	Lecture, Discursions PPT.

83 week-13 CAT (26.2.20to 06. 03.20 Syfaance between photo formalist and photographer Lecture, Discursion, PPT week-14 II you Viscom Desh Pandey B.K. Photo truth, photo yournalism ethics. (09.03.20to Pholo journalim 13.03.20 fecture, Discussion , PPS, Challenges in photojournalismer B.E. Derh Pandey Newspapersand Newsequetting Photojournalism in the digital age. Week-15 I your Viscom 16.03:20 to 20.03.20 PPI, Online Secture and discussion (croogle meet) Browned material week-16 (Lock down period-Pandemic) I you Viscom online classes - started 23.03.206 News flow in Online Media, Media Offerences ureus corresage. 27.03.20 PPT, Online Lecture an week-17 Organization of online Material Tyou Viscon 30.03.20 to LE BLOWSED discussion Circogle Meet newspapers, Internet news 31.03.20 producing strategies, Future of internet news

		almer of adamsis reach	1.00
30.00		Exignered Burndson	
DATE	CLASS CON	TOPIC COVERED LEARNING RESOURCES METHODOLOGY	Col
WEEK-1- (12.11.19 to 22.11.19)	III year Viscom	Unit 2: Managing Media Conception Management Alan B. Alberran- Conception Management of Electronic "Discussion Alan B. Alberran- Management of Electronic "Discussion Conception Levels of Media Media Management Agenda (1997-Lever Conception Conception Method), Satting	SEMESTER JU COURCE : MEDIN LOURCE CODE : UCV LOURCE CODE : UCV COURCE CODE : UCV COURCE INSTRUCTOR
25-11-19 to 29-11.19)	III year Viscom	Management skills- Management functions- Management ades- Alan B. Alberran- Management of Electronic * Discussion Management of Electronic * PPT.	HANN CHENEN
Week -3 10 02.12.1960 06.12.19	Ti) your Viscom	structure of Hedia	A Bisanosa
Week-4 9.12.19 to 13.12-195	III year Vision	Firancial Management Alan B. Albevan & Lecture, Meeting goals Hanagement of Enledia & Discussions	

DATE	CLAES	TOPIC COVERED	LEARNING RESOURCES	NETHODOLDBY	
Week-5 (16.12.19to 20.12.19)	III your Viscom	Budgeting - Croce Media Ownership	Alan B. Albertan. Naragement of selectionic Neder	* Lecture * Discussion	23 Sunday
week-6 (3.01.20to 10.01.20)	Il year the	I CA Exam Marrier	BRDWARD HADANA	Par Jacian	
mark P20/1	Ś.	The state of the second se			
Week -7 20.1.20 to 24.1.20 Week &	II year Viscom	The Internet and Electronic media management - online Management	Alan B. Alberran. Management of Electronic Media	* Lecture, Discussion	88
27. 1.20 to 31. 1.20 Wark - 9		utilization of the Internet_ The web department- web formations and management	fileness filesees	* fecture. Discursion.	
03.02-20t	III you Viscom	Revenue votreams: adverturing- e-commence - ERP- Local Portal	Alan B. Alberran - Management of Electionic Media	» Lature 1 Discussion.	

La State State Profile State				
DATE	CLASS	TOPIC COVERED	LEARNING RESOURCES	HETHODOLD GY
100001 10 10.02.20to 15.02.20	III year Viscom	Live Abreaning - e-zines, WebTV.	Alan B. Albertan- Maragement of Electronic Media	PPT, Lesture Discussion
Week 11 17.02.20 to 21.02.20	TII year Viscom	Unit IV: Patterns of Hedia Organization and Case strudies on Dwnesship Of Radio and television istation.	Browsed Material	PPT, decture, Discursion 8
Week-12 24.02.20 to 25.02.20'	III year Viscom	Obtaining a Broadcart Licence - ownership lunits - station Organization .	Browsed Material	PPT, Leclare, Discussion
oveek -13 21.03.20 to	The year Viscom	I CAExan	riber 1 Allouien 11 april	N BUTCHBERN
06-03-20	1 crues	LIPPLIC CEREMED	- LEMENSING RECEIPT	2 In his increase

