

a CGPA should be calculated by quantifying the letter grades as described by the template provided by the UGC.

M.Sc VISUAL COMMUNICATION CURRICULUM

Total number of Credits: 90

Code No.	Course	Hours/Week			Credits	Maximum Marks		
		Lecture	Tutorial	Practical		CA	SEE	Total
SEMESTER 1								
Core 1	Approaches to Human Communication	4	0	0	4	40	60	100
Core 2	Theories of Visual Analysis	4	0	0	4	40	60	100
Core 3	Understanding Film Semiotics	4	0	0	4	40	60	100
Core 1 (P)	Graphical Arts-I	0	0	4	2	40	60	100
DSE	Discipline Specific Elective - I	0	2	4	4	40	60	100
DSE	Discipline Specific Elective - II	0	2	4	4	40	60	100
SEC	Soft Skill 1/ Sector Skill Course	2	0	0	2	40	60	100
		14	4	12	24			
SEMESTER II								
Core 4	Television Production	4	0	0	4	40	60	100
Core 5	Mass Communication Theories	4	0	0	4	40	60	100
Core 6	Advertising Management	4	0	0	4	40	60	100
Core 2 (P)	Graphical Arts – II	0	0	4	2	40	60	100

Core 3 (P)	Television Production Practical	0	0	4	2	40	60	100
DSE	Discipline Specific Elective – III	0	2	4	4	40	60	100
SI	Internship	0	0	4	2	40	60	100
SEC	Soft Skill 2/ Sector Skill Course	2	0	0	2	40	60	100
		14	2	16	24			
SEMESTER III								
Core 7	Media Laws & Ethics	4	0	0	4	40	60	100
Core 8	Public Relation	4	0	0	4	40	60	100
Core 9	Media Research Methods	4	0	0	4	40	60	100
Core 4 (P)	Graphical Arts – III	0	0	4	2	40	60	100
DSE	Discipline Specific Elective – IV	0	2	4	4	40	60	100
DSE	Discipline Specific Elective – V	0	2	4	4	40	60	100
SEC	Soft Skill 3/ Sector Skill Course	2	0	0	2	40	60	100
		14	4	12	24			
SEMESTER IV								
Core 10	Development Communication	4	0	0	4	40	60	100
GE	Generic Elective	2	0	0	2	40	60	100
DSE	Discipline Specific Elective – VI	0	2	4	4	40	60	100
Core 5 (P)	Project Work	0	0	16	8	40	60	100
		6	2	20	18			

CA - Continuous Assessment ,

SEE - Semester End Examination

List of Discipline Specific Elective Courses:

S. No.	Code	Course
1.	DSE	Animation Art Direction
2.	DSE	Art of Story Boarding
3.	DSE	Directing the Actor
4.	DSE	Applied Photography
5.	DSE	Anchoring & Presentation
6.	DSE	Audiography
7.	DSE	Advanced Compositing
8.	DSE	Media Production Management
9.	DSE	Journalism and New Writing

List of Skill Enhancement Course (SEC)

Subject Code	Title of the Paper
SEC-1	Soft Skill -I
SEC-2	Soft Skill – II
SEC-3	Soft skill - III

Syllabus
Core Courses

Course Objectives:

1. To impart knowledge on the theory and practice of human communication process.
2. To learn the perception process and cognitive abilities.
3. To know the types of communication used in daily lives.
4. To understand the power of listening and the obstacles in the communication process.
5. To create an identity through effective communication.

Detailed Course

Unit: I

12

- 1.1. Introduction to communication concepts.
- 1.2. Historical perspective of communication.
- 1.3. Contemporary perspectives on communication.
- 1.4. Importance of communication in various spheres of life
- 1.5. Barriers in communication

Unit: II

12

- 2.1. Understanding the Perception Process:
- 2.2 Knowing the Cognitive abilities
- 2.3. Guidelines for developing skill in perception
- 2.4. Monitoring the self serving bias
- 2.5. Understanding the social roles and cultural factors in perception.

Unit: III

12

- 3.1. Introduction to Verbal Communication
- 3.2. Principles of using symbols to create meaning
- 3.3. Guidelines for effective verbal communication.
- 3.4. Principles of non verbal communication

3.5. Guidelines for effective non-verbal communication.

Unit: IV

12

4.1. Introduction to effective listening

4.2. Guidelines for effective listening

4.3. Obstacles to effective listening.

4.4. Introduction to adapting communication

4.5. Guidelines for adapting communication.

Unit: V

12

5.1. Communication and Personal identity

5.2. Communication in Groups, teams and in public.

5.3. Public speaking skills.

5.4. Planning and presentation of public speeches

5.5. Challenges in public speaking skills.

Total: 60 Hrs

Practical / Assignments

- Assignment on the types of communication
- Presentation on any current topic

Course Outcome

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

- 1: Understand the importance of Communication in all aspects of social life.
- 2: Acquire the significant knowledge about developing skill in perceiving and interpretation.
- 3: Acquire an in-depth knowledge about the verbal and non-verbal communication.
- 4: Acquire basic understandings about the listening process and adapting communication.
- 5: Know the importance of Communication & Personal Identities.

TEXT BOOKS:

1. Agee K Warren, et al [1979] Introduction to Mass communication, Oxford and IBH Publishing Co., New Delhi.

REFERENCE BOOKS:

1. Wood, Julia T. (2014), 7th Edition. Communication Mosaics: An Introduction to the Field of Communication. USA: Thomson-Wadsworth.
2. Denis McQuail: McQuail's Mass Communication Theory, London/New Delhi: Sage, 2015.

Website:

1. <https://open.lib.umn.edu/businesscommunication/chapter/1-2-what-is-communication/>
2. <https://www.communicationstudies.com/communication-theories>

Web Sources:

1. <https://www.youtube.com/watch?v=akfatVK5h3Y>
2. <https://prezi.com/c0yyuy096ogj/models-of-communication/>

Course Objective:

1. This subject discusses a range of literature which explores the importance of the visual to contemporary societies
2. This subject offers a broad analytical framework for understanding how images have social effects.
3. To understand the visual perception in media context
4. To develop criteria for a critical approach to visual materials.
5. To learn the symbolic representation of media signs and codes

Detailed course

Unit: I **12**

- 1.1 The six perceptions of visual message
- 1.2 Personal, Historical, Technical, Ethical, Cultural Critical perspectives.
- 1.3 Semiotic Analysis – Aspects of sign and symbols.
- 1.4 Syntagmatic analysis – Paradigmatic analysis
- 1.5 Metaphor and metonymy – codes – semiology of the television medium.

Unit: II **12**

- 2.1 Basic concepts of Marxist social Analysis
- 2.2 Class nature of media - Marxist approach to media
- 2.3 Althusser's Ideology - Base and super structure-
- 2.4 Materialism - False consciousness and ideology
- 2.4 Class conflict – Hegemony

Unit: III **12**

- 3.1 The sign and the meaning making processes.
- 3.2 Aspects of sign and codes, referent systems and mythologies
- 3.3 Audience and Interpretation.
- 3.4 Post Modernism and visual analysis.

3.5 Application of visual analysis tools to different media texts.

Unit: IV

12

4.1 Psychological and visuality. Subjectivity

4.2 Phallogentrism. Voyeurism. Lantanian gazes: other ways of seeing

4.3 Laura Mulvey and visual pleasure, The castration complex

4.4 Oedipus complex – id, ego, superego

4.5 Psychoanalytic Criticism

Unit: V

12

5.1 Advertising code – commercials and anxiety

5.2 Uses and gratification – content analysis-

5.3 Feminist approaches to visuals.

5.4 Women and representation.

5.5 Stereotyping. Gender discrimination.

Total 60 Hrs

Practical / Assignments

- Assignment on the Visual perception/Psychological analysis
- Presentation of seminar on any current topic

Course Outcome

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

1. Respond verbally and in writing to questions regarding history, design and significance.
2. Knowing the visual texts approach made in terms with Marxist ideologies.
3. Visually recognize the psychology of human characteristics in terms of social subjectivity.
4. Apply critical thinking in visual media in connection with feminism and its approach in the medium.
5. Understanding the postmodern and postcolonial visual text approaches.

TEXT BOOKS:

1. Art and Visual Perception, Rudolf Arnheim. University of California Press;2010
2. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition,2010

Total: 60 Hrs

REFERENCE BOOKS:

1. Gillan Rose, Visual Methodologies, Sage Publications, London 2001
2. Berger Asa, Media Analyzing Techniques, Sage Publications, New York 1998
3. Berger J., Ways of Seeing, B B C, London 1972
4. Butler J., Gender Trouble, Rutledge, London 1990

Websites:

1. <https://www.simplypsychology.org/perception-theories.html>
2. <https://www.arch.chula.ac.th/journal/files/article/lJjpgMx2iiSun103202.pdf>

Websites:

1. https://www.academia.edu/23095101/The_Handbook_of_Visual_Analysis_Visual_Meaning_a_Social_Semiotic_Approach
2. <https://www.cns.nyu.edu/~eero/imrep-course/>
3. <https://www.slideshare.net/virtuinstitute/lecture-3-visual-communication-theories>

UNDERSTANDING FILM SEMIOTICS

4 0 0 4

Course Objectives:

1. Acquire the significant knowledge about Language and grammar.
2. Understand the importance of Semiotics and Representation
3. Acquire an in-depth knowledge about the film Semiotics and its types
4. To inculcate the knowledge of film content analysis and making- (Practical)
5. Gain knowledge about Poster's semiotic analysis and Genre analysis (practical)

Detailed Course

Unit:I

12

- 1.1 Development of film technology
- 1.2 Film language-Micro and macro elements
- 1.3 Shots, movements, angles, and its significance
- 1.4 Film narrative structures
- 1.5 Screenplay writing-double column format

