



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
2021-2022**

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

EVEN SEMESTER (PG - II, IV & UG - VI) – 2021 – 2022

LESSON PLAN 2021 – 2022

Academic Year	2021 – 2022	Semester	I
Class	II PG	Class Code	
Subject	ELECTRONIC MEDIA MANAGEMENT	Subject Code	PCEMP20
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

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

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

LESSON PLAN 2021 – 2022

Academic Year	2021 – 2022	Semester	I
Class	I PG	Class Code	
Subject	ADVANCED TELEVISION PRODUCTION	Sub. Code	PCEMF20
Hours/Week	5	Total Hours	75
Credits	5	Total Marks	100

Week	Hours	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
I	5	1	Generating a television picture, picture scanning. Basic video	Lecture/PPT	Text Book, e-resources	Test, Oral questions
II	5	1	CCD, Digital television. Types of Production - Production Team	Lecture/PPT	Text Book, e-resources	Test, Oral questions
III	5	1	Production Environment. Television Standards and formats – PAL, NTSC, SECAM.	Lecture/PPT	Text Book, e-resources	Test, Oral questions
IV	5	2	Production Management: Organizing crew – Scheduling. Team work - shooting Spots	Lecture/PPT	Text Book, e-resources	Test, Oral questions
V	5	2	Final Package (show copy), Audience Ratings and Feedback	Lecture/PPT	Text Book, e-resources	Test, Oral questions
VI	5	2	Structure and working of a Television Production Centre. Production elements and equipments	Lecture/PPT	Text Book, e-resources	Test, Oral questions
VII	5	3	Pre-Production - Planning of story, Discussion, Storyboard – Screenplay	Lecture/PPT	Text Book, e-resources	Test, Oral questions
VIII	5	3	Dialogue Writing - Selection of Characters, Costumes and Location, Production planning and coordination - Background of Production	Lecture/PPT	Text Book, e-resources	Test, Oral questions

Week	Hours	Unit	Topics to be covered	Teaching Methodology	Learning Resources	Methods of Evaluation
IX	5	3	Directors Role - Production practices: Single Camera, Multi Camera techniques - Field Production and big remotes	Lecture/PPT	Text Book, e-resources	Test, Oral questions
X	5	4	Production Process - Planning and Management Understanding different Production Environments Switcher Function - Layout - Operations - Types and Functions, Video Editing - Editing modes (offline, online) - Editing systems (Linear, Non-Linear).	Lecture/PPT	Text Book, e-resources	Test, Oral questions
XI	5	4	Floor Management and Studio Management, Set Design background - Budgeting - Talent management	Lecture/PPT	Text Book, e-resources	Test, Oral questions
XII	5	4	Auditions - Organizing the production Team - delivering the finished product. Types of telecasting. Field Production and Big Remotes.	Lecture/PPT	Text Book, e-resources	Test, Oral questions
XIII	5	5	Editing Principles - Computer Editing - Video Effects. Analog, Digital, Optical, Mechanical, Graphics for Television - Graphic Equipment	Lecture/PPT	Text Book, e-resources	Test, Oral questions
XIV	5	5	Titling - Special Effects - Audio Dubbing - Background Music Synchronizing Audio and Video	Lecture/PPT	Text Book, e-resources	Test, Oral questions
XV	5	5	Voice Over - Compeering Skills - Anchoring Live Programs.	Lecture/PPT	Text Book, e-resources	Test, Oral questions

LESSON PLAN 2021 – 2022

Academic Year	2021 – 2022	Semester	I
Class	III Visual Communication	Class Code	
Subject	PRINTING AND PUBLISHING	Subject Code	USCMD617
Hours/Week	2	Total Hours	30
Credits	2	Total Marks	50

Week	Hours	Unit	Topics to be covered	Teaching Methodolog	Learning Resources	Methods of Evaluation
I	2	1	Type and Font,(History)	Lecture	Text Books, e-resources	Test/oral question
II	2	1	Type and Font, Font family,	Lecture	Text Books, e-resources	Test/oral question
III	2	1	Spacing and design	Lecture	Text Books, e-resources	Test/oral question
IV	2	1	Letterpress, Lithography	Lecture	Text Books, e-resources	Test/oral question
V	2	2	Gravure, Silk-screen printing,	Lecture	Text Books, e-resources	Test/oral question
VI	2	2	Hot metal printing	Lecture	Text Books, e-resources	Test/oral question
VII	2	3	Substrates - Paper Types,	Lecture	Text Books, e-resources	Test/oral question
VIII	2	3	Unusual Substrates, Ink	Lecture	Text Books, e-resources	Test/oral question
IX	2	3	Varnish, Folding	Lecture	Text Books, e-resources	Test/oral question

Week	Hours	Unit	Topics to be covered	Teaching Methodolog	Learning Resources	Methods of Evaluation
X	2	4	Emboss and Demboss	Lecture	Text Books, e-resources	Test/oral question
XI	2	4	Binding - Wiro, Spiral, Comb	Lecture	Text Books, e-resources	Test/oral question
XII	2	4	Canadian, case binding, Perfect binding.	Lecture	Text Books, e-resources	Test/oral question
XIII	2	5	Eclecticism,	Lecture	Text Books, e-resources	Test/oral question
XIV	2	5	Integrating type and image,	Lecture	Text Books, e-resources	Test/oral question
XV	2	5	Environment	Lecture	Text Books, e-resources	Test/oral question

WORK DONE – 2021 -2022

PCEMP20 - ELECTRONIC MEDIA MANAGEMENT _ II M.Sc.