DATE	CLASS	TOPIC LOVERED	LEARNING RESOURCES	METHO DOLOGY
00.002-14 (09.03.20 to	III yaar Visions	ownership patterns in cable televrison-cableTV	Beowled Material	PPI, Lecture,
(3.03.20		Ctructure.	opticity exploring. Haber miler	.9
16-03.20to	In your Viscon	Unit V: Ethics of Management Ethical codes and Media	Alan B. Albertan - Hangement of Electronic	PPT, Lecture, E
20.03.20		Maragement, Fauneis doctrine	Nedit +	Biscursien.
(1802 - 16 23.03.2010	III you Viscom	(Lockdown peuted - online clarres started]	Alon B. Alberran -	PPT, online Lecture
-03 -03.20	1 acres a lasteria	Controvencies over programming Ethnics in news and public affairs.	Management of Electionic Media	(boge met)
Weak-17 30.03.20to 3.03.20	II year Vivion	redia conglomatization, affecting media agenda,	SETUNETER Et Browled Material 40000	PPI, Jechan,
		Pledatory Marketing - News yourrelist VS News Hanagers.	Sod increase	

and the second second second			and the second state of th	1	and the second se
		HEIDE Journalist 12 Heines			
DATE NO	CLASS	TOPIC COVERED	RESOURCES	METHODOLOGY	SENE COURSE COURSE CREDT
Week -1 (12-11-19 to 22.11.19)	J year (Electronic Media Par,	The web and Internet - Introduction to webdesign - Evolution of www- Features of www-www- server and Beoussers - HTTP- URL	Punciples of web design - toelstelar	+ PPT + Dirungeon (Student & contric Hethed)	SENESTER IVE COURSE CODE: PEE COURSE CODE: PEE COURSE CODE: PEE COURSE CODE: PEE COURSE CODE: PEE COURSE CONSTRUCTOR
(25-11)9 to 29-(1.(1)) (1-05 to po (1-05 to po 1) pet - 3	I you LEH-PG) In Alon Argano I you (EH-PG)	WWW-Hypertest- web Wouldinge Cearch Engines- Barre greatures of webBrowker E-Ming and webBrowker Webpage deriger consideration	Principles of web dauger - Tool Sklar A Textbook of Internet and Webderiger - Ray kunger shuwartan	-later min	IVA: WEB D HEHIT SARANYA P
(02.12.19 to ob.12.19) Usek-4 9.12.19to 18.12.19	III YOUR JLEN, PON)	Principles for Designing a web site - web site Aorting Dream weaver ce - min New featuress in Dream weaver - Dasici webpage Hements - Warking with Dreamwone - Adding Tex and Junes -	Joel sklar Prenciples of webderg Joel sklar	Naterial . Werperior	PPT, Jeelwe MAN

Week-5 16.12.19to 20.12.19) Displaying Image - Adding flash and other Multimedia- Making hypertoste- Anchors and Matito Linke - Feames Beoreted Haterial - Peurcepter of webderign - PPT.	
	23 Sunday
(3.01.20 to I you LEN-DON) I TICA Exam. External Line from the representation of the file	
Week-8 Week-8	scurren o
27.1.20 Ti year (EM-PG) 31.1.20 Week 9 03.02.20 To 07.02.20 To To To To To To To To To To	is cursion,

				A Contract of the second second
DATE	CLASS			
1. 36 - 70 EV	1 800	TOPIC COVERED	LEARNING RESOURCES	NETHODOLDUNY
Week-10	Acor (EH-DA)	Flerning the side acake the	Prevaples chickhallerige	Jeelune Burrenser
10.02.20 5 [5-02.20	Media)PG	Identify the content Good - NAmalyse the Audience - Haur I remark forming and water	A Test book of Internet and web Derign - Raykumar	* Lecture * Durquésion * PPTires : Primeronour
Loeek 11 17.02-20to 21.02.20 Week 12	Theyay (EM-PG)	Build a swebsite Development Duetoy Structure and URING	A Test book of Internet and web Derign - Ray Lumar on shrwaistava.	* L'estre 8 * Dis aumonis processo * PPT
24.02.20 to 5 25-02.20 week 13	II you (EH-PG)	Diagram the site-Maraging vite files - creating Page templates- creating page from templates, user Experience.	Browsed Material, Principles of web Derign- Joel isklar.	* Lecture * Discussion
26.02.20 to	I year (EM-PG)	I CAEXAM	AND I WELL	* PPT province