Unit:II

12

- 2.1 History of Semiosis and semiotic study
- 2.2 Types of signs and symbols
- 2.3 Syntactic and pragmatic signs and symbols
- 2.4 Structure of signs
- 2.5 Denotative and connotative meaning

Unit:III

12

- 3.1 Understanding film semiotics
- 3.2 Various types of film semiotics
- 3.3 Symbolicity of cultural codes and connotative code
- 3.4 Semiotics of camera movements and angles
- 3.5 Montage techniques and semiotics of film editing and sound

Unit:IV

12

- 4.1 Film theory- form, functions, and film analysis
- 4.2 Marxist theory and its influence on film making
- 4.3 Auteur theory and Auteur directors
- 4.4 Feminism and Psychoanalytic theory (Practical content analysis)
- 4.5 Short film direction (practical)

Unit:V

12

- 5.1 Film semiotic analysis
- 5.2 Semiotics of postmodern cinema
- 5.3 Classical movies and its semiotic analysis
- 5.4 Poster analysis based on semiotics (practical)
- 5.5 Film genre (film analysis based on contents-practical)

Total: 60 Hrs

Practical / Assignments

- Poster analysis based on semiotics. The students should submit reviews based on semiotics (Ten cinema posters should be analyzed and submitted)
- Students should submit a semiotic analysis of a film based on the Genre, movement of camera, editing, and sound.
- Students should submit a shooting script and project (20 to 40 minutes duration-short films)

Course outcome:

1. Students will learn about the technology, elements, and screenplay writing
2. Students will understand the semiotics, types, signs and its structure
3. Students will learn and understand the film semiotics and its types
4. Students will get the knowledge of film theories and content analysis
5. Students will get the practical knowledge about the film script writing, semiotic analysis etc.

TEXT BOOKS:

1. Metz, Christian. Film Language: A Semiotics of the Cinema. Chicago: University of Chicago Press, 1990.
2. Mitry, Jean and Christopher King. The Semiotics and the Analysis of Film. Indiana University Press, 2000.

REFERENCE BOOKS:

1. Dyer, Richard. Seven. London: BFI, 1999.
2. Metz, Christian "Some Points in the Semiotics of the Cinema." In Film Theory and Criticism. 5th ed. Leo Brady and Marshall Cohen (eds).NY & Oxford: Oxford University Press, 1999.
3. Bazin,Andre. What is Cinema? Foreword by Francois Truffaut.Berkeley: University of California Press, 2005.
4. Boggs, Joseph M. & Petrie, Dennis W. The Art of Watching Films. 7th ed. NY: McGraw-Hill, 2008.
5. Etherington-Wright, Christine & Doughty, Ruth. Understanding Film Theory. London: Palgrave, 2011.

Web site:

1. <https://sites.google.com/view/mscufs>

Web resources:

1. <https://www.slideshare.net/ASFC-Steph/film-studies-micro-elements>

Objective:

- 1 The objective of this course is to learn the techniques of graphical arts through multimedia tools
- 2 To learn effective utilization of graphic tools to create projects.
- 3 Students will know the process of using the multimedia tools for various digital outputs like logo designs, posters, web pages, web Ads and digital art.

Unit: I**6**

- 1.1 Introduction of Graphics design software
- 1.2 Interface of software,
- 1.3 Dynamic Design Tools, Digital Designing works, Front, page design,
- 1.4 Making Clipart
- 1.5 Tracing techniques.

Unit: II**6**

- 2.1 Logo Making, Business cards
- 2.2 Designing Banners and posters.
- 2.3 Using shapes and lines to complete digital works
- 2.4 Digital Painting
- 2.5 Vector Design

Unit: III**6**

- 3.1 Vector Art Design principles
- 3.2 Flier Design, Working with Text
- 3.3 Colour and Graphics and Layout
- 3.4 Handling Page Elements, Multiple Pages
- 3.5 Typography for any digital work like brochures, Pamphlets etc...

Unit: IV**6**

- 4.1 Creating cartoonic characters
- 4.2 Working with colour and shades
- 4.3 Charater preparation to animate
- 4.4 Image compositing , print ads making
- 4.5 Title Design, Graphic Filters.

Unit: V**6**

- 5.1 Creating booklets, magazine, catalog and prospectus
- 5.2 Using photo placing and page alignment, page setting and wrapper design.
- 5.3 Working with text formats and effects
- 5.4 Creating digital content and design
- 5.5 Page setting for printing . color processing and printing process.

Total: 30 Hrs

Practical / Assignments

1. Creating assignments on designing for print and web
2. Making digital design portfolio

Course Outcome

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

- 1 Have a better understanding of the Designing software and feel more confident with approaching the programmes and building up further knowledge.
- 2 Create print ads, digital art, matte painting, web design, pattern design and photo manipulation.
- 3 Understanding the elements of design, principles of design and Aesthetics of design.
- 4 Understand the dynamics of composition and colour and the technical issues surrounding print and web distribution.
- 5 Understand the range of image file formats.

TEXT BOOKS:

1. [Philip B. Meggs](#), [Alston W. Purvis](#), Meggs' "History of Graphic Design", 5th Edition November 2011.
2. James D. Foley, Andries van Dam, "Computer Graphics: Principles and Practice in C" Publisher: *Addison, Wesley* Professional (2nd Edition) 2nd Edition 1982.

REFERENCE BOOKS:

1. Kelly McCathran and video2brain, : Learn by Video": Core Training in Visual Communication by (Jun 18, 2012)
2. Peter Lourekas and Elaine Weinmann , "Visual QuickStart " A Guide, Aug 18, 2012

WEB SOURCE:

1. <http://www.visual-arts-cork.com/graphic-art.htm>
2. <https://99designs.com/blog/tips/types-of-graphic-design/>

TELEVISION PRODUCTION

4 0 0 4

Course Objective:

1. Gain In-depth knowledge in Pre-production methods through script writing and Storyboard of a Fiction film
2. Students will learn how to create a quality audio & video work using current and evolving Technologies.
3. Students will understand the post production process and visual effects.
4. Students will learn to produce non-fiction documentary films on any socially relevant topic.
5. Deeper understanding various types of documentaries and the narrative technique

Detailed course

Unit I

12

- 1.1 Introduction of visualization
- 1.2 Understanding TV Medium - Different approaches to visualization
- 1.3 TV, Films, and Ad films - TV Production: ENG, EFA
- 1.4 Television Crew: an overview of direction
- 1.5 Art Direction, Floor Management: indoor & outdoor, production management

Unit II

12

- 2.1 Creative writing – Principles, Script Formats, Script writing techniques – Types of script
- 2.2 Planning of Story, Story Board - Screen Play, dialogue writing,
- 2.3 Sets & Design, Research. Locations: In-door, set, on-sights Sets, - Difference between factual and fictional programmes
- 2.4 Programme formats – wildlife films, informative films, nature films, short films, children films/ emotions, climax – Video training materials, manuals

- The student should submit a script and a short film (20 minutes minimum).
- The student should submit a script and a nonfiction program TV program. (minimum 20 minutes to maximum 40 minutes)
- The student should submit the short film and a documentary nonfiction project to a college or state level competition and film festivals to understand the procedures

Course Outcome

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

1. Know about the difference between the TV medium and Film medium.
2. Acquire the significant knowledge about the various types of video formats and television production methods.
3. Understand the grammar of studio production and the key roles of production team.
4. Understand the Production & Post production process in detail.
5. Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

Total 60 Hours

TEXT BOOKS:

1. Herbert zettl, “The television production handbook”, Cengage publisher, edition 2011.
2. Patricia Holland, “The television handbook”, Routledge publisher, edition 2015.

REFERENCE BOOKS:

- 1.G.H. Millerson, “Effective TV Production”, Focal Press publisher, Edition 1993.
2. P. Javis, “Shooting on location”, BBC Television Training, Borchamwood, Edition 2004.

Website: <https://sites.google.com/view/tvpttheory>

Web resources: <https://www.slideshare.net/aryan2abhishek/tv-production-23699479>

MASS COMMUNICATION THEORIES

4 0 0 4

Course Objective:

1. To introduce the major communication theories and their histories
2. To understand the discipline of communication
3. To understand the histories of major communication theories
4. To impart basic knowledge about interpersonal, group, and mass communication
5. To apply the theories in everyday life

Detailed Course

Unit: I

12

- 1.1 Systems perspective
- 1.2 Positive and negative synergy
- 1.3 Politeness theory
- 1.4 Interdependence
- 1.5 Social exchange theory

Unit: II

12

- 2.1 Hypodermic needle theory
- 2.2 Limited effect theory
- 2.3 Cultivation theory
- 2.4 Agenda Setting
- 2.5 Framing theory

2.6 Spiral of Silence Theory

2.7 Press Theory

Unit: III

12

3.1 Intercultural communication skills

3.2 Cultural convergence

3.3 Communication accommodation theory

3.4 Intercultural adaption

3.5 Co-cultural theory

3.6 Acculturation and adjustment -

Unit: IV

12

4.1 Feminist theory

4.2 Post-modern and Post-structural theory

4.3 Standpoint theory

4.4 Intersectionality

4.5 Literary theory

4.6 Queer theory

4.7 Postcolonial theory

4.8 Psychoanalysis

4.9 Genderlect

Unit: V

12

5.1 Culture as a social comfort

5.2 Practices, Beliefs, and Behaviours of a society

5.3 Communication Accommodation

5.4 Standpoint Theory

5.5 Muted Group Theory

5.6 Conflict theory

Total: 60 Hrs

Practical / Assignments

Study communication theories and examine how each can affect your life. Concentrate on one or two theories that seem to focus on the main problems in your life and read the theory in greater depth and submit a report on it.