PCEMF20 – ADVANCED TELEVISION PRODUCTION_ I M.Sc.

USCMD617 – PRINTING AND PUBLISHING_ III Vis.Com.

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
23.02.2022 – 28.02.2022	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
	I M.Sc.	Generating a television picture, picture scanning. Basic video signals, CMOS.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Lecture
	III Vis. Com.	Type and Font,(History)	The fundamentals of typography	Lecture
01.03.2022 – 05.03.2022	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
	I M.Sc.	CCD, Digital television. Types of Production - Production Team	Gerald Millerson - Television Production, 13 th Edition	Lecture
	III Vis. Com.	Type and Font, Font family,	Print and Finish,	Lecture

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
07.03.2022 – 02.03.2022	II M.Sc.	Levels of Management, Management skills Management function and Management roles	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Production Environment. Television Standards and formats – PAL, NTSC, SECAM.	Gerald Millerson - Television Production, 13 th Edition	Lecture
	III Vis. Com.	Spacing and design	Print and Finish,	Lecture
14.02.2022 – 19.03.2022	II M.Sc.	Unionism in media companies, Approached to managing employees	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Production Management: Organizing crew – Scheduling. Team work - shooting Spots	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	III Vis. Com.	Letterpress, Lithography	Printing Technology, 5 th edition	Lecture, Assignment
21.03.2022 – 26.03.2022	II M.Sc.	Scientific management, Humanistic management. Maslow's Hierarchy of needs, Management objectives	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Final Package (show copy), Audience Ratings and Feedback	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Gravure, Silk-screen printing,	Printing Technology, 5 th edition	Lecture

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
28.03.2022 - 30.03.2022	II M.Sc.	Modern approaches to management – System approaches to Management, Total quality management	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Structure and working of a Television Production Centre. Production elements and equipments	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Hot metal printing.	Printing Technology, 5 th edition	Lecture / PPT
31.03.2022 – 08.04.2022	I - CA			
11.04.2022 – 13.04.2022	II M.Sc.	Leadership practices – exercise of power, Characteristics of a leader, effective manager	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Pre-Production - Planning of story, Discussion - Storyboard – Screenplay	Zettl Hebert - Video Basics 7 - Wadsworth	Lecture
	III Vis. Com.	Substrates - Paper Types,	Print and Finish	Lecture
18.04.2022 – 23.04.2022	II M.Sc.	Personnel management, Hiring process – Interviewing orientation	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Dialogue Writing - Selection of Characters, Costumes and Location, Production planning and coordination - Background of Production	Zettl Hebert - Video Basics 7 - Wadsworth	Lecture
	III Vis. Com.	Unusual Substrates, Ink.	Print and Finish	Lecture

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
25.04.2022 – 30.04.2022	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
	I M.Sc.	Directors Role - Production practices: Single Camera, Multi Camera techniques - Field Production and big remotes	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Varnish, Folding,	Print and Finish	Lecture
02.05.2022 – 07.05.2022	II M.Sc.	Media Organization – culture and structure, The ethics of media	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Production Process - Planning and Management Understanding different Production Environments Switcher Function - Layout - Operations - Types and Functions Video Editing - Editing modes (offline, online) - Editing systems (Linear, Non-Linear).	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Emboss and Demboss,	Print and Finish	Lecture

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
09.05.2022 – 13.05.2022	II M.Sc.	Partnership, corporation, structure of media companies, Entrepreneurship and managers, traits of entrepreneurship, secrets of business success	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture Lecture
	I M.Sc.	Floor Management and Studio Management, Set Design background - Budgeting - Talent management	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Binding - Wiro, Spiral, Comb	Print and Finish	Lecture
16.05.2022 – 21.05. 2022	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
	I M.Sc.	Auditions - Organizing the production Team - delivering the finished product. Types of telecasting. Field Production and Big Remotes.	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Canadian, case binding, Perfect binding.	Print and Finish	Lecture

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
23.05.2022 – 25.05.2022	II M.Sc.	Radio programming, Television programming	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Editing Principles - Computer Editing - Video Effects. Analog, Digital, Optical, Mechanical, Graphics for Television - Graphic Equipment	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture / PPT
	III Vis. Com.	Eclecticism,	Print and Finish	Lecture
26.05.2022 – 02.06.2022	II CA			
03.06.2022 – 04.06.2022	II M.Sc.	Cable programming. Issues in programming	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
	I M.Sc.	Titling - Special Effects - Audio Dubbing - Background Music Synchronizing Audio and Video.	Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning	Lecture
	III Vis. Com.	Integrating type and image, Environment	Print and Finish	Lecture

Date	Class	Portions to be covered	Learning Resources	Teaching Methodology
06.06.2022	II M.Sc.	Brand development and brand extension, Budget and planning, Financial analysis	Management of Electronic Media – Thomson Learning, Alan B. Albarra	Lecture
– 10.06.2022	I M.Sc.	Voice Over - Compeering Skills - Anchoring Live Programs.	Zetl Hebert - Television Production Handbook	Lecture
	III Vis. Com.	Revision		
SEMESTER EXAMINATION				

Dr. Juliana Agnes Velaz

Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Dr. Jeya Suresh

PRINCIPAL

AUXILIUM COLLEGE (AUTONOMOUS)
Gandhi Nagar, Vellore - 632 006
Vellore District, Tamil Nadu