DATE / CLAS	S TOPIC COVERED	LEARNING RESOURCES	H ET HODOLOGY
13.03.20 week-15 16.03.20 to II yeen 23.03.20 beek-16	(EM-PG) Cascading Hyle sheet- styling texts with CSS (EM-PG) Creating esternal style sheets CSS page Layout Positioning DIV- Floating Page element. EM-PG) (Lock down period 2 online classes stated Containing your design on the page M-PG) Previously with browser Lab.	Rajkunar vervartava Browsed Material	 Lecture Sicurvion PPT Lecture Sicurvion PPT Online Lecture Disminion PPT Online Lecture Disminion PPT

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	Film Studies	Subject Code	PCEMC17
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hrs	Unit	Topics to be covered	Teaching	Learning	Methods of
				Methodology	Resources	Evaluation
Ι	5	1	History of Indian Cinema,	Lecture / PPT	Text	Oral
			Early Silent era – talkies –		Book, e-	
			Modern Cinema		resources	
II	5	1	A brief account of World	Lecture / PPT	Text	Oral
			Cinema, Film makers: Indian,		Book, e-	
			Hollywood, European, and		resources	
			South Asian			
III	5	1	Study of some Indian classics,	Lecture / PPT	Text	Discussion
			Main stream and Alternate		Book, e-	Method
			cinema		resources	
IV	5	2	Film as an art - Film as a	Lecture / PPT	Text	Oral
			social document, Film as a		Book, e-	
			medium of communication -		resources	
	_		conceptual issues.			<u> </u>
V	5	2	Film language, Macro and	Lecture / PPT	Text	Oral
			Micro structure, Critical and		Book, e-	
			technical terns used in film		resources	
3.73	~	2	production		The second se	D' '
VI	5	2	Types of Films – fiction and	Lecture / PPT	Text	Discussion
			Non-fiction, Mis-en-scene		Book, e-	Method
X / TT	~	2			resources	D' '
VII	5	3	Soviet theories – European	Lecture / PPT	Text	Discussion Mathed
			theories, German		Book, e-	Method
			Expressionism – Neo-realist,		resources	
			Classical.			