Course outcome:

1. Students will learn about the theoretical concepts in different areas of the field
2. Students will understand the communication theories
3. Students will learn the emergence of modern media theory
4. Students will get the knowledge about critical concepts and develop research in the discipline
5. Students will get the knowledge about media, communication and culture

TEXT BOOKS:

1. Keval J Kumar, "Mass Communication in India", Jaico Publishing House, Fourth Edition 2017

REFERENCE BOOKS:

- 1.. Dr. Seema Hasan, "Introduction to Mass Communication", CBS Publishers, Second Edition, 2013
2. Denis McQuail: McQuail's Mass Communication Theory, London/New Delhi: Sage, 2007

Website:

- <https://open.lib.umn.edu/businesscommunication/chapter/1-2-what-is-communication/>
- <https://www.communicationstudies.com/communication-theories>

Web Sources:

- <https://www.youtube.com/watch?v=akfatVK5h3Y>
- <https://prezi.com/c0yyuy096ogj/models-of-communication/>

ADVERTISING MANAGEMENT

4 0 0 4

Course Objectives:

1. To know about the basics of advertising through historical perspective.
2. To know about the importance of market segmentation.
3. To understand the creative aspects of advertising.
4. To implement the media strategy through brand management.
5. To know the legal and ethical issues in advertising.

Detailed Course

UNIT 1:

12

- 1.1. History of Advertising
- 1.2. Indian and Global scenario of advertising.
- 1.3. Types of advertising.
- 1.4. Structure and Functioning of an Ad Agency.
- 1.5. Advertiser –Agency Relationship.

UNIT II: 12

- 2.1. Audience Analysis
- 2.2. Market Segmentation
- 2.3. Intercultural and International Advertising
- 2.4. Global Advertising trends
- 2.5. Media Economics and Market status.

UNIT III: 12

- 3.1. Creative Aspects of Advertising
- 3.2. Vertical and Lateral thinking.
- 3.3. Creative Aspects in Print and Electronic Media
- 3.4. Print and electronic advertisement production.
- 3.5. Creative print advertisement.

UNIT IV: 12

- 4.1. Media Strategy and Planning.
- 4.2. Brand Management and Marketing mix
- 4.3. Sales Promotion
- 4.4. Guerilla Marketing.
- 4.5. Social Media Marketing

UNIT V: 12

- 5.1. Social Issues in Advertising.
- 5.2. Political Advertising Dynamics
- 5.3 Creating an Advertising campaigns
- 5.4. Campaign Strategies

5.5 Ethical and legal issues in advertising.

Total: 60 Hrs

Practical / Assignments

- The students will create an advertisement for their product.
- Assignment on the case studies of successful brands.

COURSE OUTCOMES:

- 1: Increase students understanding of the advertising process.
- 2: To help students identify, understand, and apply integrated brand promotion
- 3: To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.
- 4: To help students identify, understand, and apply integrated marketing communication
- 5: To learn the skill of copywriting

TEXT BOOKS:

1. David Ogilvy, “Ogilvy on Advertising Fundamentals of Advertising”, Otto Kleppner & Prentice Hall, New Jersey, Vintage; 1st Vintage Books ed edition, 2007

REFERENCE BOOKS:

1. Contemporary Advertising by William F. Arens-McGraw-Hill Irwin publications-8 th Edition.
2. Winston Fletcher, “Advertising: A Very Short Introduction “Second Edition, Oxford University Press, 2013

WEB SOURCE:

1. <https://www.youtube.com/watch?v=RLmW6GRbEE8>
2. <https://www.youtube.com/watch?v=exNluZ0Z26Q>
3. <https://www.youtube.com/watch?v=gTx19PHXLoA>
- 4.. <https://www.youtube.com/watch?v=EAUWNVdqLQY>

GRAPHICAL ARTS – II

0 0 4 2

Course Objective:

1. The objective of this course is to learn the techniques of interior design & decor, animation
2. To develop TV graphics, set design and 3D presentations.
3. This course will give basic knowledge on Modeling, Texturing,
4. Will expose to learn Lighting, Rendering, Tracking
5. To gain knowledge on 2D and 3D compositing, Rotoscopy etc.

Unit: I

6

- 1.1 Introduction to 3D software and interfaces
- 1.2 Polygon model , nurbs model
- 1.3 Inorganic model and Organic Model
- 1.4 Texturing – Creating Bump and reflection maps from bitmap
- 1.5 Material preparation – UV unwrapping

Unit: II

6

- 2.1 Basics of character animation,
- 2.2 Title animation, Experiment on Principle of animation
- 2.3 Logo Formation
- 2.4 Concept of key frames
- 2.5 Particle of animation in dynamics and Cloth Stimulations.

Unit: III **6**

- 3.1 3D Lights:- Ambient, spot , Point , direction
- 3.2 Sky light in Photometric and Standard systems
- 3.3 Shadow pass and reflection pass - 3d Rendering
- 3.4 Adding a Camera-Using Multiple Viewports to Position the Camera
- 3.5 Rendering Still Images- Animating the Camera Movement.

Unit: IV **6**

- 4.1 Rotoscopy – green matte removal
- 4.2 Matte extraction- 2d tracking
- 4.3 2d Title animation, video manipulation,
- 4.4 colour correction and colour grading
- 4.5 Wire removal and image composition.

Unit: V **6**

- 5.1 Importing 3D Rendered Footage placing
- 5.2 Adding multiple pass – Depth map
- 5.3 Working 3D camera in compositing – 3D Tracking
- 5.4 Adding filter to the text and logo animation- particle and emitter in compositing software
- 5.5 Colour matching – Exporting video output formats.

Total: 30 Hrs

Practical / Assignments

- The students will create Text animation and logo animation
- Creating a complete project using important tools and techniques

Course Outcome

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

1. Understand the making of 3D modeling and texture
2. Gain knowledge about the dynamics and simulation.
3. Have complete knowledge about the lighting and camera techniques

4. Learn skills to work 2D Compositing
5. Understand about 3D compositing and effects

TEXT BOOKS:

1. Kelly L. Murdock – “Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide”, Perfect Paperback – 8 Oct 2014.
2. Kelly L. Murdock – “Autodesk Maya Basics Guide 2015”, 21 November 2014
3. Randi L. Derakhshani (Author), Dariush Derakhshani (Author) “Autodesk 3ds Max 2015 Essentials” Autodesk Official Press 1st Edition – 2015.

REFERENCE BOOKS:

1. Matt Chandler “3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback” – Import, 1 Mar 2014.
2. Dariush Derakhshani “Introducing Autodesk Maya 2016” , Autodesk Official Press Jul 27, 2015.
3. Todd Palamar “Mastering Autodesk Maya 2016” , Autodesk Official Press 1st Edition.

WEB SOURCE:

1. <https://webneel.com/graphic-art>
2. <https://www.rasmussen.edu/degrees/design/blog/what-is-graphic-design/>
3. <https://www.youtube.com/watch?v=YqQx75OPRa0>

TELEVISION PRODUCTION PRACTICAL

0 0 4 2

Course Objective:

1. Students will learn how to create a quality audio & video work
2. Develops skill using current and evolving technologies while learning the production process for television, film and online content.
3. To describe and analyze elements in the production process and apply the fundamental concepts of production in television and film to complete a media project.

PRACTICAL - TELEVISION PRODUCTION

1. Handle camera and tripod
2. Framing

3. Composition-Rule of third
4. Standard Shot & Camera Angle
5. Camera Movements
6. Multi Camera Setup
7. Understanding Lighting Equipments
8. Practicing Lighting Techniques
9. Formats of T.V Program-Interview
10. Formats of T.V Program-Talk show

Record Work:

Students have to produce the following exercises under the supervision of a staff member.

1. PSA Film (Maximum 3 mins) OR Commercial Ad. Film (Maximum 60 to 90 secs.)
2. Short Film (Maximum 15 mins)

(The Students have to submit the above exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Total: 30 Hrs

Course Outcome:

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

1. Knowing the importance of choosing a social issue for public service advertisement and a concept planning for a commercial brand and the creative planning for the marketing execution.
2. The importance of field research in collecting the proper information about the selected social issue and the plan of awareness creation method.
3. Gain In-depth knowledge in Pre production methods through script writing, Storyboard and Art direction.
4. Training the skill in recording the raw elements in shooting and knowing the technological advancement in recording instruments.
5. Knowing the trends and methods of marketing and distribution through advertising our final product

TEXT BOOKS:

1. Herbert Zettl, “The Television Production Handbook”, Cengage Publisher, Edition 2011.
2. Patricia Holland, “The Television Handbook”, Routledge publisher, Edition 1997.

REFERENCE BOOKS:

1. Millerson, G. H, “Effective TV Production, Focal Press Publisher, Edition 2013.
2. P. Javis, “Shooting on Location”, BBC Television Training, Borchamwood, 1986.

Website: <https://sites.google.com/view/tvpththeory>

Web resources: <https://www.slideshare.net/aryan2abhishek/tv-production-23699479>

INTERNSHIP**0 0 4 2****Course Objective**

1. To help student get exposed to actual situations and functioning of the media industry and experience reality.
2. To expose and experience live media projects
3. Understand the industry needs and techniques
4. Develop the industrial skill to become an entrepreneur

5. Gain the career oriented skill to meet the industry standard

Methodology:

The student will be attached to the media industry for a period of 30 days during the second semester vacation on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. He / she should submit the Report along with the certificate in bounded form. Report Evaluation and Viva-voce in the third semester will complete the process.

Total 30 Hours

Course Outcome:

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

1. Giving an opportunity to explore various career possibilities in Visual communication.
2. Opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, teamwork, responsibility, and initiative.
3. Will help to develop practical skills in a real-world context.
4. Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.
5. Providing a learning experience for the student, and can lead to entry level job opportunities within the company.

Course Objective:

- 1.To understand the fundamentals of the freedom of the press.
2. To gain knowledge about the history of Indian Press.
3. To have complete knowledge about reporting based on civil and criminal laws.
4. To know the Broadcasting and Advertising codes.
5. To understand the functions of Media Council.

Detailed Course

UNIT I **12**

- 1.1 Fundamental Rights
- 1.2 Freedom of Speech
- 1.3 Freedom of Expression
- 1.4 Provisions of Declaring Emergency and their Effects on Media.
- 1.5 Censorship in media.

UNIT II **12**

- 2.1 Specified Press Laws
- 2.2 History of Press Laws in India
- 2.3 Contempt of Courts Act 1971
- 2.4 Crime Against Women and Children
- 2.5 Laws Dealing with Obscenity
- 2.6 Official Secrets Act, 1923

UNIT III **12**

- 3.1 Press commissions
- 3.2 Press council
- 3.3 Chanda committee
- 3.4 Varghese committee
- 3.5 Joshi committee
- 3.6 Mac Bride Commission

UNIT IV **12**

- 4.1 ASCI code of ethics for advertising
- 4.2 DAVP'S code of advertising
- 4.3 IPRA code of ethics for PR practitioners
- 4.4 Code of ethics by editor's guild of
- 4.5 Indian Code of conduct for journalists
- 4.6 Broadcasting and Advertising codes

UNIT V

12

- 5.1 Press and Registration of Books Act, 1867.
- 5.2 Working Journalists
- 5.3 Cinematograph Act, 1953
- 5.4 Prasar Bharati Act
- 5.5 Intellectual Property Right
- 5.6 Cyber Laws

Total: 60 Hrs

Practical / Assignments

Take 25 newspaper of a firm. Take a piece of paper and a pencil. List down the headlines of all the news items in the front page. Try to analyse all the words which have been used in the headlines. You may use the space given below. Are they giving a tilt in favour of the Government? In favour of the opposition? Or are they neutral?

Course outcome:

1. Students will learn about the fundamentals of the freedom of the press.
2. Students will understand the about the history of Indian Press.
3. Students will learn about reporting based on civil and criminal laws.
4. Students will get the knowledge about Broadcasting and Advertising codes.
5. Students will get the knowledge about media, communication and culture

TEXT BOOKS:

1. Basu, Introduction to Indian Constitution, Prentice Hall of India, 2013.

3. Hameling, Cess (2001). Ethics of Cyber-space, Sage Publications, 2001

REFERENCE BOOKS:

1. Basu, Laws of the Press in India, Prentice Hall of India, 2003.

2. Leslie, 'Mass Communication Ethics, Thomson Learning, 2000'.

Websites:

1.<https://www.imediaethics.org>

2.<https://lint.springer.com>

Websource:

1.<https://www.slideshare.net>

2.<https://www.ethics.journalism.wisc.edu>

PUBLIC RELATION

4 0 0 4

Course Objectives:

1. To make the students aware of the role and scope of Public Relation in media industry.
2. To understand the evolution of Corporate Communication and its expanded role in organizational and marketing.
3. To know the tools of PR and evaluation process.
4. To know the importance of print media in PR.
5. To know the PR laws in India.

Detailed Course

UNIT I

12

- 1.1. Introduction to Public Relations.
- 1.2. Basic elements of PR
- 1.3. History of PR and emergence of corporate communication.
- 1.4. PR in Indian scenario
- 1.5. The pioneers of PR.

UNIT II

12

- 2.1. Theoretical underpinnings in PR.
- 2.2. JM Grunig's model of symmetrical PR.
- 2.3. The Development of Indian PR.
- 2.4. Sales Promotion and Advertising.

2.5. PR and Corporate Marketing Services.

UNIT III 12

- 3.1. The PR Process and Media selection
- 3.2. Tools of PR and media relations
- 3.3. Public opinion – meaning and definition
- 3.4. Role of PR in opinion formation
- 3.5. Case studies in PR

UNIT IV 12

- 4.1. Defining Corporate Communication
- 4.2. Importance of Corporate Communication
- 4.3. Elements of a Corporate Communication
- 4.4. Importance of print media in Public Relations
- 4.5. Relative advantages and limitations of print media and Corporate Publications

UNIT V 12

- 5.1. Strategy for good media relations.
- 5.2. Traditional Media as a PR tool.
- 5.3. Role of traditional Media in rural India
- 5.4. Laws & Ethics in PR and Case Studies
- 5.5. Introduction to PR Awards.

Total 60 Hrs

Practical / Assignments

- The students will demo press conference
- Case study on corporate communication and crisis PR

Course Outcomes:

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

- 1: Understand the fundamentals of the public relations and communication
- 2: Gain knowledge about the history of media communication.
- 3: Have complete knowledge about press release and press meet.
- 4: Gain knowledge on corporate communication and crisis communication.
- 5: Understand the communication ethics and tools.

TEXT BOOKS:

1. CUTLIP SCOTT M. & CENTER ALLEN H. - Effective Public Relation (Prentice-Hall) 1982.
2. SAM - Practical Public Relations, Universal, 1994.
3. PARSONS, PATRICIA J: Ethics in public relations: A guide to best practice (London: Kogan Page, 2005).

REFERENCE BOOKS:

1. L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008).
2. JETHWANEY JAISHRI: Corporate Communication- Principles and Practice (OUP: New Delhi, 2010).

Websites:

1. <https://www.slideshare.net/marketeach/pr-lecture-1>

Websites:

1. <https://www.studocu.com/en-us/document/texas-tech-university/principles-of-public-relations/lecture-notes/principles-of-public-relations-lecture-notes-chapter-1/505895/view>
2. <https://2012books.lardbucket.org/pdfs/public-relations.pdf>

MEDIA RESEARCH METHODS

4 0 0 4

OBJECTIVE:

1. To enable students to understand theoretical concepts related to media as a form of communication.
2. To enable students to gain an analytical insight into research framework in Media and Communication.
3. To understand the mass communication research methods
4. To develop analytical and interpreting skills
5. To gain knowledge to report and write research articles

UNIT I

12

- 1.1 Nature & scope of Mass Communication Research
- 1.2 Selecting the Research Problem from a broader outline to a workable formulation
- 1.3 Elements of Synopsis and its importance in designing the research studies
- 1.4 Research and communication theories
- 1.5 Ethical perspectives of mass media research.

UNIT II

12

- 2.1 Review of Literature
- 2.2 Defining Research Problem
- 2.3 Research Objectives; Hypothesis
- 2.4 Theoretical frame work and Research Design

2.5 Types of Sampling, Probability & Non-Probability.

UNIT III

12

3.1 Research Elements, Variable: Meaning and Types of Variables

3.2 Measurement: Levels of Measurement (nominal, ordinal, interval and ratio); Reliability and

3.3 Validity of Measurements; Scales and Types of Scales

3.4 Data: Sources of Data - Primary and Secondary Data

3.5 Data Collection Tools: Observation, Questionnaires and Interview Schedule.

UNIT IV

12

4.1 Qualitative and Quantitative studies

4.2 Field observation technique-Focus Group Studies and Interviews

4.3 Descriptive and Analytical Surveys: Sampling and its importance,

4.4 Content Analysis: Selecting the sample, Selecting units of analysis, Coding the content

4.5 Data analysis and interpretation, Experimental Studies

UNIT V

12

5.1 Data processing; Coding & tabulation (Statistical tools)

5.2 Elementary understanding of statistical techniques of data analysis

5.3 Mechanics of Research Report Writing

5.4 Diagrammatic Presentation, Bibliography & Index, Errors

5.5 Precautions in Report Writing,

Total 60 Hours

Course Outcome

At the end of this course, the students will be able to –

1. Define and explain the process of media research.
2. Conduct media research by making use of any of the research methods.
3. Understand the types of research design.
4. Will be able to understand the methods of data collection.

5. Understand the statistical analysis tools and to write a research report.

Practical / Assignments

- The students will do research project by selecting topic
- Submitting dissertation

TEXT BOOKS

1. Berger, Arthur Berger, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publication, 2000, 2nd Edition.
2. Kumar, Ranjith, Research Methodology: A step by step guide for beginners, Sage Publication. 2001

REFERENCE BOOKS

1. Priest, Susanna Horning, Doing Media Research: An Introduction, Sage Publication, 2000, 2nd Edition.
2. Wimmer Roger and Dominick Joseph Mass Media Research: An Introduction, 9 th Edition , Cengage Learning 201.

Website:

1. <https://www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf>
2. <https://www.docsity.com/en/notes-on-media-research-the-world-of-media-jrn-108/6837180/>

Websources:

1. <https://www.studocu.com/en-ca/document/university-of-toronto/introduction-to-media-studies/lecture-notes/introduction-to-media-studies-lecture-notes-mdsa01h3/405872/view>

GRAPHICAL ARTS – III

0 0 4 2

Course Objective:

1. To learn the editing technique and practice of assembling shots into a coherent sequence.
2. Learn the skill to be professional editor.
3. To understand the compositing techniques
4. To create the special effects and digital composition
5. To understand the need of visual effects for the project

Unit: I

6

- 1.1 Understand the differences between managed and external media files
- 1.2 Create a camera archive, Media Import and the Finder
- 1.3 Apply keywords to clip and clip ranges, Search and filter clips by keywords
- 1.4 Create a project, Add and rearrange clips within a primary storyline
- 1.5 Create and edit in a connected storyline, Adjust audio levels, File formats.