Week	Hrs	Unit	Topics to be covered	Teaching	Learning	Methods of
				Methodology	Resources	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	Learning	Methods of
				Methodology	Resources	Evaluation
Ι	5	1	An over view of Indian cinema (from silent to talkies)	Lecture / PPT	Text Book, e-resources	Oral
Π	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
Х	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	Learning	Methods of
				Methodology	Resources	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	Learning	Methods of
				Methodology	Resources	Evaluation
Ι	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	Methods of
VII	5	3	Card Readers - Scanners - Types of Scanners	Lecture / PPT	ResourcesText Book,e-resources	Evaluation 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
	II M.Sc.	History of Indian Cinema, Early Silent era – talkies – Modern Cinema	e-Resources, internet sources	Oral questions, Lecture method
18.06.2019 - 21.06.2019	III Vis. Comm.	An over view of Indian cinema (from silent to talkies)	Internet Source – clips from Youtube	Oral questions, Lecture method
21.00.2017	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
	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
24.06.2019 - 28.06.2019	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	II M.Sc	Study of some Indian classics, Main stream and Alternate cinema	e-Resources, internet sources	Oral questions, Lecture method
05.07.2019	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
	II M.Sc	Film as an art - Film as a social document, Film as a medium of communication - conceptual issues.		Oral questions, Lecture method
08.07.2019 12.07.2019	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	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
19.07.2019	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
	II M.Sc.	Types of Films – fiction and Non-fiction, Mis-en-scene		Oral questions, Lecture method
22.07.2019 	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		I CA					
- 03.08.2019			-				
05.08.2019	II M.Sc.	Soviet theories – European theories, German Expressionism – Neo- realist, Classical.	e-Resources, internet sources	Oral questions, Lecture method			
09.08.2019	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	РРТ	Oral questions, Lecture method			
	II M.Sc.	New Wave in cinema, Film Theories.Post Modernism, Auteur, Apparatus, Feminist, Marxist	e-Resources, internet sources	Oral questions, Lecture method			
13.08.2019 17.08.2019	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
	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
26.08.2019 	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	РРТ	Oral questions, Lecture method
	II M.Sc.	Indian film genres, South Indian film genres. Diaspora films	e-Resources, internet sources	Oral questions, Lecture method
03.09.2019 - 06.09.2019	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
	II M.Sc.	Animation movies, Women and Children, Film and Politics in India	e-Resources, internet sources	Oral questions, Lecture method
09.09.2019 13.09.2019	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	РРТ	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		ШС	A					
	II M.Sc.	Film Awards and festivals, New developments in film industry	e-Resources, internet sources	Oral questions, Lecture method				
30.09.2019 - 04.10.2019	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				
	II M.Sc.	Computer Graphics –Digital film making, Future of Cinema in India	e-Resources, internet sources	Oral questions, Lecture method				
09.10.2018	III. Vis, Com	Future of Cinema in India	e-Resources, internet sources	Oral questions, Lecture method				
11.10.2018	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
	II M.Sc.	Film Management, Multi languages release - Budgeting and schedules	e-Resources, internet sources	Oral questions, Lecture method
14.10.2019 19.10.2019	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
	II M.Sc.	Budgeting and schedules	e-Resources, internet sources	Oral questions, Lecture method
21.10.2019 25.10.2019	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	Subject Code	PCEMP20
	MANAGEMENT		
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
Ι	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	Learning	Methods of
				Methodology	Resources	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	Learning	Methods
				Methodology	Resources	of
						Evaluation
Ι	2	1	Paper types, Unusual	Lecture	Text	Test/oral
			Substrates,		Books, e-	question
					resources	
II	2	1	Show thorough,	Lecture	Text	Test/oral
			Imposition,		Books, e-	question
					resources	
III	2	1	Tipping in and on,	Lecture	Text	Test/oral
			Dulpexing		Books, e-	question
					resources	
IV	2	2	Lithography and CTP,	Lecture	Text	Test/oral
			Wash printing, silk screen		Books, e-	question
			printing, letter press		resources	
		-	printing	-		
V	2	2	Hot metal printing,	Lecture	Text	Test/oral
			Thermography, Lino-cut		Books, e-	question
			printing,		resources	

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	Learning	Methods of
				Methodology	Resources	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	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
22.11.2019	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 	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
	II M.Sc.	Levels of Management, Management skills Management function and Management roles	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
02.12.2019 - 06.12.2019	III Vis. Com.	Spacing and design	Print and Finish,	Lecture
00.12.2019	II B.A., B.Sc., B.Com.	Cameras – Zoom Lens, Zoom types - Viewfinders and Viewscreens - Flash	PPT	Oral questions, Lecture method
	II M.Sc.	Unionism in media companies, Approached to managing employees.	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
09.12.2019 - 13.12.2019	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
	II M.Sc.	Scientific management, Humanistic management. Maslow's Hierarchy of needs, Management objectives	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
16.12.2019 - 20.12.2019	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	II M.Sc.	Modern approaches to management – System approaches to Management, Total quality management	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
04.01.2020	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 - 1	CA	
17.01.2020	II M.Sc.	Leadership practices – exercise of power, Characteristics of a leader, effective manager	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
24.01.2020	III Vis. Com.	Substrates - Paper Types,	Print and Finish	Lecture
27.01.2020	II M.Sc.	Personnel management, Hiring process – Interviewing orientation	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
31.01.2020	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	II M.Sc.	Media Organization – culture and structure, The ethics of media	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
13.02.2020	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	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
10.02.2020 - 10.02.2020	III Vis. Com.	Binding - Wiro, Spiral, Comb	Print and Finish	Lecture
10.02.2020	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	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
22.02.2020	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
	II M.Sc.	Radio programming, Television programming	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
24.02.2020	III Vis. Com.	Eclecticism,	Print and Finish	Lecture
28.02.2020	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 			CA	
09.03.2020	II M.Sc.	Cable programming. Issues in programming	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
13.03.2020	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	РРТ	Oral questions, Lecture method

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

Sr. Juliana Agnes Victor

Department of Communication Media