Unit: II

6

- 2.1 Define and distinguish the two types of project duplication
- 2.2 Create and edit with an audition clip, trim
- 2.3 Adjust transform and compositing controls, Create compound clips
- 2.4 Create a bundle for multiple platforms, Understand the XML workflow, Integrate 2.5 Compressor export options
- 2.5 Create a chroma key, Understand the multi-cam workflow.

Unit: III**6**

- 3.1 Introduction to rotoscoping such as characters, vehicles, buildings etc.
- 3.2 Color correction, adding additional layers, dynamic effects etc.
- 3.3 Rotoscopy - digital compositing.
- 3.4 Luma key and Chroma key.
- 3.5 RGB channels and its uses-technique - fastest and most accurate way to extract an object.

Unit: IV**6**

- 4.1 Tracking the footage
- 4.2 Track the live footage in 2D and 3D
- 4.3 Track the camera in 2D and 3D layers for compositing.
- 4.4 Origins of 3D tracking technologies lie in the science of photogrammetric.
- 4.5 Composite various different layers into single image.

Unit: V**6**

- 5.1 Pipeline of stereoscopy
- 5.2 Four major departments such as Rotoscopy, Matte Extraction, Clean plate and Stereo conversion process.
- 5.3 Depth of colors
- 5.4 Various output formats with aspect ratio
- 5.5 Render for broad casting and filming (size differs).

Total: 30 Hrs**Practical / Assignments**

- The students will create 2D and 3D Compositing
- Creating a complete project using rotoscoping and keying techniques

Course Outcome

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

1. Understand the concepts of layer management in live footage.
2. Providing exposure on editing and developing new story/concept.
3. Understanding the importance of rotoscope and keying concepts in compositing work.
4. Understanding the camera concept and providing the same angle to the CG work.

5. Providing the complete knowledge of stereo concept and technology involved in this.

TEXT BOOKS:

1. Ron Ganbar, “Nuke 101: Professional Compositing and Visual Effects”, Peachpit Press; Second Edition, 2014
2. Steve Wright, “Compositing Visual Effects”, Focal Press; Second Edition, 2011

REFERENCE BOOKS:

3. FCP BiBle, 2018
4. Adobe Premier CC Bible 2019

WEB SOURCE:

1. https://en.wikipedia.org/wiki/Graphic_design
2. <https://99designs.com/blog/art-illustration/artists-and-graphic-designers/>

Course Objectives

1. Students will understand the role of traditional and modern media in development.
2. To learn the modernization for development
3. To understand the innovation of communication
4. To gain knowledge on development communication theory
5. To know the various paradigms of social and behaviour change communication.

UNIT I**12**

1.1 The Concept of Development Communication

1.2 Definitions of Development Communication

1.3 Defining development as a Goal, as a Process;

1.4 Key Concepts in Development: Self-reliance, Dependence, Cultural Identify, Decentralization, Participation, Modernization, Industrialisation,

1.5 Differences between developed and developing countries

UNIT II**12**

2.1 Roles of Development Communication and Goals of Development Communication.

2.2 Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

2.3 Dependency, alternative paradigm approaches

2.4 Participatory communication and empowerment communication

2.5 Development-support communication and its impacts on society.

UNIT III**12**

3.1 Communication for social change and communicators role

3.2 Using Folk forms for Social Change

- 3.3 Empowerment through Silver Screen - Social media and ICT for development.
- 3.4 Folk forms and 'alternative silver screen' for social change.
- 3.5 Role of media for development, Traditional media for development communication.

UNIT IV

12

- 4.1 Indian models of communication-Mahatma Jyotirao Phule's Model-Gandhian model of development
- 4.2 Dr. Babasaheb Ambedkar's models of development
- 4.3 Nehruian Model of Development
- 4.4 Indian Five-Year Planning Model of Development,
- 4.5 Niti Aayog's model of development.

UNIT V

12

- 5.1 Social Advertising - Historical perspective of advertising
- 5.2 Taxonomy of advertising - Designing messages for development
- 5.3 Case studies related to local community development plans of government organization.
- 5.4 Mass Media as a tool for development - Problems with the use of media for development
- 5.5 Role & performance record of each medium-Print, Radio, TV, traditional media

Total 60 Hrs

Practical / Assignments

- The students will develop communication model
- Present a seminar on any topic relevant to the subject

Course Outcome

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

1. Understand the paradigm shifts in development communication.
2. Have a clear idea understand the purpose behind creating science museums.
3. Get introduced to creation of science clubs.
4. Introduced to satellite-based initiatives for development.
5. Will have a clear idea about the role of media in development.

TEXTBOOKS:

1. Srinivas Melkote. Communication for Development in the Third World: Theory and Practice, Sage, 1991.

2. Jacob Srampickal and I. Arul Aram (Ed.). Understanding Development Communication, Media House, New Delhi, 2007.

REFERENCES:

1. S.R. Mehta. Communication and Development, Rawat Publications, 1992.
2. J.V. Vilanilam. Development Communication in Practice: Indian and the Millennium Development Goals (MDG), Sage, 2009.
3. Linje Manyozo. Media, Communication and Development: Three Approaches, Sage, New Delhi, 2012.
4. Gopal Bhargava. Mass Media and Public Issues, Isha, 2011. 5. K.P. Yadav. Encyclopedia of Mass Media and Development, Sarup & Sons, 2007.

Websites:

1. https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L4.pdf
2. <https://lecturenotes.in/subject/861/communication-theory-ct/note>

Websites:

1. <https://www.docsity.com/en/introduction-to-development-communication-development-communication-lecture-handout/171511/>

PROJECT

0 0 1 6 8

Course Objectives:

1. The main objective of Research Project is to inculcate research interest to the students
2. To give them an opportunity to explore research various research techniques in the field of communication studies
3. To conduct research under the guidance of a faculty member and submit a thesis.

I GUIDELINES FOR STUDENTS CHOOSING RESEARCH TOPIC:

The students will be allowed to choose a research topic of their choice under the supervision of a faculty members. The topics should be related communication / media studies. Inter-disciplinary studies are allowed only if there is a communication/ media element in the research topic.

II RESEARCH PROJECT REVIEWS:

The students should present before the review committee to finalise the topic,

First-review to present their aim, objectives, scope and need for the study.

Second-Review to present the review of literature and methodology.

Third- review to present their findings before the research review panel.

The review panel will be constituted by the Project Co-ordinator on the approval of the Head of the Department. The review committee consists of the Supervisor, subject expert and the Co-ordinator.

III FINAL VIVA-VOCE EXAMINATION AND THESIS SUBMISSION:

The final evaluation will be by the expert evaluation, where the students have to present their research findings through a presentation and also by submitting a thesis. The students have to follow VITAS guidelines for Thesis preparation. The students are encouraged to present their research findings in conferences or publish their work in national / international journal with the approval from their supervisor.

Total Hrs: 90 Hrs

COURSE OUTCOMES

At the end of the semester the students

1. Will understand the importance of communication research.
2. Employ research techniques and tools to emphasize good research.
3. Gain confidence in working on a contemporary research area independently under a guidance.
4. Develop analytical and interpreting skills
5. Gain knowledge in reporting and writing skill.

Syllabus

Discipline Specific Elective Courses

Course Objective:

1. To develop the skills required of an animation art direction
2. Develop skill on basic drawing, as well as work in digital media
3. Gain indepth knowledge on interactive design and perspective drawing.
4. Students learn anatomy study, environment study and cartoon character study.
5. It emphasizes on creativity, execution, teamwork and project management skills.

Unit: I**12**

- 1.1 Free hand practice, lines, ovals, rounds, curves, geometrical forms & shapes
- 1.2 Shading techniques, types of shading, light & shadow
- 1.3 Direction of light & shadow
- 1.4 Still Life, composing, sketching
- 1.5 Creating texture, wood, rusted leaf, skin, cloth, stone, sand, tactile texture

Unit: II**12**

- 2.1 Introduction of Perspective
- 2.2 Perspective terminology , Horizon line / eye level, orthogonal line, Ground line, Picture plane
- 2.3 Types of perspective views, Aerial perspective vs. Linear perspectives,
- 2.4 Types of linear perspective, One point perspective,
- 2.5 Two point perspective, Three point perspective, Bird's view, Worm's view

Unit: III**12**

- 3.1 Line of Action, Balance (different possess),
- 3.2 Stick figure male & female with measurement,
- 3.3 Stick figure with cylindrical form /volume sketch, Front vs. side with measurement
- 3.4 Quick sketches, Study form live, Foreshortening, Overlapping
- 3.5 Balance – Hand study, Feet study.

Unit: IV**12**

- 4.1 Cartooning, Head types
- 4.2 Cartoon eyes, Cartoon noses, Cartoon mouths, Cartoon ears, Hands and feet
- 4.3 Body types and proportions,
- 4.4 Developing a cartoon character out of an object
- 4.5 Various action poses of a cartoon character.

Unit: V**12**

- 5.1 2D background design
- 5.2 Landscape, cityscape and seascape
- 5.3 Colorful Background design
- 5.4 Layer alignment
- 5.5 Creating shots for scene, Storyboard

Total: 60 Hrs

Practical / Assignments

- Students will write a history of animation art design
- Students will have to prepare a different characters
- Students will prepare a model in given topic

Course Outcome

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

1. Gain knowledge about production design - its history and evolution along with its technology.
2. Have a very good knowledge of Ground Plan Drawing.
3. Have detailed understanding of model making.
4. Have a thorough knowledge of Creating Set Design.
5. Acquire knowledge of the technique and procedure in Story Board.

TEXT BOOKS:

1. Bert Dodson, “Keys to drawing”, Published by North Light Books Fw Media, Reprint edition 2013
2. Ron Tiner, “Drawing from Your Imagination”, David & Charles Publications, 2008.

REFERENCE BOOKS:

1. Bob Godfery and Anna Jackson The Do It, Yourself Film Animation Book, , BBC Publications, Edition I, 1974
2. Thomas, Frank and Johnston, “Disney Animation: The Illusion of Life”, Ollie Abbeville Publications, 1997

Website

1. <https://alistapart.com>
2. <https://www.smashingmagazine.com>

Web sources

1. <https://www.princetonreview.com/careers/215/web-art-director>
2. <https://www.indiefolio.com/project/5b67e22ac143d/material-design-stationery-design>

Objective:

1. This course will focus on storyboarding and developing ideas
2. Students will expand their own cinematic drawing techniques
3. Live-action and animated films and professional storyboards will be analyzed in class.
4. Students will develop their personal style storyboarding
5. Students will learn storyboarding techniques, terminology

Detailed Course**UNIT I****12**

- 1.1 Introduction to storyboarding
- 1.2 Preproduction process
- 1.3 Basic of Storyboards
- 1.4 Screenplay and picturing
- 1.5 Shots and storyboard panels

UNIT II**12**

- 2.1 Types of layouts
- 2.2 Concept and story developing
- 2.3 Idea, script Foreground, Middle Ground and Background
- 2.4 Developing Drawing Skills
- 2.5 Study of Classic Film Examples

UNIT III**12**

- 3.1 Shot types
- 3.2 Posing and staging
- 3.3 Camera movements
- 3.4 Camera Angles
- 3.5 Different perspectives

UNIT IV**12**

- 4.1 Cartoon storyboards
- 4.2 Color storyboard
- 4.3 Fantasy story board
- 4.4 Graphic novel storyboard

4.5 Manga storyboards

UNIT V

12

5.1 Book illustration storyboards

5.2 Front page story boards

5.3 picture book storyboard

5.4 storyboards for poems

5.5 Advertising storyboard

Practical / Assignments

- Students Will Have to Submit Storyboard Record Book
- Assignments - storyboard artist history

Total: 60 Hrs

COURSE OUTCOME

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

1. Have a very good knowledge of planning processes of visual storytelling.
2. Gain knowledge about Types of lay outs, concept and story developing idea, types and concepts.
3. Have detailed understanding of, posing, staging and camera move, Shot and camera angle
4. Create cartoon work, graphic novel style.
5. Create book illustration in different style and technique.

TEXT BOOKS:

1. Wendy tumminello, “Exploring Storyboarding (Design Exploration Series)”, Delmar Cengage Learning, 1st Edition, 2004
2. John Hart, “The Art of the Storyboard A Filmmaker’s Introduction”, Focal Press; 2 edition 2013

REFERENCE BOOKS:

1. Giuseppe Cristiano “ Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising” Michael Wiese Productions, 2012

WEB SOURCE:

1. <https://webneel.com/graphic-art>
2. <https://www.rasmussen.edu/degrees/design/blog/what-is-graphic-design/>

3. <https://www.youtube.com/watch?v=YqQx75OPRa0>

DSE

DIRECTING THE ACTOR

0 2 4 4

Course Objectives:

1. Acquire the significant knowledge about method acting and styles.
2. Understand the importance of direction and practice
3. Acquire an in-depth knowledge about the film direction and acting
4. To inculcate the knowledge of film content analysis and character analysis- (Practical)
5. Gain knowledge about acting and improvisation (practical)

Detailed Course

Unit:I

12

- 1.6 Understanding film medium
- 1.7 Human behaviour and character
- 1.8 Psychology behind the characterization
- 1.9 Acting styles and methods
- 1.10 Stanislavski's method acting

Unit:II

12

- 2.1 Principles of film direction
- 2.2 Writing dialogues and its importance in direction
- 2.3 Body language and gestures
- 2.4 Expressions and emotional reactions
- 2.5 Directing a character

Unit:III

12

- 3.1 Understanding personality
- 3.2 Adapting acting style
- 3.3 Handling the actor

- 3.4 Mannerisms and creating impersonated characters
- 3.5 Stardom and its importance

Unit:IV

12

- 4.1 Film and its content analysis
- 4.2 Psychoanalysis of the film characters
- 4.3 Analyzing the character transformation
- 4.4 Character arc and its importance
- 4.5 Character analysis (practical)

Unit:V

12

- 5.1 Developing the characters –antagonist and protagonist
- 5.2 Writing dialogues and its importance in direction
- 5.3 Practice of dialogues in acting
- 5.4 Applying acting methods and performing in front of the camera (practical)
- 5.5 Understanding the actor’s capability and developing the acting skills (Practical)

Total: 60 Hrs

Practical

- Students should submit a content analysis of ten movies based on the aesthetic and technicality.
- Students should submit a project and script (Different acting styles -20 to 40 minutes duration)

Course outcome:

1. Students will learn about the demands of the character in any style and dramatic medium.
2. Students will understand the professional acting, casting, and production
3. Will gain knowledge on mime, acting, method acting, and characterization.
4. Will be able to distinguish between formal elements of the Characterization and do Psychoanalysis

5. Will be able to develop their own character which implies an actor to perform

TEXT BOOKS:

1. Judith Weston “Directing Actor”, Published by Michael Wiese Productions - April 2014
2. Leonre Dekoven, “Changing Direction - A Practical Approach to Directing Actors in Film and Theater” Published by Focal Press – 2006

REFERENCE BOOKS:

1. D. Tucker, ”A Procedure for Directing the Actor, Singer by Lois”,Published Published by Virginia Commonwealth University, Department of Theatre (1984), Reprint 2013.
2. Charlton Heston, “Directing the Actor”, Published by American Film Institute (1976).

Web site:

<https://sites.google.com/view/mscda>

Web resources:

<https://www.slideshare.net/garrets/chapter-8-25540274>

<https://www.slideshare.net/dfdevlin/acting-76379281>

Objective:

1. To make students to experience the art of photography.
2. Photography record should contain at least 3 Photographs under each exercise.
3. Each exercise should include all the necessary details (colour, exposure time, lens type etc.).
4. Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Detailed course

Unit: I	12
1.1 This unit provides the students to explore various Landscape	
1.2 Monumental Photography	
1.3 Seascape	
1.4 Macro and Micro	
1.5 Wild life	
Unit: II	12
2.1 Photo journalism.	
2.2 Photo Feature stories	
2.3 Social Issues like Environmental, National Integration, Road Safety Etc...	
2.4 Photographers as Social documentaries	
2.5 Scientific Application	
Unit: III	12
3.1 Fashion photography	
3.2 Product Photography	
3.3 Industrial Photography	
3.4 Event Photography	
3.5 Outdoor and indoor techniques	
Unit: IV	12
4.1 Portray humans and monuments effectively	
4.2 Light arrangements – Lenses and exposure	
4.3 Working with challenging subjects like children and pets	
4.4 Editing your portraits	
4.5 Developing an online presence	
Unit: V	12
Effects	

- 5.1 Silhouette - Special effects
- 5.2 Freezing Movement
- 5.3 Panorama
- 5.4 Light Painting
- 5.5 Multiple exposure

Total: 60 Hrs

Practical / Assignments

- Students will take different genre photographs
- Students will have to prepare assignments in different composition
- Students will submit assignment using various lighting techniques
- Visit to important media centers to observe their functioning

Course Outcomes

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

1. Gain knowledge about handle the camera to shoot Landscape, Monumental Photography and Seascape photography.
- 2 Gain knowledge about handle the camera to shoot photo Journalism, Photo Feature like any social issues.
3. Gain knowledge about handle the camera to shoot Fashion Photography, Product photography, Industrial photography, Event Photography.
4. Gain knowledge about handle the camera to shoot Portray Humans and Movements.
5. Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama.

TEXT BOOKS:

1. [James Folts](#), [Ronald P. Lovell, Jr.](#) [Fred Zwahlen](#) “Hand Book of Photography” Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, “Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras”, Knopf (November 25, 2008)

REFERENCE BOOKS:

1. Richard Zakia, Leatie Stroebel, “The encyclopedia of photography” , Focal Press – London, 3rd edition -1993.

2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, “The Manual of Photography”, Focal Press, 9th Edition (2000).

Websites:

<https://expertphotography.com/a-beginners-guide-to-photography/>

Websites:

<https://photographylife.com/photography-basics>

<https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>

DSE

ANCHORING AND PRESENTATION

0 2 4 4

Objective:

1. To gain knowledge on the psychological determinants of effective communication, basic Pronunciation and diction, voice modulation, camera friendliness and script writing.
2. To understand the grounding in Communications theory, after which they will learn to face the camera with confidence.
3. To learn the different anchoring techniques.
4. To gain knowledge on the cover/conduct events in a variety of situations and environments such as political news coverage, celebrity events, sports, crime and entertainment events.
5. Students will be taught to write scripts, use teleprompter, and take confidence building exercises.

Detailed Course

Unit: I

12

- 1.1. Introduction to rise of an anchor
- 1.2 Verbal, nonverbal and visual communication
- 1.3. Origin and growth of mass media Mass communication
- 1.4. Theory of human communication
- 1.5. Patterns of human behaviour impact, motivation and action

Unit: II

12

- 2.1. Introduction to Communication
- 2.2. The importance of Language and communication.
- 2.3. Types of Communication
- 2.4. Public Speaking and Interpersonal communication
- 2.5. Video as a medium of communication.

Unit: III

12

- 3.1. Introduction to Workshop
- 3.2. The importance of research in building up a story
- 3.3 Presentation workshop
- 3.4. Visible and invisible factors that one may face in producing a wholesome

3.5. balanced programme.

Unit IV

12

- 4.1. Introduction to Interviews and Discussions
- 4.2 Interviews for radio and anchoring panel discussion
- 4.3 Preparing a Project Proposal and Production Costing
- 4.4. Introduction to Electronic News
- 4.5. Introduction to Camera

Unit V

12

- 5.1. Introduction to Project Work
- 5.2. TV News Bulletin Unit and Preparing
- 5.3. Processing a Magazine programme
- 5.4. TV Show Preparation where a student performance is recorded
- 5.5. Edited and presented as a project work.

Practical / Assignments

- 1, TV news Video Presentation
- 2. Interview with any field of specialist
- 3. Anchoring Stage show

Course Outcome:

- 1. Understand the medium of broadcasting and basic of radio jockeying
- 2. Understanding Sound Studio Jargon & Dubbing
- 3. Hosting programs including public gatherings, public events and music videos that are further telecasted on-air through television or social media.
- 4. To Know the importance of Voice Modulation, Public Speaking, News Reading and Voice Overs
- 5. Understanding the importance of major responsibilities, they even handle hosting the road shows, theme parties, etc.

TEXT BOOKS:

- 1. Earl R. Hinz, "The Complete Book of Anchoring and Mooring", Cornell Maritime Pr/Tidewater Publication; 2 revised edition, June 2001.

REFERENCE BOOKS

- 1. Kimberley Meltzer, "TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology", Peter Lang Publishing Inc.; First printing edition March 1, 2010.

2. Nina Blackwood & Alan Hunter; "VJ: The Unplugged Adventures of MTV's First Wave", Atria Books; First Edition edition, May 7, 2013.

Web sources:

<https://www.sarvgyan.com/courses/radio-video-jockey>

https://www.youtube.com/watch?v=gnStD_KmdKg

Course Objective:

1. Course imparts the basics of sound recording, critical listening and reproduction.
2. It is the art of giving the video its sonic identity.
3. Enriches its language and overall feel advanced skills in all aspects of sound and music.
4. Studio recording, editing, mixing techniques, record and edit multiple audio tracks
5. Processing the edited material and made ready for the final mixed audio.

Unit: I**12**

- 1.1 Functional application analog and Digital System of sound.
- 1.2 Basic audio terminology and concepts of DAW for recording and editing,
- 1.3 Introduction Basic acoustics, Microphones and Monitors, speakers & Effects
- 1.4 Sounding levels for recording and mixing, audio workflow, multichannel
- 1.5 Audio facilities in post-production industry & recording techniques

Unit: II**12**

- 2.1 Demonstrating creative and functional application of soft wares
- 2.2 Importing files, adding audio tracks, editing, audio software
- 2.3 Recording audios, voice over, music audio mixing. audio special Effect
- 2.4 Principles Audio transitions, audio processing and dynamic controls & functions
- 2.5 BUS routing ,Listening mixing and exporting project

Unit: III**12**

- 3.1 Studying the characteristics of sounding parameters
- 3.2 Dynamics of Sound compressors, Noise-Gate, Dynamics,
- 3.3 Sound Filters and its functions,
- 3.4 Digital Audio plug -ins Multi track software, Sound cards,
- 3.5 Signal routing. Sound Inputs/Outputs, Bus, Advantages/Disadvantages-Recording Chain

Unit: IV**12**

- 4.1 Compressor/Limiter - Gate - Expander – thresholds, compression,
- 4.2 Types of Equalizers, parametric, Graphic, equalization filters, HPF, LPF.
- 4.3 Notch filters. Gain riding Compressors and limiter, The De-esser, The Noise gate
- 4.4 Automatic Gain controller, FBS, program limiting– stereo program limiting.
- 4.5 Multiband compressor, pop filters, spider suspender, parabolic reflector, mastering Plug-ins.

- 5.1 Creating a knowledge about the final mixing process
- 5.2 Methods involved in processing for delivery,
- 5.3 The importance of the music editor and SFX Temp Tracks Foley and ADR
- 5.4 Mixing tool Exporting and audio with Pro Mixing -interface with DAW software,
- 5.5 Introduction to Digital Theater Systems & Dolby, DTS & Dolby recording & playback principles.

Total: 60 Hrs.

Practical / Assignments

- Listening & analyzing music & voice genres
- Study and prepare a list , Types of Input/output devices
- Voice Recording & music balancing , track posting & Dubbing
- Make a short audio voice with Bgm & effects posted

Course Outcome

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

1. Fundamentals of analog and Digital sounding Systems, Basic acoustics, sounding levels, Knowledge of Digital Audio Workstations (Eg. Protools) and concepts of DAW for Multitrack recording and editing, audio workflow, audio facilities in post-production.
2. Demonstrating Multitrack applications for sound by importing Audio files, Adding audio tracks, BUS routing ,recording , editing, audio with Effects and mixing audio, Principles Audio transitions.
3. Understand the audio processing and dynamic controls, compressors, Noise-Gate, Compressor/Limiter –Gate, Expander -Filters, Signal routing Advantages/Disadvantages –and routing for listening, mute and solo functions
4. Understand the Audio tone processing Paragraphic, parametric, Graphic, Equalizers – HPF, LPF, BPF, Automatic Gain controller, FBS, program limiting–reflector, wind shield. Other mastering Plug-ins and Mixing Tools and Audio Techniques
5. Knowledge about the final mixing process and process involved for Mixing and Bouncing Final Audio with DAW, Introduction to Digital Theater Systems & Dolby, DTS

TEXT BOOKS:

1. Ken Dancyger, “The Technique of Film and Video Editing” Focal Press, 2010
2. Roy Thompson, Christopher J. Bowen “Grammar of the Edit” Focal Press, 2013

3. Bobbie O'Steen , "The Invisible Cut: How Editors Make Movie Magic" Michael Wiese Productions; 1st edition 2009

REFERENCE BOOKS:

1. Gael Chandler, "Film Editing: Great Cuts Every Filmmaker Should Know", Michael Wiese Productions 2009.
2. Howard Traminen- "The Audio Encyclopedia", Howard W. Sams & Co. 2nd edition 1969.
3. Don Davis and Carolyn Davis, "Sound System Engineering", Focal Press; 3 editions 2006

Web sources:

1. <https://filmstro.com/blog/the-top-audio-editing-tutorials-you-must-watch>
2. <https://www.macaulaylibrary.org/resources/audio-editing-tutorials/>
3. <https://filmup.co/editing-audio-in-film-where-to-start/>
4. https://www.free-audio-editor.com/features/Tutorials_Editing.html

Course objective:

1. Compositing is the combining of visual elements from separate sources into single images
2. To create the illusion that all those elements are parts of the same scene.
3. To understand the digital compositing is an essential part of visual effects that are everywhere in the entertainment industry today.

UNIT I**12**

- 1.1 Rotoscopy involves creating shapes which are used to isolate
- 1.2 Elements in footage Characters, vehicles, buildings etc.
- 1.3 Color correction, adding additional layers, dynamic effects etc.
- 1.4 Rotoscopy is the first step in the process of digital compositing.
- 1.5 Key techniques which involve Luma key and Chroma key.

UNIT II**12**

- 2.1 Tracking the footage.
- 2.2 Track the live footage in 2D and 3D
- 2.3 Track the camera in 2D and 3D layers for compositing.
- 2.4 3D tracking technologies lie in the science of photogrammetry,
- 2.5 Scientific method of calculating positions and distances of points referenced in one or more images.

UNIT III**12**

- 3.1 Live action compositing techniques.
- 3.2 Composite various different layers into single image.
- 3.3 Various project demo
- 3.4 CGI elements are composited.
- 3.5 Latest technology

UNIT IV**12**

- 4.1 Introduction to Fluid Effects
- 4.2 Coloring the fluids, Designing Clouds Background

- 4.3 Designing Fog Effects, Explosion Effects and Fire Effects with flames,
- 4.4 Space Effects and designs, Designing Thick Smoke,
- 4.5 Water effects with fluids, Fluid stimulation for special effects

In this session we cover the workflow of stereoscopy which follows the four major departments such as Rotoscopy, Matte Extraction, Clean plate and Stereo conversion process.

UNIT V

12

- 5.1 Designing Special Effects
- 5.2 Designing effects of Fur and shape, Designing Fur Effects,
- 5.3 Designing Cloth & Clothes and effects, Fire effects,
- 5.4 Lighting, Shatter, Curve flow, Surface flow, Basics of dynamics and cloth
- 5.5 Special effects rendering techniques

Total: 60 Hrs

Practical / Assignments

- The students will create special effects Compositing
- Creating a complete project using tools and techniques

Course Outcome:

At the end of this course, the Student will be able to

1. Understand the importance of rotoscoping.
2. Understand the process are involved in the rotoscoping
3. Learn the process of green\blue screen removal
4. Learn the process of 2D tracking and color correction
5. Learn the stereoscopy process are involved in 2D to 3D conversion

TEXT BOOKS:

1. Ron Ganbar, “Nuke 101: Professional Compositing and Visual Effects”, Peachpit Press; Second Edition, 2014.
2. Steve Wright, “Compositing Visual Effects”, Focal Press; Second Edition, 2011.

REFERENCE BOOKS:

1. Steve Wright “Digital Compositing for Film and Video”, Focal Press; Third Edition, 2010

2. Ron Brinkmann, “The Art and Science of Digital Compositing”, Morgan Kaufmann Publishers In; Second Revised Edition, 2008

Website:

1.

<https://www.skillshare.com/classes/VFX-Compositing-with-Nuke-Invisible-Visual-Effects/1970282351?via=search-layout-grid>

Web resources:

1.

https://www.slideshare.net/KilsergaAlufa/17826028bce-244483206?qid=0277dbbb-010d-4640-b8ff-ffe4e8a48644&v=&b=&from_search=50

DSE

MEDIA PRODUCTION MANAGEMENT

0 2 4 4

Course Objectives:

1. Acquire the significant knowledge about evolution, characteristics, and production techniques of various print media, and management.
2. Understand the various management functions within the Radio industry.
3. Acquire an in-depth knowledge about the TV industry and TV studio management.
4. To inculcate the knowledge of film production and business management.
5. Gain knowledge about new media production, entrepreneurship, and management

Unit:I

12

- 1.1 Evolution of print media
- 1.2 Indian Press and Indian freedom revolution
- 1.3 Print media business and organizational structure.
- 1.4 Print media production process.
- 1.5 Managing print media organization and ownership

Unit: II

12

- 2.1 Origin and development of Radio,
- 2.2 AIR and private Radio,
- 2.3 Community Radio,
- 2.4 Radio program production process,
- 2.5 Management of Radio studio its organizational structure

Unit: III

12

- 3.1 Understanding development of TV channels,
- 3.2 Cable and private TV channels,
- 3.3 Equipments involved in TV production,

- 3.4 TV production process and studio system,
- 3.5 Management of TV studio its organizational structure.

Unit: IV

12

- 4.1 Origin and development of film technology,
- 4.2 Film versus Digital film making,
- 4.3 Film production, distribution, channels, Market, Foreign rights,
- 4.4 Five stages of film production and film business,
- 4.5 Approaching film production organizations and OTT platforms.

Unit:V

12

- 5.1 Development of new media,
- 5.2 Digital revolutions in media business,
- 5.3 Digital media production and new software tools,
- 5.4 Digital editing, compositing, distribution and business,
- 5.5 Entrepreneurial opportunities in new media and social media and organizations.

Field visits / Assignments

- The students should visit media organizations (Print houses, Doordharsan, TV channels, Radio stations, and online media channels)
- Students should submit a business proposal related to their media business plan
- Students should submit an Infographics as project related tot their chosen media (print, Radio, TV, film or Online) complete work process model.

Total 60 Hours

Course outcome:

1. Students will learn about the print production technology
2. Students will understand the Radio production techniques
3. Students will learn and understand the TV channels and the studio production system
4. Students will get the knowledge of the film business and production
5. Students will get the practical knowledge about the media business proposal plan and execution.

TEXT BOOKS:

1. Kumar, Keval J, Mass Communication in India, Jaico Publication, Sixth edition, 2012
2. Hodgson F. W. Modern Newspapers practice, Heinemann, London, 1984
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi 1998

4. Jeremy Orlebar, (2011). The Television Handbook Publisher Taylor & Francis

REFERENCE BOOKS:

5. Stephen., (2012). The business of film –A practical introduction. Routledge publishers
6. Shel, Holtz, (2003), Public Relation on the Net; Winning Strategies to inform and influence the New Media, the Investment Community, the Government, the Public & More, Amacon, USA
7. Sehgal, & Chaturvedi. (2013). Entrepreneurship Development. New Delhi: Udh Publishing Edition

Website:

1.

<http://www.nraismc.com/wp-content/uploads/2017/03/504 - ORGANISATION AND MANAGEMENT.pdf>

<https://www.slideshare.net/TipsDwarka/media-organisation-management>

Web resources:

1. https://uk.sagepub.com/sites/default/files/upm-binaries/40856_4.pdf

DSE

JOURNALISM AND NEWS WRITING

0 2 4 4

Course Objectives

- 1.To introduce students to the basics of journalism.
- 2.To inculcate the knowledge of elements of journalism.
- 3.To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.

Unit-I

12

- 1.1 Journalism: Concept, nature, scope,
- 1.2 Function and types,
- 1.3 Role of Journalism in Society,
- 1.4 Journalism and Democracy Concept of Fourth Estate and
- 1.5 Concept of Mass Communication in India.

Unit – II

12

- 2.1 Journalism: Contemporary Issues in Journalism,
- 2.2 Debates in Journalism,
- 2.3 Elements of Journalism,
- 2.4 Types of Journalism,
- 2.5 Journalism Ethics.

Unit – III

12

- 3.1 Process of Journalism
- 3.2 Citizen Journalism
- 3.3 Yellow Journalism –
- 3.4 Investigative Journalism

3.5 Advocacy Journalism.

Unit – IV **12**

4.1 News writing

4.2 Feature writing

4.3 Web writing and article writing

4.4 Writing headlines

4.5 Editorial writing & Typography

Unit – V **12**

5.1 Pyramid and inverted pyramid styles of writing

5.2 Types of News Writing

5.3 Content writing –

5.4 E –writing

5.5 Journalism and society

Total 60 Hours

Practical / Assignments

- Students will write a human interest news story
- Students will have to design a tabloid newspaper
- Students will prepare a profile of newspaper writings (types and style).
- Visit to important media centers observing their functioning and writing reports thereof.

Course Outcomes

CO1. Students would be able to understand the basics of journalism.

CO2. Students would be able to inculcate the knowledge of student elements of journalism.

CO3. Students would be able to acquaint them with important aspects of the process of journalism.

CO4. Students would be able to develop the knowledge of skills of journalism.

CO5. Students would be able to enhance understanding of the technical terms and jargons of journalism.

TEXT BOOKS

1. Ian Hargreaves, “Journalism A very short Introduction”, Oxford University Press, Second Edition, 2014.
2. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism Bhopal

REFERENCE BOOKS

3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi

4. News Papers and Magazines based on current affairs.

Web Sources:

<http://studylecturenotes.com/journalism-mass-communication/>

<https://mopu6803.wordpress.com/lecture-notes/>

Websites:

<https://www.docsity.com/en/lecture-notes/literature-and-communication/online-journalism/>

<https://en.students-library.com/library/categories/9-journalism-and-communication---lecture-notes>

SKILL ENHANCEMENT COURSES

(SEC)

SEC

SOFTSKILLS – I

2 0 0 2

Course Objective:

1. To enable participants Business Communication Skills
2. To enhance participants E-mail writing skills
3. To impart Leadership and Team Bonding skills

	Credit Hours
1. READING COMPREHENSION AND VOCABULARY	06
Filling the blanks – Cloze Exercise – Vocabulary building – Reading and answering Questions.	
2. LISTENING AND ANSWERING QUESTIONS.	06
Listening and writing – Listening and sequencing sentences – Filling in the blanks – Listening and answering questions.	
3. GROUP DISCUSSIONS	06
Why GD part of a selection process – Structure of a GD – strategies in GD – Team Work – Body Language	
4. CONVERSATION.	06
Face to face Conversation and Telephone conversation.	
5. SELF- INTRODUCTION AND ROLE PLAY	06
Total	30 Hours

Course Outcome

At the end of this course the students will be able to,

- CO 1 Prioritize power of understanding and aids assimilation of vocables. Vocabulary to charge communication with educated words
- CO 2 Develop comprehensive knowledge through listening leading to answering questions
- CO 3 Build observation power and infuse self-confidence through group discussions
- CO 4 Identify methodology for befitting constructional ability
- CO 5 Experiments with inward looking and visualization of the 'otherness' of situations

Books Recommended

- Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press. New Delhi.2011.
- S.P. Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010.Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.
- Tiko, Champa & Jaya Sasikumar. Writing with a Purpose.OUP. New Delhi. 1979

Web Source:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
- <https://blog.hubspot.com/service/phone-etiquette>

Course Objective:

1. To enable students to develop their communication skills effectively
2. To enhance students Reading, Writing, Listening and Speaking skills
3. To develop their self-confidence through communication

Credit Hours

1. PRESENTATION SKILLS	06
Elements of an effective presentation – structure of presentation – voice modulation – Audience analysis – Body language	
2. SOFT SKILLS	06
Time Management – Articulateness – Assertiveness – Stress management	
3. RESUME / REPORT PREPARATION / LETTER WRITING	06
Structuring the resume / Report – Business letters – E-Mail Communication	
4. INTERVIEW SKILLS	06
Kinds of Interviews – Required by Skills – Corporate Culture – Mock Interviews	
5. 30 FREQUENTLY ASKED QUESTIONS	06

Total : 30 Hours**Course Outcome**

At the end of this course the students will be able to,

- CO1 Illustrate the essential of presentation skills, thoughts, structure, voice modulation, audience analysis and body language
- CO2 Utilize the psychological skills pertaining to time management, articulation, assertion and stress management
- CO3 Construct methodology for preparation of resume, reports, business letters and email communication
- CO4 Appraise learners with varied skills needed for expose to interviews
- CO5 Categorize the nature of questions asked usually in interviews

Books Recommended

- Barun K.Mitra. Personality Development and soft skills. Oxford University Press. New Delhi. 2011.
- S P Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010.
- Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University

Press. New Delhi. 2009.

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

Course Objective:

1. To enable students to develop their soft skills and Body Language
2. To enhance students Reading, Writing, Listening and Speaking skills
3. To develop their self-confidence to excel at Interviews

	Credit Hours
UNIT-I Powerful Presentation	06
UNIT-II Reinforcement	06
UNIT-III Using visual aids	06
UNIT-IV Types and Methods of Presentations	06
UNIT-V Obstacles to Presentation	06

Total: 30 Hours**Course Outcome:**

- CO1 To develop participants social and professional skills
- CO2 To help participants manage time effectively
- CO3 To build a strong resume to suit corporate requirements
- CO4 To face interviews confidently
- CO5 To enhance their aptitude abilities

Books Recommended:

- Roz Townsend: Presentation Skills for the Upwardly Mobile, Emerald, Chennai.
- Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://venngage.com/blog/presentation-skills/>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>